



INSIGHTS  
DRIVEN BY DATA



# 2020 Global Customer Experience Benchmarking Report

The connected customer: delivering an effortless experience

Explore 1 of our **6** core themes to achieve a connected and effortless customer experience

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## Automate appropriately to drive productivity and reduce effort



**77.4%** agree on positive AI impact on customer operations



Yet only **32.1%** organization's expectations are met



Only **1.0%** of organization's are processing over 76% of CX activity via non-human systems

AI and machine learning need a long-term approach

Get access to our executive guide to help you deliver a connected and effortless customer experience

Learn to...



Lead with CX strategy

Understand customers

Personalize experiences

Engage through omnichannel

Automate intelligence

Optimize performance

...to create more value for your customers and business

### How can we help?

We help you understand, design, and deliver extraordinary customer connections across multiple integrated touch points

Find out more about our CX Advisory Services.

Join the conversation



Get the

Executive Guide to the 2020 Global Customer Experience Benchmarking Report