



NTT

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

2 Your data opportunity for differentiation is being neglected



73.7%

operate without enterprise-wide CX analytics



50.3%

aren't aligning data capture needs with business outcomes



Only **32.1%** can perform cross-channel relationship analysis

Build core skills in understanding data and you'll be able to change customer engagement

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