



2021 Global Customer Experience Benchmarking Report

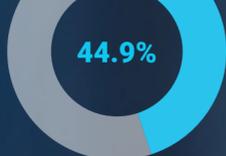
Crossing the CX Divide: Leading from a new baseline

Voice of customer

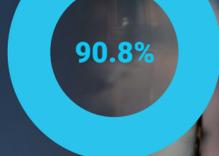
The value of CX is being advanced exponentially as the golden thread in organizations. CX has been recognized as an important differentiator by consumers, and leading organizations have distinguished themselves by understanding where they can make a market impact through CX

The pandemic highlighted weakness and opportunity in CX

Disrupting trailblazers: There's a revolution around the operating models and owner of CX



44.9% of CX teams were able to pivot quickly and effectively when the pandemic hit



90.8% went on to accelerate the digitization and automation of CX



74.9% Board level responsibility for CX has increased, from 35.0% in 2020

BUT JUST



22.6% of consumers globally rate customer experiences to be at promoter standard

while



58.8% of organizations agree that CX is a weak link in their solutions and product portfolio

4 data-driven insights into the CX landscape

Develop CX strategies that demonstrate business value

CX is moving to the world of added-value. Leading organizations have distinguished themselves by understanding where they can make a market impact through CX



90.9% of organizations agree (43.5% fully) CX is a primary differentiator



57.9% of global consumers strongly agree that CX is a way for organizations to differentiate themselves from the competition

New benchmarks for designing customer journeys

Human-centered customer journeys can help bridge this gap and augment CX capabilities – and they'll be far more effective if you involve the humans concerned



93.8% of organizations appreciate the need for CX design principles, but only 47.7% are fully utilizing customer insight for product and service improvement



58.6% CX Leaders are doing better, with majority of global consumers saying they're easy to do business with

Prepare for the next wave: hyper-automation

RPA is now passé, giving way to hyperautomation that brings together AI, machine learning, virtual agents and RPA in one package that ushers in the true value proposition of automation to CX



52.1% of organizations expect a majority of their CX to be managed by AI and robotic solutions within 12 months. 22.6% are already managing majority of their CX via automation [up from 5.9% in 2020]



17.9% While just 17.9% of global consumers rate digital/self-service CX at promoter level and almost half are at a detractor level

Reinforce the human touch between CX and EX

The pandemic has been a catalyst for accelerated change. Organizations now need to invest in the tools needed to enhance their employees experience and capability, to create more powerful human connections at those critical moments of truth



44.2% agree strongly that employees are highly engaged in delivering CX



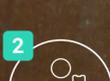
50.0% say CX agents are equipped with tools that enable full capability and augment customer insights

Next steps

Adapting to new operational practices created during the pandemic, the acceleration of artificial intelligence (AI), the mainstream adoption of disruptive innovations and, most importantly, the power of customer choice combine to mandate a progressive CX strategy to ensure survival and successful growth



1 Develop CX strategies that optimize value



2 Build customer journeys against a new baseline



3 Prepare for hyper-automation and use it intelligently



4 Reinforce the human connection between CX and EX

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