

# Connect People... Brilliantly

Customers have great expectations. Are you sure your CX measures up?

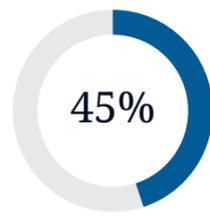


of organizations have fully aligned CX with business strategy.

(while leading organizations are 2x as likely to have done so)



view CX as the weakest link in the value chain



are very satisfied with their current CX capability

Successful organizations must cross the divide between expectation and delivery to reconnect with customers.

## Create a CX experience that actually connects with customers

01

Enhance customer experience by improving employee experience



Only **44.2%** of organizations strongly agree that employees are highly engaged in delivering CX.

Customers want choice and seamless, effortless interactions. Organizations need to equip employees with the tools needed to meet these expectations.

Enhancing CX by improving EX means employees can connect better with customers. This requires human-centered design, supportive technologies, plus investment in the necessary training, enablement, and knowledge management systems.

02

Get the next wave of automation right



**51%** of organizations expect the majority of their CX to be managed by AI and robotics within 12 months.

Customers want self-service for simple transactions and processes. They expect instinctive, effective, and consistent automation across channels. If the automation ISN'T working, they need the ability to speak to a human.

Organizations must think strategically to offer continuously evolving, dynamic automation experiences across all channels that meet the needs of customers, employees – and the organization itself.

03

Design and deliver engaging customer journeys



**93.8%** of organizations appreciate the need for CX design principles. However, only **47.7%** are designing using customer insight.

Customer journeys need to be intuitive, seamless, and personalized. They must also empower the customer to do what they want to do, be it make a purchase, obtain information, or resolve an issue.

A human-centered approach to experience design involves customers and employees. The technology involved should serve the people who need to use it. Only once the ideal customer journey is clearly mapped out can the business align integration, communications, and CX platforms more strategically for differentiation.

04

Make the customer experience a strategic differentiator



**90.9%** of organizations agree CX is a primary differentiator.

CX is an ideal opportunity for organizations to differentiate themselves. No longer a cost line item, it now generates revenue for the business.

Quantifying strategic value and establishing line-of-sight connections between strategy and experience help organizations understand, design, and implement the capabilities that make CX a strategic differentiator.

## Genesys and NTT enable you to Connect People Brilliantly.

We help you treat people as people when it matters most, while using automation to the max for the simple stuff.

We design and deliver journeys that customers feel in control of and turn CX into a strategic differentiator for your organization.



### Unique insight

NTT's Customer Experience Benchmarking Report is widely acknowledged as the most authoritative and comprehensive report of its kind.



### Unique perspective

We emphasize employee experience as a critical driver of excellent customer experience. Our services and platforms empower employees to deliver the experiences customers want.



### Unique culture

Consultative, data-driven masters of CX, we use technology and the human touch to make the world a better place.

Connect with **YOUR** customers | Connect with us: **Genesys & NTT**