



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

4 Great engagement comes from focus and design



66.4%

don't have a cross channel (customer) management strategy



24.2%

of CX teams collaborate on customer journey design



24.5%

claim good or complete CX consistency

Add value to your customers, by understanding them. It's about the customer journey, not technology availability

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