



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

1

## A leading strategy needs an organized execution framework



**81.6%**  
agree CX gives a competitive edge



**58.0%**  
say CX is the primary differentiator



**14.4%**  
say it's crucial for strategy



**26.2%**  
say the value of CX is defined and tracked

Learn from leaders across industries who effortlessly bring customers into strategic focus

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