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.

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 harmonized, progressive CX strategy to ensure survival and successful growth.

Agree strongly that employees are highly engaged in delivering CX:

- 50.0%
- 44.2%
- 57.9%
- 58.8%

Hyper-automation and AI:

- 22.6%
- 58.8%
- 52.1%
- 17.9%

Preparation for the next wave:

- 93.8%
- 58.6%

New benchmarks for designing customer journeys:

- 44.9%
- 22.6%

New insights into the CX landscape:

- 44.9%
- 22.6%

Customer Experience Consulting Services
Create superior connections
Join the conversation

Register for one of our CX Advisory workshops to accelerate your CX ambitions

2021 Global Customer Experience Benchmarking Report

Disrupting traditional silos in the operating model of CX

Customer Experience Leaders are doing better, with 90.9% of global consumers saying they’re easy to do business with.

57.9% of organizations agree (43.5% fully) CX is a primary differentiator of global consumers strongly agree that CX is a way for organizations to differentiate themselves from the competition.

58.8% of consumers globally rate customer experiences to be at promoter standard.

51.1% of CX teams were able to pivot quickly and effectively when the pandemic hit.

But just

Develop CX strategies that demonstrate business value

Build customer journeys against a new baseline

Prepare for hyper-automation and use it intelligently

Reinforce the human touch between CX and EX

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 and acting on data-driven insights into the CX landscape.

The pandemic highlighted weaknesses and opportunity in CX.

The value of CX has never been more apparent. The golden thread that weaves through all aspects of an organization, CX is the vital thread that connects customers, employees, and stakeholders, driving improved outcomes and experiences.

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2021 Global Customer Experience Benchmarking Report

Crossing the CX Divide: Leading from a new baseline

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

Next steps

Develop CX strategies that demonstrate business value

Build customer journeys against a new baseline

Prepare for hyper-automation and use it intelligently

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