



Asia Pacific 2020 Global Customer Experience Benchmarking Report

The connected customer: delivering an effortless experience

Globally, CX remains top boardroom indicator of strategic performance yet, **only 12.1% say customers rate their experiences at promoter level.**

Detractors have increased to



while



of organizations don't have context-based insight to guide approach

Organizations are still failing to provide on-demand and hyper-personalization engagements

Here are the **6 stepping stones** to achieving a connected and effortless customer experience

In APAC

<p>1</p> <p>A leading strategy needs an organized execution framework</p> <ul style="list-style-type: none"> 78.9% agree CX gives a competitive edge 64.3% say CX is the primary differentiator 19.3% say it's crucial strategy 33.8% say the value of CX is defined and tracked <p>Learn from leaders across industries who effortlessly bring customers into strategic focus</p>	<p>2</p> <p>Your data opportunity for differentiation is being neglected</p> <ul style="list-style-type: none"> 70.9% operate without enterprise-wide CX analytics 49.7% aren't aligning data capture needs with outcomes Only 34.4% can perform cross-channel relationship analysis <p>Build core skills in understanding data and you'll be able to change customer engagement</p>	<p>3</p> <p>Personalization requires delivering the exception, not the rule</p> <ul style="list-style-type: none"> 77.8% have some form of personalization capability 37.6% provide context-based engagement 18.7% automate systems for proactive engagement Poor user interfaces top factor affecting digital channel use <p>Show that you understand your customers, by giving them personalized offers based on what they value</p>
<p>4</p> <p>Great engagement comes from focus and design</p> <ul style="list-style-type: none"> 60.3% don't have multi-experience channel management 36.7% of CX teams collaborate 29.7% claim good or complete CX consistency <p>Add value to your customers, by understanding them. It's about the customer journey, not technology availability</p>	<p>5</p> <p>Automate appropriately to drive productivity and reduce effort</p> <ul style="list-style-type: none"> 70.9% agree on positive AI impact Yet only 42.1% users expectations are met Only 2.4% of organizations are processing 76% to 100% via non-human systems <p>AI and machine learning need a long-term approach</p>	<p>6</p> <p>Agile adaptation and alignment are key to optimization</p> <ul style="list-style-type: none"> 26.1% are proactive and growth orientated 43.4% acknowledge needs of today's workforce 39.9% list ROI as KPI for technology <p>Connected customer experiences rely on adaptive structures, enabling your people, and aligning your technology</p>

To remain relevant in this complex, changing environment, you need to...



...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.

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Executive Guide to the 2020 Global Customer Experience Benchmarking Report