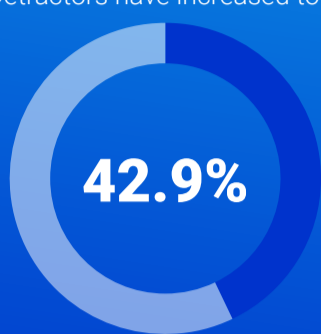# NTT

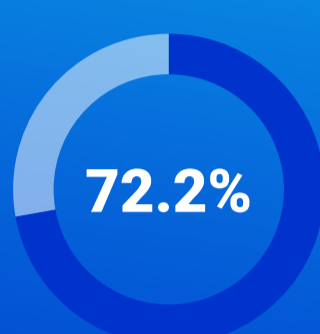# 2020 Global Customer Experience Benchmarking Report

The connected customer: delivering an effortless experience

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

Detractors have increased to

42.9%

while

72.2%

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

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

Explore our **6** **core themes** to achieve a connected and effortless customer experience

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

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

2 Your data opportunity for differentiation is being neglected

- **73.7%** operate without enterprise-wide CX analytics
- **50.3%** aren't aligning data capture needs with outcomes
- Only **32.1%** can perform cross-channel relationship analysis

Build core skills in understanding data and you'll be able to change customer engagement

3 Personalization requires delivering the exception, not the rule

- Personalized advancement shows **52.7%** increase
- **27.7%** provide context-based engagement
- **13.5%** automate systems for proactive engagement
- Poor user interfaces top factor affecting digital channel use

Show that you understand your customers, by giving them personalized offers based on what they value

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

5 Automate appropriately to drive productivity and reduce effort

- **77.4%** agree on positive AI impact on customer operations
- Yet only **32.1%** organizations expectations are met
- Only **1.0%** of organizations are processing over 76% of CX activity via non-human systems

AI and machine learning need a long-term approach

6 Agile adaptation and alignment are key to optimization

- **20.9%** are proactive and growth orientated
- **48.0%** acknowledges need of todays workspace environment
- **51.6%** list ROI as KPI for technology

Connected customer experiences rely on adaptive structures, enabling your people, and aligning your technology

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To remain relevant in this complex, changing environment, you need to...
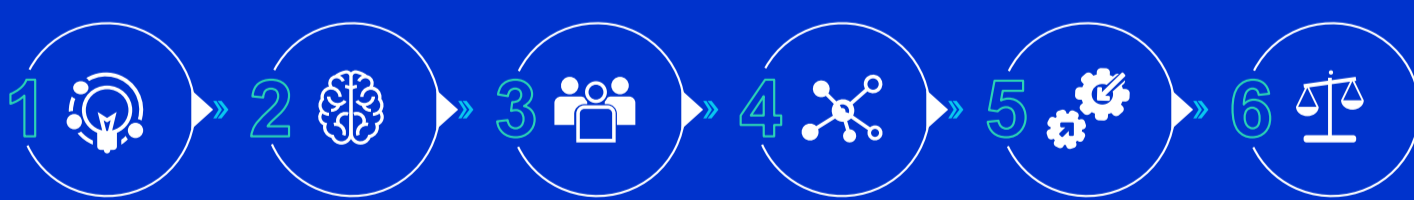
1 Lead with CX strategy
2 Understand customers
3 Personalized experiences
4 Engage through omnichannel
5 Automate intelligence
6 Optimize performance

...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