Deliver Engaging Customer Experiences With A Cohesive CX Strategy

FORRESTER®

COMPELLING CX COMES FROM INTEGRATED DATA SYSTEMS

LOB decision makers have experienced/expect to experience these benefits from an integrated customer data system:

- **50%** Increased customer satisfaction through service ticket resolutions
- **45%** Improved ability to align across multiple internal departments
- **43%** Improved CX strategy based on 360-degree customer data
- **39%** Increased ability to scale
- **37%** Improved revenue growth from happier customers

CURRENT CRM TROUBLES FOCUS ON DATA

Enterprise CRMs fail to create a unified view of the customer through data:

40% Experienced difficulty creating an integrated, 360-degree view of the customer from CRM/customer experience (CX) technology data

34% Experienced issues with personalization

33% Experienced difficulty maintaining account privileges/levels of permission across departments

31% Experienced significant barriers to integrating with other important customer systems

IMPLEMENTATION PARTNERS ROUND OUT A COMPLETE CX STRATEGY

LOB DMs are seeing the strategic benefits of using a partner:

50% Have the ability to develop a strategic roadmap to building the CX

47% See cost-effective deployment

45% Achieve positive ROI on platform investment

43% Experience better change management

ENTERPRISES PRIORITIZE IMPROVING DATA MANAGEMENT FOR BETTER CX

Top customer experience priorities over the next 12 months include:

50% Improve management of customer data (i.e., linking across enterprise, building customer insights)

44% Improve personalization capabilities

43% Improve customer experience across channels

40% Improve customer service offerings and capabilities

Read the full study