

Customer experience: enabling your midsize company to become a best-run business



IDC research* shows that best-run midsize companies significantly outperform those that IDC defines as “laggards.”¹

8x

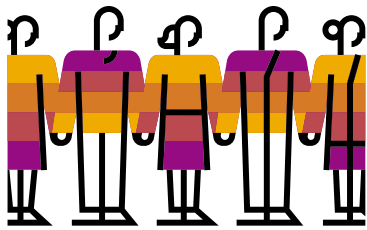
Revenue growth has been 8x greater

7x

Customer satisfaction improvement has been 7x greater

4x

Employee productivity increase has been 4x greater

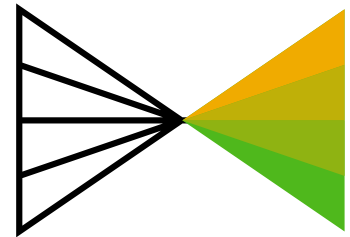


Customer experience (CX) professionals play a key role in driving digital transformation and strategic direction.

36.2%

Of CX professionals see themselves as setting the strategic direction for their companies.²

CX professionals in the best-run midsize companies are further down the path to digital transformation . . .



49%

Of CX professionals in best-run companies cite being “well underway in applying technology” versus 29% for overall respondents.³

. . . and are leading in leveraging intelligent technologies to create differentiated and personalized customer experiences.⁴

67.0%

Use analytics and Big Data to identify and address customer needs

53.9%

Use chatbots and conversational artificial intelligence (AI) to interface with customers

47.6%

Use AI and machine learning to anticipate individual customer needs

CX executives in best-run midsize companies rate the ability of their systems and technology as “good” or “very good” in the following areas:⁵

97.8%

Providing a consistent, seamless, user-friendly, and end-to-end customer journey

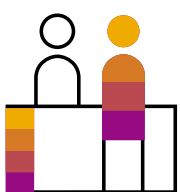
96.8%

Creating a single, integrated view of customer data across touch points

90.8%

Integrating front-end, customer-facing processes into back-end fulfillment and ERP systems

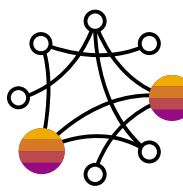
IDC recommends that CX professionals in midsize companies focus on:



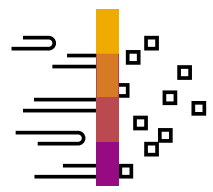
Building a single view of the customer



Embedding intelligence in their data



Investing in flexible and open technology to extend and connect



Aligning CX priorities with broader digital transformation initiatives