

# CX Champions Share Their Secrets

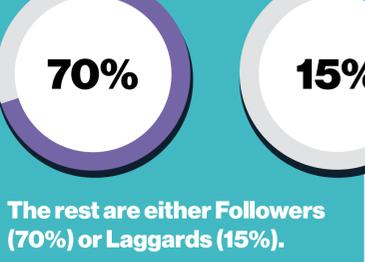
## CX: The Big Picture

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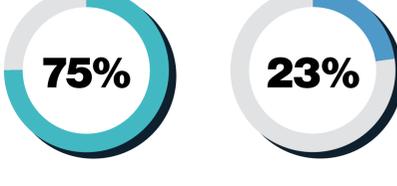
We surveyed more than **2,600 business leaders worldwide** who are involved in or familiar with their companies' approach to CX. Following is a snapshot of what we learned about CX trends, challenges, and priorities.

### Companies with stellar CX remain a rare breed.

We developed a CX maturity curve based on participants' responses to questions about their organization's CX activities and related IT investments. **The results:**



### Three factors set CX Champions apart from the pack.

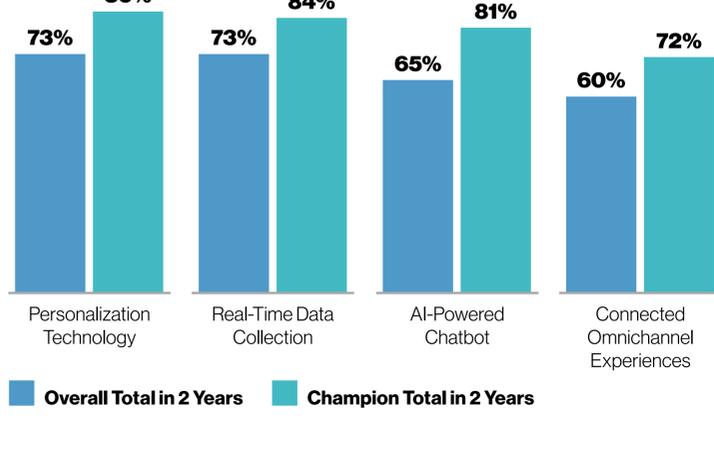


#### 1. They view having a CX strategy as essential not only for CX, but also for larger digital transformation efforts as well. In fact:

- Nearly 75% of CX Champions say their CX strategies are crucial elements in their organization's digital strategies. Among Laggards, it's just 23%.

#### 2. They make sophisticated use of analytics and AI. In fact:

- More than 80% of CX Champions already make significant use of analytics throughout the customer journey, from research to adoption to ongoing engagement. Among Laggards, it's less than 40%.
- Champions are most likely to expand their use of "smart" tools for CX in the short term. For instance:



#### 3. They operationalize CX throughout their organizations via cross-functional teams. In fact:

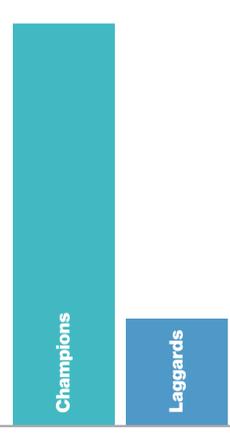
- Fully 93% of CX Champions rely on such teams or expect to do so soon.



## CX: Communication, Collaboration, and the C-Suite

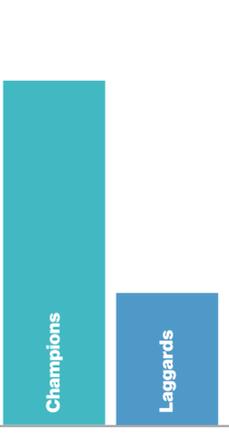
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Champions keep all employees involved in and informed about CX.



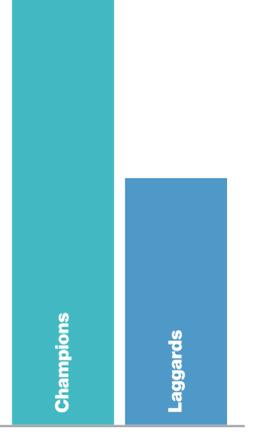
**For example:** 70% of Champions have **extensively documented workflows** for departments involved in CX. Among Laggards, it's only about 24%.

Champions emphasize collaboration.



**For example:** Nearly 60% of Champions rely heavily on **collaborative software and platforms** for CX management. Among Laggards, it's less than 25%.

Champions engage the C-suite.



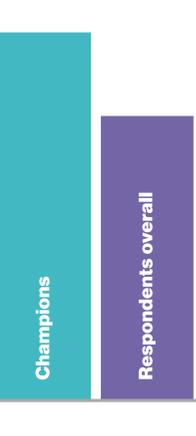
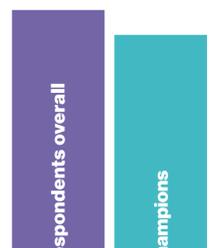
**For example:** More than 75% of Champions say their organizations' **C-suite executives** are "very" or "extremely" involved with CX. Among Laggards, it's 43%.

## Beyond CX

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### CX champions embrace both customer experience and customer service.

67% of respondents overall (and 61% of Champions) say that many in their organizations believe that CX and customer service are the same thing. But we believe CX Champions understand how the two differ. More important, they're likely to take a strategic approach to making sure that **CX and customer service complement each other.**



### CX Champions are serious about ethics and privacy.

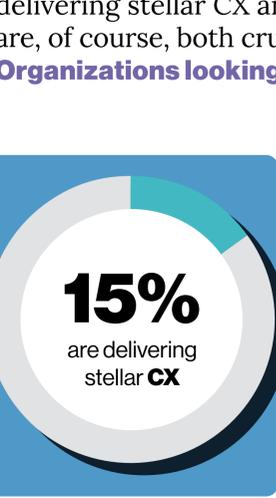
Champions recognize that customers increasingly expect to know exactly how companies are using — and protecting — their personal information.

The vast majority — **88%** — of Champions surveyed either have data ethics plans in place now or plan to implement them soon. That's 20% higher than survey respondents overall.

## Bringing It All Together

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Just 15% of companies surveyed — our CX Champions — are delivering stellar CX and garnering impressive ROI, which are, of course, both crucial to driving digital transformation. **Organizations looking to join their ranks may wish to:**



- Incorporate CX** into their overall digital strategies.
- Involve the C-suite** in their CX initiatives.
- Streamline operations** to provide faster, more dynamic experiences.
- Establish cross-functional teams**, equipping them with clear workflows and collaborative software platforms.
- Apply insights obtained** from analytics and AI to continuously improve CX.
- Take a complementary approach** to providing CX and customer service.
- Embed ethics** into every aspect of CX.

For more results from our research into CX trends and priorities, read the full report: [sas.com/cx-champions](https://sas.com/cx-champions)

To learn more about SAS solutions for marketing and CDP capabilities, visit: [sas.com/ci](https://sas.com/ci).