

**DIGITAL TRANSFORMATION** 

# THE CUSTOMER EXPERIENCE DISCONNEC

> Middle market businesses know that their customers expect an easy, seamless customer experience (CX), no matter which channels they choose to connect with. But most companies still feel like they're falling short when it comes to delivering that experience.

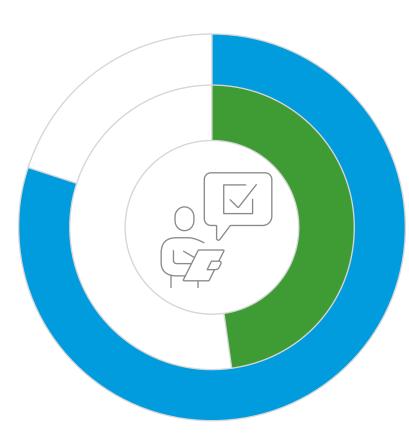
## Customers expectations have grown

Businesses understand this, yet they also know they're not delivering the best possible CX.

48%

say enhancing customer experience or sourcing better customer insights are most important to their growth strategy.1

of consumers say they're more loyal to companies that personalize their experiences.<sup>2</sup>



### CX plays a critical role in business growth

Savvy businesses leverage data to meet customer expectations and drive investments.

37%

external collaboration with customers. suppliers and partners drives technology solution investments.3

say that improving



33%

up with changing customer demand/ expectations drives such investments.4

say that keeping

### to make the modern CX possible To improve CX, companies must make use of new technologies that help them understand customer behavior and expectations.

**Businesses look to technology** 



company's ability to improve CX depends on their

success leveraging new technologies.5



company's efforts to collect customer

over the past two years.6

insights increased



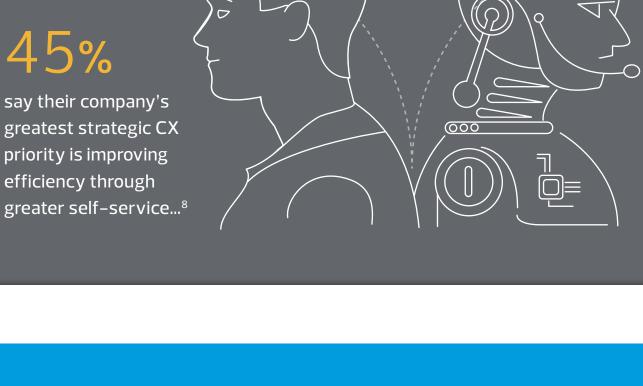
surveyed say their company leverages customer data/

insights to improve the CX.7

# ...while another

Self-service and personalization

help drive a better CX



say it's using data and artificial intelligence

understanding and

for customer

personalization.9

Businesses that want to keep up with rising customer expectations must adopt transformational strategies that start with the customer.

It's time to eliminate the disconnect

To learn more about CX and digital transformation, check out these additional resources.

**LEARN MORE** 

is-nt-dds-all-0622-azure ML

+1800 274 3978 rsmus.com

This document contains general information, may be based on authorities that are subject to change, and is not a substitute for professional advice or services. This document does not constitute audit, tax, consulting, business, financial, investment, legal or other professional advice, and you should consult a qualified professional advisor before taking any action based on the information herein. RSM US LLP, its affiliates and related entities are not responsible for any loss resulting from or relating to reliance on this document by any person. Internal Revenue Service rules require us to inform you that this communication may be deemed a solicitation to provide tax services. This communication is being sent to individuals who have subscribed to receive it or who we believe would have an interest in the topics discussed. RSM US LLP is a limited liability partnership and the U.S. member firm of RSM International, a global network of independent audit, tax and consulting firms. The member firms of RSM International collaborate to provide services to global clients, but are separate and distinct legal entities that cannot obligate each other. Each member firm is responsible only for its own acts and omissions, and not those of any other party. Visit rsmus.com/about for more

THE POWER OF BEING UNDERSTOOD

AUDIT | TAX | CONSULTING