

DIGITAL TRANSFORMATION

# THE CUSTOMER EXPERIENCE DISCONNECT

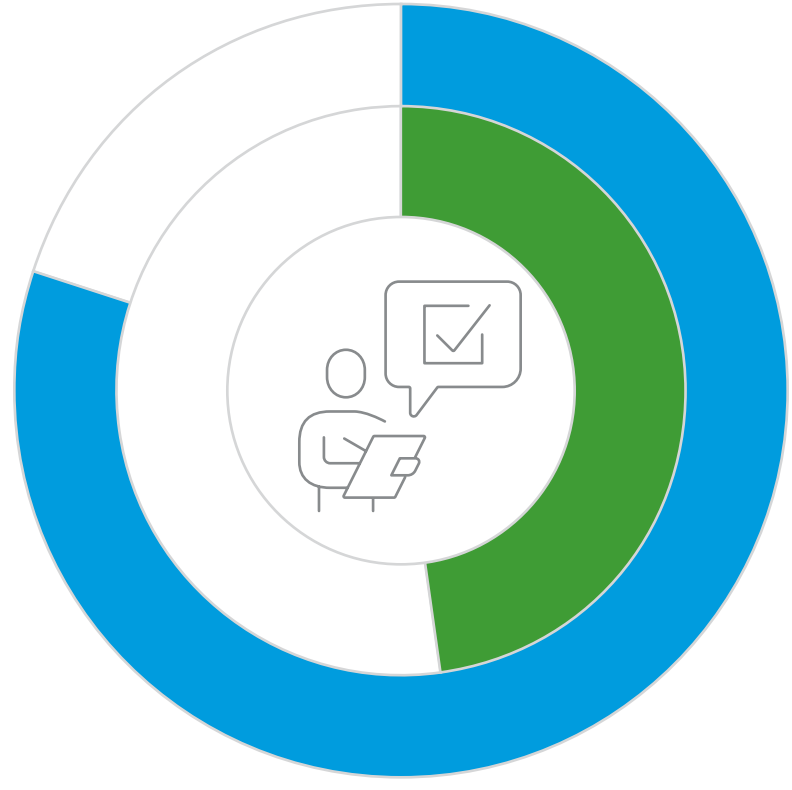
➤ Middle market businesses know that their customers expect an easy, seamless customer experience (CX), no matter which channels they choose to connect with. But most companies still feel like they're falling short when it comes to delivering that experience.

## 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.<sup>1</sup>

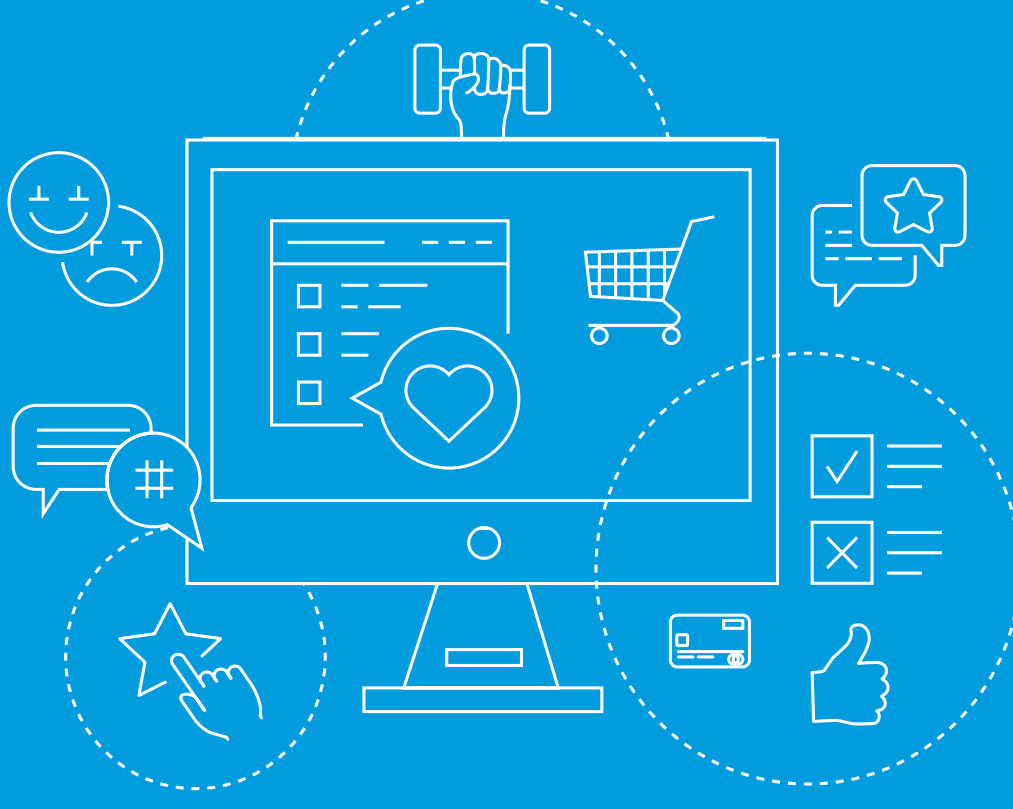
**80%** of consumers say they're more loyal to companies that personalize their experiences.<sup>2</sup>



## CX plays a critical role in business growth

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

**37%**  
say that improving external collaboration with customers, suppliers and partners drives technology solution investments.<sup>3</sup>



**33%**  
say that keeping up with changing customer demand/expectations drives such investments.<sup>4</sup>

## Businesses look to technology to make the modern CX possible

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



**65%**  
say their company's ability to improve CX depends on their success leveraging new technologies.<sup>5</sup>



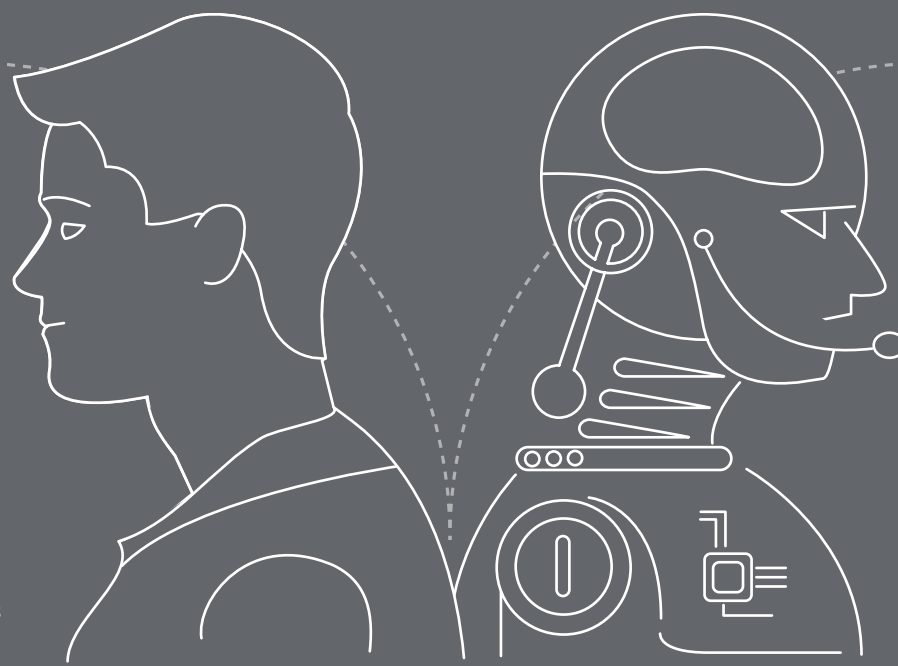
**64%**  
say their company's efforts to collect customer insights increased over the past two years.<sup>6</sup>



**78%**  
of board members surveyed say their company leverages customer data/insights to improve the CX.<sup>7</sup>

## Self-service and personalization help drive a better CX

**45%**  
say their company's greatest strategic CX priority is improving efficiency through greater self-service...<sup>8</sup>



...while another **37%** say it's using data and artificial intelligence for customer understanding and personalization.<sup>9</sup>

## ➤ It's time to eliminate the disconnect

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

To learn more about [CX and digital transformation](#), check out these additional resources.

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