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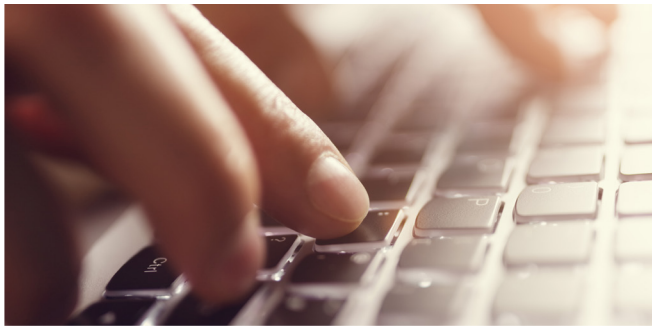
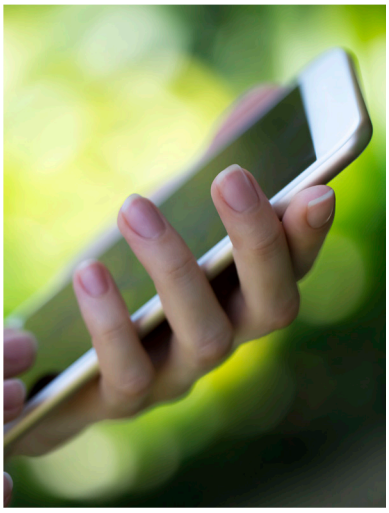
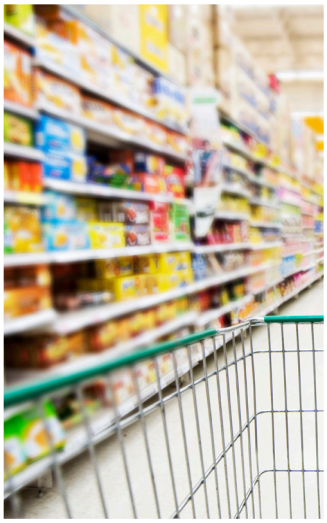


CUSTOMER JOURNEY INSIGHTS:

The Corporate Perspective





Customer Experience Management Benchmark Series
2016 Corporate Edition, Executive Summary

copc™

Execs In The Know

NEW QUESTIONS, NEW DISCOVERIES

The upcoming release of the 2016 CXMB Series Corporate Edition report marks the ninth publication under the series banner. Like previous years, this forthcoming addition tackles topics that are timely and relevant to the CX executive. This year, the focus is on exploring the industry's progress as companies traverse the migration from multichannel to omnichannel support. Results also take a closer look at initiatives to improve program performance and build greater customer experience consistency across channels.

This year's Corporate Edition report also continues to expand and further define well-established datasets that target the four primary channels of care: Traditional Care, Interactive Care, Social Media Care and Mobile Care. Furthermore, this year's report once again includes the Consumer Comparison section. Introduced in 2014, this special section contrasts findings from the 2016 Corporate Edition with those of the 2016 Consumer Edition, published in September 2016.

As always, we'd like to thank the many brands that gave their time, expertise and experience in making this year's report insightful and robust. We look forward to sharing the complete report with you in February during the Customer Response Summit Las Vegas. In the meantime, please take a look at the following pages for a sneak peek at some of the new content featured in this year's report.

Sincerely,

Execs In The Know

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The complete 2016 Corporate Edition of the CXMB Series will be released at the Execs In The Know **Customer Response Summit Las Vegas**, scheduled for **February 6–8**. The findings will be noted throughout the conference, including a main stage discussion in which select leaders from top brands will share their reactions to the results. We invite you to attend this exceptional and informative event.

For more information regarding Customer Response Summit Las Vegas, visit the Execs In The Know website at ExecsInTheKnow.com.

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2016 CXMB Series Corporate Edition — Executive Summary

CREATING CONSISTENCY IN A MULTICHANNEL WORLD

In 2015, we first asked CXMB Series Corporate Edition survey participants about actively shifting engagement traffic from one channel to another. Results showed nearly half of all survey participant brands were engaged in this practice. This year's results not only confirm those of last year, but also show that the practice may be gaining momentum. Like last year, most of the active shift involves moving consumers from Traditional Care to Alternative Channels, and from Live Assistance to Automated Assistance. While there are many good reasons for actively shifting traffic, businesses should consider the impact on customer experience consistency, an aspect of brand engagement that is important to many consumers.

Is your organization actively trying to shift engagement traffic from one channel to another?

Responded "Yes" to the above survey question:

2016: 61%
2015: 47%

From where to where? (Select all that apply)

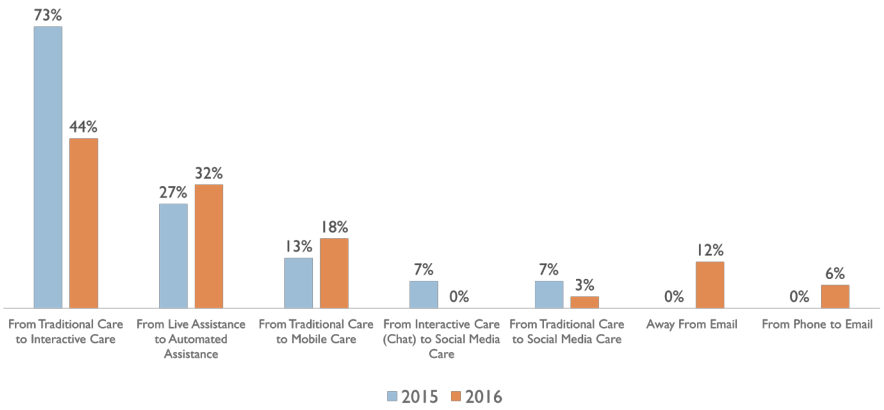

Figure 1

As organizations continue or expand plans for actively shifting engagement traffic from one channel to another, the issue of customer experience consistency naturally emerges. This gave rise to two new questions in 2016 aimed at first understanding how brands perceive the consistency they are providing (Figure 2), and whether or not they are taking steps to improve consistency (Figure 3). Based on these results, it becomes obvious that brands could be doing more to cultivate consistency, with only 26% of brands indicating they do a good job of providing a consistent experience as a part of the multichannel approach. That being the case, it's reassuring to know almost half of the brands that participated in this year's survey indicated they had specific initiatives to create greater consistency across channels (Figure 3).

New Question

Do you feel that your organization does a good job of providing a consistent customer experience when customers engage your brand with a multichannel approach?

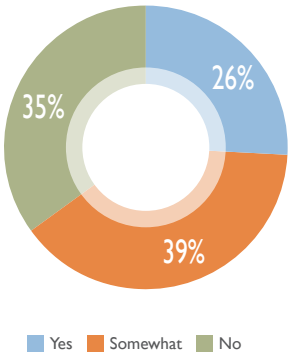

Figure 2

Does your organization have any specific initiatives to create greater consistency across channels?

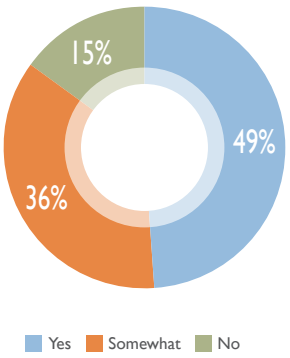

Figure 3

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MOVING TOWARD AN OMNICHANNEL FUTURE

In this year's CXMB Series Corporate Edition report, a number of new survey questions were introduced to explore where brands stand as they transition from multichannel to omnichannel support. To provide a baseline, we asked participating brands to indicate what sort of support they currently provide (Figure 4). Given that many brands have not yet begun this transformation in earnest, it comes as no surprise that only 12% of brands indicated they were currently providing omnichannel support. As more brands begin to prioritize around this transformation, the industry should see a rapid expansion of omnichannel providers.

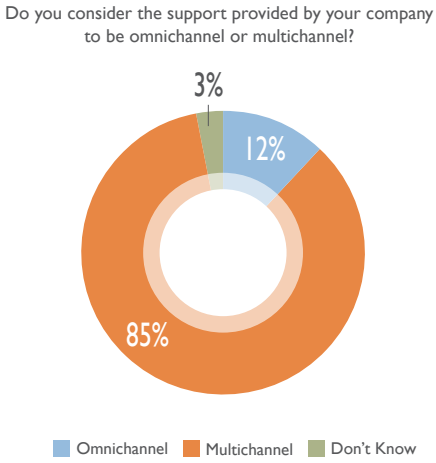

Figure 4

In addition to asking, pointblank, whether or not brands were providing omnichannel support, this year's survey also included a number of questions targeting elements that are key to a successful omnichannel experience (Figure 5). Undoubtedly the transition from multichannel to omnichannel is challenging in many different ways. But for those companies that can make the switch, they can expect a much improved customer experience for their brand, expanded business intelligence and far fewer pain points for customers. The results below show where brands stand with some of the key components of true omnichannel support.

New Questions	YES	NO	DON'T KNOW
Does your organization utilize a shared CRM system that combines information from all contact channels?	49%	51%	0%
Do your agents have the ability to review the complete thread of interactions for a specific customer across all channels of interaction?	26%	72%	2%
Do you believe your company offers support in all the channels that your customers want to use?	31%	67%	2%
Does your organization have a Chief Experience Offer (CXO) or similar role dedicated to improving the customer experience?	37%	61%	2%
Does your organization have a system for utilizing customer feedback to improve the customer experience?	92%	8%	0%

Figure 5

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