



CX

Corporate Insights:

Understanding Corporate
Strategies and Best Practices


Execs In The Know


COPC

Customer Experience Management Benchmark Series
2019 Corporate Edition Executive Summary

The release of the 2019 Corporate Edition of the Customer Experience Management Benchmark (CXMB) Series is fast approaching. As in past years, this Executive Summary acts as a precursor to the full report's release, providing a glimpse of some of the most intriguing results from the upcoming report. The CXMB Series continues to be produced as the result of a joint research project between Execs In The Know and COPC Inc., with the intent of exploring the themes and topics that matter most to professionals within the customer experience industry.

What's New In This Year's Report

This year's research introduces several new questions within the Staffing section, including a question on the utilization of "Gig Agents," and another that examines the deployment of "universal agents" — that is, agents capable of handling a wide variety of issue types. In addition to new Staffing questions, this year's report also includes a new question for the Technology section aimed at understanding the corporate objectives of artificial intelligence (AI) deployment, along with follow-up results for many of AI-related questions introduced last year.

Along with the new questions, this year's report once again includes a special section devoted to comparing results from the 2019 CXMB Series Consumer Edition (released in September 2019) and the latest Corporate Edition results. By comparing the Consumer Edition and the Corporate Edition results, the CXMB Series provides readers with a unique and powerful set of insights.

We look forward to the release of the 2019 CXMB Series Corporate Edition in late winter 2020. In the meantime, we hope you'll enjoy this exclusive preview of select results.

Kind Regards,



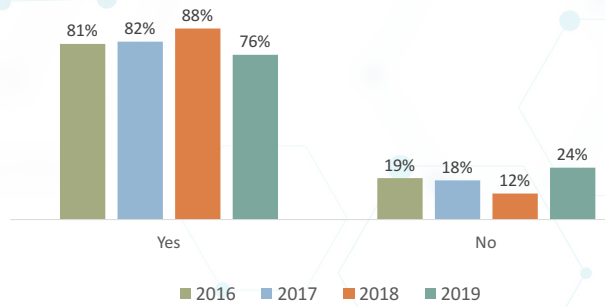
For more information regarding the Customer Response Summit in Hollywood, FL, visit the Execs In The Know website at ExecsInTheKnow.com.

The complete 2019 CXMB Series Corporate Edition will be released at the Execs In The Know Customer Response Summit in **Hollywood, FL**, scheduled for **March 2-4, 2020**. The findings will be noted throughout the conference. We invite you to register to attend this exceptional and informative event.

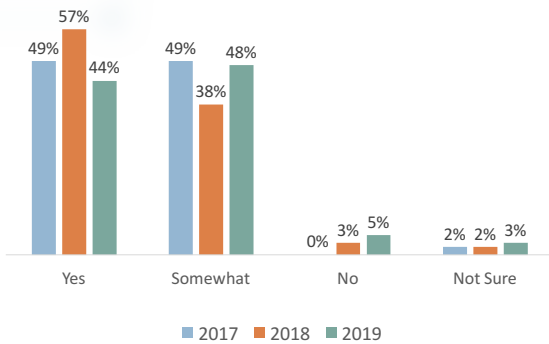
SHIFTING INDUSTRY FOCUS

Since 2014, CXMB Series Corporate Edition survey participants have been asked the question at right. At only 76%, the result from the 2019 survey is the lowest affirmative response ever seen in the data. This result could be due to the constant change within industry (and among consumer expectations), leaving many brands feeling like they are constantly trying to catch up to the world's CX innovators, particularly when it comes to technology.

Do you feel your customer care organization is generally meeting the needs and expectations of your customers?



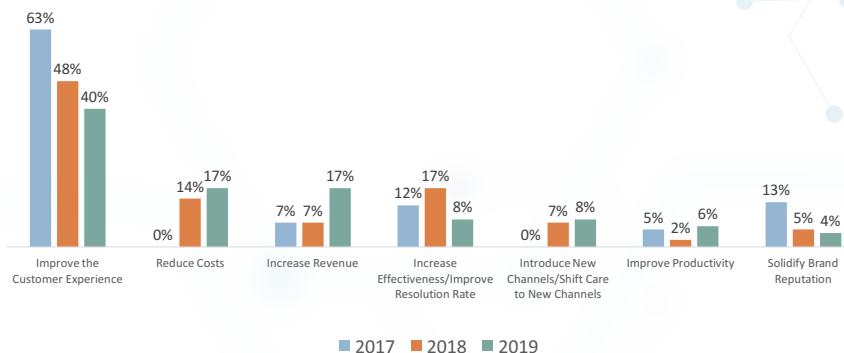
Is your company's leadership fully committed to a customer-first strategy?



Like the self-assessment results above, survey respondents were less enthusiastic than in years past regarding their leadership's commitment to a customer first-strategy. Only 44% of respondents indicated their leadership was committed to a customer-first strategy (the lowest result on record), while 5% of survey participants responded with a firm, "No." If brands are serious about improving the customer experience, deployment of a customer-first strategy is a must, and the most logical place to start.

While on the surface the decline of brands indicating customer experience as a top priority is a concern, further study is required to understand what may be driving the decline. Are companies moving away from CX to focus on financial productivity? Or are these results indicative of a mature market looking to realize the financial benefits of the advanced CX technology they have implemented to drive improved CX?

What was the top priority of your company's leadership regarding customer experience management over the past 12 months?

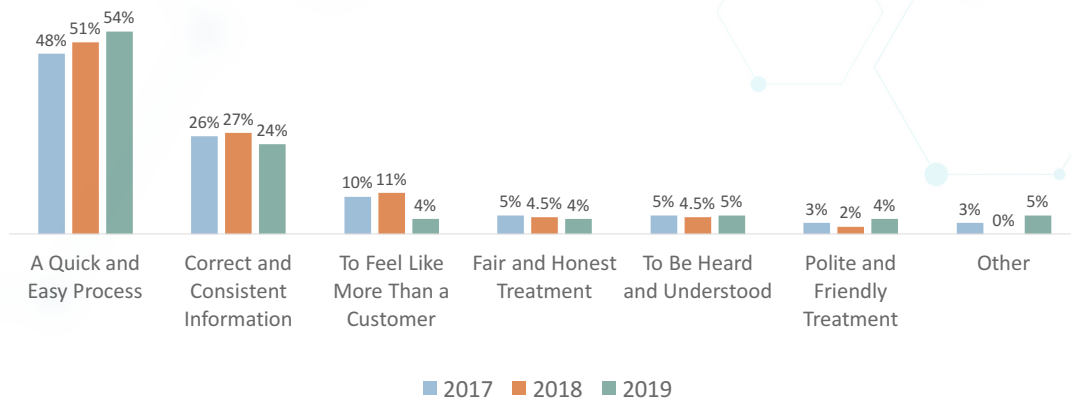


UNDERSTANDING WHAT IS MOST IMPORTANT

When asked what's most important to their customers, roughly half of corporate survey respondents continue to point to "A Quick and Easy Process." In fact, in the minds of corporate survey respondents, little else comes close to this response, with only 24% indicating "Correct and Consistent Information," and the balance distributed among the other responses. But when consumers were asked a similar question (below), results reveal a somewhat different perspective.

Aside from getting their issue resolved satisfactorily, what do you think is most important for your customers when dealing with a large brand to resolve a customer care issue?

2019 CXMB Series Corporate Edition Results



While consumers do value "A Quick and Easy Process" for resolving customer care issues, this aspect is matched by consumers' desire for "Fair and Honest Treatment." This divergence presents brands with two distinct opportunities: 1) to seek an understanding of what "Fair and Honest Treatment" means to consumers ; and 2) to assess whether or not their CX program is delivering the "Fair and Honest Treatment" consumers find so important.

Aside from getting your issue resolved satisfactorily, what is most important when dealing with a large brand to resolve a customer care issue?

2019 CXMB Series Consumer Edition Results

