

CX

# The Anchor Of Sustainable Growth

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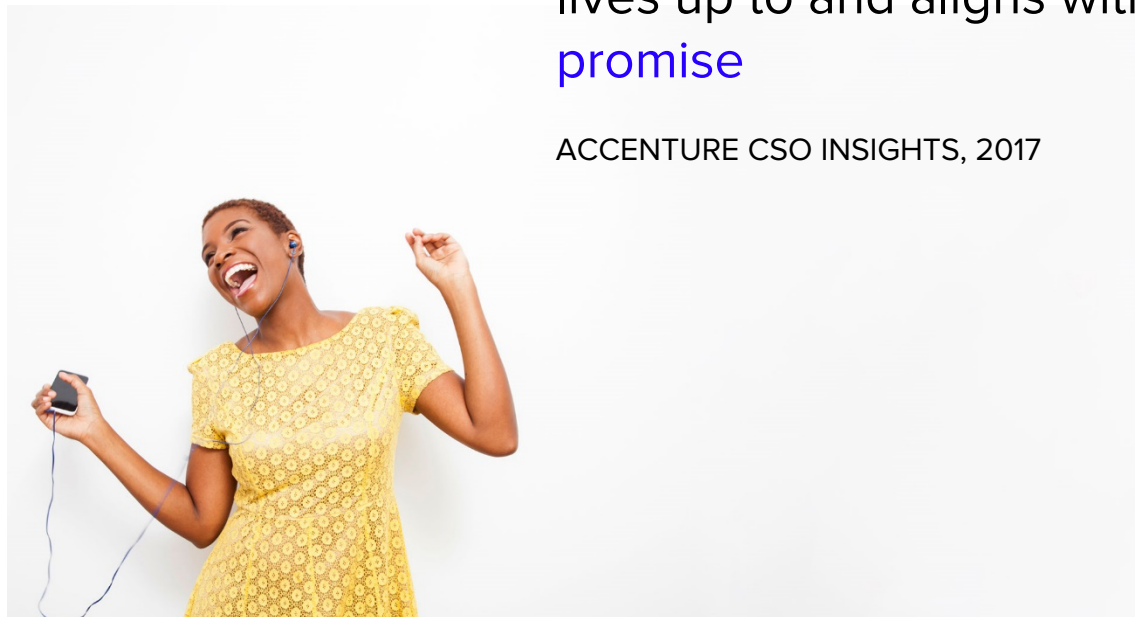
**CX**  
**THE ANCHOR OF**  
**SUSTAINABLE**  
**GROWTH**

# “BY 2020, CUSTOMER EXPERIENCE WILL OVERTAKE PRODUCT AND PRICE AS THE KEY BRAND DIFFERENTIATOR”

WALKER INFORMATION, CUSTOMERS 2020 REPORT

39% of companies believe they deliver a consistent customer experience which lives up to and aligns with their brand promise

ACCENTURE CSO INSIGHTS, 2017



43% of companies have a clear understanding of the link between positive customer experiences and business outcomes

ACCENTURE CSO INSIGHTS, 2017

# KNOW ME, KEEP ME

## 1. Re-Assurance

*“...the company to re-assure me that everything is going to happen as promised.”*

Accenture research shows that promoters deliver **2.6x the revenue** of severe detractors and 1.4x neutrals

## 3. Make it right

*“...if something should go wrong after my order, I expect the company to make it right”*

There is a strong correlation between customer sentiment and last interaction... the impact **lasting 6 months**

Accenture “Keep Me Index” 2017

## 2. Activation

*“...the company to guide me, as a customer, and support me through the activation process”*

#1 reason for **trusting a brand**; provides reliable service

Accenture “Keep Me Index” 2017

## 4. Satisfaction

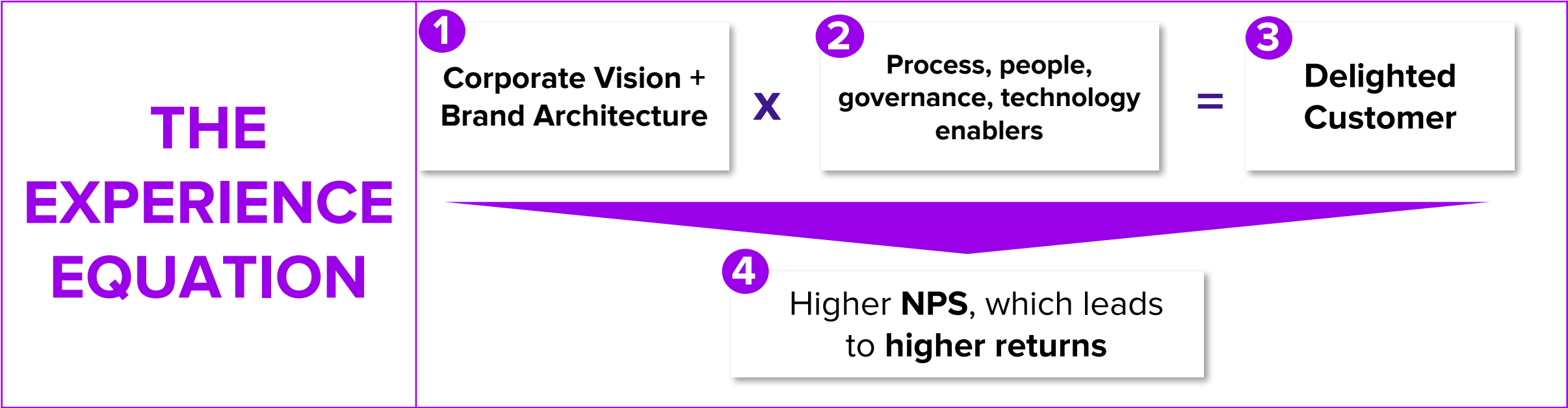
*“...my solution to work as I was told and to solve my original problem”*

Companies **MUST** provide a **trustworthy service** at the right price point or risk losing customers to a competitor

Accenture “Keep Me Index” 2017

<https://www.accenture.com/us-en/insight-keep-me-index>

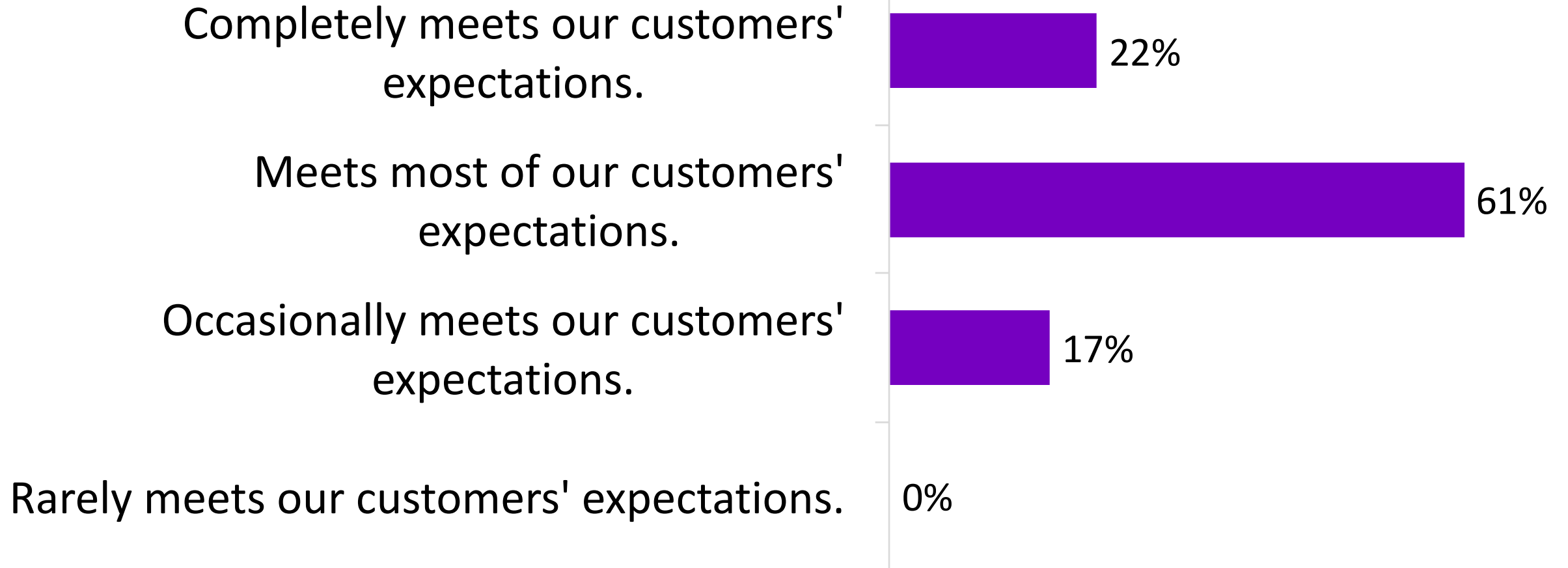
# EXPERIENCE ENABLEMENT



# Which of the following best describes your organization's ability to meet your customers' expectations?

Select one

All respondents



# What actions has your organization taken to improve the experience of your customers?

Rank the top 3 most important actions to your business

**50%** : “we use digital technology to create value for our customers”

**41%** : “we begin our product and service design from a customer perspective”

**14%** : “we are breaking down barriers and silos between sales, service & marketing to deliver better customer experiences”

# What challenges does your organization face in creating customer experiences?

Select top 3

Yes

Lack of customer insight

37%

Lack of comprehensive data management strategy to create a single view of the customer

31%

Data security and privacy

27%



# What challenges does your organization face in delivering customer experiences?

Select top 3

**36%+** : “data security, privacy, capture and handling issues”

**28%** : “lack of internal processes to deliver”

**11%+** : “lack of defined leadership & / CEO support”

# WHAT IS WORKING WELL

**Thinking Why?**

**Managing, and Learning, from the Data**

**Collaborating**

**Test & Try**

# Objectives and approach

- › Accenture commissioned Forrester Consulting to explore customer experience
- › We conducted a research study to test the following hypothesis:

*Customer experience is the new battleground: World-class experiences are more fluid, complex, and integrated than ever before, going well beyond the remit of any single department. Winning, serving, and delighting customers requires unprecedented levels of collaboration across functions, technologies, teams, and partners.*

*Forward-thinking CMOs have the opportunity to drive this collaboration across their entire businesses — to be catalysts for growth and continuous innovation.*

*CMOs can lead the charge to rewire their organizations with a customer-first mindset (e.g., embrace teams not departments, insource new talent and skills, incubate new ideas, scale existing and test new technologies, work hand-in-hand with partners and startups). They must embrace continuous change to anticipate and respond to their customers and stay ahead of the competition.*

- › We conducted an online survey with the following audience to test this hypothesis:
  - n250 Director level or above responsible for their organization's customer experience strategy with 1,000+ employees from the US, Canada, UK, Germany & Australia
  - N10 phone interviews with Director level or above responsible for their organization's customer experience strategy