

Automation | AI | Value of Care | ROI | Growth

Customer Experience Live

Intelligence Report

What technologies are companies embracing to amplify CX?

May 2022

Middle East's only | A show



Summary

The competitive landscape is constantly raising the bar - it's time to focus on value of care

Post pandemic the focus of all business leaders has shifted to enhancing the value of customer care, which ultimately raises the importance of customer journeys and satisfaction metrics. As such, business leaders must reconsider their traditional revenue-generating strategy and embrace diverse and innovative approaches to elevate their brand value through customer care if they want to remain at the edge of the competition.

As businesses re-design their CX strategies and embrace the multitude of changes, to focus on customer-centricity, the new approach for reframing customer delivery should pivot to digital to gain a competitive advantage.

Digital transformation in CX will focus on addressing the following key strategic objectives:

- **Customer Care** – how do you enhance the value of care and ensure all stakeholders are empathy focused in every interaction
- **Creating commonalities and connections** – how do you leverage AI to weave commonalities and connections between the customer and all other relevant departments in the organisation to gain loyalty and trust
- **Self-serve model** - implementing next-gen self-service functionality for CX excellence
- **Reimagining the future customer service models** – digitizing service delivery whilst gaining trust and loyalty
- **Predictive CX** - leveraging predictive analytics to create a customer-centric organisation
- **Multichannel embracement by contact centres** - moving from voice-based contact centers to experience-based contact centres
- **Establishing connections** - utilising personalisation to provide optimal customer service

Key focal points in the digital pivot



Creating One True View of the Customer: Journey Mapping & Visualising Dashboards

Delivering personalized little moments at scale to create lasting brand experiences.



Balancing Digital Transformation and the Customer Expectations

Facing the challenge of keeping up with technology, building digital capabilities to deliver growth.



Business Management - Process Management - Impacting and Improving CX

Delivering demonstrable and measurable experience improvements through business process re-design.

Key Insights For 2022

CX deployment status of attending organisations

Data Analytics, Data Security, Customer Journey Mapping, CDP and Speech Analytics

56%

Companies are re-evaluating their Data Analytics and Data Security platforms.

69%

Companies are re-evaluating Customer Journey Mapping platforms in 2022

42%

Companies are enhancing their CRM and Customer Data Platforms (CDP)

21%

Companies cite an increased investment in Speech Analytics

Voice of Customer, Total Customer Experience, Cloud Experience Management and Contact Center Solutions

42%

Companies are re-evaluating Voice of Customer platforms

30%

Companies are investing in Total Customer Experience platforms

27%

Companies are investing in Cloud Experience Management

21%

Companies are investing in Contact Center Solutions

AI, Intelligent Automation, Chatbots and Workflow Automation

41%

Companies are vendor-neutral and actively connecting with game-changing technology providers for future RFPs

48%

Companies cite an increased drive towards AI and Intelligent Automation to enhance customer experience

27%

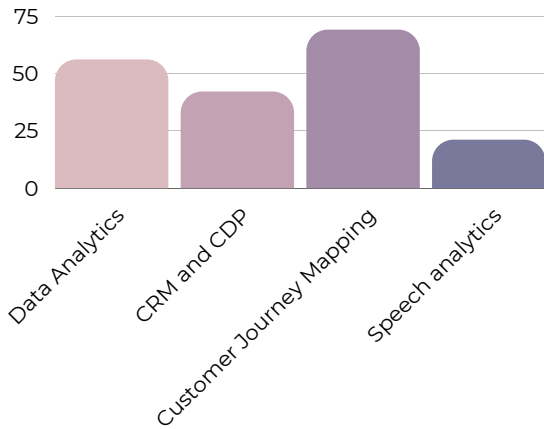
Companies are investing in Intelligent Chatbots

21%

Companies are investing in Workflow Automation

01

Strengthening data frameworks



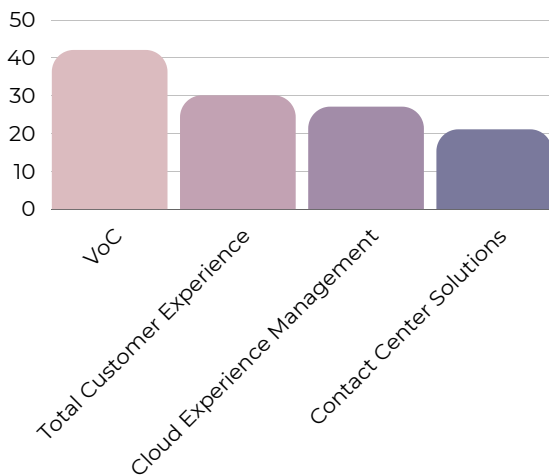
Analysis

A data-centric approach will be key to elevating CX

Time and again, data is touted as the magic ingredient in CX success. Yet, organisations find it incredibly challenging to collect, access and analyse data to provide real-time insights and leverage it for exceptional CX.

02

Strengthening CX Infrastructure is top priority



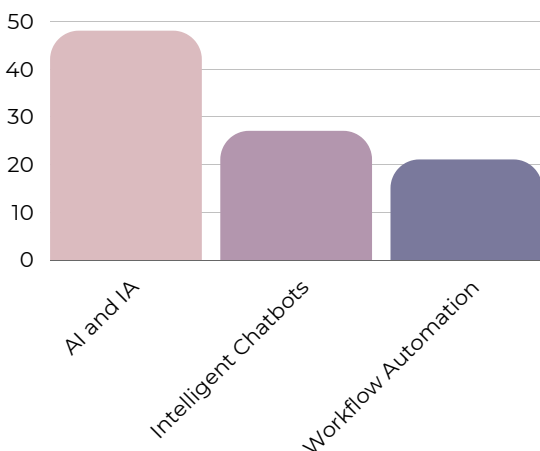
Analysis

Personalised brand experiences and customer journey mapping continue to be a top priority for businesses.

Customer data collection, social listening, VoC metrics and cloud experience management are key to generating insightful data and determining which part of the value chain is essential to your customer. Companies say re-designing customer journey mapping and delivering real time CX are top priorities in their 2022 CX strategy.

03

Strengthening AI & IA capabilities is top priority



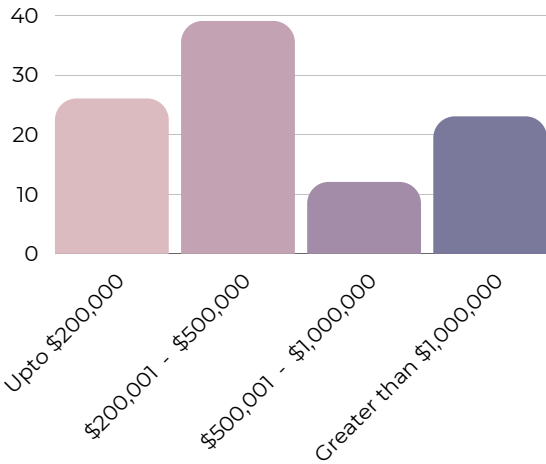
Analysis

AI and IA have become powerful weapons to drive loyalty, increase growth and improve efficiencies.

AI and IA collectively enable companies to understand customers' behaviour. Companies are leveraging these technologies to continuously translate customer interactions into actionable insights - meaning systems can better predict and address customer needs for a differentiated experience.

04

Budget evaluation & allocation in 2022



Analysis

What budget do you foresee being allocated to tech deployment in 2022?

74%

Companies plan to invest upwards of \$200,000 in CX in 2022

26%

Up to US \$200,000

39%

Greater than \$200,000 and up to \$500,000

12%

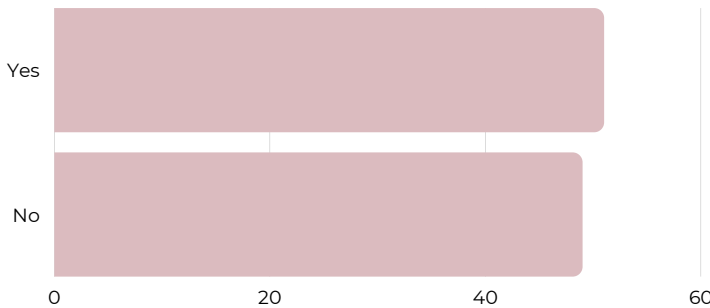
Greater than \$500,000 and up to \$1,000,000

23%

Greater than \$1,000,000

05

New technology partner evaluation in 2022



Analysis

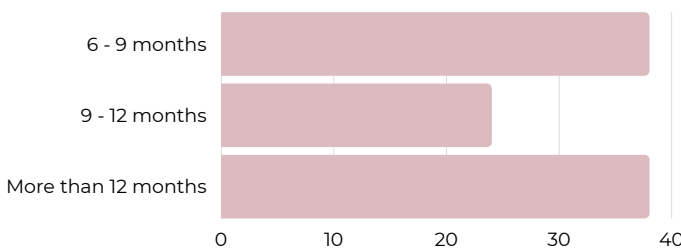
Will you be evaluating new technology partners for 2022?

51%

Are looking to meet new solution partners in 2022

06

Procurement Timelines



62%

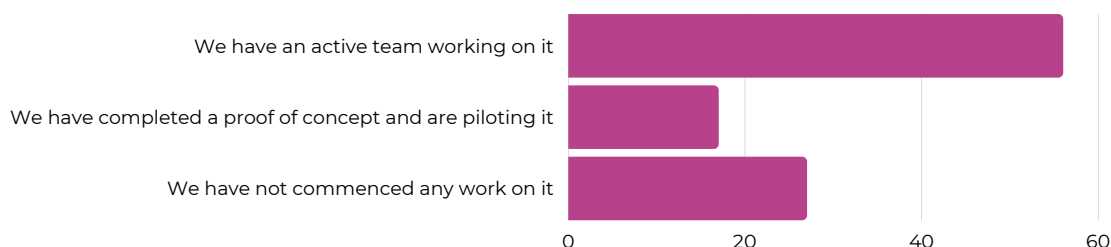
Companies are re-imagining their long term CX strategy.

Over 40% are looking to make significant investments in 1 year.

Further insights

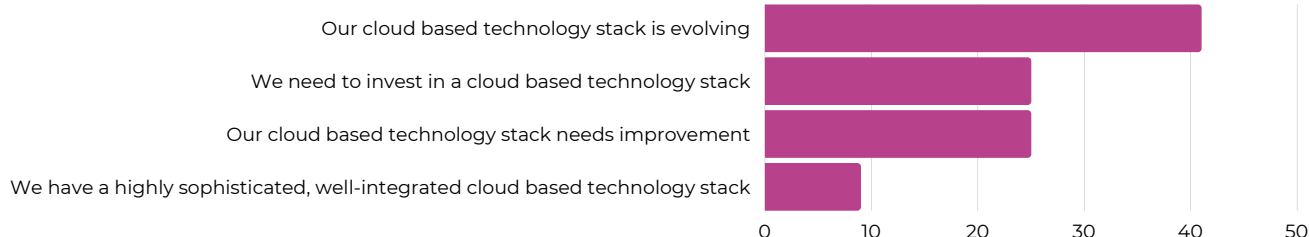
07

Which of the following best describes your organisation's meta and digital twin adoption?



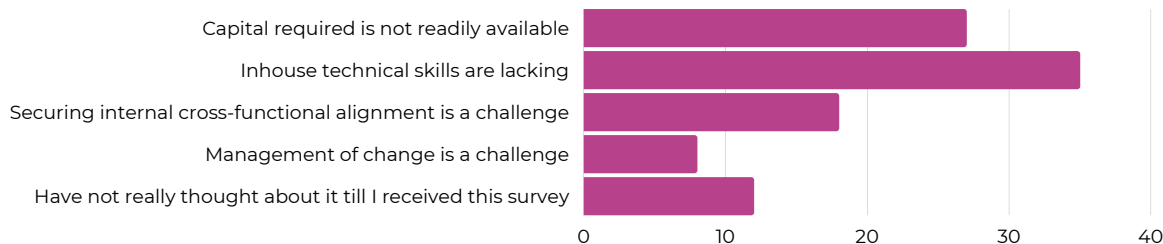
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Which statement best describes your company's vision and ambition with customer experience and marketing technology?



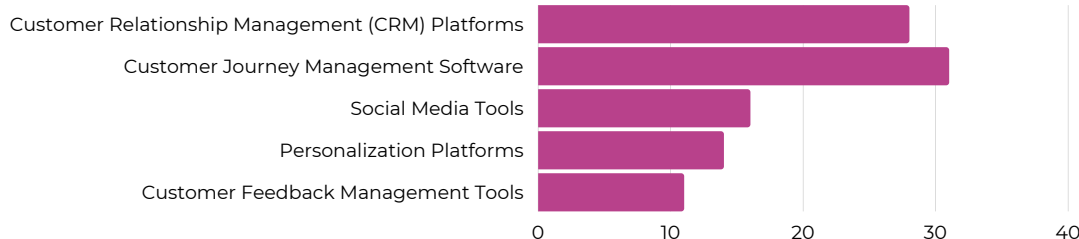
09

What is hindering you from amplifying your digital customer experience program?



10

Which customer experience tools in your current technology solution stack do you plan to upgrade?



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