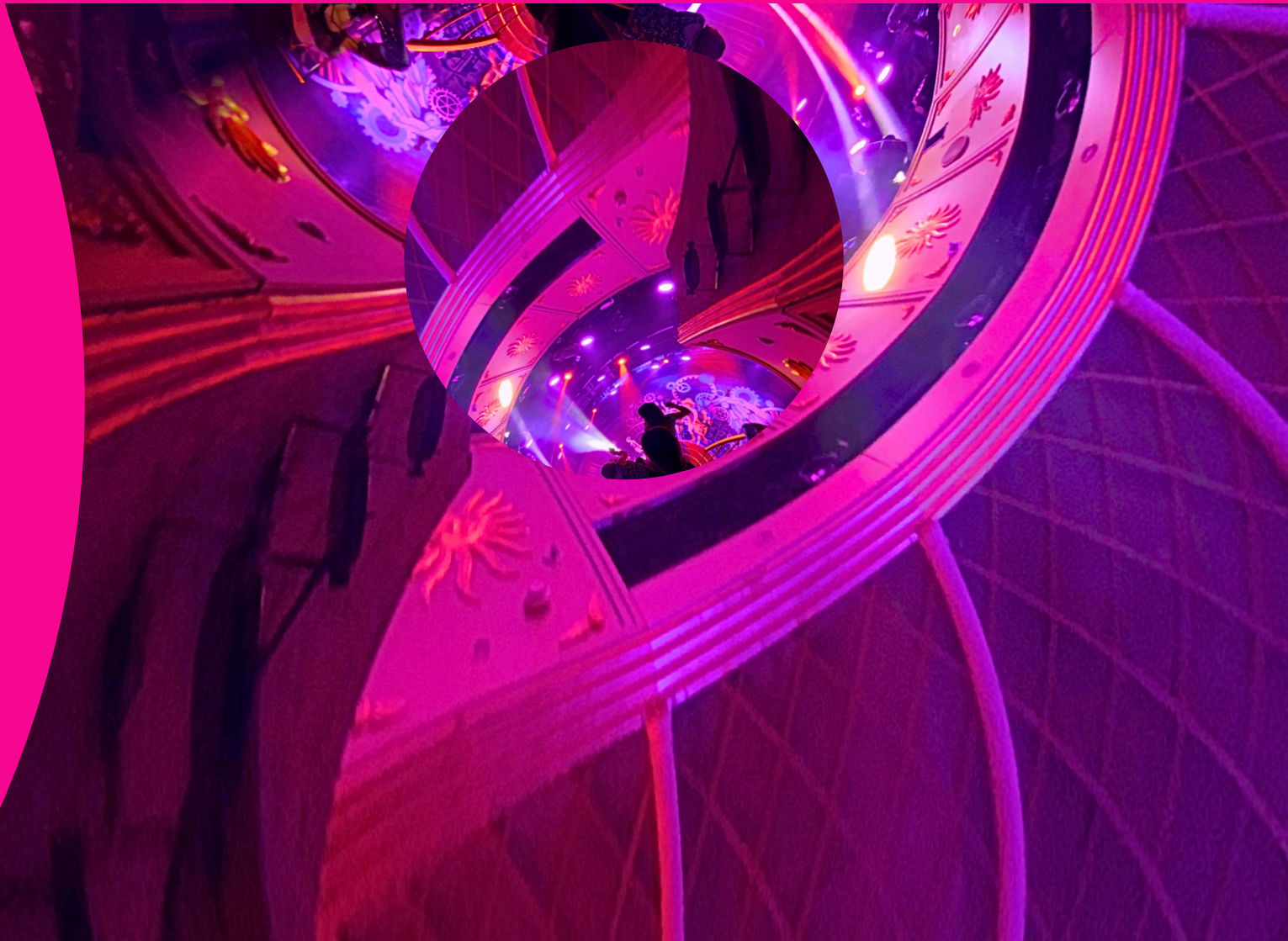


CUSTOMER EXPERIENCE LIVE SHOW MIDDLE EAST 2023

23-24 May 2023
The Address Hotel Dubai Marina

Digital and Unified
Brand Value
Seamless Journey Orchestration
Growth



Intelligence Report



Key Insights For 2023-2024

CX deployment status of attending organisations

CRM & CDP, Workflow Automation, AI, Customer Journey Mapping, Voice of Customer are top 5 solutions organisations are seeking in 2023

40%

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

32%

Companies cite an increased investment in Workflow Automation

37%

Companies are re-evaluating their AI solutions.

35%

Companies are re-evaluating Customer Journey Mapping platforms for 2023

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

27%

Companies are re-evaluating Customer Feedback Management Tools platforms

32%

Companies are investing in Voice of Customer solutions

34%

Companies are investing in Customer Engagement Platforms

21%

Companies are investing in Personalisation Platforms

Cloud Tech Stack, Chatbots and Technology Partner Selection

43%

Companies believe their cloud based technology stack needs improvement to achieve consistency between technologies leveraged

27%

Companies are investing in Cloud Based Technology Stack

21%

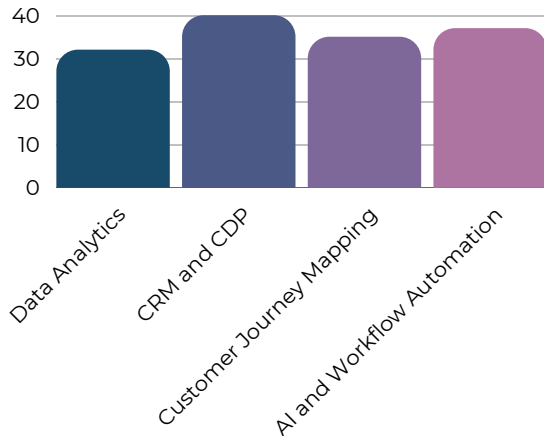
Companies are investing in Intelligent Chatbots

51%

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

Q1

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.

A snapshot of companies investing in Data Analytics, Data Security, Customer Journey Mapping, CDP and Speech Analytics

32%

Companies are re-evaluating their Data Analytics, Data Security and Voice of Customer platforms.

40%

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

35%

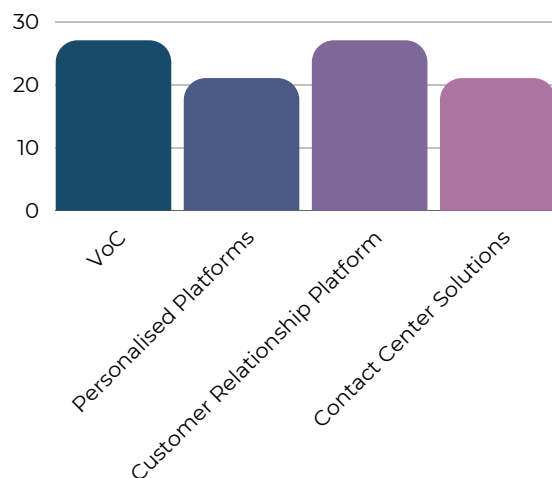
Companies are re-evaluating Customer Journey Mapping platforms for 2023

37%

Companies cite an increased investment in AI

Q2

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 2023 CX strategy.

A snapshot of companies upgrading the customer experience tools in their current technology solution stack

27%

Companies are re-evaluating Customer Feedback Management Tools platforms

21%

Companies are investing in Contact Center Solution

27%

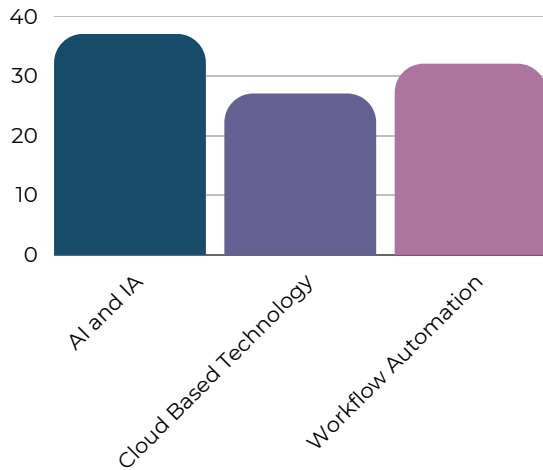
Companies are investing in Customer Relationship Platforms

21%

Companies are investing in Personalisation Platforms

Q3

Strengthening AI capabilities is top priority



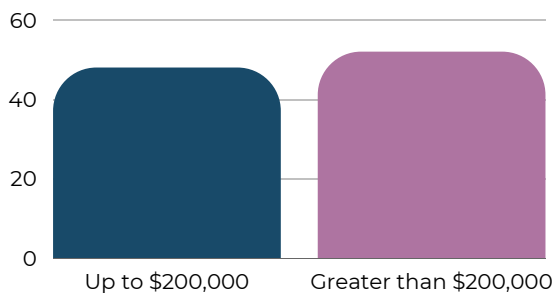
Analysis

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

AI and ML 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.

Q4

Budget evaluation & allocation in 2023



Analysis

What budget do you foresee being allocated to tech deployment in 2023?

52%

Companies plan to invest upwards of \$200,000 in CX in 2023

Q5

A snapshot of companies setting aside budgets for tech deployment in 2023

48%

Up to US \$200,000

52%

Greater than \$200,000

51%

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

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