



INSIGHTS
DRIVEN BY DATA

2020 Global Customer Experience Benchmarking Report

The connected customer: delivering an effortless experience

Explore 1 of our **6** core themes to achieve a connected and effortless customer experience

3 Personalization requires delivering the exception, not the rule



Personalized advancement shows **52.7%** increase



27.7% provide context-based engagement



13.5% automate systems for proactive engagement



Poor user interfaces top factor affecting digital channel use

Show that you understand your customers, by giving them personalized offers based on what they value

Get access to our executive guide to help you deliver a connected and effortless customer experience

Learn to...



...to create more value for your customers and business

How can we help?

We help you understand, design, and deliver extraordinary customer connections across multiple integrated touch points

Find out more about our CX Advisory Services.

Join the conversation



Get the

Executive Guide to the 2020 Global Customer Experience Benchmarking Report