
We uncovered a tale of two halves: Changing customer behaviours coupled with a tough market ultimately mean CX teams must do more with less. Meanwhile, CX board level profile is increasing: CX is recognised as essential to outperform competitors and CX improvements correlate with business performance.

The COVID-19 crisis has concentrated minds and increased business focus on CX

How has business focus on CX changed since the crisis started?

- 53% increased
- 30% stayed the same
- 17% decreased

We have been even more concentrated on CX than ever before to ensure we don’t erode our existing customer base with churn whilst new business is slow.

C-level, client-side, B2B

CX professionals are pivoting in response to changing customer behaviours

88% say digital is the biggest change in behaviour

79% think changing behaviour will stick

88% say their digital channels will have investment priority

69% team size will stay the same or decrease

65% financial pressures will result in damaged CX

57% CX investment will stay same or decrease

Looking ahead, CX professionals will need to do more with less

Organisations must double down on CX as leaders are best placed for success

1 in 8 say they’re leading at CX

100% of LEADING organisations consider their response to COVID-19 as successful!

IPSOS CX MATURITY STAGE

- **FOUNDATION**
  - Basic level CX functions, some CX strategy and measurement in place
  - 39%

- **PRACTICED**
  - A strong CX function backed up by expertise, insight and analytics
  - 48%

- **LEADING**
  - CX obsessed, customer & journey-centric culture, advanced analytics in place
  - 13%

B2C and larger organisations more likely to say they’re Practiced at CX than B2B and smaller
In conclusion:

CX professionals must keep banging the CX drum and prepare to be in the spotlight for 2021!

Three takeaways:

#1 Continue to invest in CX to outperform competitors

85% = agree or strongly agree

"[Covid-19] forced us to focus more time on CX to ensure we stand out from our competitors"

C-level, client-side, B2B

#2 Increasing priority for the board

42% say profile at board level will increase next year

"Our senior leadership has realised that CX is vitally important"

Senior Manager, client-side, B2C

#3 Focus for success

Correlation between improved CX performance and CX focus

"[Covid-19] has accelerated the need for enhanced CX to ensure continued engagement with our clients. Everyone is doing similar, CX has become the differentiator"

Senior Manager, client-side

Ipsos CX helps organisations at all levels of maturity by unlocking cost efficiencies, increasing cross sell and upsell from the existing customer base, and attracting/converting more new customers to deliver a return on CX investment (ROCXI).

We operate in 90 countries and bring an award winning unique blend of research, technology (through our leading CX ecosystem), analytics and professional services for maximum effect.

Awards International Ltd organises 11 business awards in the UK, Netherlands, UAE and South East Europe, eight of which make up the CXA® (Customer Experience Awards). Awards International owns CXM®, the online magazine for CX professionals.

Awards International® believe winning their awards creates huge possibilities for personal and professional growth and have been serving their customers since 2008.

About the research: 549 CX professionals in client (292) and agency side (211) roles in B2B and B2C organisations completed the online survey between 13th July and 4th August 2020. Customers from Awards International, CXM and Ipsos were invited to participate. The infographic reports on the client-side responses only.

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