CX APAC Voices
2022

The global 'state of play', according to CX professionals - focussing on the growing importance of CX, levels of CX maturity, key focus areas, challenges

… and how to address them

Ipsos

CX continues to gain ground in the corporate agenda

80%
of CX professionals strongly agree that **companies which continue to invest in CX will outperform competitors** (+6pts vs 2021)

62%
expect recognition of the importance of CX in the Board room to increase

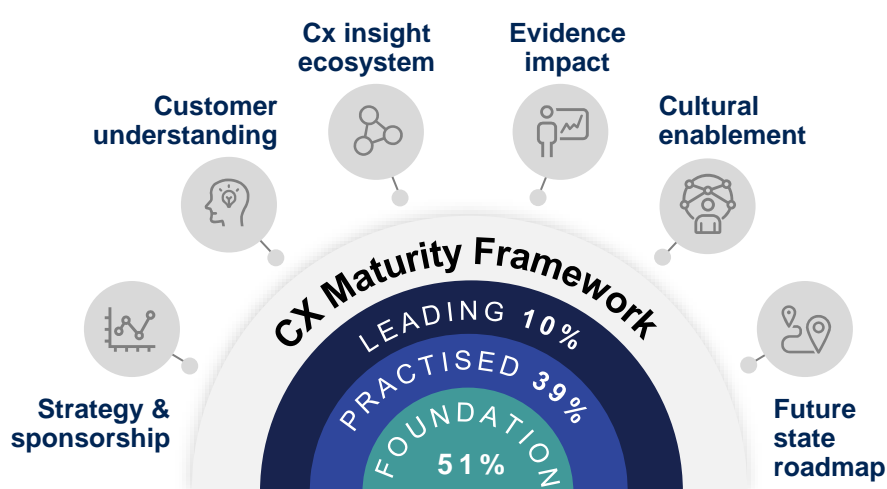## <u>But</u> there's still so much room for improvement

Only 7%
point to any <u>sizeable improvement in their CX performance</u> over the past year

32%
of CX professionals admit that the experiences their organisations are delivering to customers are <u>generally worse than promised</u>

And potential to become more 'CX mature'

Just **10% say their organisation is 'leading'** based on the Ipsos CX Maturity framework:

- Six core competencies
- Three levels of organisational CX maturity

CX Maturity Framework

Customer understanding
Cx insight ecosystem
Evidence impact
Cultural enablement
Strategy & sponsorship
Future state roadmap

LEADING 10%
PRACTISED 39%
FOUNDATION 51%

Performance continues to largely depend on the level of organisations' CX maturity

64%
of leaders have improved their CX performance in the past year

Demonstrating the Return on CX investment (ROCXI) is key to building a powerful case for change – and driving that return!

→ Yet **only 1 in 7** companies have models in place, capable of linking CX success to financial performance

→ Companies that have developed sophisticated statistical ROCXI model are significantly more likely (1.5x those without) to secure CX investment

SO, WHAT NEXT?
CX PROFESSIONALS' TOP 3 PRIORITIES

1

Defining their CX strategic roadmap – the priority for CX professionals around the world

Developing and delivering on the CX roadmap calls for far greater focus on CX governance

34%
There is a formal CX governance structure. The CX governance board has the authority to allocate resources to CX activities

2

The 'basics' of meeting the brand promise - yet to be nailed

Making good on the brand promise is, of course, directly related to improved CX performance track records

■ Their experiences are generally in Line with what is promised

■ Their experiences are generally worse than promised
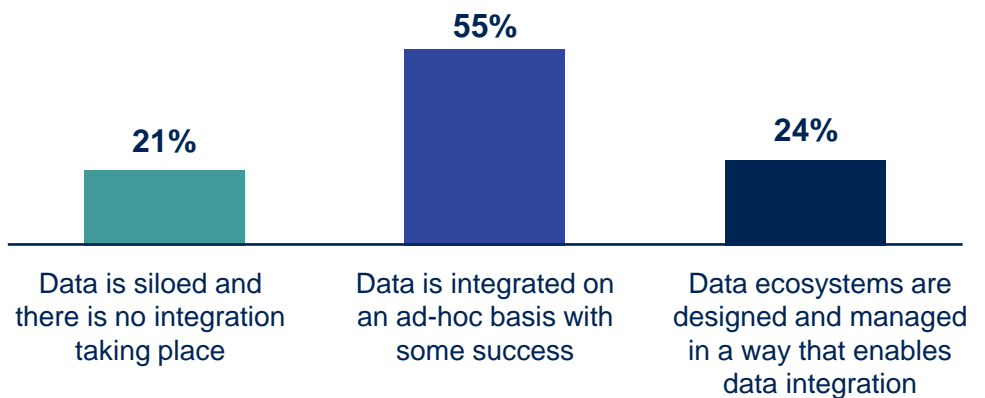
A drop in CX performance   44%   20%

Mixed or insignificant   30%   38%

An improvement in CX performance   26%   42%

3

Personalisation - and in the face of customer-orientated omnichannel journey challenges

The lack of fully integrated data is prohibiting personalisation

	55%	
21%		24%
Data is siloed and there is no integration taking place	Data is integrated on an ad-hoc basis with some success	Data ecosystems are designed and managed in a way that enables data integration

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CX practitioners' #1 challenge:
Mastering omnichannel

1 in 5
claim they have a full integration of all channels and a true omnichannel approach

Multi-channel	21%
Cross-channel	60%
Omnichannel	19%

Ipsos