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

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

But there's still so much room for improvement

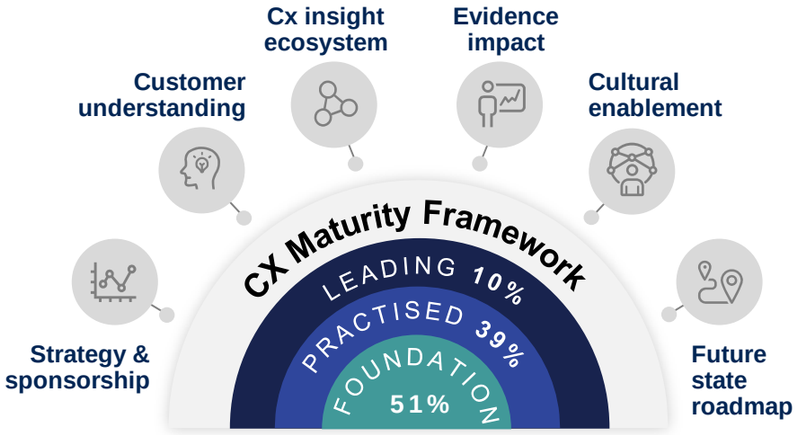
Only 7%
point to any **sizeable improvement in their CX performance** over the past year

32%
of CX professionals admit that the experiences their organisations are delivering to customers are **generally worse than promised**

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



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

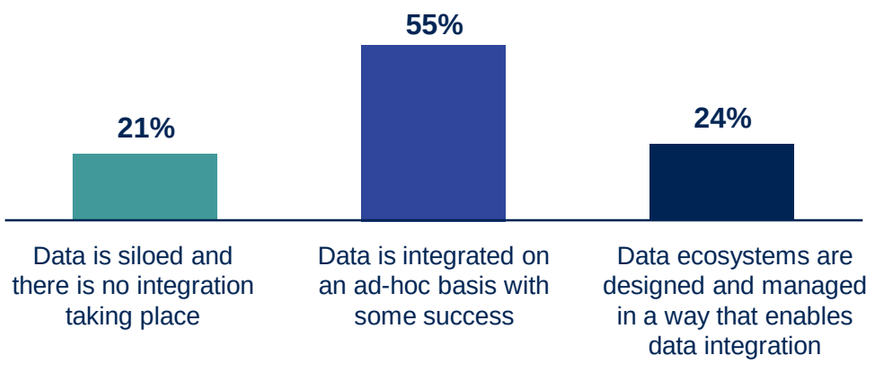
Making good on the brand promise is, of course, directly related to improved CX performance track records

	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



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%

World-class CX programmes from Ipsos

Ipsos is a global leader in designing, measuring and delivering value from Customer Experience programmes.

We help organisations retain customers and recover those at risk, grow share of spend, increase advocacy and drive up operational efficiency; to deliver a Return on Customer Experience Investment (ROCXI). Our expert CX teams help organisations at all stages of CX measurement and management, using a unique blend of research, technology, analytics and advisory solutions.

To improve your Customer Experience, and find out more information about CX Global Voices, please contact **CustomerExperience@Ipsos.com**

About the research:

1018 CX professionals from more than 65 markets around the world completed the online survey between July and August 2022

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