

CX Voices: 2020

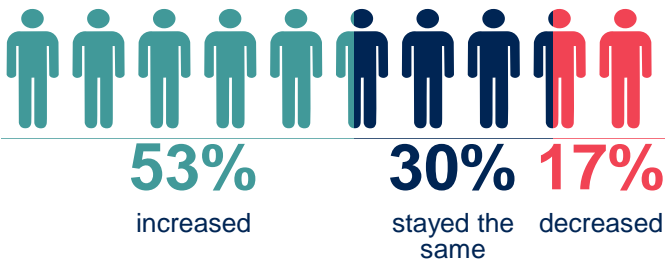


A 'state of the nation' from CX professionals covering views, opinions and predictions on the effects of COVID-19 and perspectives for CX in 2021.

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

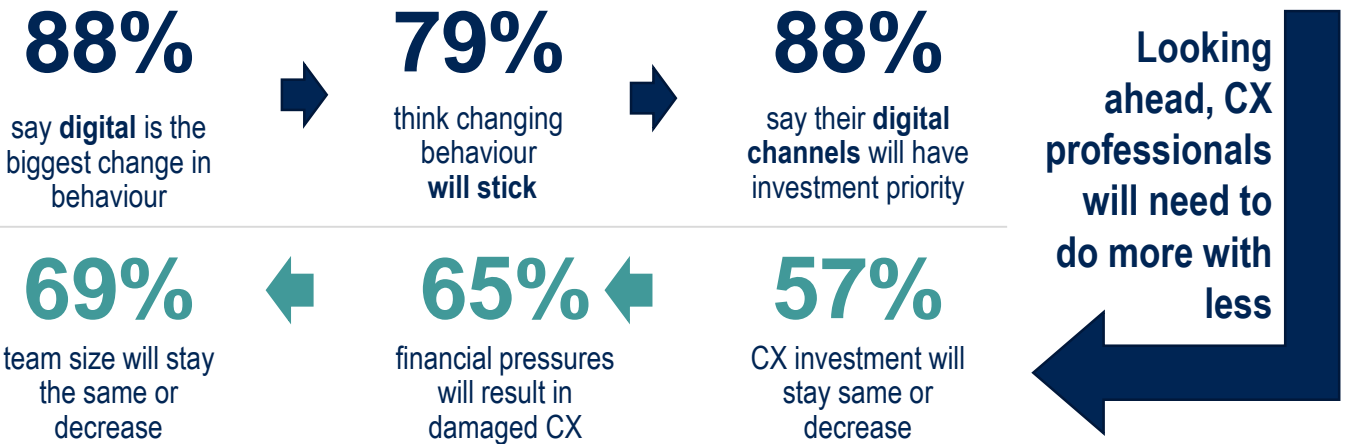
How has business focus on CX changed since the crisis started?



“ 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



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

DEFINITION

SELF-ASSESSMENT

FOUNDATION

Basic level CX functions, some CX strategy and measurement in place

39%

B2C and larger organisations **more likely** to say they're **Practiced** at CX than B2B and smaller

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%

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



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.

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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