Deliver Engaging Customer Experiences With A Cohesive CX Strategy

COMPELLING CX COMES FROM INTEGRATED DATA SYSTEMS

LOB decision makers have experienced/expect to experience these benefits from an integrated customer data system:

- **50%** Increased customer satisfaction through service ticket resolutions
- **45%** Improved ability to align across multiple internal departments
- **43%** Improved CX strategy based on 360-degree customer data
- **39%** Increased ability to scale
- **37%** Improved revenue growth from happier customers

CURRENT CRM TROUBLES FOCUS ON DATA

Enterprise CRMs fail to create a unified view of the customer through data:

- **40%** Experienced difficulty creating an integrated, 360-degree view of the customer from CRM/customer experience (CX) technology data
- **34%** Experienced issues with personalization
- **33%** Experienced difficulty maintaining account privileges/levels of permission across departments
- **31%** Experienced significant barriers to integrating with other important customer systems

ENTERPRISES PRIORITIZE IMPROVING DATA MANAGEMENT FOR BETTER CX

Top customer experience priorities over the next 12 months include:

- **50%** Improve management of customer data (i.e., linking across enterprise, building customer insights)
- **44%** Improve personalization capabilities
- **43%** Improve customer experience across channels
- **40%** Improve customer service offerings and capabilities

IMPLEMENTATION PARTNERS ROUND OUT A COMPLETE CX STRATEGY

LOB DMs are seeing the strategic benefits of using a partner:

- **50%** Have the ability to develop a strategic roadmap to building the CX
- **47%** See cost-effective deployment
- **45%** Achieve positive ROI on platform investment
- **43%** Experience better change management
- **50%** Increased customer satisfaction through service ticket resolutions
- **45%** Improved ability to align across multiple internal departments
- **43%** Improved CX strategy based on 360-degree customer data
- **39%** Increased ability to scale
- **37%** Improved revenue growth from happier customers

Base: 426 directors and above in marketing, IT, and LOB roles with responsibility for technology purchase decisions and direct ownership of technology project management in North America, EMEA, and APAC
Source: A commissioned study conducted by Forrester Consulting on behalf of Capgemini, Salesforce, and MuleSoft, April 2021

© Forrester Research, Inc. All rights reserved.