

# STATS SHOWING

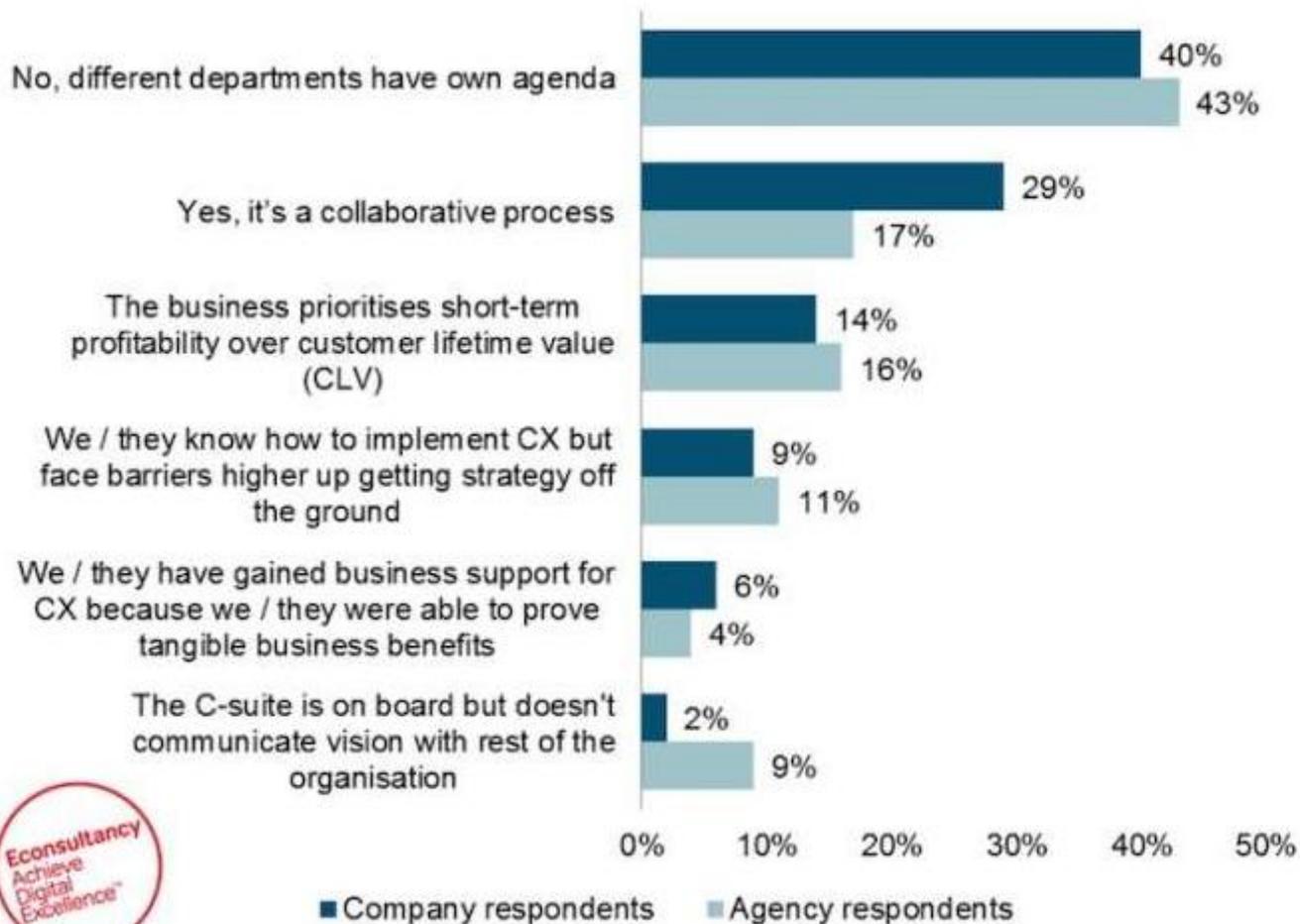
Silos are

Biggest CX challenge

ENHANCER CX

# STAT ONE

Figure 8: Are you (or your clients) adequately supported by other members of the organisation to reach your (or their) customer experience aims?



01

## COMPANY RESPONDENTS (DARK BLUE BARS)

40% report that different departments have different agendas.

02

While only 29% are saying it's a collaborative process.

03

Additionally, there are still 14% of respondents saying their company prioritizes short-term profits over customer lifetime value.

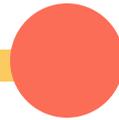
# PROBLEM

1



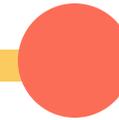
Generating revenue has become increasingly about the customer, and the customer has so many different touch-points with your organization

2



They may contact a call center, or they may reach you on Twitter. They might visit a physical store or buy your products on their iPad.

3

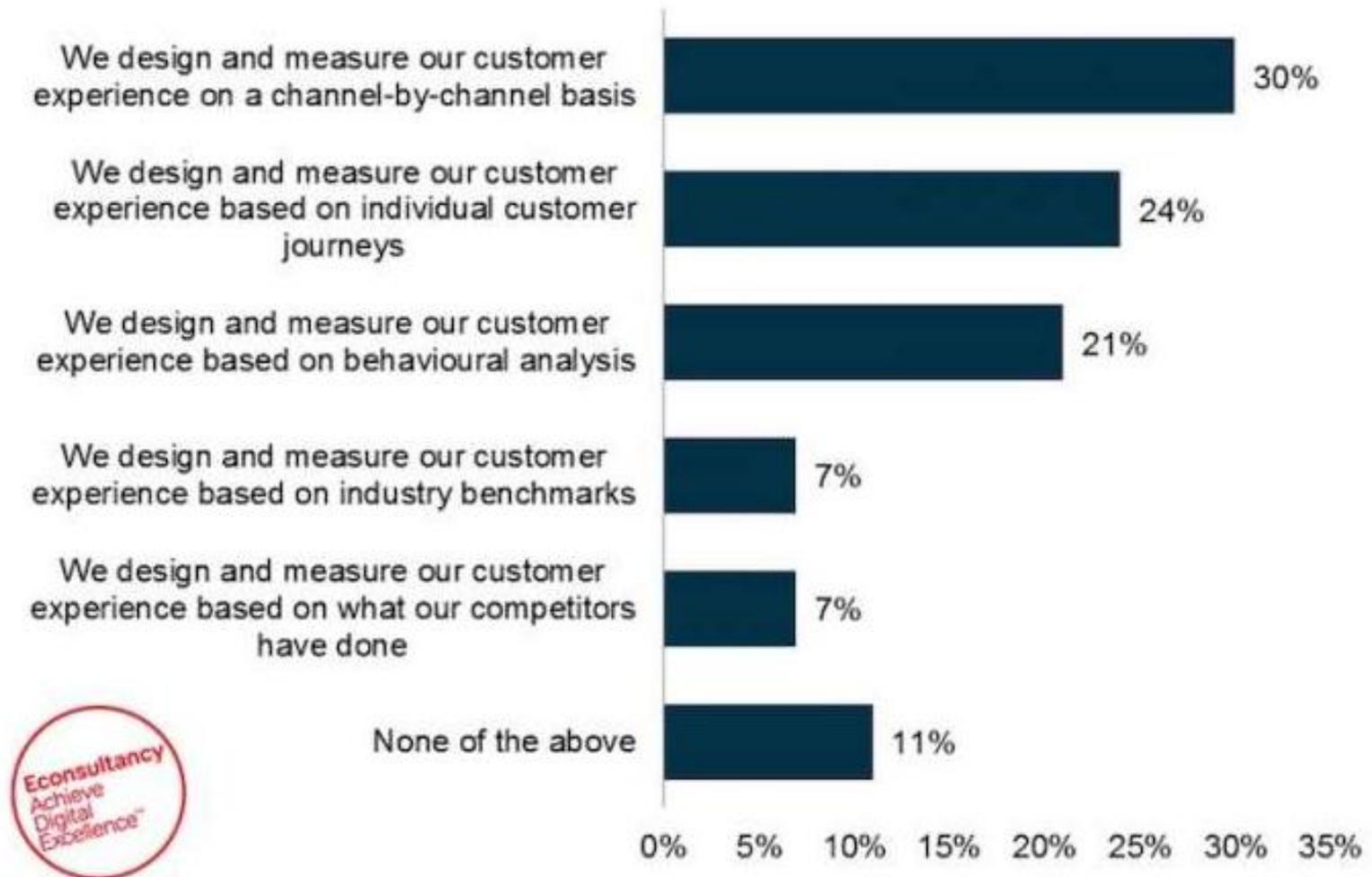


Touchpoints extrapolating + the continued importance of customer experience = silos need to become a relic.

# STAT TWO

Company respondents

Figure 4: What is driving your customer experience implementation process?



## ABOVE STAT

01

“Design and measure on a channel-by-channel basis” won the day. This is also less than stellar.

02

Again: unite the silos. That doesn't just mean the people. It also means the information.

03

Data is streaming everywhere now, but 80% of it is dark and untouched.

# CONT...

That means it's collected but either:

**(1) never used or  
(2) used in different ways by  
different divisions.**

So ultimately it's useless. On top of that, only 23% of companies — less than 1 in 4 — are able to generate real-time insights with customer data.



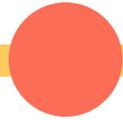
# CONCLUSION

1



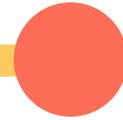
Companies are collecting lots of data.

2



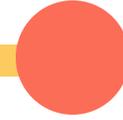
Most don't know what to do with it as it arrives (real-time).

3



Much of it sits on the shelf even later than that.

4



When it is worked on, oftentimes it's channel-by-channel.

# THANK YOU

for your time!



ENHANCER CX SOLUTIONS PVT LTD