



european **C**ustomer **C**onsultancy

In partnership with Awards International

Global CX Maturity Report

Key trends, challenges and
solutions

CX Maturity Index

Global CX Maturity Index is low and CX Professionals are facing challenges with engagement, culture and CX value justification



European Customer Consultancy

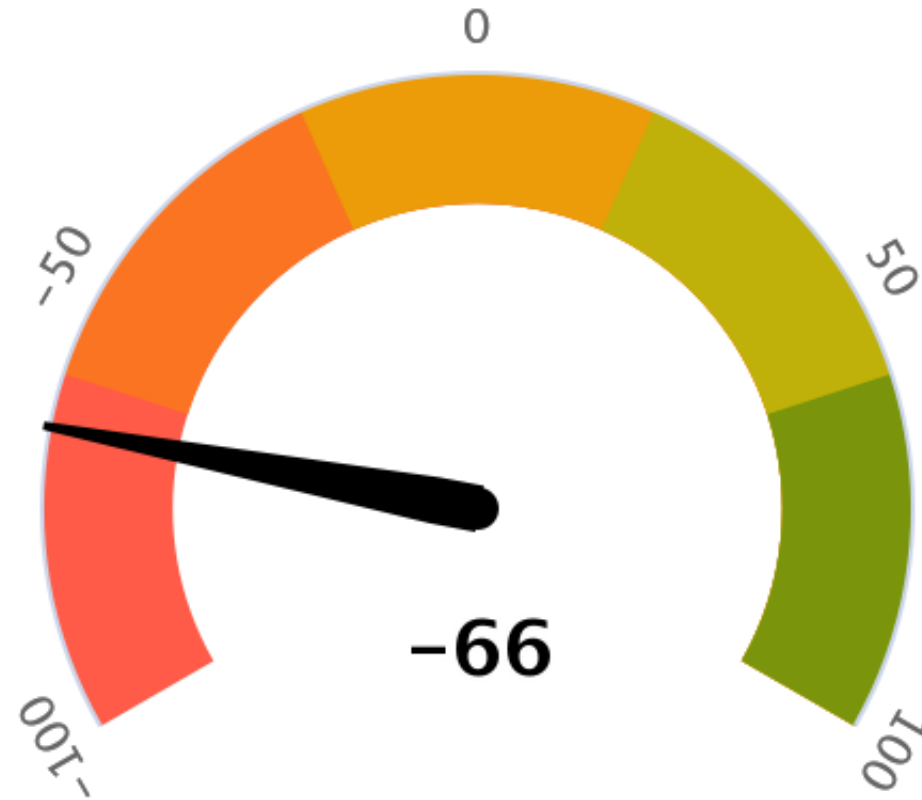
CX Maturity definition (country)

An ideal state of Customer Experience (CX) maturity in a country is that all companies, government bodies and organisations understand customer needs, respond to them at all times and continuously adapt to stay relevant to customers.



We are not a CX Mature world

Only 6% of CX Professionals rate their country CX Maturity as 9 and none as 10



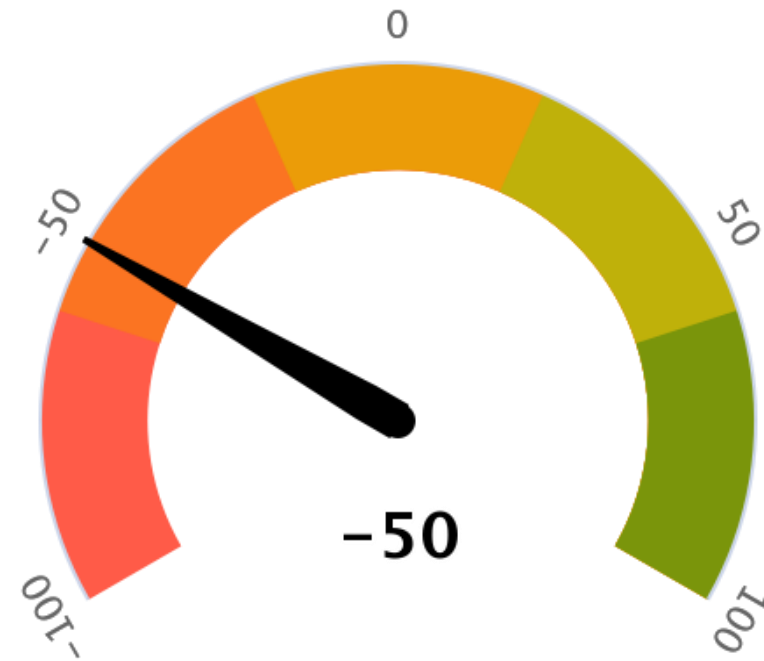
CX Maturity definition (company)

A mature industry would universally understand customer needs, compete on the basis of customer experience and adapt continuously to stay relevant to customers.



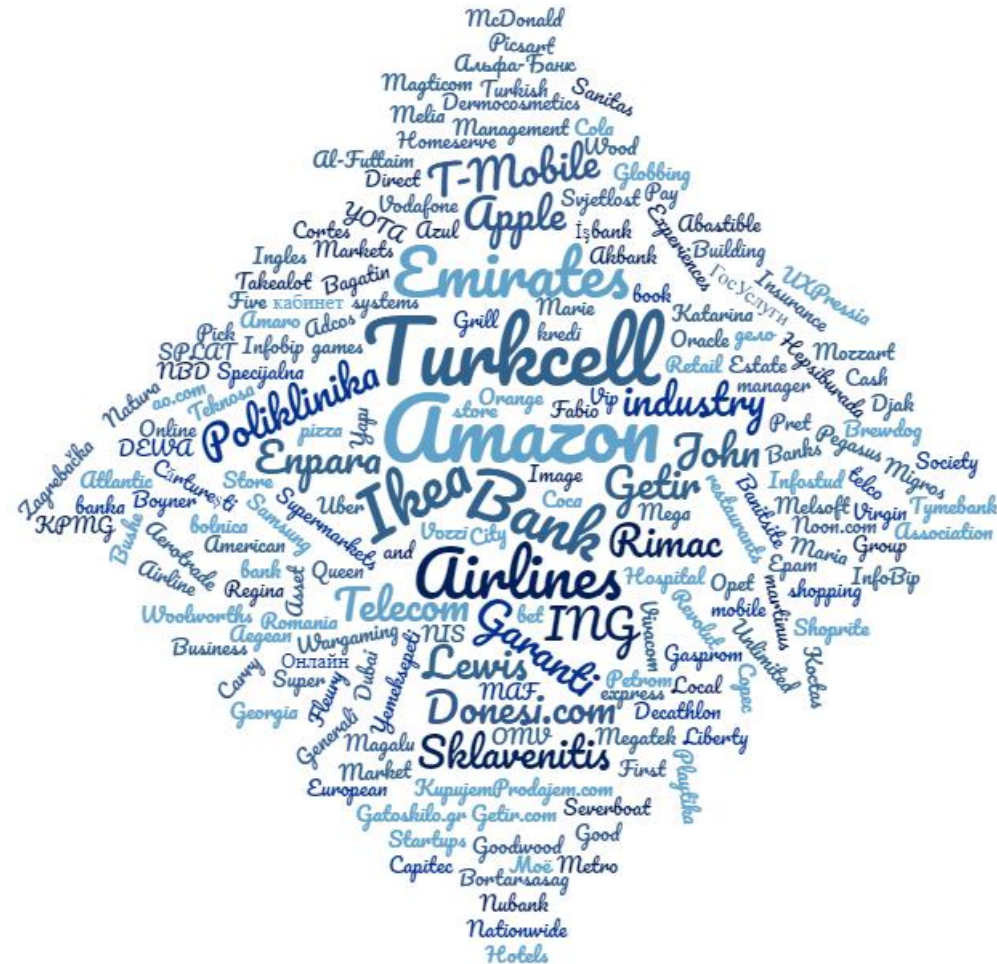
We like to think more positively about our own industries though

39% of CX Professionals think their industry is OK in terms of CX Maturity, scoring 7 or 8



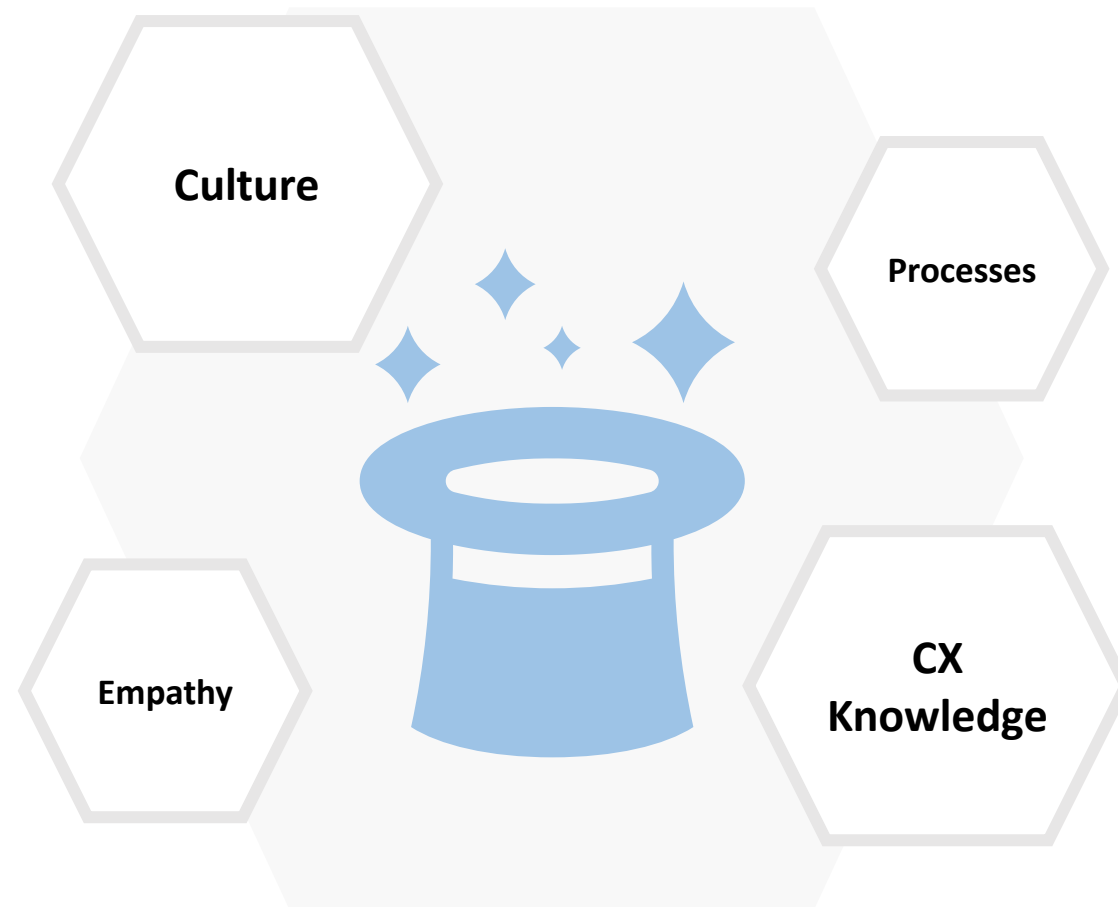
World CX leaders are as expected

Whilst seeing the likes of Amazon and Apple amongst the world CX leaders is expected, there are numerous mentions of small local businesses. Personalisation and flexibility is something the larger corporations can learn from them.



Change for CX success

To ensure progress towards CX Maturity CX Professionals are most focused on changing organisational culture, improving CX awareness, creating appropriate processes and raising empathy capabilities



Culture change enables CX readiness

Raising knowledge about customer needs, journeys, pain points and delight factors is a foundation for customer change

Strategy

“If companies recognised the need to be more Customer Centric, and it was a role and discipline that is in the DNA of every company”

Business mentality

“To be focused on people’s (customer) needs and expectations, not themselves”

Customer knowledge

“Talk to customers and not make assumptions”



CX Knowledge improvement builds trust

There is an evident lack of knowledge amongst business leaders when it comes to the concepts and benefits of focusing on CX. CX Professionals educating the C-suit builds trust.

“I would wish for Companies to finally realize that increased revenues, cost minimization combined with Customer satisfaction and advocacy are all related with Customer Experience”

“Adding CX positions to companies and people who will encourage and emphasise the importance of CX to all employees equally.”



“Make everyone understand the concepts of customer experience”

“Understanding all steps of the customer journey”

“I would wish for leaders to understand the ROI if CX and employees to understand how being customer centric secures their job.”



Processes – building an effective company

There is an evident lack of knowledge amongst business leaders when it comes to the concepts and benefits of focusing on CX. CX Professionals educating the C-suit builds trust.



Communication



Collaboration



Ease



Digital



Less
bureaucracy

“Make it easier for customer to engage with brands and empower staff to resolve queries on the fly.”



Empathy means doing things that are morally right

Of the three empathy types - cognitive, emotional and compassionate – the latter is what businesses need to develop most through empowering their people to do the right thing. This has proven to drive loyalty and positive brand reputation

Compassionate empathy means feeling someone's pain, and taking action to help



“Increase of love and empathy for humans and decrease fear and incompetence”



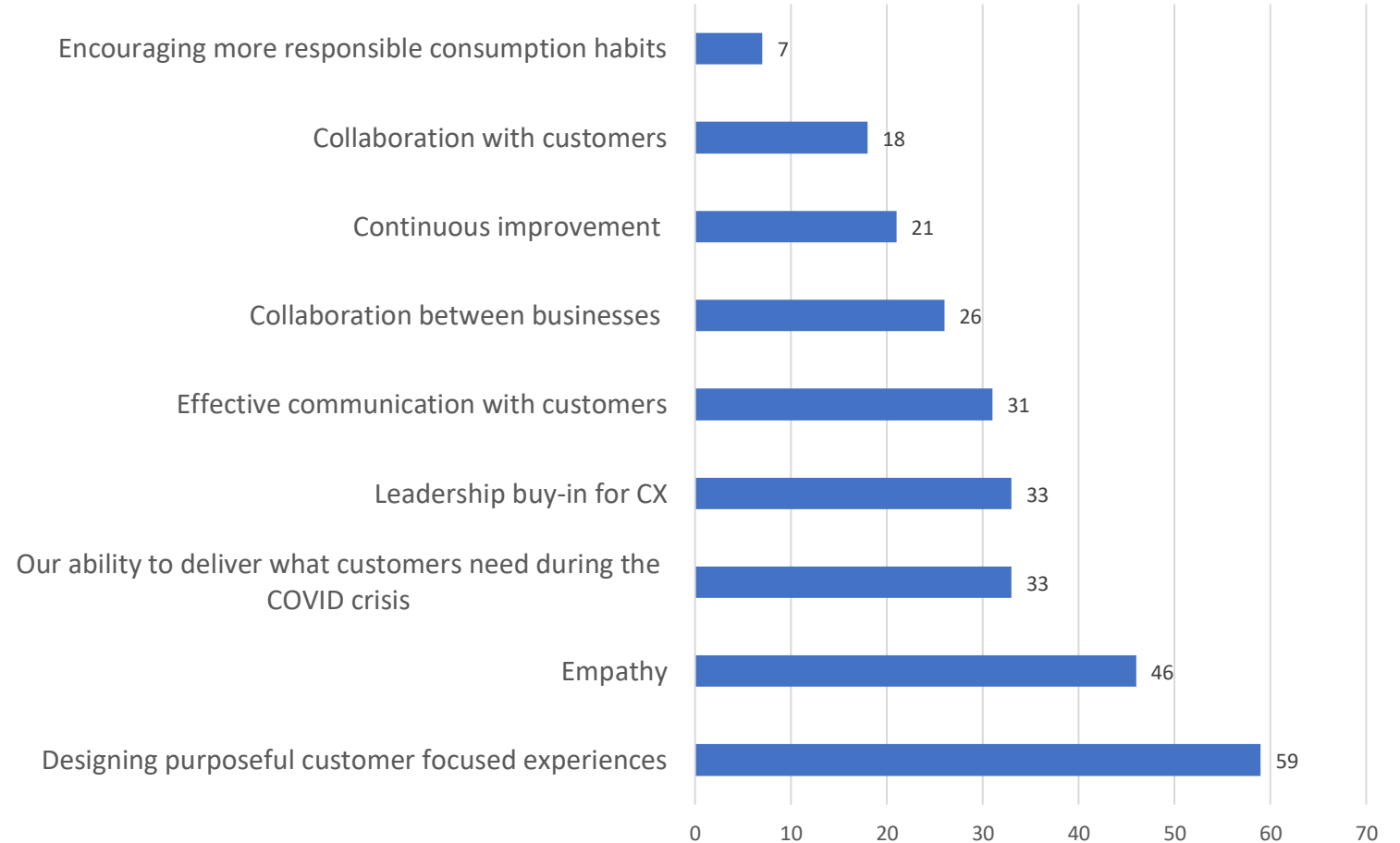
Globally, CX Professionals are struggling most with building customer centric culture, getting buy in and investment for CX and engaging their colleagues with the customer agenda

Global CX Challenges



CX Success 2021

Globally, CX Professionals are struggling most with building customer centric culture, getting buy in and investment for CX and engaging their colleagues with the customer agenda



Get in touch

Click to get
a full copy
of this
report

<https://cxm.co.uk/cxm-resources/>

In addition to the CX Maturity index and key challenges, the report suggest best practice resolution tools. Limited offer until the 10th of July!

Book
your CX
chat

Olga@eucustomerconsultancy.com

Sometimes it's hard to know where to start with your CX initiatives. In this 1-3 hour session I will help you form an effective problem statement & define the next steps to success

Send us
your
request

Olga@eucustomerconsultancy.com

Big or small CX questions, send us a note. We will be able to support you



Olga Potaptseva

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Get in touch

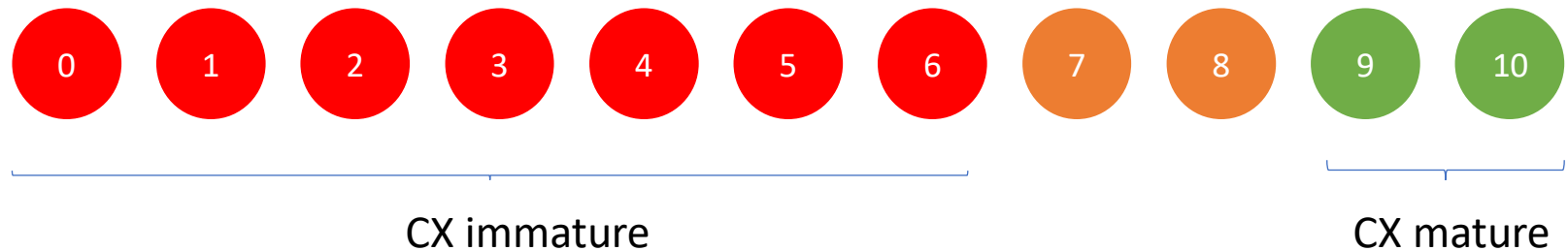
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Methodology

Methods and calculations used

- Interviews with 70 CX Professionals across the globe of which 30% are in consulting roles
- CX Maturity Index is calculated based on the question 'How would you rate your country / industry overall in terms of CX maturity on a 0-10 scale. The calculation is based on the NPS approach



$$\text{CX Maturity Index} = \text{CX mature} - \text{CX immature}$$

