

# What's Preventing a Good CX?

By 2016 **89%** of companies expect to compete on the basis of **Customer Experience**.

Yet, the vast majority don't even have a **Coherent Strategy**.

**Do You?**

## The **4** CX

Challenges You Need to Overcome in 2016



### The Multichannel Customer

You need to keep track of a single customer across a journey average of **5.8 Interaction Channels**

1

2



### The Scattered Info

Customer data, interactions, support, and tools are spread across the enterprise - **Fragmented And Siloed**

3

4



### The Unstructured Data

50% of customer experience data is unstructured (audio, free text, social media). Ignore it and you miss **Half The Picture**



### The Hanging Insight

CX analytics is not driving action, and the impact of action is not being measured. 75% of CX pros lack the tools to turn **Insight Into Action**