CX for the 21st Century Market Report

February 2023

Providing an outstanding customer experience (CX) is not just important — it is imperative. Good service is directly correlated with keeping customers engaged, cultivating brand loyalty, and generating repeat business. The value proposition behind the need to deliver a great CX is clear, but how to achieve it is not.

The world has changed, and it's essential that businesses transform and adapt to the expectations and needs of 21st-century consumers and employees. It's time for companies to adopt an emboldened and coordinated approach by taking major (and different) steps to realize sustained progress in improving their CX. To succeed, organizations need to overhaul their approach to service and adopt a customer-first mindset.

KEY TAKEAWAYS

- **Customer experience is the top concern for contact centers:** In DMG's annual survey of enterprise and contact center servicing goals, 81.1% of respondents selected improving the customer experience as a top priority in 2023, up from 76.7% in 2022.

- **Intelligent self-service is where customers are turning:** Consumer demands are changing, and customers are demonstrating a growing preference to help themselves using an intelligent self-service solution.

- **Everyone owns the customer experience:** The debates about who owns the customer experience are immaterial, because everyone within a company is responsible for the CX.

- **A unified strategy is a requirement for success:** Getting all customer-facing departments to agree on a single unified CX strategy will be a coup in most companies, giving the enterprise a much better chance of achieving the goal of delivering a cost-effective and consistently outstanding experience throughout the customer journey.

This special report identifies the steps and actions needed to build and execute a CX strategy for the 21st century. Organizations will learn how to:

Revamp and broaden their understanding of what it means to deliver a great CX

Draft an enterprise-wide CX strategy

Apply the new CX strategy that positions them to continuously adapt and transform

Engage and empower their employees to be customer advocates who have the support, training, and tools to deliver the CX today's customers demand

Establish an enterprise-wide method to capture, analyze, understand, and improve the CX

It's all about the customer journey, but what does this actually mean?

There is confusion in the market about what the customer journey involves and how to gather crucial data from all customer interactions and touchpoints. The objective is to obtain full visibility into everything related to what customers do before, during, and after their relationship with an enterprise. This is a daunting task, but it can be addressed one department or activity at a time. It is also a multidimensional challenge, because companies need to reconcile their perspective with the customer's view of the relationship.

The primary challenge in implementing customer journey analytics is that there is no single system or application that captures the voice of the customer at all touchpoints.

How to make contact centers employers of choice

21st-century employees are different from prior generations. Many books have been written on the contrasts, but when it comes to contact centers, it's important to appreciate that they care about the experience and the value they bring to customers, their company, and the world at large.

Customer experience and employee experience go hand in hand

This Report lays out a strategy and tactics that will enable organizations to enhance both their CX and employee experience while reducing operating expenses. These changes are essential components of a digital transformation and will position companies to thrive in the 21st century.

This special report provides more than 20 strategic imperatives, directions, and recommendations to help organizations exceed 21st-century customer experience demands.

Table of Contents

DMG
CONSULTING LLC

DMG Consulting LLC

6 Crestwood Drive

West Orange, NJ 07052

(973) 325-2954

www.dmgconsult.com