

WHY IS IT ALL ABOUT CUSTOMER EXPERIENCE?



Customer experience is the top strategic business priority among European enterprises



82% of European business executives consider CX an “essential” business priority across their entire organization ¹



30% of enterprises will exploit AI by 2021 to provide a differentiated customer experience ³



\$100+ BILLION the size of the investment in customer experience by 2022 ²

What is driving change in the CX landscape?

- ✔ Product commoditization
- ✔ Rising customer expectations
- ✔ Intensified global competition
- ✔ New CX technologies



ABILITY TO IMPROVE SATISFACTION WILL REQUIRE EMPATHY WITH CUSTOMERS AT SCALE

The 3Cs of Customer Experience

Consent, Conversations, Customer Journeys: The 3Cs to Delivering Empathy at Scale

CUSTOMER CONSENT

32% of enterprises ranked addressing data privacy issues as a security priority for 2019 ⁴

50% of global companies will integrate progressive consent opportunities into all stages of the customer journey by 2020 ³

55% of enterprises believe they have a single customer data view that spans all marketing/sales/service customer encounters ¹

CUSTOMER CONVERSATIONS

45% of enterprises in Europe already use/are adopting conversational speech technologies for customer service applications and customer interactions ⁵

64% of European enterprises see improved customer satisfaction as the key benefit to be gained from chatbots /conversational interfaces ⁵

The top three industries by use or planned use of AI-enabled customer service functions are: ⁴

35% Telecoms
33% Accommodation/hospitality
31% Finance

CUSTOMER JOURNEYS

90% of Western European enterprises are investing in data and digital technologies to customize customer journeys ¹

80% of enterprises have experienced an increase in customer satisfaction after the deployment of advanced analytics ⁵

European enterprises will invest more than **€87 billion** in AI and analytics and CRM applications from 2018 to 2022 ⁴

IDC Recommendations

- ✔ Leverage CX momentum to maintain growth
- ✔ Use customer data with consent to drive customer experience algorithmically while also engaging emotionally
- ✔ Implement an AI foundation to serve the “segment of one”
- ✔ Invest in a CX platform and enterprise architecture and deliver a road map for customer journey personalization



Resources:

- 1 IDC European Customer Experience Survey, 2018 (n = 300)
- 2 Worldwide Customer Experience Software Forecast, 2018–2022 (IDC #US44174818, August 2018)
- 3 IDC FutureScape: Worldwide Customer Experience 2019 Predictions (IDC #US43484818, October 2018)
- 4 IDC European Vertical Market Survey, 2018 (n = 2,759)
- 5 IDC’s Western Europe AI/Cognitive Solutions Survey, 2018 (n = 350)

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