

# Future of Customer Experience - Agenda

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Future of Customer Experience - Agenda* includes thought leadership, data, and guidance on key challenges that technology providers and brands are facing when it comes to the dynamic engagement and interaction paradigm between brands and customers taking place through a lens of technology. This program aims to explore how digital technologies are changing the base nature of the interaction, the role customer data in motion within the enterprise and across the ecosystem plays in defining the experience, and how brands must evolve in their business models, business processes, and the channels they use to maintain parity with their customers.

## Markets and Subjects Analyzed

- Empathy@Scale Paradigm
- Contextual Customer Engagement
- Digital Customer Experience Maturity Trends
- Multichannel and Omni-Channel Engagement
- Experience Management
- Experience Design
- Customer Data Integration
- Sustainability and Privacy in the Customer Experience
- Next-Generation Customer Interactions
- Customer Intelligence and Analytics

## Core Research

- Future of Customers and Consumers: Defined
- Future of Customers and Consumers: The Enterprise Perspective
- Future of Customer and Consumer: The Customer Perspective
- IDC MaturityScape: Future of Customers and Consumers 1.0
- Future of Customer Experience: Create a Better Value Exchange by Thoughtfully Managing Friction During Customer Engagements
- The Future of Customers and Consumers: A Framework to Design and Deliver Customer Sentiment Measurement
- Developing Contextual Awareness for Empathetic Conversations
- IDC's Worldwide Future Enterprise Use Case Taxonomy, 2021: Future of Customers and Consumers
- Future of Customers and Consumers: Establish Active Learning for Intelligent and Emotional Customer Engagement

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Future of Customer Experience - Agenda](#).

## Key Questions Answered

1. What are the primary and emerging technologies and methods that customers and consumers are using to engage with brands, and how is this changing?
2. What role are data, intelligence technologies, and analytics playing in how brands relate to and engage with customers and consumers?
3. What is the future of customer engagement and the relationship between brand and customer, and how is technology changing this?
4. What new channels and business models will be created by technology for B2B customers and consumers to engage with brands?
5. What does the convergence of B2B and B2C look like, what technology changes are driving this, and what does this mean for the future of customer and brand?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Future of Customer Experience market, including:

Accenture, Adobe, AKQA, Allscripts, Amdocs, Amplitude, Apple, Aptean, Apttus, Aurea, Avaya, Bazaarvoice, BigCommerce, Brainshark, Capgemini, Centro, Cerner, Cheetah Digital, Cisco, Cision, Cognizant, commercetools, Comscore, Constant Contact, Conversant, Criteo, Critical Mass, Dealertrack, Deloitte, Deltek, Dentsu, Digitas, Elastic Path, Epicor Software, Episerver, Frog Design, Fujitsu, Genesys Telecommunications Laboratories, Google, HCL Technologies, Hootsuite, HubSpot, IBM, IDEO, IFS, Infor, Intercom,

Interpublic Group of Companies, Kantar, Khoros, Kibo, KPMG, Manhattan Associates, Medallia, Media.net, MediaMath, Meltwater, Microsoft, NextRoll, NICE, NTT DATA, OBIC, Ogilvy, OKI, Omnicom, Oracle, PayPal, PROS Pricing Solutions, Publicis, PwC, Qualtrics, R/GA, Sage, Salesforce, SAP, SAS, ServiceNow, Shopify, sparks & honey, Sprinklr, Spryker, SugarCRM, Teads, The Trade Desk, Tremor, Veeva Systems, Verizon Media, VTEX, Webtrends, WPP, Xandr, XANT, Zendesk, and Zoho.