

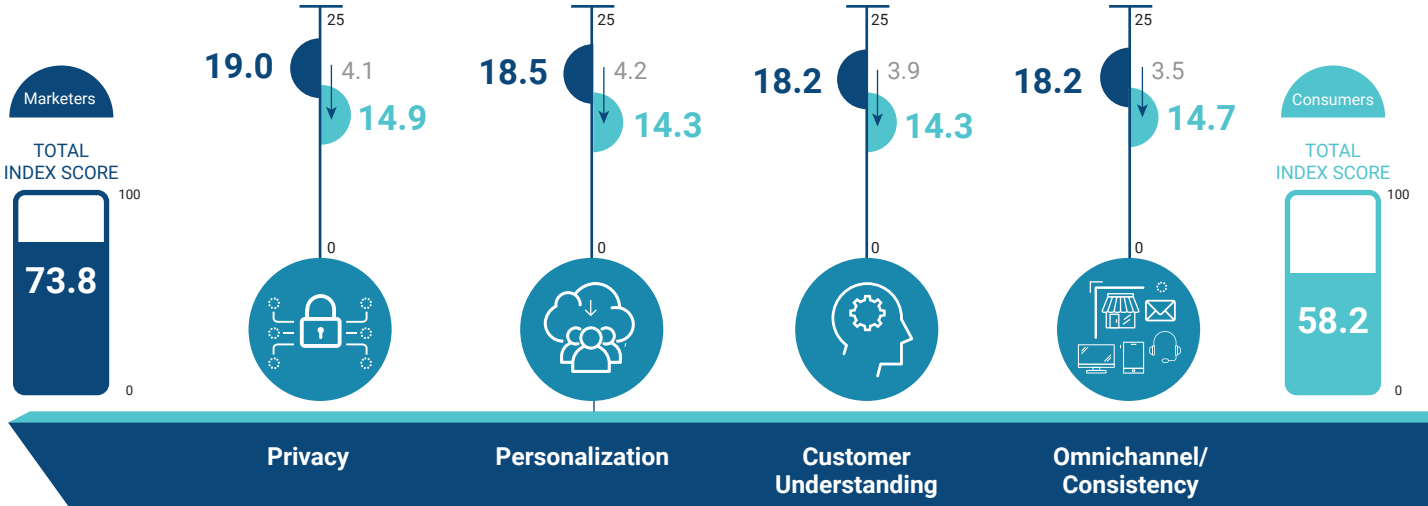
# Marketers Share Insights on CX Gaps

Findings from an online survey among over 450 marketers and 3,000 consumers across the U.S., Canada, and the U.K. exploring the ever-evolving customer experience and how marketers and consumers are adapting

## Gaps In CX Expectations

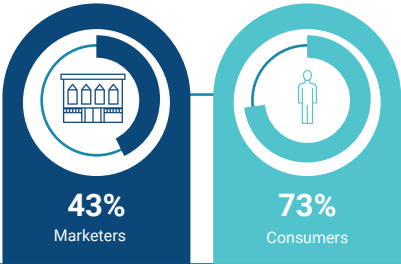
Considerable gaps exist between marketers and consumers when it comes to the customer experience.

CX INDEX & DIMENSION SCORES  
(created to measure indicators of customer experience using 12 questions asked on a 5-point scale and classified into 4 categories: Privacy, Personalization, Customer Understanding, and Omnichannel/Consistency)



Marketers consistently rate themselves higher than consumers do across all four dimensions of CX.

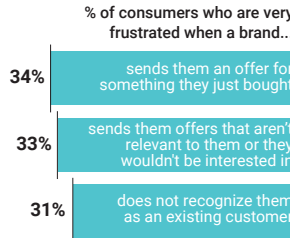
## Impact Of Gaps On CX



BELIEVE BRANDS ARE STRUGGLING TO MEET CUSTOMERS' RISING EXPECTATIONS FOR A PERSONALIZED EXPERIENCE

With personalization, there is an even bigger disconnect, as consumers are almost **2 times more likely** than marketers to say brands are struggling to meet customers' rising expectations for a personalized experience. Yet, consumers do acknowledge they will reward companies when personalization is done right.

### LACK OF PERSONALIZATION LEADS TO CONSUMER FRUSTRATIONS



### % of consumers who say it is absolutely essential that brands...



**37%**

of consumers say that personalized offers and messages make them more likely to purchase or use services from that brand in the future

While many marketers show optimism, they recognize that there is still ample room for improvement.

## Challenges To Overcome

### BARRIERS TO OPTIMIZING CX STRATEGY & EXECUTION FOR MARKETERS

- #1** Customer data is available but is lacking the depth required to get new levels of performance gains **25%**
- #2** Fragmented engagement systems that fail to connect or deliver a unified view of the customer experience across touchpoints **18%**
- #3** Marketing is the only team fully invested in data-driven customer strategy, and it has been frustrating to get other teams and stakeholders involved **17%**
- #4** Not able to keep pace with customers' expectations for real-time, omni-channel engagement **16%**
- #5** Silos of customer data that remain inaccessible across the entire organization **12%**



### WHAT CAN BE DONE?

Marketers and consumers may not be on the same page today when it comes to CX, but it's evident there is a clear opportunity to improve and win over customers. Privacy and transparency matter, so ensure your organization is ethically collecting data and has a strategy in place for making it actionable in a way that benefits the consumer. Marketers need to implement a solution that can break through the information silos, creating a single point of control over data, decisions and interactions – otherwise, they'll only have a partial view of the customer and an inability to act in real-time across channels, resulting in inconsistent and impersonal experiences.



### ABOUT THIS STUDY

The marketer survey was fielded between January 2 - 28, 2019 among 454 adults 18+ residing in the United States (n=150), Canada (n=150), or the United Kingdom (n=154) who are employed full-time, working in select industries and functions with annual revenue of at least \$500M and has one of the following job titles: Chief Digital Officer, Chief Experience Officer, Chief Innovation Officer, Chief Marketing Officer, Chief Technology Officer, Executive Vice President, Senior Vice President, Vice President, or Director. Data for the marketer sample were not weighted and are only representative of those who completed the survey.

The consumer survey was fielded between January 7 - 15, 2019 among 3,002 adults 18+ residing in the United States (n=1,500), Canada (n=501), or the United Kingdom (n=1,001) who purchased an item or used a service from any of the following in the past year: physical retail store, online retail store website or app, bank branch, online banking website or app, or travel/tourism website or app and did not identify as a student. Demographic variables were weighted, where necessary, to bring them into line with their actual proportions in the population.

For complete survey methodology, including weighting variables, please email [contact.us@redpointglobal.com](mailto:contact.us@redpointglobal.com)