

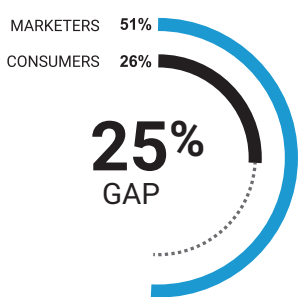
# The Customer Experience (CX) Gap

Redpoint Global commissioned The Harris Poll to conduct quantitative research among marketers and consumers. In looking at responses from 150 marketers and 1,500 consumers across the U.S., we find a number of gaps between marketers' customer experience strategy and consumers' expectations.

## Gap Between Customers and Marketers

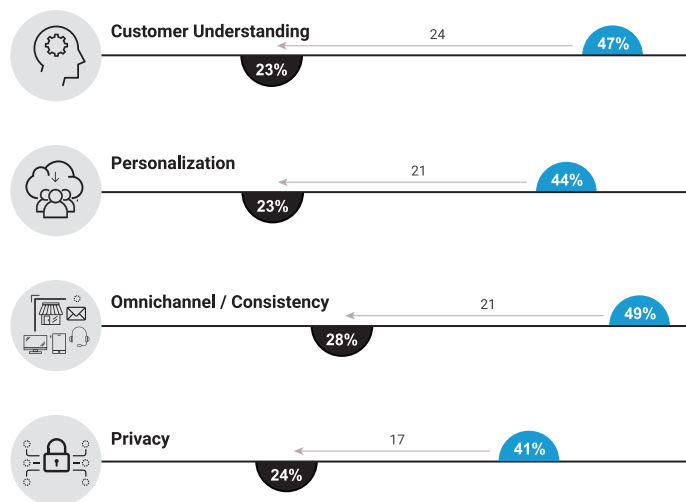
Marketers and consumers are misaligned on how well brands deliver CX and what the biggest challenges are.

### Perceptions of Brands' Ability to Deliver an Excellent CX



### The Disconnect: Consumer vs. Marketer Rating of Brand Performance as "Excellent" Across Four Core CX Dimensions

Marketers and consumers were asked on a 5-point scale to rate brands' abilities to deliver on 4 dimensions. Shown are percentages for "excellent" rating.



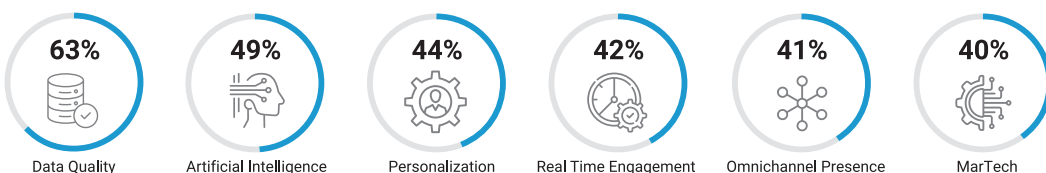
### Biggest Challenges of CX



## Key Opportunities for Improved CX & MarTech ROI

Modern CX needs have exposed gaps in marketing technology and customer data.

### Top Areas of Increased MarTech Investment in Past Year



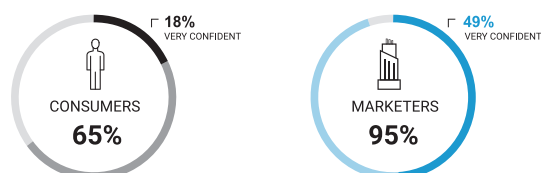
Marketers are most commonly using AI and ML to improve operational efficiency and improve customer service

As the number of MarTech systems grows, new challenges arise, along with an opportunity for marketers to drive even greater ROI. Among marketers:

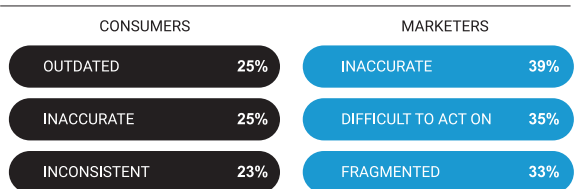


Data quality is a key area of opportunity. Customer data is essential to exceptional CX and effective marketing, but is useful only when it is pristine: comprehensive, accurate and up-to-date.

### % Confident in the Quality of Their Customer Data



### Top 3 Challenges of Customer Data

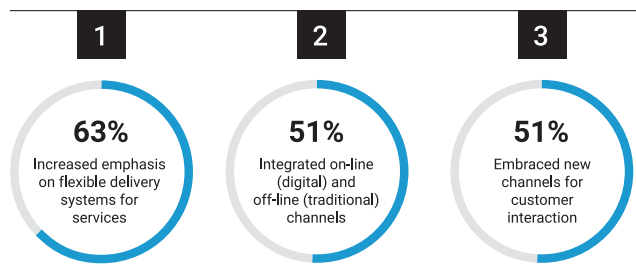


## The Changing CX Landscape

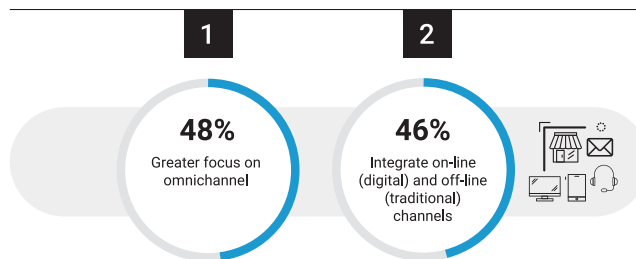
CX strategies are continuously evolving as consumer preferences and the technology ecosystem change.

### COVID-19 Pandemic

#### Top 3 Ways CX Strategy Has Changed Since Pandemic

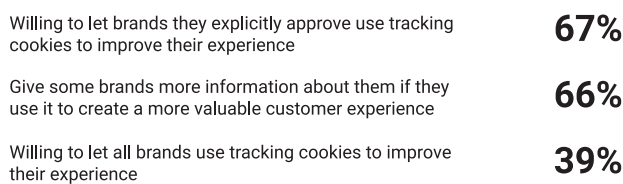


#### Top 2 Ways CX Strategy Will Evolve in Next 12 Months

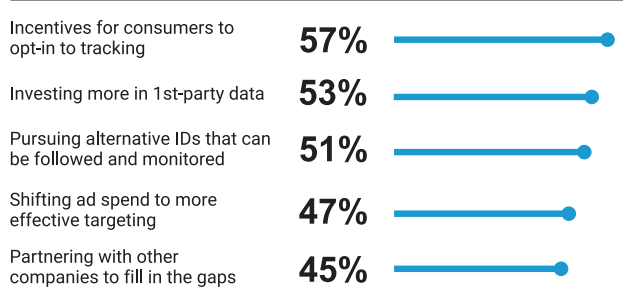


### Third-Party Cookies

#### Consumers Are

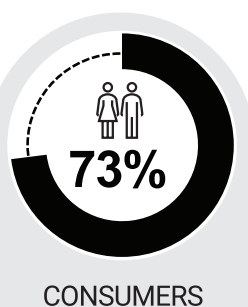
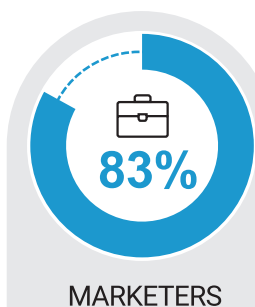


#### Marketers' Plans for Elimination of Third-Party Cookies



### Marketers and Consumers Both Admit Brands Struggle to Meet Rising Expectations for a Personalized Experience

"My company is struggling to meet our customers' rising expectations for a personalized experience."



"Meeting customers' rising expectations for a personalized experience is something most brands struggle with."

### METHODOLOGY

**Marketers** - The marketer survey was fielded between July 7 - 26, 2021 among 150 adults 18+ residing in the United States and met the following criteria: • Employed full time in one of the following industries: retail, consumer product goods, travel, healthcare - payer, healthcare - large managed care, banking, financial planning or insurance industry • Has one of the following job titles: Chief Digital Officer, Chief Marketing Officer, Chief Technology Officer, Chief Experience Officer, Chief Innovation Officer, Vice President/Executive VP/Senior VP, Director • Must be responsible for at least one of the following functions: acquisition marketing management (excluding social media marketing), retention management, omnichannel marketing strategy and optimization, customer experience, customer strategy, customer innovation, customer engagement, loyalty management, customer relationship management, digital transformation, customer insight & analytics, or marketing technology • Minimum annual company revenue of \$500M; for companies that consider more than 50% of their business as "e-tail (i.e., sells its products directly to the end user)," the annual revenue minimum was \$200M Data for the marketer sample were not weighted and are only representative of those who completed the survey.

**Consumers** - The consumer survey was fielded between July 7 - 26, 2021 among 1,500 adults 18+ residing in the United States and met the following criteria: • Not a student • Has 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, physical bank branch, online banking website or app. Figures for age, gender, education, region, were weighted, where necessary, to bring them into line with their actual proportions in the population. Figures for race/ethnicity, marital status, household size, household income, and weekly internet usage were also weighted. Propensity score weighting was used to adjust for respondents' propensity to be online.



With Redpoint's software platform, rgOne, innovative companies are perfecting their data, transforming their customer experiences across the enterprise and driving higher revenue. Redpoint's solutions provide a remarkably unified, single point of control where all customer data is connected and every touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions and tangible ROI—this is how leading marketers lead markets.