

# Revisiting the Gaps in Customer Experience

Exploring the Ever-Evolving Customer  
Experience: How Marketers and Consumers  
Have and Will Continue to Adapt



# Introduction

## Welcome to the second “Gaps in Customer Experience” Report

To continue to understand and address the challenges of today’s marketers and consumers, Redpoint Global commissioned The Harris Poll to conduct quantitative research among these audiences. In looking at responses from 150 marketers and 1,500 consumers across the U.S., we continue to find a number of gaps between marketers’ customer experience strategy and consumers’ expectations.

In 2019, marketers’ confidence was consistent – and high – for success across all core dimensions of customer experience (CX), but with a clear contrast with consumers. In 2021, this CX gap is still quite pronounced, but trending down. Still, there is quite a bit of divergence in terms of priorities, challenges and performance.

One such challenge is with technology, a key enabler of CX, as marketers are faced with an ever-growing number of solutions to support their customer experience strategy – a breadth of systems that may be making things a bit harder to navigate. Most commonly, marketers are faced with a lack of data integration between systems.

This lack of data integration stands at odds with a key initiative for marketers, specifically data quality. As one of the areas that received increased investment over the past year, data quality drives core elements of consumer experiences to include personalization and seamless omnichannel integration.

While many challenges for marketers and consumers in 2021 were also present in 2019, others are unique as a result of the COVID-19 pandemic. Marketers adapted strategies to be where consumers needed them, with a greater focus on channels and channel use.

Consumers are also adjusting their expectations as a result of the pandemic. Brands are held to higher standards of shared values, transparency and social responsibility. The expectation here is that all these elements will eventually feed into the CX strategy. Some consumers go as far as to say they are less likely to do business with brands that don’t embrace these standards.



**A clear contrast with consumers... quite a bit of divergence in terms of priorities, challenges and performance.**

## Challenges in Closing the CX Gap

The CX gap is a moving target as consumers and brands are constantly evolving. By raising standards for even doing business with a brand, consumers are moving the goalposts, firmly stating that price and product are less important than a brand sharing their values. Results throughout the survey reflect this, with consumers indicating a strong need for brands to have a deep personal understanding of them as individuals. Ultimately, consumers increasingly look to trust the brands they do business with – and that trust is earned, in part, by having a shared understanding.

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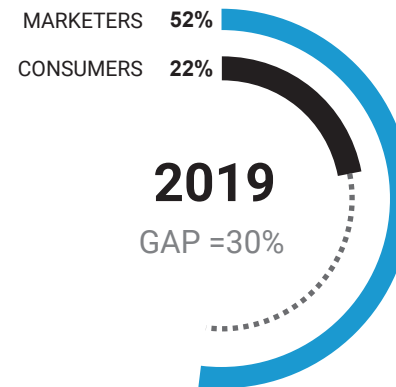
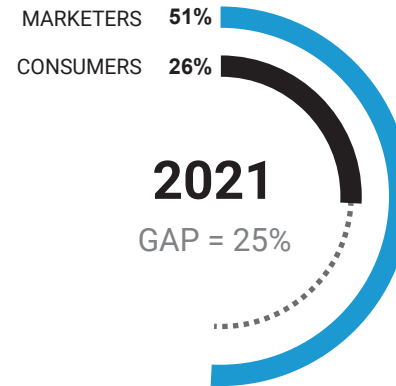
## The CX gap between marketers and consumers remains... but is starting to narrow.

Marketers remain very positive in their perspective of their industries and companies, with the vast majority believing that things in their industry are headed in the right direction (95%) and that their company is doing an excellent/good job of: implementing new customer engagement technologies (96%), consistently delivering personalized CX (93%), and keeping up with changing customer expectations (92%). This confidence extends to their overall belief that their company is doing an excellent/good job at delivering an exceptional CX (94%), including more than half (51%) who rate their performance as excellent.

However, consumers continue to paint a less positive picture of their experiences across the brands they interact with. More than half feel unseen (55%) and 48% feel undervalued by brands they interact with. The same percentage reported feeling that their experiences with brands rarely meet their expectations. In fact, compared to marketers, half as many consumers say the brands they interact with are doing an excellent job in delivering an exceptional CX (26%).

That said, in 2019, we recorded a 30% gap between the proportion of U.S. marketers who said their ability to deliver an exceptional customer experience was excellent and the proportion of consumers who said the same. Today, that gap remains quite significant, but has narrowed slightly to 25%, indicating that while improvements may be in the works, there's still a ways to go.

### Perceptions of Brands' Ability to Deliver an Excellent Customer Experience



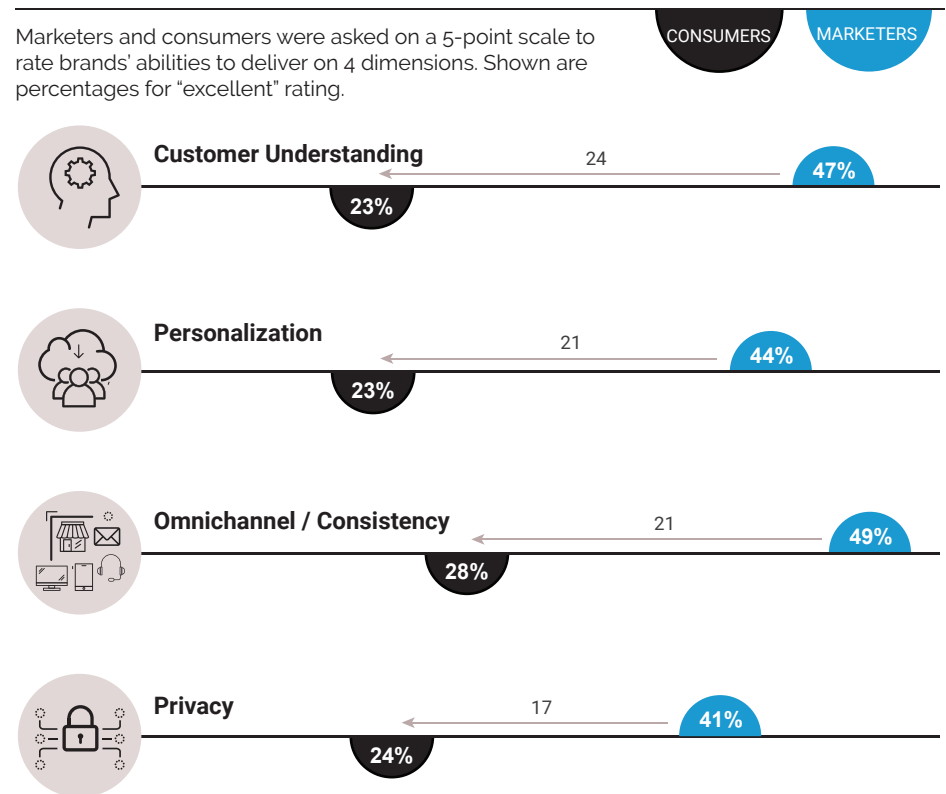
# Marketers are more likely than consumers to give themselves high ratings on all core dimensions of the CX.

The overstatement of performance among marketers overall is further illustrated when we drill down to the individual dimensions of the CX: Customer Understanding, Omnichannel Presence/Consistency, Personalization and Privacy.

Marketers are consistently more likely than consumers to rate their company's ability to deliver on each of these dimensions as excellent. With 82% of consumers saying most brands have significant room for improvement in delivering a consistently exceptional CX, marketers should look to better understand these disconnects, including where exactly they are falling short and how to make up the difference – which we'll explore in detail in this report.

## The Disconnect: Consumer vs. Marketer Rating of Brand Performance 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.



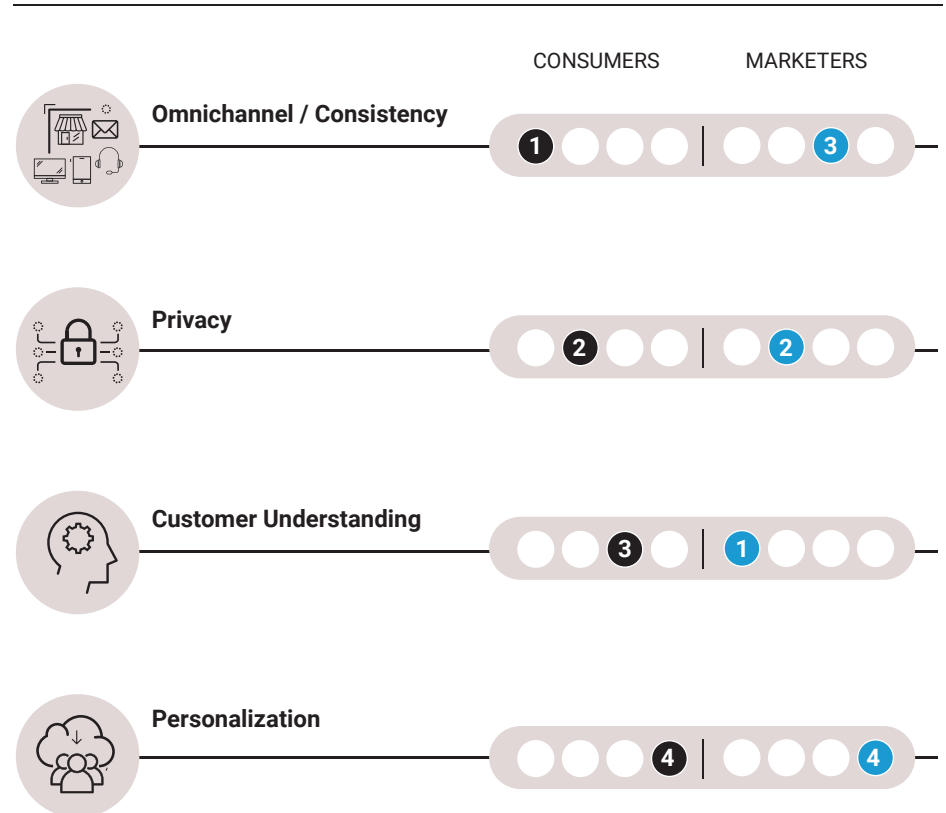
# Marketers and consumers are misaligned on the most important aspects of CX and what the biggest challenges are.

When it comes to the aspect or dimension of the CX that is thought to be the most important to achieve or uphold, we find that similar to 2019, marketers emphasize the importance of customer understanding while more consumers this year prioritize consistency (omnichannel presence) – likely due to the digital acceleration of their experiences brought about by the COVID-19 pandemic. Both marketers and consumers are aligned with privacy landing near the top and personalization ranked as the least important of the four dimensions.

## Digital Acceleration

A digital acceleration of the CX refers primarily to the new, digital-first or digital-driven contactless engagements, such as the significant uptick in curbside pick-up, home delivery of products traditionally bought in-store, and a shift in online-only transactions. While our research shows that marketers agree it is more important – and difficult – to know customers’ individual needs and preferences, a study from McKinsey reveals the extensive reach of the digital acceleration. In a 2020 study on changing consumer behavior, 73% of U.S. respondents claimed having tried a new shopping behavior, with roughly 80% of those who have indicating they will continue the behavior.<sup>1</sup>

### Most Important Aspect of CX (Rank)



<sup>1</sup><https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19>

There was more divergence when considering the **biggest challenges** of CX. In fact, privacy, consistency and customer understanding are the top three areas consumers feel brands are falling short, only one of which (customer understanding) marketers consider to be among their top three biggest challenges. With consistency being consumers' most important dimension and also among the top areas where they feel brands are falling short, focusing on overcoming the challenges this dimension presents to marketers should be a top priority.



### Biggest Challenges of CX



CONSUMERS



MARKETERS

- 1 Privacy
- 2 Consistency
- 3 Customer Understanding

- 1 Data Quality
- 2 Customer Understanding
- 3 Real Time Engagement

### What Is Omnichannel Efficiency?

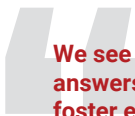
More than a seamless CX across channels, omnichannel consistency means a flawless experience irrespective of how a customer engages with a brand and where they are in their journey. It is a holistic interaction that transcends marketing, making the CX mission-critical for the enterprise.



# Which types of brands are and *should* be delivering the best CX? Consumers aren't quite sure.

There is little consumer consensus on which types of brands do the best job of delivering an exceptional customer experience, delivering any particular aspect of that experience, or which types of brands should be the best. In terms of who is doing it best, overall, Retail and Financial Services come out on top but with only roughly 25% of consumers saying those industries are doing the best job. Similar patterns and splits are seen by dimension, often with these two appearing in the top two but again garnering only small shares.

However, when we look at which brands consumers feel should be the best at each dimension, Financial Services remains among the top two in each CX category, but Healthcare Insurance replaces Retail (*again, all garner small shares and there isn't overwhelming consensus*). While it is important that all brands deliver an exceptional customer experience, it appears that Healthcare Insurance may have particular room for improvement to close the gap between its expected and realized CX.



**We see a growing number of forward-looking banks looking for answers of how to close the gaps in consumer expectations and foster engagement. The key factor is that having an integrated view of the customer is no longer a nice to have – it is table stakes. In the past, that statement might have been considered hyperbolic, but today it is a fact.**

Brian Morris, Financial Services Partner at Pricewaterhouse Coopers, LLC.

## Brands That Do the Best Job of Delivering an Exceptional Customer Experience: By Industry

● BEST JOB PER CATEGORY ● SHOULD BE THE BEST PER CATEGORY

	OVERALL	PERSONALIZATION	PRIVACY	CONSISTENCY	CUSTOMER UNDERSTANDING
<b>Retail</b>	27%	19% 16%	10% 9%	20% 18%	20% 17%
<b>Financial Services</b>	23%	19% 20%	30% 34%	23% 22%	22% 20%
<b>Healthcare Insurance</b>	13%	19% 26%	25% 28%	16% 26%	17% 26%
<b>Travel/Tourism</b>	12%	15% 12%	8% 5%	10% 9%	12% 11%
<b>Consumer Packaged Goods</b>	9%	7% 6%	5% 6%	12% 10%	9% 7%
<b>Healthcare Providers</b>	4%	7% 10%	7% 9%	7% 8%	8% 9%

TOP RANKED

## Consumer Expectations for Personalization

Redpoint commissioned research on consumer expectations for personalization in both Healthcare and Financial Services. In a 2021 Dynata survey of more than 1,000 U.S. consumers, 82% said they expect banks to personally understand them, but only 38% reported that their bank effectively does so.<sup>2</sup> A similar Dynata study from 2020 reveals 75% of consumers claiming a desire for their healthcare experience to be more personalized.<sup>3</sup>

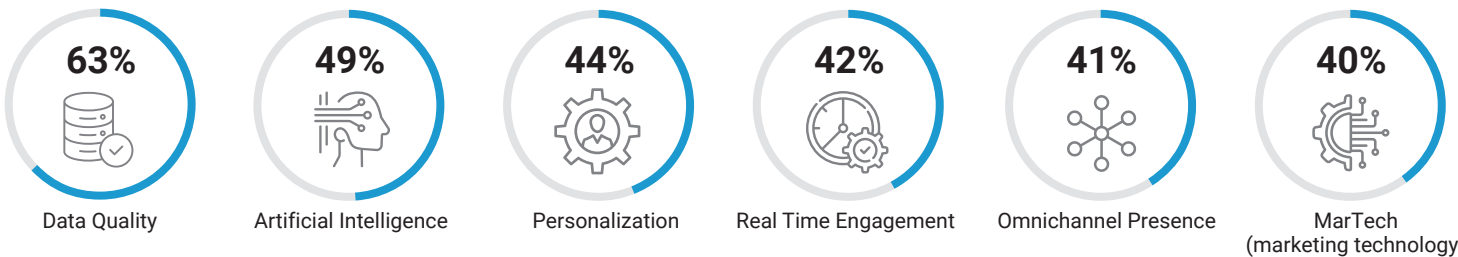
<sup>2</sup><https://www.redpointglobal.com/press-releases/redpoint-survey-majority-of-consumers-say-banks-are-failing-to-meet-expectations-for-personalized-experiences/>  
<sup>3</sup><https://www.redpointglobal.com/press-releases/75-of-u-s-consumers-wish-their-healthcare-experiences-were-more-personalized-redpoint-global-survey-reveals/>

# MarTech pays off and remains a key marketing priority – with investments aligning to modern CX needs.

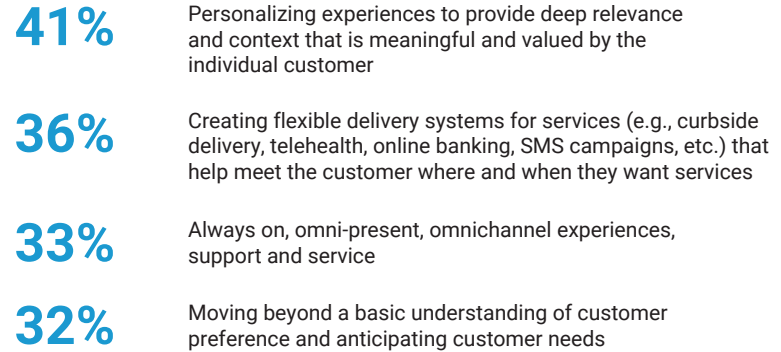
Investing in MarTech remains a key initiative for most marketers (91%, in line with 89% in 2019). The most common area that received increased investment over the past year is data quality, reflected in the top customer engagement requirement they feel is driving advancement: personalizing experiences to provide deep relevance and context that is meaningful and valued by the individual consumer (which at its core requires the highest quality of data).

No doubt accelerated by the pandemic, around one-third say creating flexible delivery systems that help meet the customer where and when they want services, always-on omni-present omnichannel experiences, support, services and moving beyond a basic understanding of customer preferences and anticipating customer needs are driving advancement and innovation in their CX strategy. All of these require investment in AI, personalization, real-time engagement, omnichannel presence and MarTech. Marketers' investments appear to be paying off, as these are also the areas where marketers believe their company is actually making advancements/improving their capabilities.

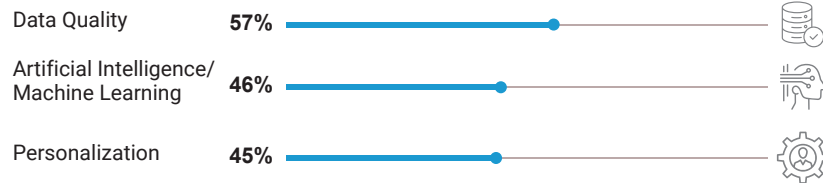
## Top Areas of Increased Investment in Past Year



## Top Drivers of Advancement/Innovation in Today's CX Strategy



## Top Areas Believed to Be Making Advancements



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 to drive even greater ROI.

U.S. marketers report having an average of 16 customer engagement systems deployed, nearly double what they reported in 2019 (9 systems) and while strong majorities say those systems enable them to do several CX activities very/somewhat well, many also feel that these technologies have made things harder. Around 7 in 10 marketers agree that the number of systems they have make it harder to provide a seamless CX, that it has become increasingly difficult to manage the number of customer touchpoints they have and compared to 2019 even more marketers say that technology has made it harder for them to effectively engage with customers. The most common ways marketers feel their MarTech stack is preventing them from managing an omnichannel CX is a lack of data integration between the systems (41%), that their company is using a closed integrated marketing cloud (41%), and that they have highly specialized applications that can't be replaced (40%).

### Impact of System Complexity

The overall effect of having too many systems, a lack of data integration, a closed marketing cloud and specialized legacy applications leads to complexity that abstracts the customer from the experience being delivered. From the customer's perspective, such a fragmented environment is akin to having a committee in charge of customer engagement, with each member having competing priorities and objectives, as well as different voices, agendas and styles. It comes across as a fractured experience and a feeling that the brand doesn't really care enough about you, the customer, to have a consistent message that reflects a personal understanding.

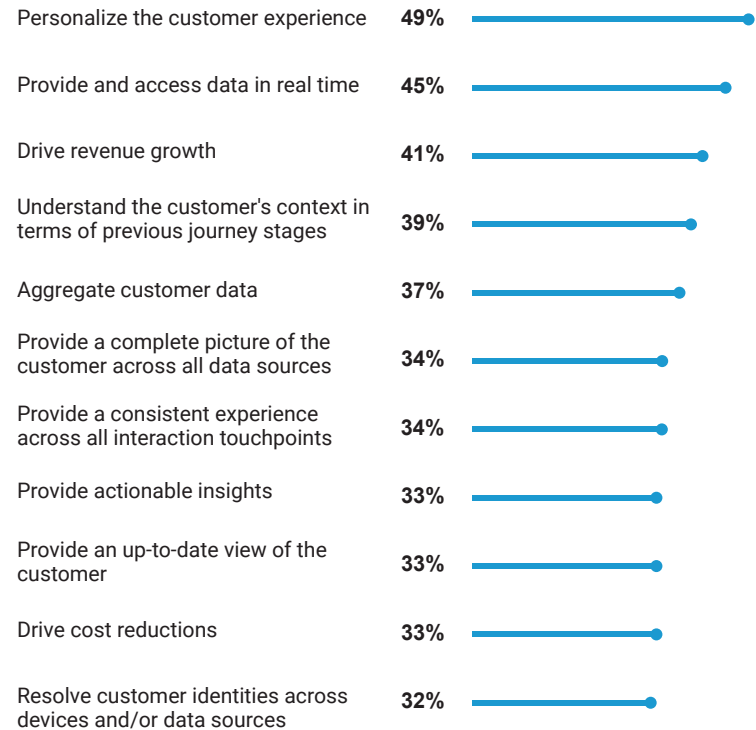


As in 2019, marketers say they anticipated the number of customer engagement systems their company is using to increase over the next one to five years. With 65% of marketers in the 2021 study expecting the number of customer engagement systems deployed to increase in the next five years, marketers must act upon the MarTech stack deficiencies to ensure the opportunities provided by these technologies outweigh the challenges.

### One Consistent Voice

Having one voice, consistently, irrespective of channel becomes more important as we move into the world of first-party only data where a brand must find ways to inspire a customer to release more data. The customer will only do that if they trust the relationship they have with the brand, which is earned by speaking to the customer in a friendly, intimate manner rather than as a committee. We explore more on first-party only data in *"The Changing CX Landscape"* section (Page 14).

### Believe Customer Engagement Systems Enable Them to Do the Following Very Well



**77%**  
AGREE

The number of systems they have make it harder to provide a seamless customer experience

**70%**  
AGREE

That it has become increasingly difficult to manage the number of customer touchpoints they have

**67%**  
AGREE

Technology has made it harder for them to effectively engage with customers

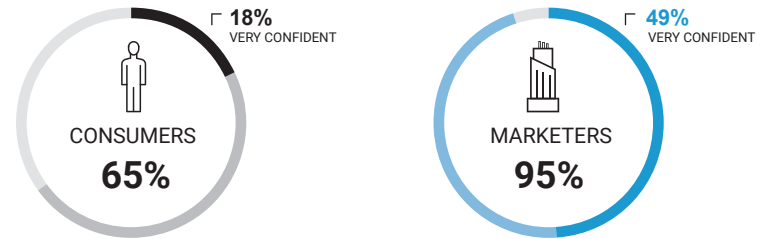


# Data quality is a key area of opportunity. Customer data is essential to exceptional CX and effective marketing, but is useful only when it is pristine: comprehensive, accurate and up-to-date.

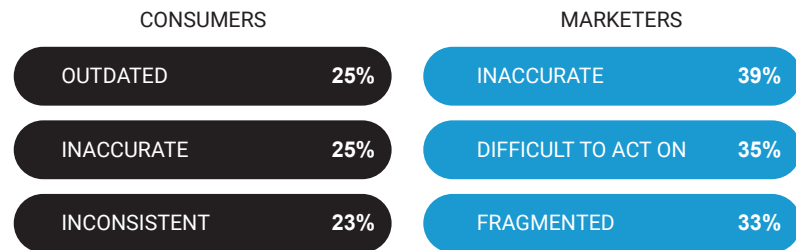
We know that virtually all marketers (99%) recognize the importance of investing in data quality to drive marketing effectiveness, that they are prioritizing it, and that they feel they are making good progress, but once again consumer sentiment suggests they aren't doing as well as they think. While nearly all marketers are confident in the quality of their customer data, including half who are very confident, only about two-thirds of consumers are confident brands have a high-quality view of their data, with less than one-quarter very confident.

The two audiences also differ in their perceptions of the most challenging aspects of customer data/where brands are falling short. Marketers most commonly cite customer data being inaccurate, difficult to act on, fragmented, and incomplete as their biggest challenges to data quality. Consumers feel brands are falling short in that their data is outdated, inaccurate, and inconsistent. In fact, half of consumers (51%) say brands are failing to personalize their experiences because data they have on them is not accurate or up-to-date, with marketers most commonly saying the dimension of data quality they want to improve is accuracy (34%). With data quality as the conduit to much of the customer experience (e.g., personalization), it is crucial that marketers ensure the information they have on their customers covers all of these bases.

## % Confident in the Quality of Their Customer Data



## Top 3 Challenges of Customer Data



### Data Accuracy & Personalization

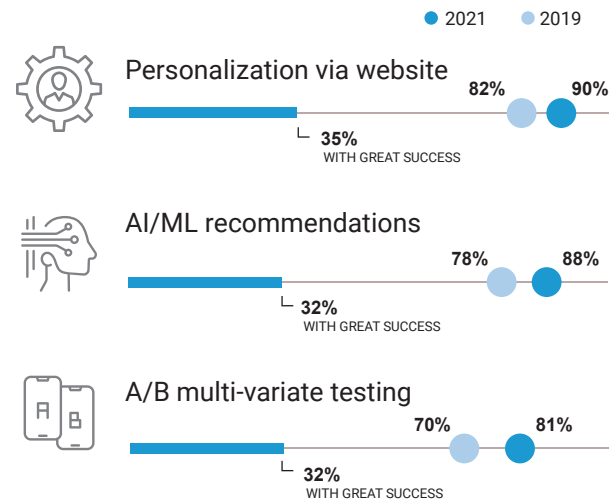
Consumers citing data not being accurate or up to date as one of the chief reasons brands are failing to personalize their experiences indicates the overall importance of moving throughout an omnichannel customer journey in the cadence of the customer. Increasingly, this means orchestrating real-time interactions capable of keeping up with the digital acceleration of the CX. A brand that relies on an outdated customer profile to create personalized experiences runs a risk of engaging a customer with an irrelevant message or offer, which is why we can infer that a lack of real-time decisioning is partly why many consumers feel unseen (55%) and undervalued (48%) by the brands they interact with ("The Customer Experience (CX) Gap", Page 3).

## Despite personalization still being table stakes for consumers, it plays an even larger role in brand loyalty. Marketers should continue to optimize and advance their personalization tactics.

In addition to recognizing the importance of data quality to drive marketing effectiveness, marketers are also focusing on personalization tactics in support of CX. Compared to 2019, more marketers say they are using certain personalization tactics such as personalization delivered through website, AI/ML-based recommendations, and A/B multi-variate testing. However, this includes only about one-third of those who say they are currently using these tactics with great success. Consumers (73%) and marketers (83%) both admit companies struggle to meet customers' rising expectations for a personalized experience; in fact, marketers are much more acutely aware of this shortcoming compared to 2019 when just 50% admitted this.

Not only is it perhaps more difficult now, but the importance of personalization has only been magnified by the COVID-19 pandemic. Nearly all marketers (95%) and about seven in 10 consumers (69%) say the pandemic has made it even more important for brands to know their customers' individual needs and preferences. Regarding personalization, consumers (65%) agree that it is now just a part of a standard service they expect. Notably, this decreases by age with Gen Z/Millennials being the most likely to share this sentiment (Gen Z/Millennials: 73%; Gen X: 70%; Boomers/Seniors: 55%).

### Personalization Tactics More Marketers Are Using



### Expectations for Personalization

If we draw a parallel between the high percentage of consumers (69%) who claim that the pandemic has made it more important for brands to know their individual needs and preferences, and the percentage (39%) who will not even do business with a brand that does not offer a personalized experience, we can conclude that the pandemic has helped cement the expectation for personalization. Separate Redpoint research bears this out. In a late 2020 survey conducted by Redpoint and Dynata of more than 1,000 U.S. consumers, 70% said they will only shop with brands that personally understand them, 82% said they expect retail brands to accommodate their preferences and expectations, and 49% reported that personalized content/offers increase the likelihood to make a purchase.<sup>4</sup>

<sup>4</sup><https://www.redpointglobal.com/press-releases/70-percent-of-consumers-say-they-will-exclusively-shop-with-brands-that-personally-understand-them-this-holiday-season/>

With all of this in mind, it is crucial that marketers not only maintain but continue to improve their personalization techniques – especially as consumers are even more inclined this year to say they are loyal to brands that demonstrate a thorough understanding of them as a unique, individual customer.

Additionally, two in five (39%) consumers went so far as to say that they will no longer do business with a brand that doesn't offer a personalized experience.

### Consumer Preferences

#### Agree personalization is part of standard service has not changed



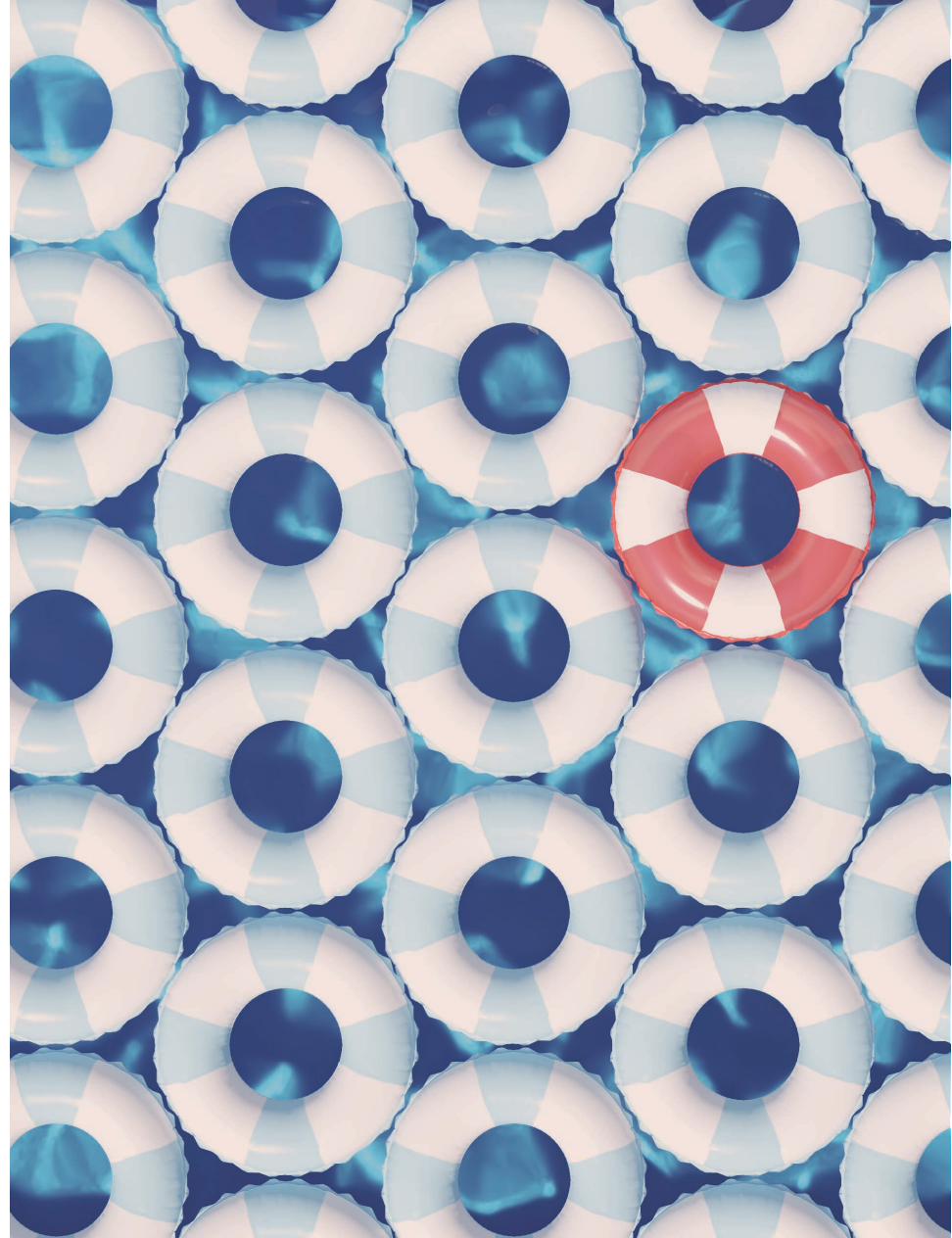
61% 65%

● 2021 ● 2019

#### Agree they are loyal to brands that demonstrate a thorough understanding of them as a unique customer



77% 82%



## CX strategies are continuously evolving – most recently driven by trends brought about by the COVID-19 pandemic.

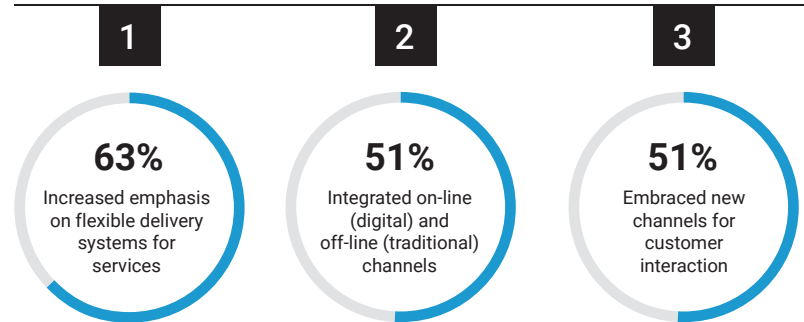
Despite 82% saying the COVID-19 pandemic has made it harder for their company to execute its CX strategy, 51% still say they are able to execute on their CX strategy very well, likely because they learned quickly they needed to adapt.

Virtually all marketers (99%) recognize that the pandemic has changed their CX strategy, most commonly and understandably related to channel use: an increased emphasis on flexible delivery systems for services that help meet the customer where and when they want service, integrating on-line (digital) and off-line (traditional) channels, and embracing new channels for customer interaction. Similarly, nearly all (99%) believe their strategy will evolve over the next 12 months, again, commonly related to channel use.

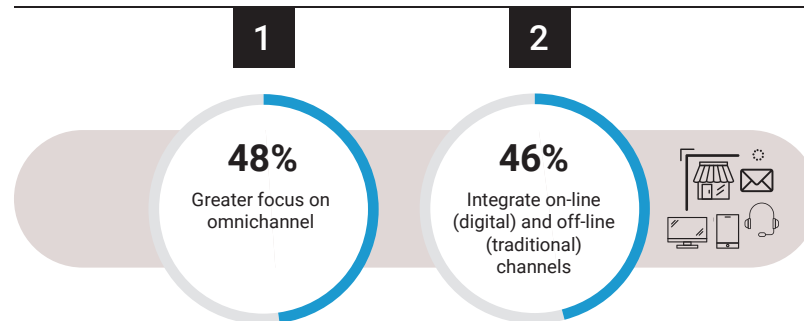
### Flexible Delivery Systems

Target provides perhaps one of the more noteworthy examples of companies quickly adapting to changing customer behaviors and an increased emphasis on flexible delivery systems. The company notably saw a 273% jump in same-day services in Q2 2020 (order pick-up, drive-up and same-day delivery), with its curbside pickup increasing by more than 700%.<sup>5</sup>

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



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



<sup>5</sup><https://www.warehouseautomation.ca/news-notes-1/2020/8/19/targets-curbside-pickup-service-jumped-by-more-than-700>

# Eliminating third-party cookies will disrupt the CX landscape, but marketers have a plan, and many consumers are willing to compromise... if they get something in return.

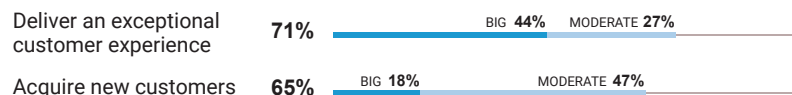
Tactical changes to the landscape like the elimination of third-party cookies are top of mind for marketers. A majority admit that this shift will have a big/moderate impact on their ability to acquire new customers and on their ability to deliver an exceptional CX – where more than two in five say it will have a big impact. However, marketers feel up for the challenge, with 91% saying they are confident their company is prepared. This confidence likely stems from the plans nearly all say their companies are already putting in place, most commonly the use of incentives for consumers to opt-in to tracking.

Consumer sentiment suggests this is a good plan to have, as two-thirds say they are willing to let brands they explicitly approve use first-party tracking cookies to improve their experience. Many are also willing to give some brands more information about themselves if it is used to create a more valuable experience. The key theme here is the consumer gets something in return; otherwise, three-quarters say they will opt-out of all cookies on devices (74%) and browsers (73%) if given the option.

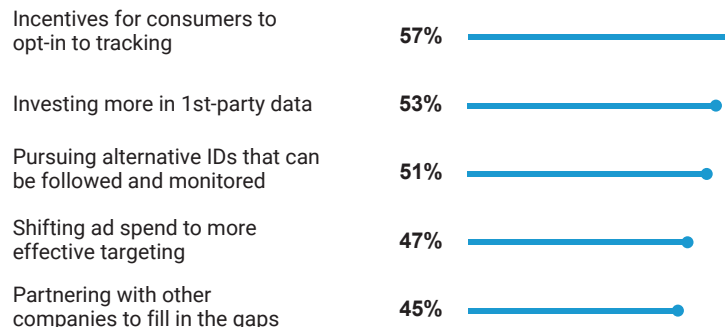
## Consumers Are

Willing to let brands they explicitly approve use tracking cookies to improve their experience	<b>67%</b>
Give some brands more information about them if they use it to create a more valuable customer experience	<b>66%</b>
Willing to let all brands use tracking cookies to improve their experience	<b>39%</b>

## Impact of Elimination of Third-Party Cookies



## Plans for Elimination of Third-Party Cookies



## Value Exchange

The value exchange stems from trust, which the research reveals derives from marketers and brands using a deep personal understanding to create an omnichannel CX. Examples of incentives for consumers to opt-in to tracking or to provide a brand with more data in exchange for a more valuable experience may include:

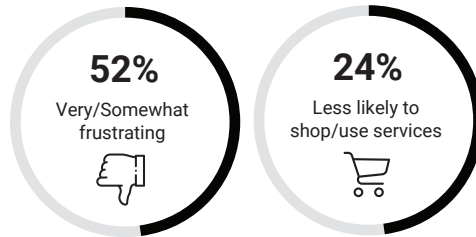
- Personalized bot interactions for customer service issue resolution
- Customer-agent routing based on customer history rather than IVR
- Location-based buy-online, pick-up in-store (BOPIS) alerts and notifications
- In-store clienteling optimization and personalized next-best offer

## Consumer expectations for brands now reach beyond 'traditional' CX and include broader emphasis on social responsibility and values.

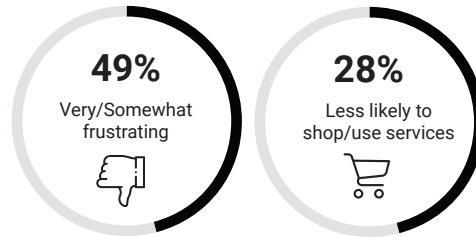
Consumers' top frustration with brand experiences is once again when a brand sends their personal information to other companies (79% say this is very/somewhat frustrating, in line with 82% in 2019), likely amplified by a perceived lack of transparency: only half of consumers feel brands are transparent with them regarding how their data is used (51%) and collected (50%). And not only do about six in 10 consumers find it frustrating when a brand sends offers that aren't relevant to them (63%) or sends an offer for something they just bought (60%), even more say they wish email offers were more relevant (79%) and timely (71%).

### Consumer Frustrations

When a brand doesn't acknowledge global issues and its impact



When a brand doesn't align with their personal stance on social justice, environmental activism or other social responsibility



But given the upheaval the U.S. has encountered since the start of the COVID-19 pandemic, consumer frustrations are moving beyond what we might think of as more traditional aspects of CX. Half of consumers say it's frustrating when a brand doesn't acknowledge global issues and its impacts or doesn't align with their personal stance on social justice, environmental activism, or other social responsibility. In fact, one quarter say if brands don't do these things, they're less likely to shop with or use their services in the future. Transparency from brands matters too; nearly eight in 10 consumers (78%) say brands that were transparent about challenges they experienced in delivering CX (e.g., supply chain issues, shipping delays, lockdowns, etc.) during the COVID-19 pandemic retained their loyalty more than brands that did not acknowledge those issues. Marketers need to be aware of, and prepared for, these emerging CX currencies.

From The Harris Poll COVID-19 Tracker, Wave 26 (Jan 8-10, 2021)

**73%**  
AGREE I would forgive a company for at least trying to help, even if they don't get it right when speaking out on social issues

**72%**  
AGREE Even if a company stumbles when speaking out on social issues, it's important to see how they think and what their intentions are

**66%**  
AGREE I expect leadership within my country's companies to speak out on social issues like racial inequality or other mistreatment of people based on religion, gender, ethnicity, etc.





## Transforming CX: Redpoint's Perspective

The 25% gap between marketers who say they're doing an "excellent" job delivering an exceptional CX and the number of consumers who agree is one of the clearest signs that marketers still have their work cut out for them to meet consumers' rising expectations for an omnichannel personalized experience. While the gap has narrowed slightly since our 2019 research – which reported a 30% gap – the landscape also underwent a seismic shift in the time since, with rapidly changing consumer behaviors, a digital acceleration of customer journeys and a demand for more flexibility in the delivery of goods and services. Despite the narrowing gap, only about half of marketers (51%) said they're doing an excellent job of delivering an exceptional CX (just 26% of consumers share that sentiment).

There are clear reasons that the remaining 74% of consumers believe brands fall short of "excellent". Digging deeper into the increasing expectation for omnichannel personalization, majorities or near majorities of consumers say that they feel unseen (55%) and undervalued (48%) by the brands they interact with, and that the experiences they're provided rarely meet their expectations (48%).

At Redpoint, we believe these numbers can largely be attributed to a disparity between what brands consider "excellent" CX vs. what customers expect, particularly in light of the new reality marked by digital-first journeys and increased flexibility. The expectation is that an omnichannel CX transcends what a brand might typically consider to be the marketing of goods and services to instead include every conceivable manner in which a person interacts with a company or brand. The research shows, for example, that consumers now rank omnichannel consistency as *the most* important dimension of CX, up from ranking second in 2019. And a majority (61%) of consumers say it is very/somewhat frustrating when a brand does

not recognize them as the same customer across all devices – with 31% saying it would make them less likely to do business with the brand.

Considering these elevated expectations, an omnichannel CX far exceeds a standalone delightful experience on one channel, or even a series of superior interactions on one, or even multiple, channels. It is consistent relevance across the spectrum of touchpoints that formulate a singular superior experience. The process end-to-end increasingly represents the brand value proposition, which in turn helps solidify a consumer-brand relationship based on trust. A consumer on the receiving end of a holistic experience infused with a deep personal understanding of who they are will provide the first-party data needed to continue the cycle of a consistently improved relationship over time. The research bears this out, with a super majority (82%) of consumers saying that they are loyal to the brands that demonstrate a thorough understanding of them as a unique, individual customer, while 39% go so far as to say they will stop doing business with a brand that does not offer that level of personalization.

Digging into technology, research shows that, as in 2019, a majority of marketers (nearly seven in 10) claim that the number of customer engagement systems (an average of 16 in this year's research) makes it harder to provide a seamless CX. The main reason it's harder is that the lack of data integration between the systems has a negative impact on overall data quality, which, in turn, makes it hard to deliver on the exalted expectations for personalization. Consider that despite marketers' claims that they recognize the importance of data quality, are indeed prioritizing it and making progress, consumers tend to see that

significant gaps in data still exist. Just over half of consumers (51%) say that brands fall short specifically because their customer data is not accurate or up to date.

Inaccurate or out-of-date data make it virtually impossible to deliver an omnichannel CX in line with consumer expectations. But because marketers claim that they understand this key barrier, and with a willingness to prioritize data quality, there is hope and an expectation that marketers know what must be done to close the gap and deliver transformative change through a superior omnichannel CX that persists over time.

*For more information on how Redpoint Global can help your company achieve transformative change through perfect data and perfect experiences reach out to: [contact.us@redpointglobal.com](mailto:contact.us@redpointglobal.com).*



# Methodology

Redpoint Global Inc. commissioned The Harris Poll to conduct the online surveys among marketers and consumers.

## Marketers

The marketer survey was fielded between July 7 – 26, 2021 among 150 adults 18+ residing 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.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected among panel members who have agreed to participate in surveys. Because the sample is based on those who agreed to be invited to participate, no estimates of theoretical sampling error can be calculated.

Percentages were rounded to the nearest whole percent. Differences in the sums of combined categories/answers are due to rounding.