

# Accenture Interactive

Part of Accenture Digital

## Expectations vs. Experience: The Good, The Bad, The Opportunity

Thanks to the digitization of everything, customer expectations are outpacing brand experiences. New research<sup>1</sup> from Accenture Interactive finds that while many brands fall short, a cluster of high performers have found success by prioritizing customer experience (CX) as a mindset.

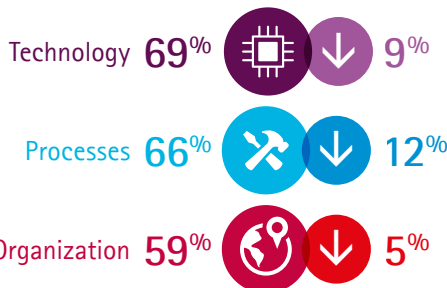
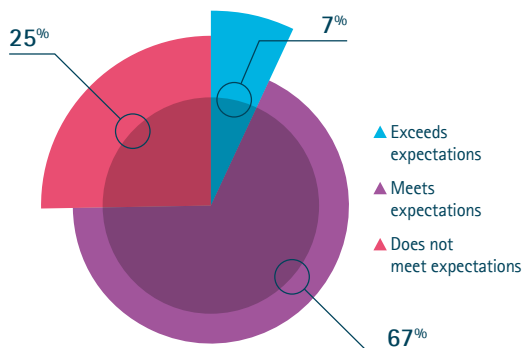
High performance. Delivered.

## Customers Are Underwhelmed

Only **7%** of brands are exceeding customer expectations. Even worse, **25%** DON'T meet customer expectations, but most think CX is 'good enough'.

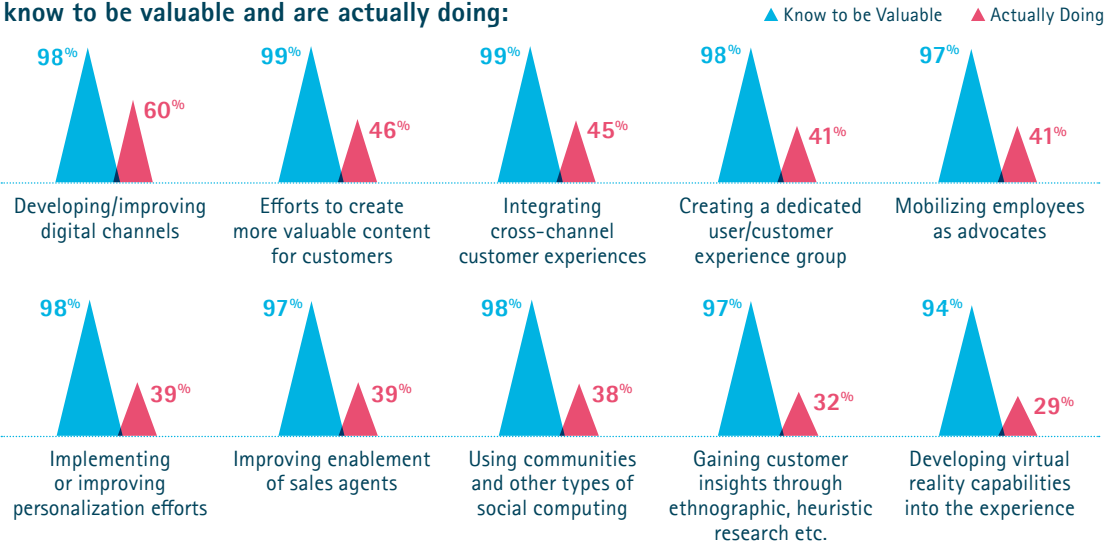
Brands are more pessimistic with only about **2/3** believing they have the following in place to deliver on their CX agenda, all **DOWN** from 2015:

How do you feel your digital customer experience compares to your customers' expectations?



**40%** of brands agree that their CX is inconsistent across channels, and only **1/3** believe their data and analytics are differentiating.

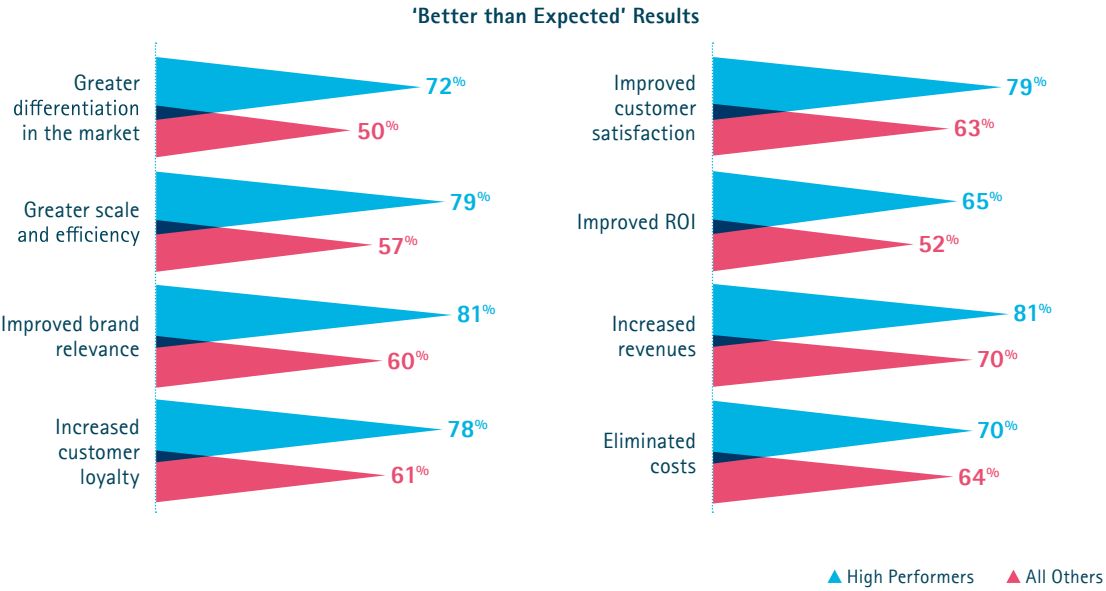
**Huge gaps exist between what brands know to be valuable and are actually doing:**



**Big Payoffs on CX Investments**

One-point increases in CX scores can translate into **\$10M's – \$100M's** in annual revenue.

**CX mastery drives business benefits:**



**CX Is a Mindset**

**CX high performers exhibit four distinct behaviors. They:**

- Align senior sponsorship** – 100% agree senior leaders onboard versus only 41% of peers.
- Adapt to a dynamic state of constant flux** – Embrace digital at rates double digits higher than peers.
- Turn data into insight and action** – Are more data-driven around customer experience (+44%) and see data and analytics as critical to driving CX improvement (+25%).
- Identify and secure partnerships** – 81% agree all partners identified and secured (+30% over peers).

## Untapped CX Opportunities Exist

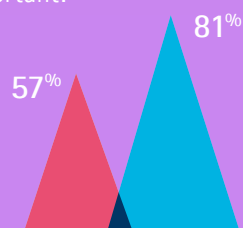
### People and Skills

At best only about half of brands have either a full complement of CX skills or strong internal collaboration:



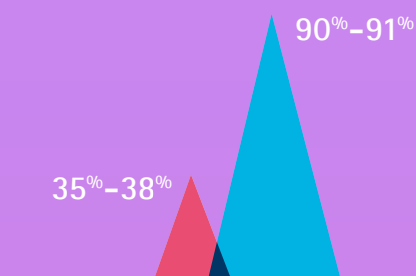
### Customer Engagement

Just over half of brands involve customers directly, yet over 80% believe it is important:

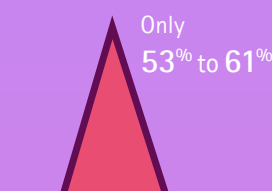


### Optimize Metrics

90% see value in churn metrics, but less than 40% capture them:



Regarding specific customer insight tools and tactics, use maxes out at ~60%:



Read the full study to learn more about what sets CX high performers apart, and explore which untapped opportunities are right for your organization.

Visit [accenture.com/ExpectationsVsExperience](https://www.accenture.com/ExpectationsVsExperience)  
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<sup>1</sup>Accenture Interactive commissioned Forrester Consulting to conduct an online survey of 702 customer experience decision-makers in the US, Canada, UK, France, Germany, Italy, Spain, Brazil, Mexico, India, Australia, New Zealand, Japan, and China to evaluate their organizations' customer experience transformation efforts. The study (Expectations vs. Experience: The Good, The Bad, The Opportunity) was completed in May 2016.