About the Research

Experts interviewed in our survey report offer the following advice to companies as they consider CX technology investments:

1. Fully commit to the transformation.
2. Build the best team.
3. Make smart use of technology.
4. Focus on human experience.
5. Use data and analytics effectively.
6. Link CX to the business bottom line.

For more results from our research into CX trends and priorities, read the full report: mitsmr.com/cx_champions.

To learn more about SAS solutions for marketing and customer data platforms*, visit: sas.com/ci.

*See survey report for details.

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About the sponsor

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Subject Matter Expert: Vivek Kundra, Vice President of Customer Experience for SAS

Technology Investments: Reaping the Returns

We surveyed 2,670 business leaders worldwide — including consumer packaged goods (CPG) companies — about investments. We call these CX Champions.

They emphasize the following three practices:

1. Fully commit to the transformation.
2. Build the best team.
3. Make smart use of technology.

We call these CX Champions.

Technology Takeaways

Retail and CPG organizations appear to be slightly ahead of their counterparts overall in adopting and using technology to help them improve customer experiences and return on investments. For example:

- 48% of retail and CPG organizations surveyed say they're significantly outperforming the competition on CX quality and return on CX investments.
- Just 15% of respondents say they're significantly behind in analytics use.
- Just 38% of retail and CPG organizations say they're significantly ahead of their counterparts overall in digital transformation strategies.
- Just 17% of retail and CPG organizations say they're significantly ahead of their counterparts overall in CX-related AI.
- Just 33% of retail and CPG organizations say they're significantly ahead of their counterparts overall in omnichannel service research.
- Just 31% of retail and CPG organizations say they're significantly ahead of their counterparts overall in e-commerce.

The characteristics of CX Champions

CX Champions tend to:

1. Fully commit to the transformation.
2. Build the best team.
3. Make smart use of technology.

How do companies — in any industry — achieve Champion level?

Some factors that contribute to becoming a CX Champion include:

- The ability to create an engaging experience for customers.
- The ability to leverage data and analytics to support business objectives.
- The ability to invest in technology that supports CX initiatives.

Overall:

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Characteristics of CX Champions

- The ability to create an engaging experience for customers.
- The ability to leverage data and analytics to support business objectives.
- The ability to invest in technology that supports CX initiatives.

ROI

Technology Investments:

How much are organizations expecting to make substantial investments in CX technology in the next two years?

- 62% of retail and CPG organizations expect to make substantial investments in CX technology in the next two years.
- 44% of retail and CPG organizations expect to make substantial investments in CX technology in the next two years.
- 31% of retail and CPG organizations expect to make substantial investments in CX technology in the next two years.
- 25% of retail and CPG organizations expect to make substantial investments in CX technology in the next two years.
- 17% of retail and CPG organizations expect to make substantial investments in CX technology in the next two years.
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