How brands are pivoting their CX strategy for 2021 and beyond in the face of a radically reshaped global economy and accelerated pace of digital transformation due to COVID-19...

8,000 consumer views, 800 marketers

A disrupted customer experience goes digital

75% of U.S. consumers have tried a new store, brand, or way of shopping during the pandemic...

Marketers identified 3 high-level technology challenges

What we learned from hitting the fast-forward button on digital transformation

To help you better understand the implications for your organization, we collected the views of 8,000 consumers and 800 marketers across Australia, France, Germany, Japan, Mexico, Singapore, the United Kingdom, and the United States.

75% of U.S. consumers have tried a new store, brand, or way of shopping during the pandemic.

McKinsey

40% of consumers report buying more online, making building relationships and driving customer satisfaction through digital properties more important than ever.

24% of respondents report purchasing from more brands than they have in the past.

Adopting new marketing solutions (46%)

Getting existing marketing solutions to integrate with new ones (41%)

Creating new content for customer engagement (41%)

As digital transformation accelerates, brands need the right technology, talent, and touchpoint strategies to adapt.

If you offer a frictionless, flexible CX that helps consumers get the products, services, or answers they need, they'll keep coming back for more.

Open technology offers solutions that can help address big challenges, while making it easier to deliver the personalization consumers demand.

Brand leaders are adapting to the new landscape

75% 40% 24%

Continue testing both practical and innovative new CX approaches.

Brands are trying new things to engage customers online, and that's driving CX innovation:

63% of brands created new content for customers.

63% of survey respondents diversified the digital channels they use to interact.

45% of brands are leveraging existing content in new ways.

40% of brands are using AI and machine learning to improve customer experiences.

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Embrace marketing and CX technology

Organizations continue to prioritize laying the right technology foundation for delivering an outstanding digital CX. The platforms and enabling technologies marketers are focused on include:

Marketing automation

Customer data platforms

AI and machine learning

Personalization

Content management systems

While brands face several challenges this year, the future is bright for leaders who focus on aligning technology, talent, and touchpoint strategies to deliver a frictionless, streamlined digital CX.

Looking to design and deliver resilient digital brand experiences in disruptive times? Download your free copy of “Design Resilient Digital Customer Experiences in Disruptive Times (Global Edition)” today.