Customer Experiences (CX) for the UK market require a foundation that could quickly adapt their CX:

1. Improve technical capabilities to prepare for the shift, versus 800 marketers
2. Close talent gaps with automation technology, versus 8,000 consumer analysts or data scientists
3. Close the trust gap with a transparent data strategy, versus 100 data professionals

Design Resilient Digital Customer Experiences in Disruptive Times

A波斯语 had built a strong digital foundation quickly adapt their CX: 43%

88% of UK brands felt they were well prepared for the shift, versus 83% globally.

Nearly one-fifth (18%) of UK consumers reported they’d rather interact with brands online.

Here is some of what we found:
- 800 marketers
- 8,000 consumers

Core Findings:
1. To help you better understand the implications for your organization, we collected the views of consumers and marketers from Acquia.
2. Top takeaways for UK brands in response to the accelerated pace of digital transformation due to COVID-19.
3. How UK brands are pivoting their CX for the UK market requires a foundation that could quickly adapt their CX:
   - 36% of consumers report that alignment technology, talent, and touchpoint strategies to the future.
   - 44% of consumers buy more online than they did before.
   - 54% of brands globally
   - 44% of UK brands struggled to meet the demand for brand marketing leadership, versus 47% globally.
   - 60% of brands globally
   - 53% of brands in the UK said they need to improve technical capabilities to prepare for the shift, versus 800 marketers
   - 43% of marketers
   - 44% of consumers

Download your free copy of Disruptive Times (UK Edition) today.

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