5 CX Best Practices to Insist on in 2021

What's the secret of consistently superior CX? In a word, actionability. To achieve that, leaders stress coordination, consolidation, and a healthy dose of AI.

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5 Vital CX Strategies You Might Be Missing

Most organizations are frustrated with their CX outcomes: Aberdeen research shows that 78% of firms struggle to use CX data to achieve their goals. They've invested in point solutions, made strides in measuring, analyzing, and socializing their data—but they don't see sustained and organization-wide benefits in their metrics.

What separates organizations that lead on CX from those that struggle? Here's what sets best-in-class firms apart from everyone else.

1 They **build a unified view of CX data** to maintain a dynamic awareness of customer journey insights, revealing behavior and preferences changes as they happen.

2 They **use tailored dashboards to give stakeholders the specific CX insights** they need to prioritize actions and improve decision making.

3 They **use AI-enabled analytics to observe and detect key factors** in attaining desired results across critical KPIs.

4 They **provide automated trigger alerts to team members**, enabling them to respond quickly using insights gleaned from CX data and analytics.

5 They **incorporate VoC insight into strategic planning** to ensure CX initiatives align with customer expectations and drive business outcomes.

Unified and Actionable CX Data = Measurable ROI

What if you could eliminate fragmented views of data, break down internal silos, and ensure your CX teams—tactical, operational, and strategic—can prioritize improvements and act swiftly? Aberdeen research shows that, compared to peers who lack connected insights, CX leaders that break down data silos see clear bottom-line benefits, including:
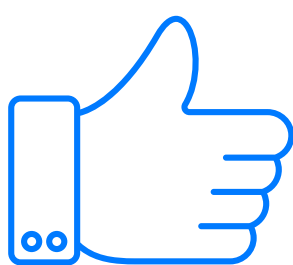
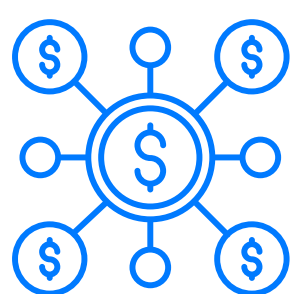**7.9x** annual improvement in first contact resolution rates

4.8x annual improvement in employee engagement rates
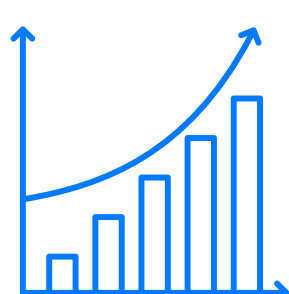
2.0x annual increase in customer satisfaction rates

5.6x year-over-year growth in cross-sell / up-sell revenue

2.9x year-over-year growth in annual company revenue

Make 2021 the Year to Compete Better on CX

You have untapped CX potential—it's waiting within your data. What's missing is a connected framework that focuses your organization and empowers your teams. Learn more about how an *Experience Management* solution can set you on a path toward CX leadership.

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