

# CX VOICES: WHAT'S HAPPENING IN THE WORLD OF CX?

9 April, 2024

# Ipsos' GLOBAL Voices of Experience 2023 – Asia Pacific

**More than 250  
CX / EX professionals**

2023: Base 264

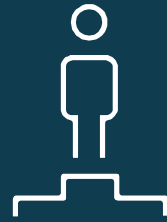
**14 markets**

Australia - New Zealand - Indonesia - Singapore - Malaysia -  
Vietnam - Thailand - Bangladesh - India - Hong Kong - Japan -  
China - Philippines - South Korea

**11+ sectors**

B2B and B2C

# The value of CX & EX is recognised, but companies are still falling short on delivery



## RECOGNITION

**52%**

of CX professionals agree that companies which continue to invest in CX will outperform competitors

**62%**

of XM practitioners expect recognition of the importance of EX & CX in the boardroom to increase



## DELIVERY

**Only 8%**

of CX professionals consider their organisation 'leading', based on Ipsos' CX Maturity framework

**BUT 17%**

admit that the experiences their organisations are delivering to customers are generally worse than promised

# Getting it right is tough!

Trend in CX performance over last 12 months:



Only **5%** point to a **big improvement** in their CX performance over the past year

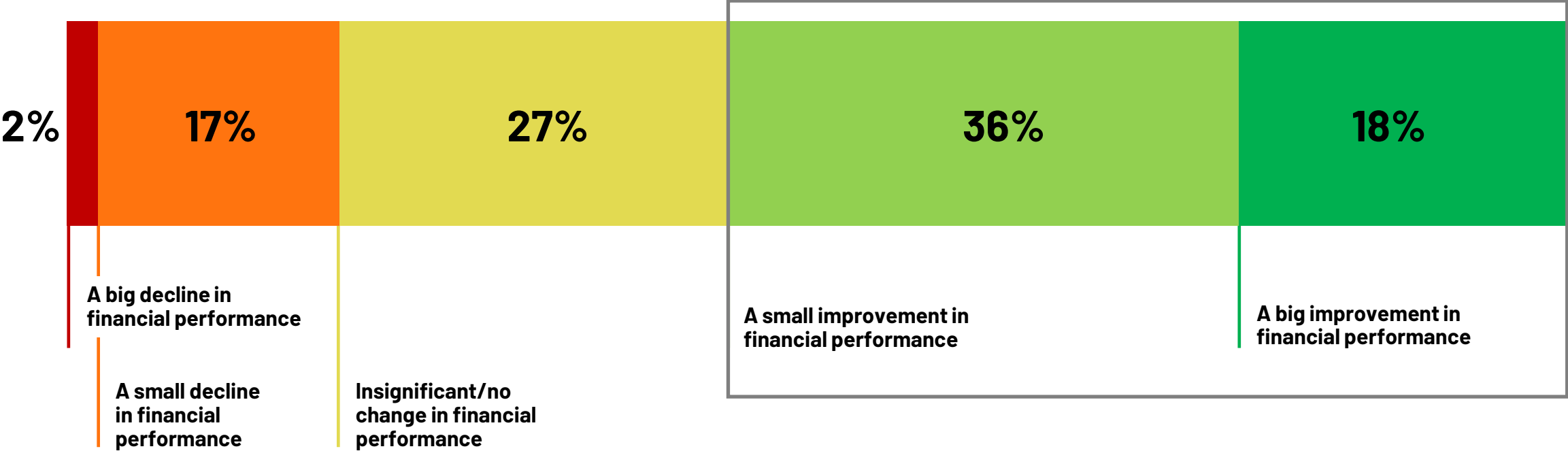
**18%** saw a drop in CX performance



Base: 258 respondents

# But those that do, see the financial rewards

An improvement in CX performance:



Q: If you track CX performance on a regular basis, what has been the general trend in your CX performance over the last 12 months?

Q: What has been the general trend in your organisation's financial performance over the last 12 months?

Base: 261 respondents



# Still only very few have truly unlocked the power of linking CX to business performance; to ROCXI

Analytical models used to quantify impact of CX on business:

No analytical model linking CX to business performance in place

25%

Some evidence that CX is linked to business performance

56%

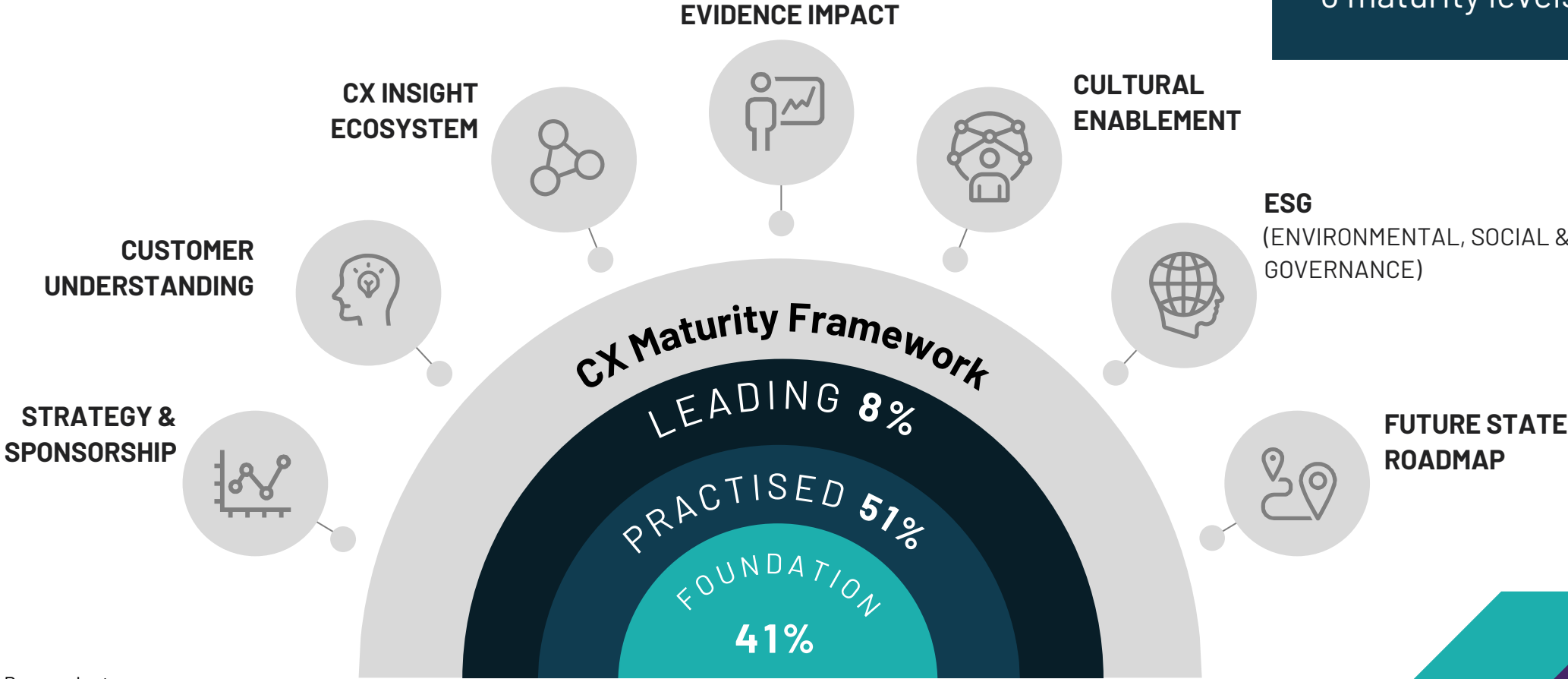
Sophisticated statistical models quantifying the link between CX and business performance have been built and deployed

19%

Base: 260 respondents

# CX maturity slowly advancing

**Ipsos CX Maturity framework:**  
7 components  
3 maturity levels



Base: 255 Respondents



# CX practitioners' top priorities

## Top priorities over next 12 months:

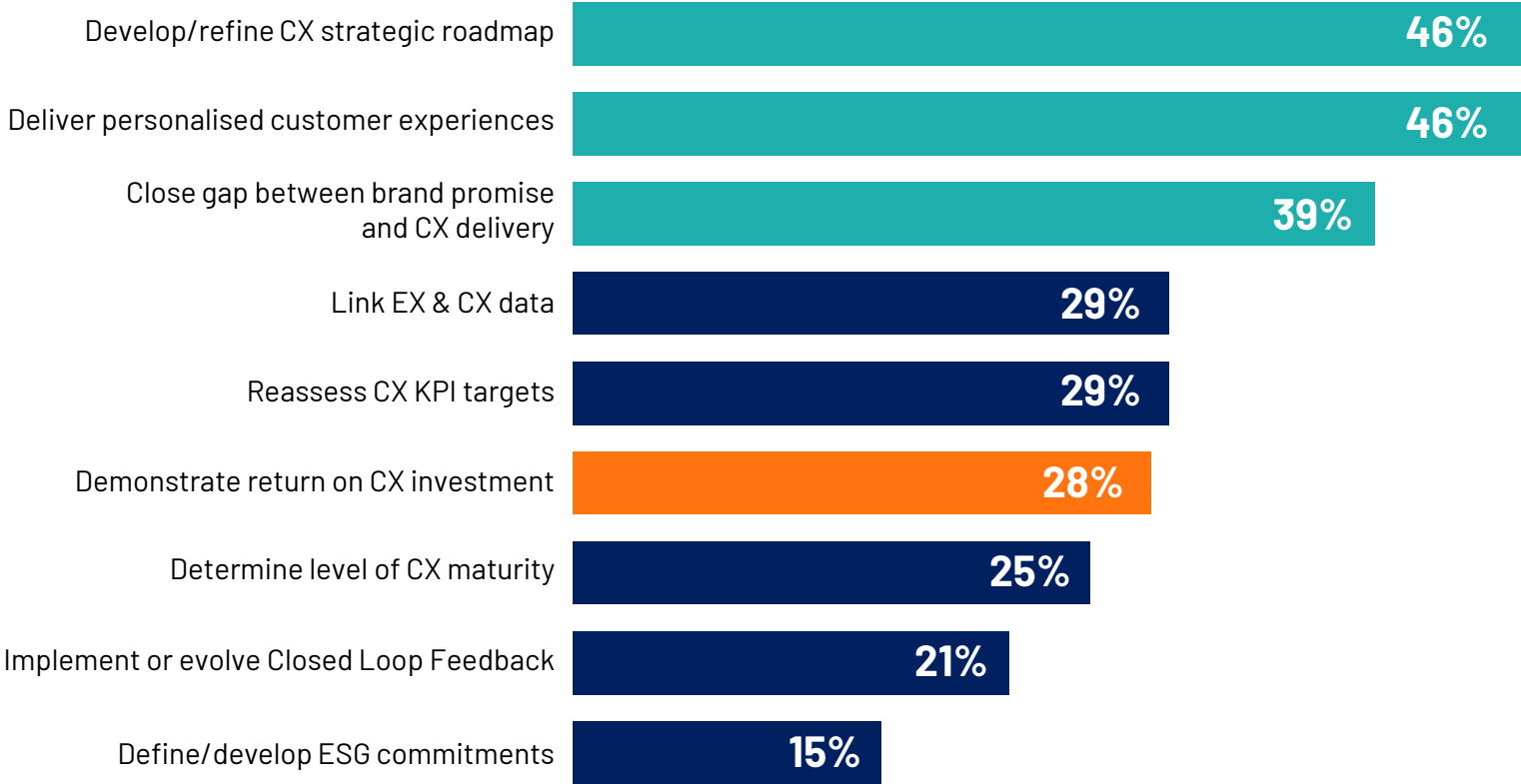


Base: 255 respondents



# CX practitioners' top priorities

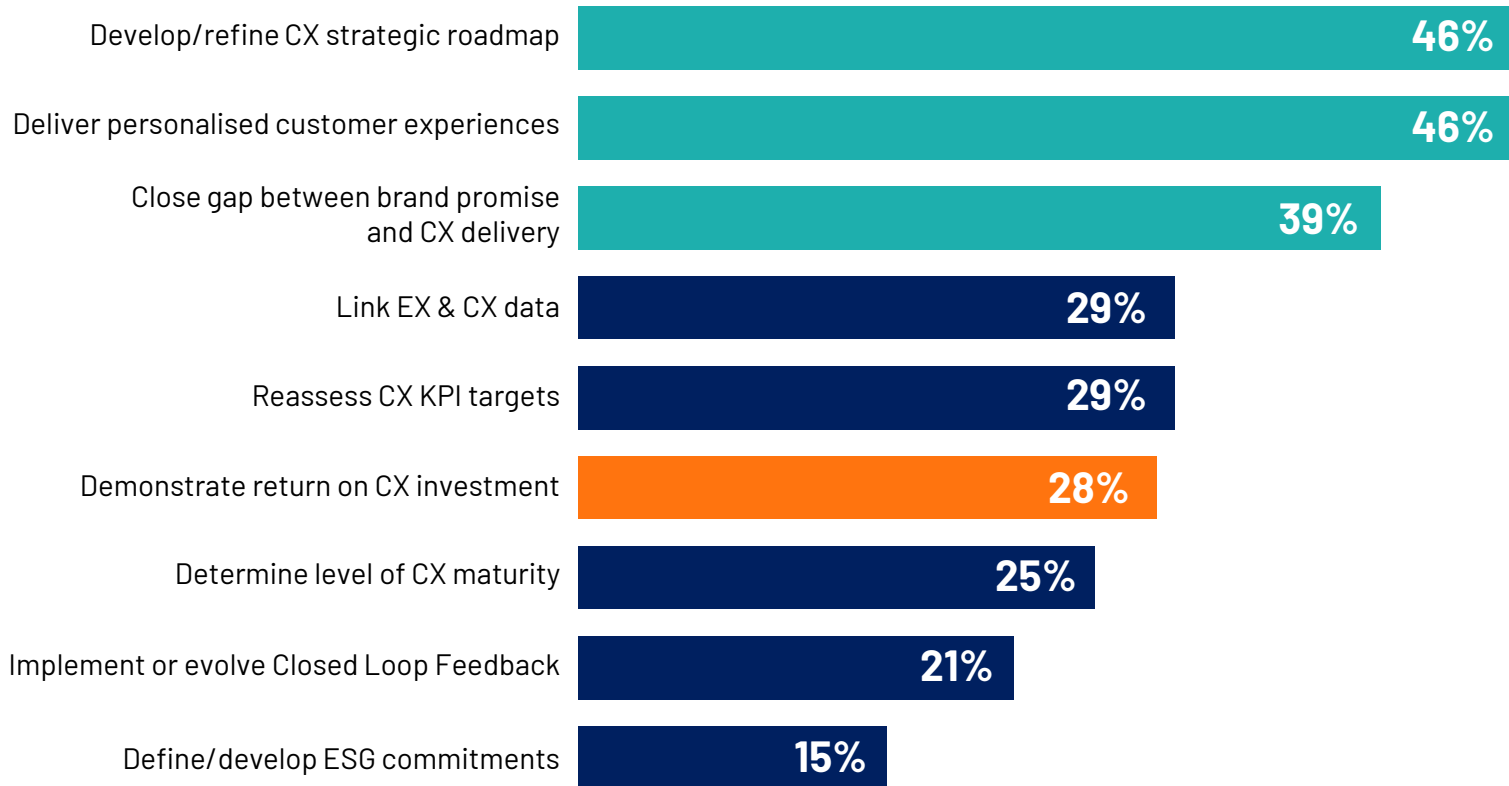
## Top priorities over next 12 months:



Base: 255 respondents

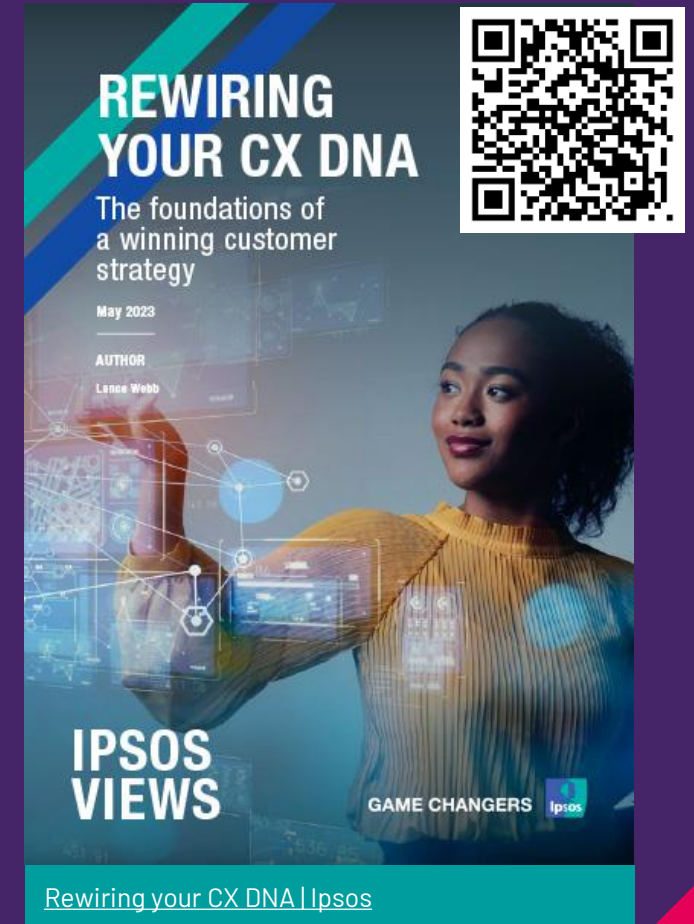
# CX practitioners' top priorities

## Top priorities over next 12 months:



Base: 255 respondents

For guidance:



# Recapping the Top 3 Priorities

1.

## Develop CX Strategic Roadmap

- The need for CX governance, with clear accountability, is apparent.

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BUT only 42% of organisations have a formal CX governance structure in place

2.

## Personalisation

- The lack of fully integrated data is prohibiting.

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And only 30% claim to have ecosystems designed and managed in a way that enables data integration

3.

## Close Brand Promise Delivery Gap

- Actually, doing what your brand promises to do.

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Failure to deliver on brand promise to customers 3X higher when CX and EX not aligned



# SO HOW DO WE SOLVE FOR THE TOP PRIORITIES?

6 key principles to successful  
customer strategy





Failing to plan is  
planning to fail

**Benjamin Franklin**

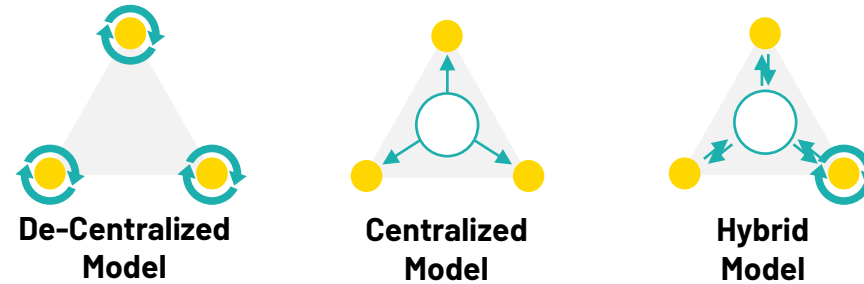
# SET YOURSELF UP FOR SUCCESS

## Cross Functional Governance

1

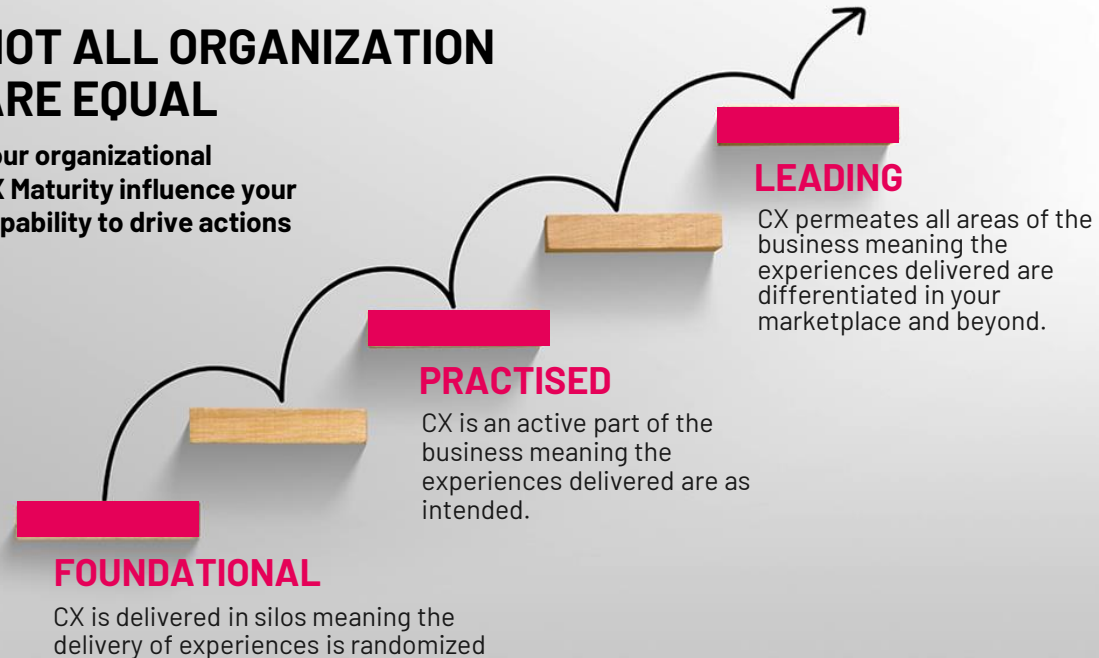
### A GOVERNANCE model to succeed

There's a need for CX governance to guarantee the appropriate distribution of data across the organization and ensure actions are taken based on this data.



### NOT ALL ORGANIZATION ARE EQUAL

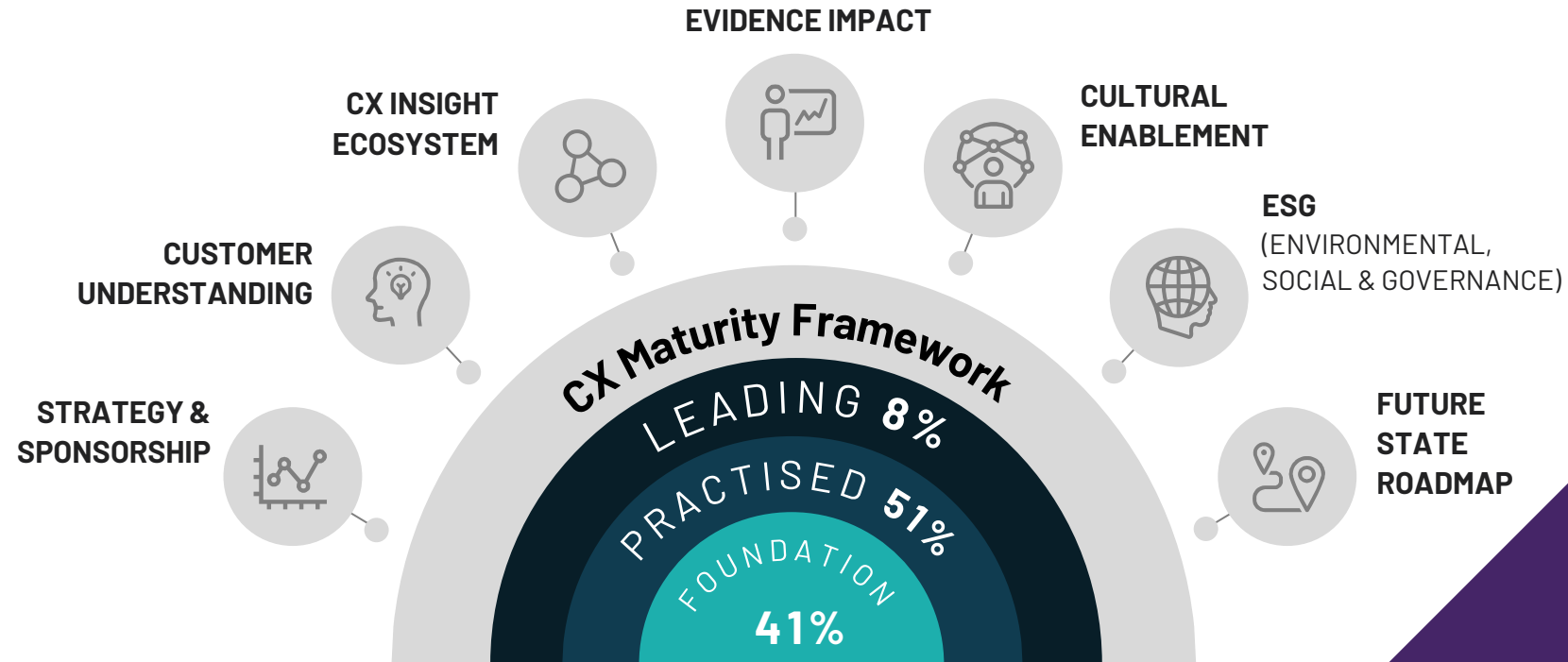
Your organizational CX Maturity influence your capability to drive actions



# UNDERSTAND WHERE YOU ARE

## CX Maturity Assessment

2





# DETERMINE WHERE YOU WANT TO BE

## Clear & Agile CX Roadmap



GOVERNANCE



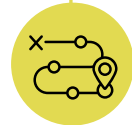
CX CENTRAL  
PLAN



VOICE OF THE  
CUSTOMER (VOC)



JOURNEY MAPS  
& PERSONAS



CX VISION



CX  
COMMUNICATION  
STRATEGY



CX TRAINING



INNER CLOSED  
LOOP



REWARD &  
RECOGNITION



OUTER CLOSED  
LOOP



TARGET SETTING



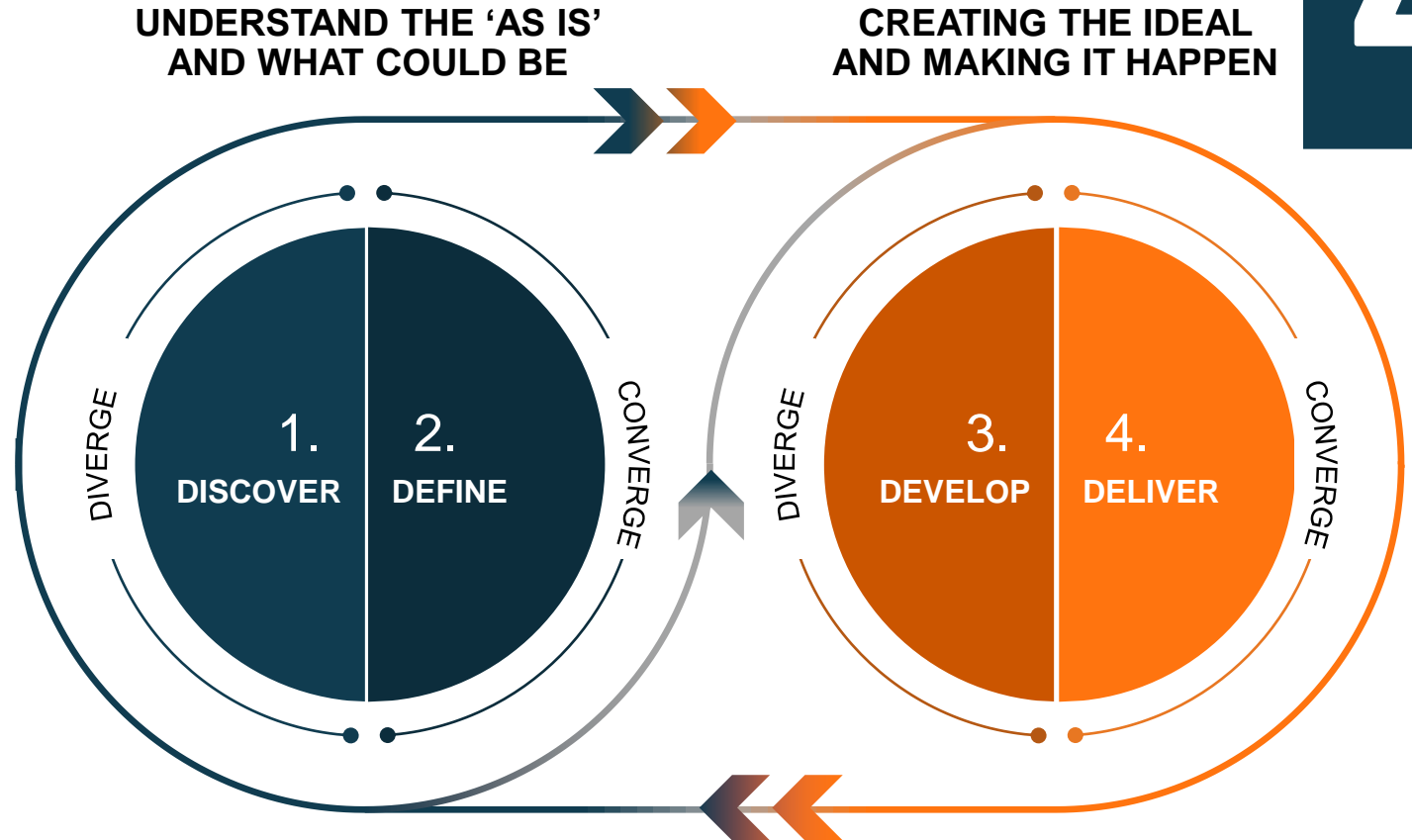
DATA  
INTEGRATION

# 3

# CONTINUOUSLY MONITOR AND IMPROVE

CX Service  
Design to  
Continuously  
Improve

4



**1.**  
Understand the current experience and the opportunities to improve or design new experiences



**2.**  
Identify the critical issues to enhance existing or build new service experiences. Ideate key improvements to the journey



**3.**  
Develop the new ideas and create prototypes to test



**4.**  
Test the new ideas and blueprint the new experience. Pilot, test and improve

# BE PEOPLE FIRST

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CX-EX  
Alignment



5

Who better to inform you of how customers experience your brand than the front-line employees who live it every day

# MAKE DATA DRIVEN DECISIONS

## CX KPI's Linked to Financial Performance

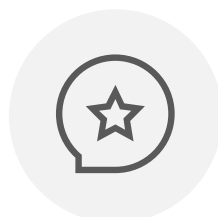
**Retention**  
Customers are retained  
and at-risk customers are  
recovered



**Share of Spend**  
Customers choose  
you more often



**ROCXI**



**Advocacy**  
Customers share their  
positive experiences with  
others



**Operational  
Efficiency**  
Customers are served in  
a quality-driven,  
cost-effective way

**SO HOW ARE YOU  
GOING TO GAIN THE  
CX ADVANTAGE?**



# What CX leaders do...

Honest about **CX Maturity** with a meaningful forward plan

Respect **customer time** (i.e. context, concise feedback and channel of choice)

Drive **engagement & accountability** at all levels (senior sponsorship is a critical success factor)

Truly understand **customer journeys** (data led, not fluffy)

Know the **financial value** of their CX (ROCXI) i.e. +1 NPS = +\$\$

Carefully consider which **metrics** are right

Deliver **winning experiences** through Service Design that create emotional attachment

**Close the loop** by embedding action into operational DNA; this includes inner and outer loop

**Empower** employees (**EX**) to deliver the right experience to customers (**CX**)

Develop a living **roadmap** aligned to strategy and communicate with customers (i.e. charter)



**THANK YOU**