

# Customer experience: enabling your midsize company to become a best-run business

IDC research\* shows that best-run midsize companies significantly outperform those that IDC defines as “laggards.”<sup>1</sup>



**8x**

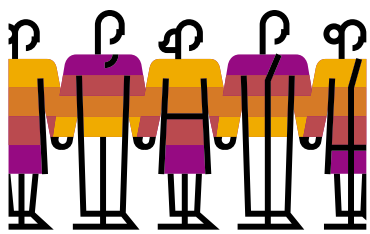
Revenue growth has been 8x greater

**7x**

Customer satisfaction improvement has been 7x greater

**4x**

Employee productivity increase has been 4x greater

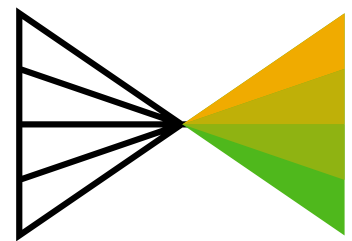


**Customer experience (CX) professionals play a key role in driving digital transformation and strategic direction.**

**36.2%**

Of CX professionals see themselves as setting the strategic direction for their companies.<sup>2</sup>

**CX professionals in the best-run midsize companies are further down the path to digital transformation . . .**



**49%**

Of CX professionals in best-run companies cite being “well underway in applying technology” versus 29% for overall respondents.<sup>3</sup>

**. . . and are leading in leveraging intelligent technologies to create differentiated and personalized customer experiences.<sup>4</sup>**

**67.0%**

Use analytics and Big Data to identify and address customer needs

**53.9%**

Use chatbots and conversational artificial intelligence (AI) to interface with customers

**47.6%**

Use AI and machine learning to anticipate individual customer needs

**CX executives in best-run midsize companies rate the ability of their systems and technology as “good” or “very good” in the following areas:<sup>5</sup>**

**97.8%**

Providing a consistent, seamless, user-friendly, and end-to-end customer journey

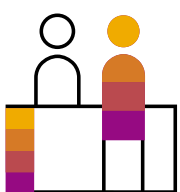
**96.8%**

Creating a single, integrated view of customer data across touch points

**90.8%**

Integrating front-end, customer-facing processes into back-end fulfillment and ERP systems

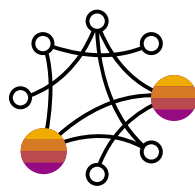
**IDC recommends that CX professionals in midsize companies focus on:**



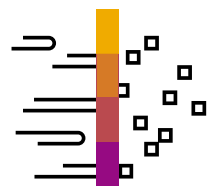
Building a single view of the customer



Embedding intelligence in their data



Investing in flexible and open technology to extend and connect



Aligning CX priorities with broader digital transformation initiatives

Sources: 1. Findings based on a September 2018 IDC study of business and IT leaders in 1,957 midsize companies, in 13 countries around the world. IDC, September 2018.  
2, 3, 4, 5. “The Customer Experience Role in Best-Run Midsize Companies: Embedding Intelligence to Drive CX,” IDC InfoBrief sponsored by SAP, January 2019.