THE STATE OF
CUSTOMER
Experience

REALIZING THE POTENTIAL OF OMNICHANNEL

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INTRODUCTION

When customer support and marketing strategies create happy customers and drive revenue impact, magic happens.

The proliferation of digital channels and escalating demands of customers have created a perfect storm for marketing and customer support teams. The sheer number of touchpoints that customers can use to engage with brands throughout their journey has created silos that, without careful coordination, can negatively impact the customer experience.

Mitto and Demand Metric recently partnered to understand how marketing and customer support teams create loyal customers, their plans for the upcoming holiday shopping season, and how they will improve the customer experience they deliver in 2022.

This report examines the state of the customer experience and the relationship between omnichannel maturity across three core strategy elements: **People, Process, and Technology**.

Our hypothesis: High maturity responses to these strategy components will result in increased customer loyalty and revenue impact.

The results of this study confirm the validity of the research hypothesis: **Brands that engage with customers in an omnichannel environment "outperform" those who offer limited, disconnected touchpoints.**

The following report summarizes the results of this year's survey and shares insights from over 600 study participants.

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KEY FINDINGS

Customer demands are on the rise

Over half of customer support and marketing teams believe that customers will be more demanding in 2022

The communication landscape is shifting

SMS and Google Business are the top channels that customer support and marketing teams will adopt in 2022

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Most teams lack visibility into customer interactions

Nearly two-thirds of marketers and three-quarters of customer support teams report they have zero or limited visibility into other team members' interactions with customers

SMS is a top channel for delivering results

Over three-quarters of this study's participants report that SMS is better at driving customer engagement than any other channel they use

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Very few companies have achieved a mature omnichannel strategy

Less than one-quarter of customer support and marketing teams have implemented a strategy that enables them to keep all touchpoints cohesive and in sync across the customer journey
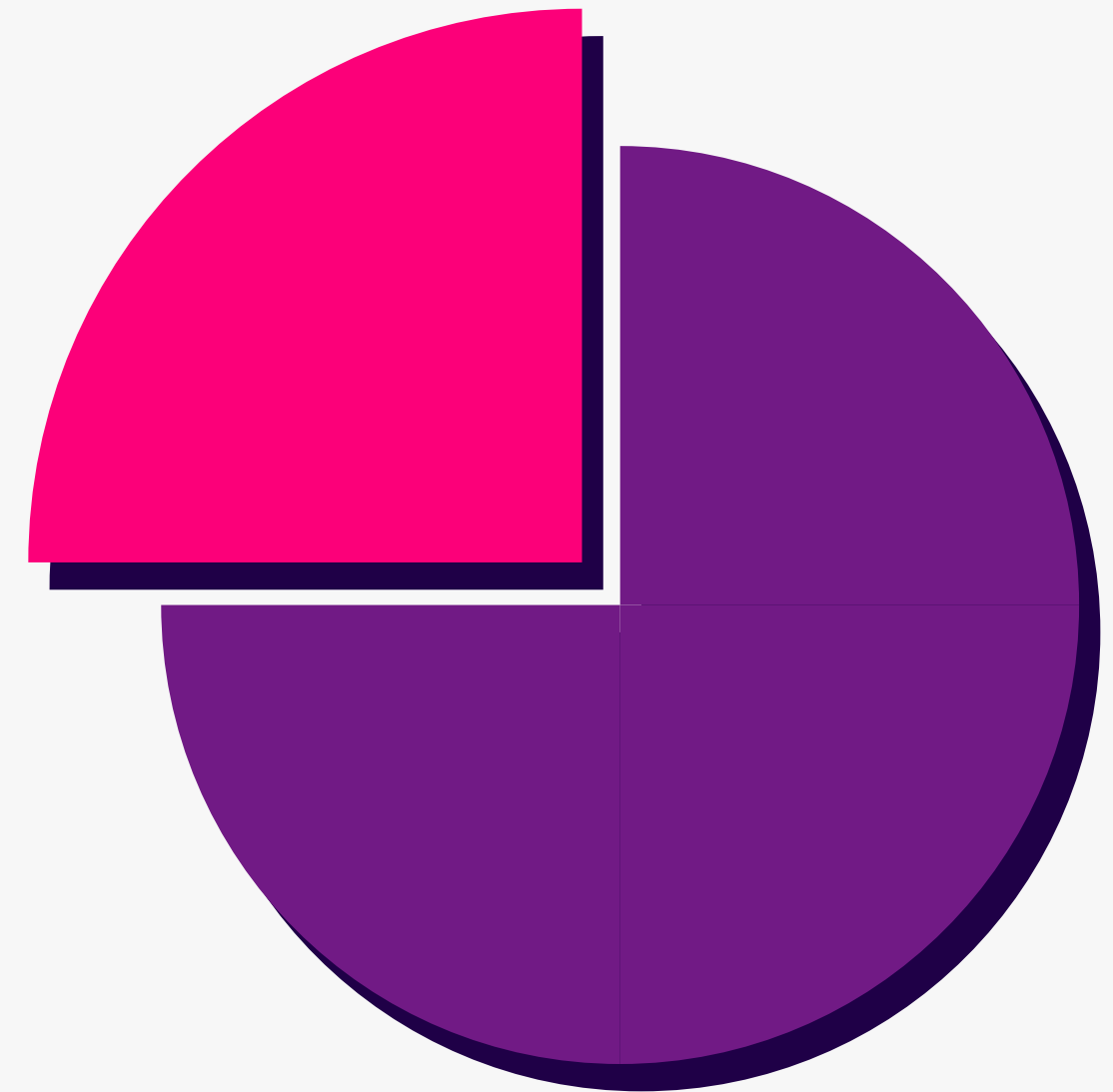
Omnichannel maturity relates to improved holiday season readiness

Customer support teams that have implemented a mature omnichannel strategy are over two times more likely to improve self-service and optimize support processes ahead of the holiday season

There is also a strong relationship between omnichannel maturity and the ability to implement new communication channels. Not a single immature organization plans to add new customer support channels to their mix ahead of the holiday season, compared to over half of the mature organizations.

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Omnichannel is delivering results

Compared to companies with little or no omnichannel strategy, companies that have implemented a complete and unified omnichannel strategy were:

2X MORE LIKELY
to respond to customers in real-time or less than an hour

4X MORE LIKELY
to report extremely loyal customers

3X MORE LIKELY
- to report a significant increase in revenue growth over the past year
- to report the customer experience they deliver deserves an "A"
- to report their investment into the customer experience will increase

They were also more likely to report:

- Better effectiveness of the channels they use to communicate
- The use of AI chatbots and automated message flows
- Higher average customer satisfaction scores (CSAT)
- Higher Net Promoter Score (NPS)
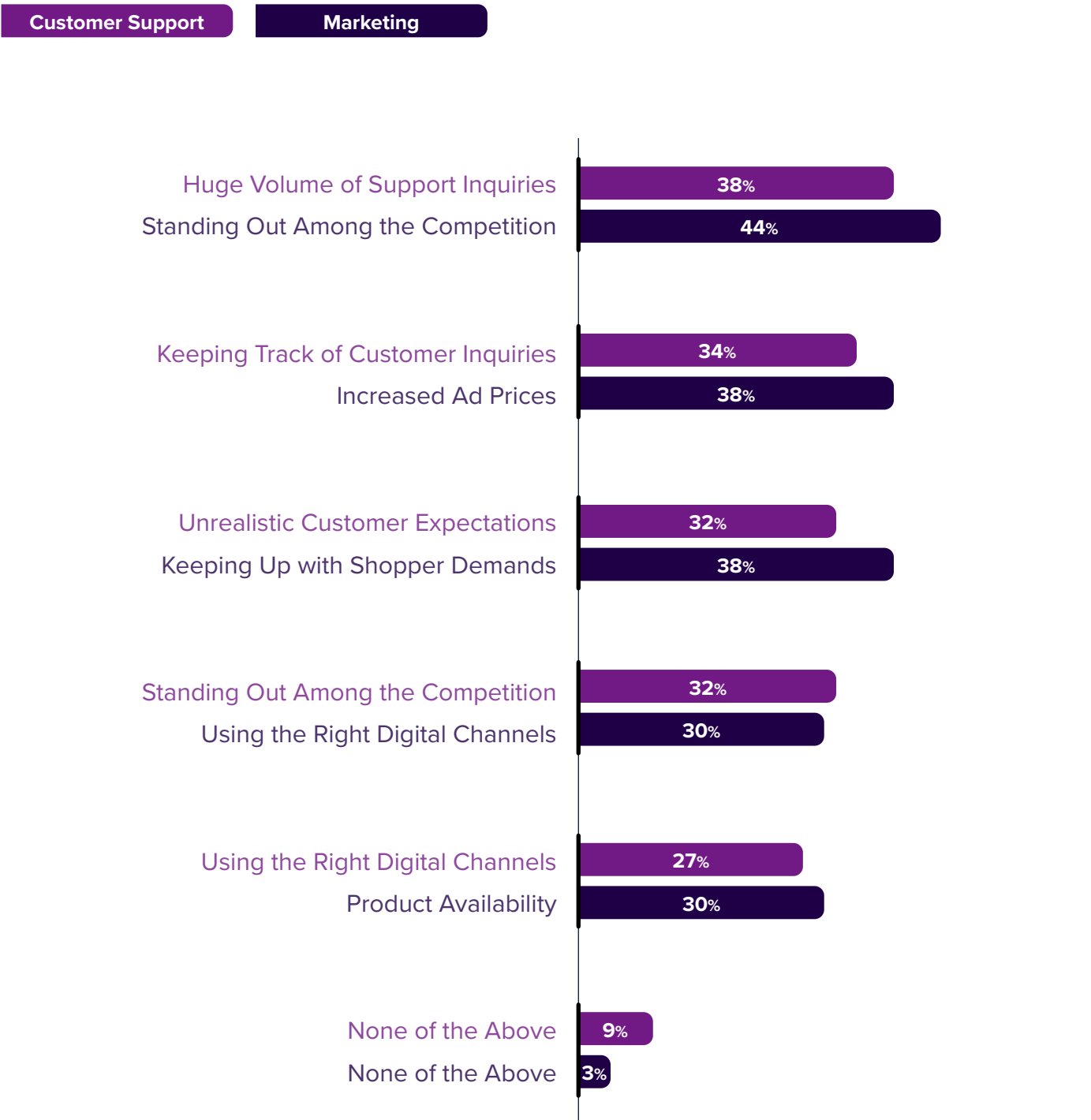
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CUSTOMER EXPERIENCE BENCHMARKS

THE HOLIDAY SEASON IS EQUALLY CHALLENGING FOR CUSTOMER SUPPORT AND MARKETING TEAMS

Most customer support and marketing teams face multiple challenges during the holiday season. On average, this study's participants selected 2.3 of the challenges listed in the survey.

The holiday season can be a stressful time of the year for customer support and marketing teams. The top challenge that customer support teams face is dealing with a massive volume of support inquiries, while marketers struggle to stand out from the competition, as Figure 1 shows.

Which of the following challenges or issues do you face each holiday season? Check all that apply.

Customer Support | Marketing

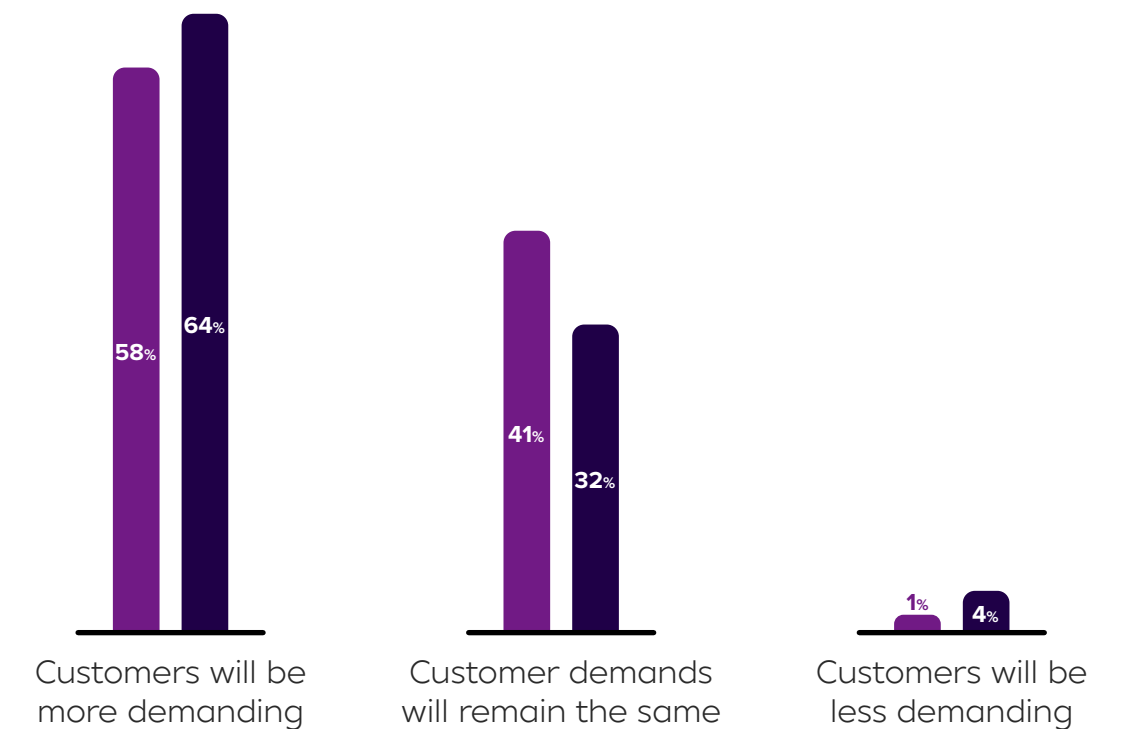| Challenge	Customer Support	Marketing
Huge Volume of Support Inquiries / Standing Out Among the Competition	38%	44%
Keeping Track of Customer Inquiries / Increased Ad Prices	34%	38%
Unrealistic Customer Expectations / Keeping Up with Shopper Demands	32%	38%
Standing Out Among the Competition / Using the Right Digital Channels	32%	30%
Using the Right Digital Channels / Product Availability	27%	30%
None of the Above / None of the Above	9%	3%

CUSTOMER DEMANDS ARE ON THE RISE

Over 90% of this study's participants believe that customer demands will increase or remain the same. However, marketers are more likely to report that customers will be more demanding next year when compared to customer support professionals.

The shift in consumer habits and the rise of digital communications have had a significant impact on customer expectations. As Figure 2 shows, very few customer support and marketing teams expect that customers will be less demanding in 2022.

How do you anticipate customer expectations will evolve in 2022?

Legend: Customer Support | Marketing

- Customers will be more demanding: 58% / 64%
- Customer demands will remain the same: 41% / 32%
- Customers will be less demanding: 1% / 4%
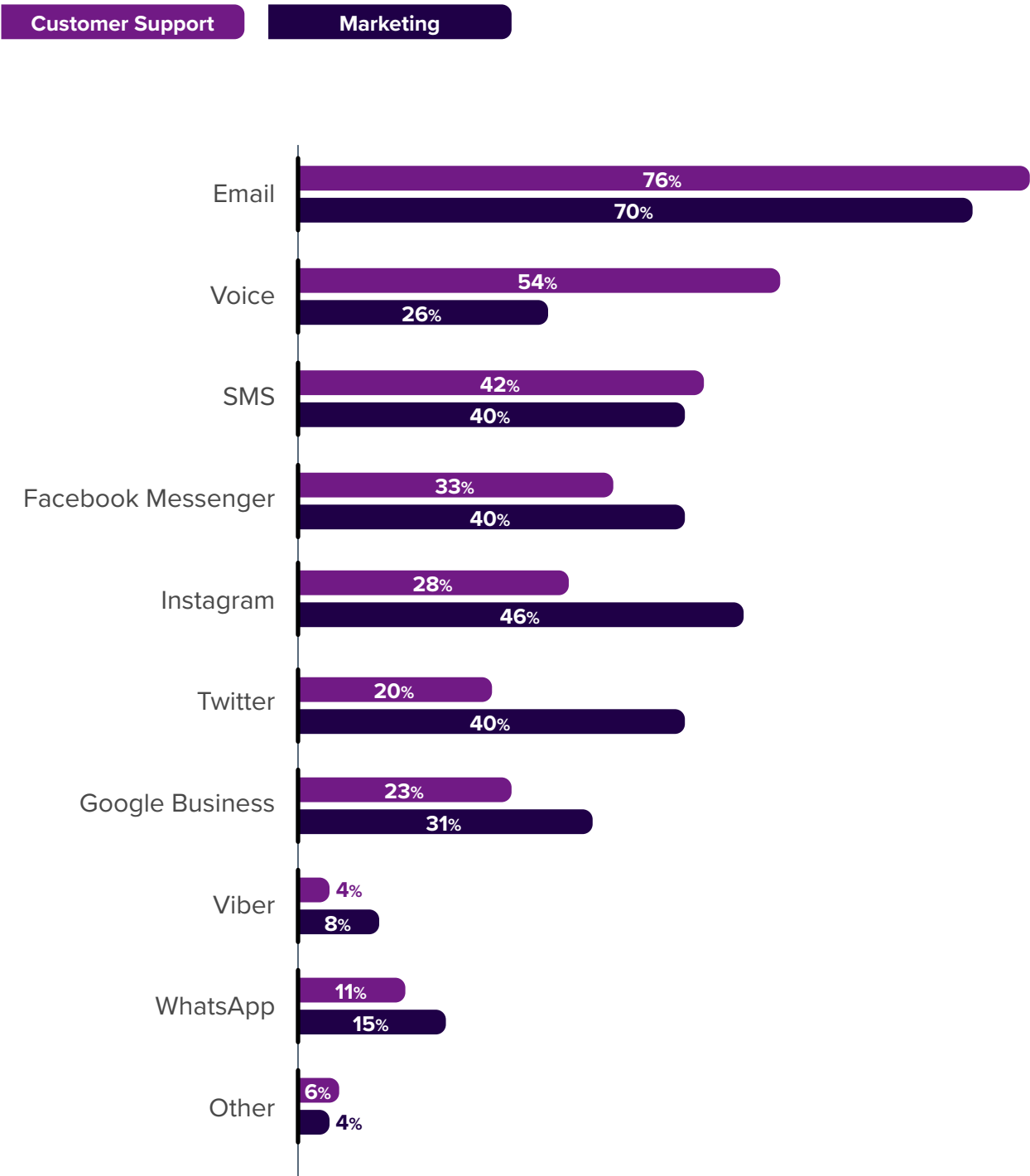
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CUSTOMER SUPPORT AND MARKETING TEAMS LEVERAGE A WIDE VARIETY OF CHANNELS TO CONNECT WITH THEIR AUDIENCES

As customers continue to adopt new channels, businesses that want to deliver an exceptional customer experience must monitor the digital communication landscape and have a strong presence on their customers' preferred channels.

In today's digital world there are countless ways for customers to connect and engage with businesses. As Figure 3 shows, email, voice, and SMS are the top channels that customer support teams leverage to connect with customers. The top communication channels that marketers use for holiday promotions are email, social channels, and SMS.

Which digital channels does your company currently use to connect with your customers? Check all that apply.

Customer Support | Marketing

Channel	Customer Support	Marketing
Email	76%	70%
Voice	54%	26%
SMS	42%	40%
Facebook Messenger	33%	40%
Instagram	28%	46%
Twitter	20%	40%
Google Business	23%	31%
Viber	4%	8%
WhatsApp	11%	15%
Other	6%	4%

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Customer demands are on
the rise and there are more
communication channels than ever.

To meet these needs, it's
imperative for brands to coordinate
communications across channels.

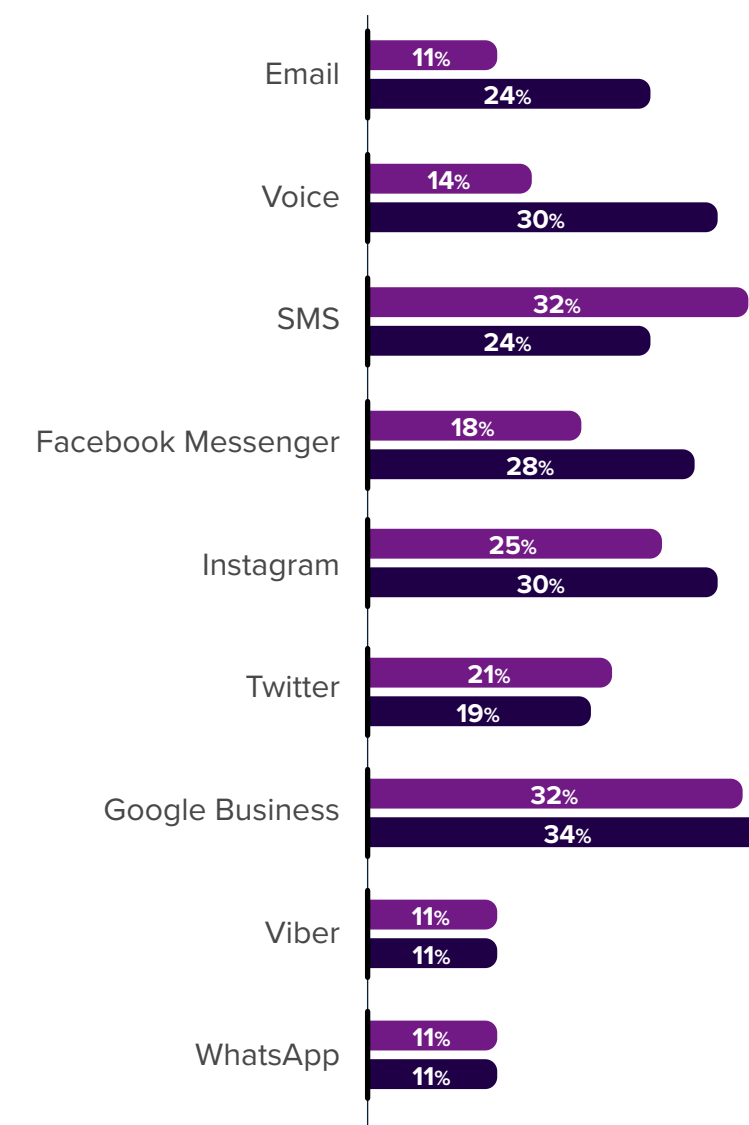# SMS AND GOOGLE BUSINESS ARE THE TOP CHANNELS THAT CUSTOMER SUPPORT AND MARKETING TEAMS WILL ADOPT IN 2022

Google Business is the common thread for marketing and customer support teams, as both teams plan to increase their usage next year. Overall, marketers are more likely to increase the number of channels they will use in 2022, especially when it comes to social, voice, and SMS.

This survey asked study participants which communication channels they plan to use next year. The response choice options provided only included the channels they have not yet implemented. Almost one-third of customer support teams that are not currently using SMS plan to do so next year, as shown in Figure 4. Google Business ranked first among marketing teams for adoption in 2022 and second among customer support teams.

Do you plan to leverage any of the following communication channels next year?

Customer Support | Marketing

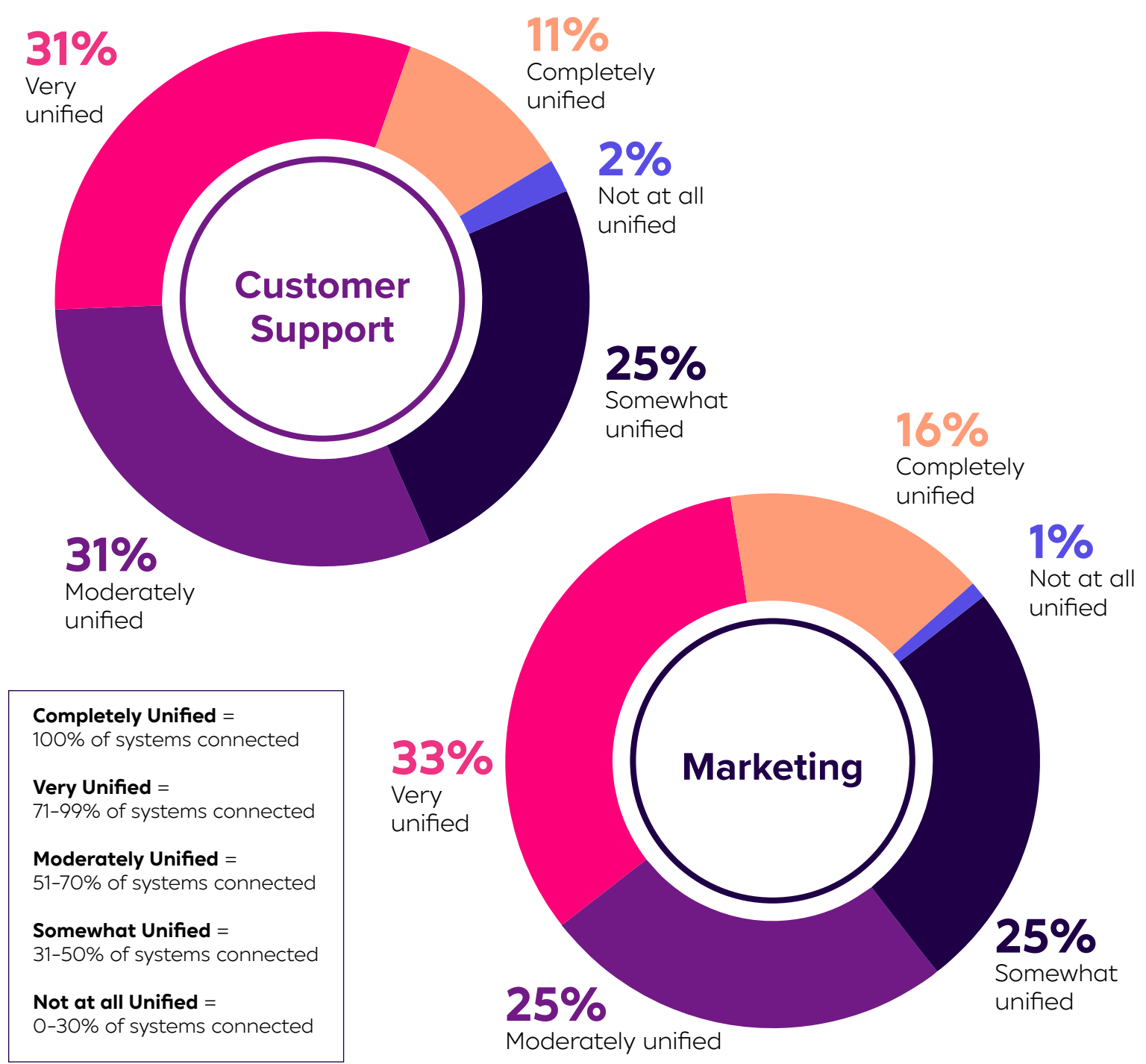| Channel	Customer Support	Marketing
Email	11%	24%
Voice	14%	30%
SMS	32%	24%
Facebook Messenger	18%	28%
Instagram	25%	30%
Twitter	21%	19%
Google Business	32%	34%
Viber	11%	11%
WhatsApp	11%	11%

VERY FEW TEAMS OPERATE IN A TRULY UNIFIED ENVIRONMENT

The unification of customer support and marketing channels is a vital component of an omnichannel strategy because it enables a 360-degree view of the customer. However, less than one-third of customer support and marketing teams have completely unified the channels they use to interact with customers.

Connecting and unifying the technology landscape within an organization can be a difficult and daunting task. Although most teams have achieved some level of unification, marketers are more likely to report complete unification of the systems they use, as Figure 5 shows.

How would you describe the level of unification between the channels you use to interact with customers?

Customer Support

- **31%** Very unified
- **11%** Completely unified
- **2%** Not at all unified
- **25%** Somewhat unified
- **31%** Moderately unified

Marketing

- **16%** Completely unified
- **1%** Not at all unified
- **33%** Very unified
- **25%** Somewhat unified
- **25%** Moderately unified

Completely Unified =
100% of systems connected

Very Unified =
71-99% of systems connected

Moderately Unified =
51-70% of systems connected

Somewhat Unified =
31-50% of systems connected

Not at all Unified =
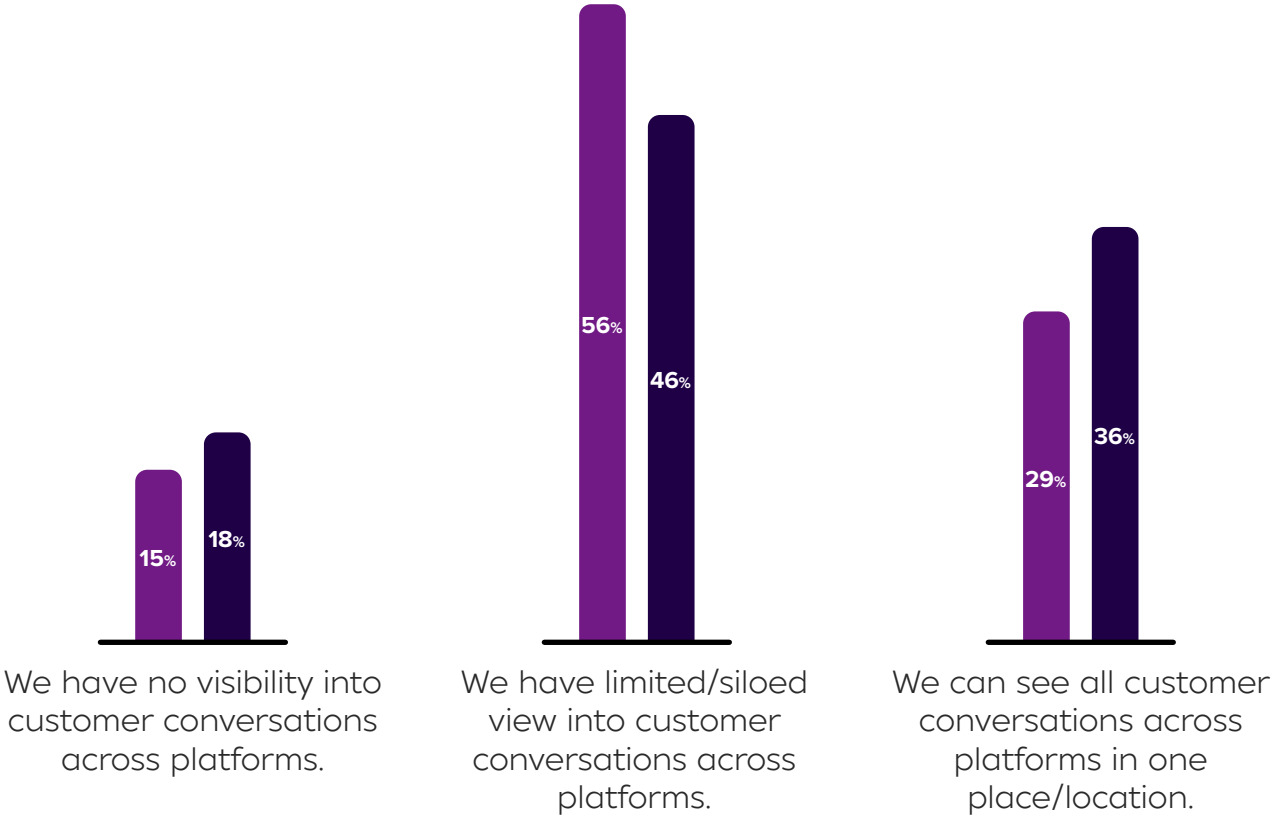0-30% of systems connected

MOST TEAMS HAVE LIMITED OR NO VISIBILITY INTO CUSTOMER INTERACTIONS ACROSS PLATFORMS

Cross-functional visibility and collaboration are vital components of delivering an exceptional customer experience. Unfortunately, nearly two-thirds of marketers and three-quarters of customer support teams report they have no or limited visibility into other team members' interactions with customers.

The amount of visibility into customer interactions provided to individual team members is an important and valuable aspect of providing a well-rounded customer experience. Unfortunately, the majority of customer support and marketing teams report having a limited or siloed view of customer interactions across platforms, as shown in Figure 6.

Which statement best describes the amount of visibility individual team members have into customer interactions with your company?

| Customer Support | Marketing |

15% **18%**
We have no visibility into customer conversations across platforms.

56% **46%**
We have limited/siloed view into customer conversations across platforms.

29% **36%**
We can see all customer conversations across platforms in one place/location.

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OWNERSHIP OF THE CUSTOMER EXPERIENCE STRATEGY REMAINS UNCLEAR

According to this study's participants, the top three owners of the customer experience are the CEO, head of marketing, and head of customer support. Surprisingly, nearly 10% of this study's participants report that ownership of the customer experience is unclear.

There is much debate and uncertainty surrounding ownership of the customer experience, as shown in the distribution of responses in Figure 6. However, more than one-third of this study's participants report the CEO ultimately makes the final decision about the customer experience strategy.

Who owns the customer experience at your company (i.e., makes the final decision about customer experience strategy)?

18% Head of Customer Support
9% No Clear Ownership
7% COO
7% CXO
6% Head of Sales
1% Other
34% CEO
18% Head of Marketing
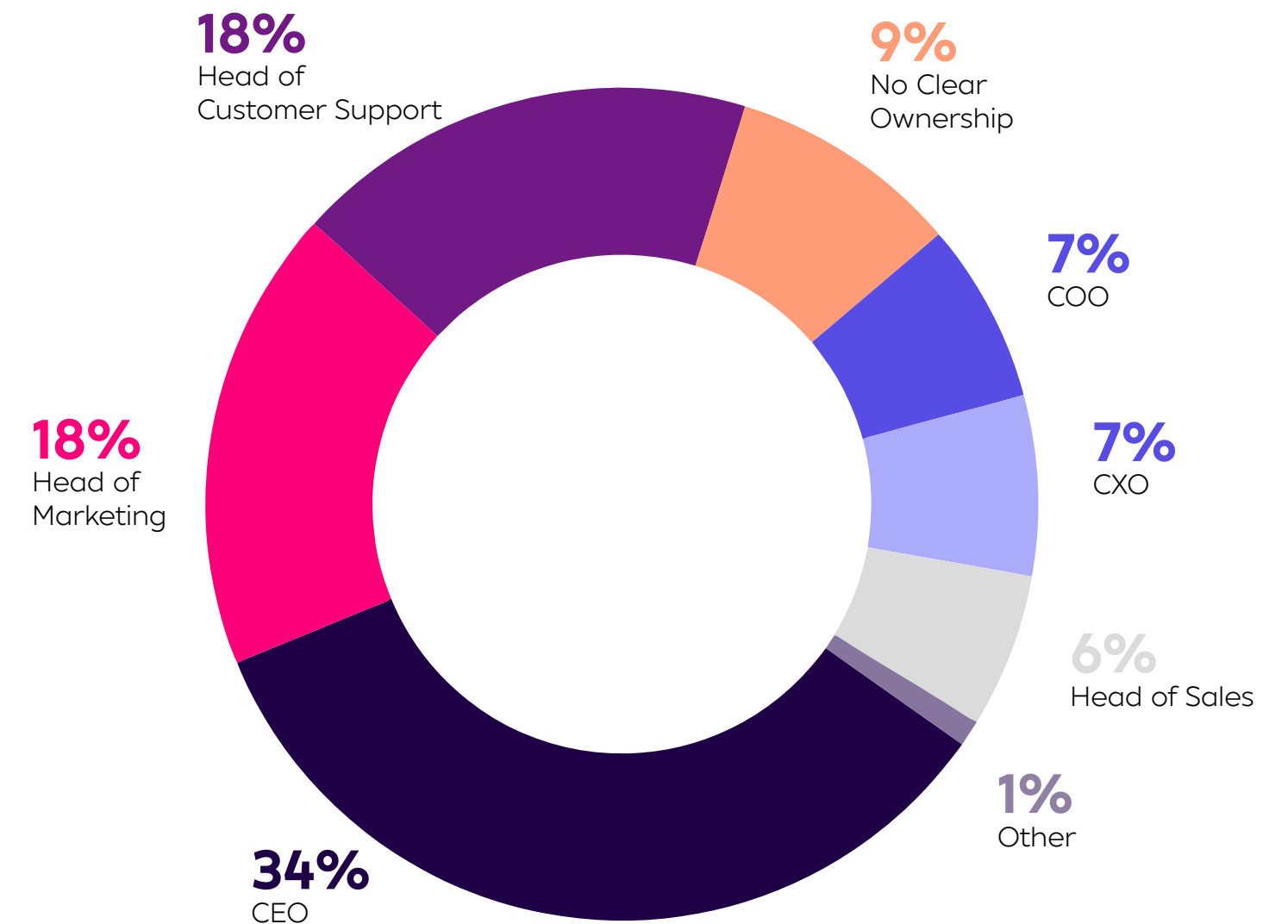
There is a strong relationship between omnichannel maturity and CEO ownership of the customer experience.

Those who want to deliver an exceptional customer experience must have clear ownership of the function.
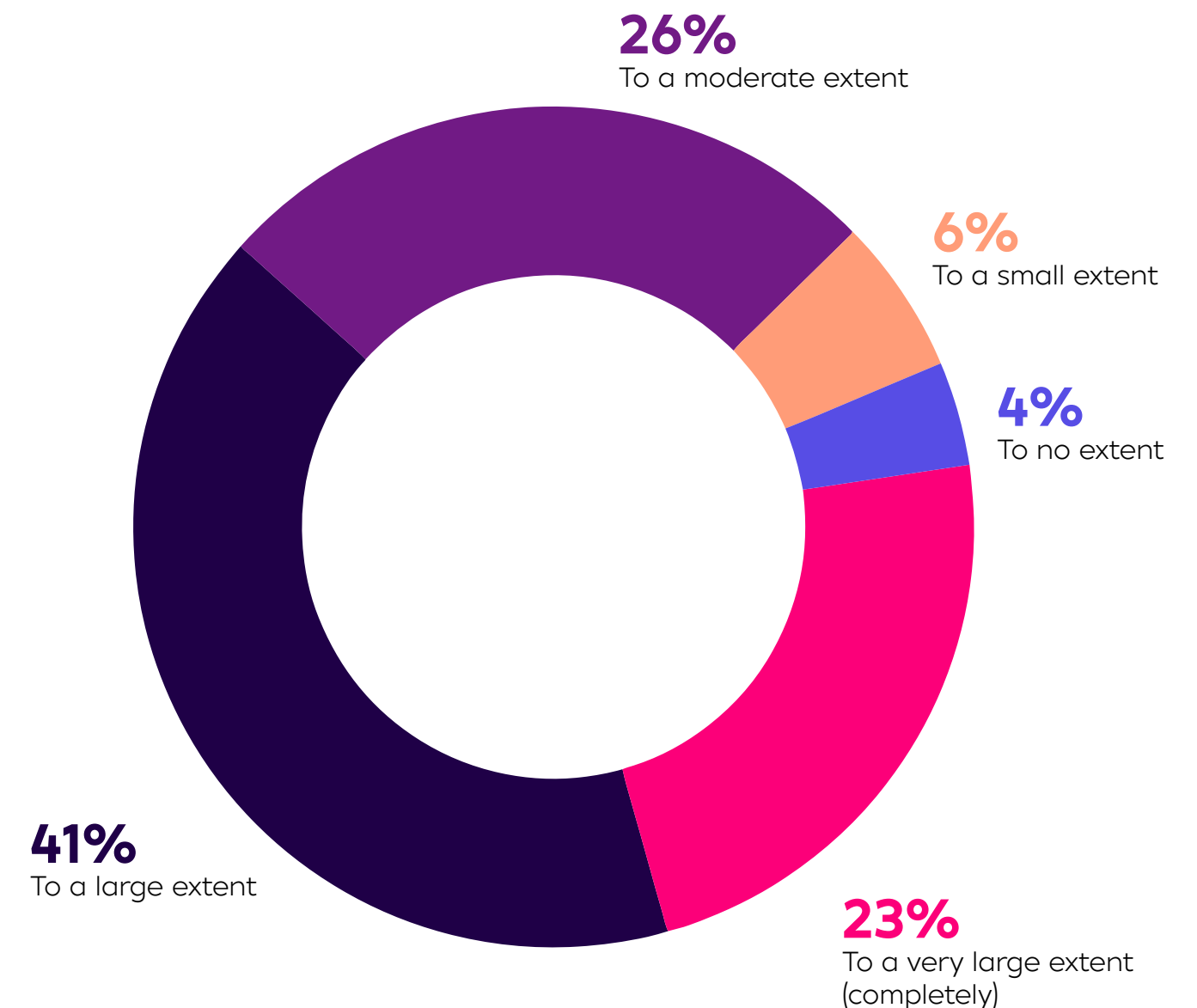
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THE IMPACT OF OMNICHANNEL MATURITY

VERY FEW COMPANIES HAVE ACHIEVED A MATURE OMNICHANNEL STRATEGY

The remainder of this section will use the most mature segment of the data to compare the performance of teams that have achieved a mature implementation of their omnichannel strategy with those who are less mature.

Most businesses have implemented an omnichannel strategy to some degree. However, there is a wide range of maturity levels when examining how cohesive and in sync the experience they deliver is across the customer journey. Fewer than one-quarter of this study's participants have achieved a complete omnichannel experience strategy, as Figure 8 shows.

To what extent have you achieved an omnichannel experience strategy, with robust tools and solutions to keep all touchpoints cohesive and in sync across the customer journey?

26%
To a moderate extent

6%
To a small extent

4%
To no extent

41%
To a large extent

23%
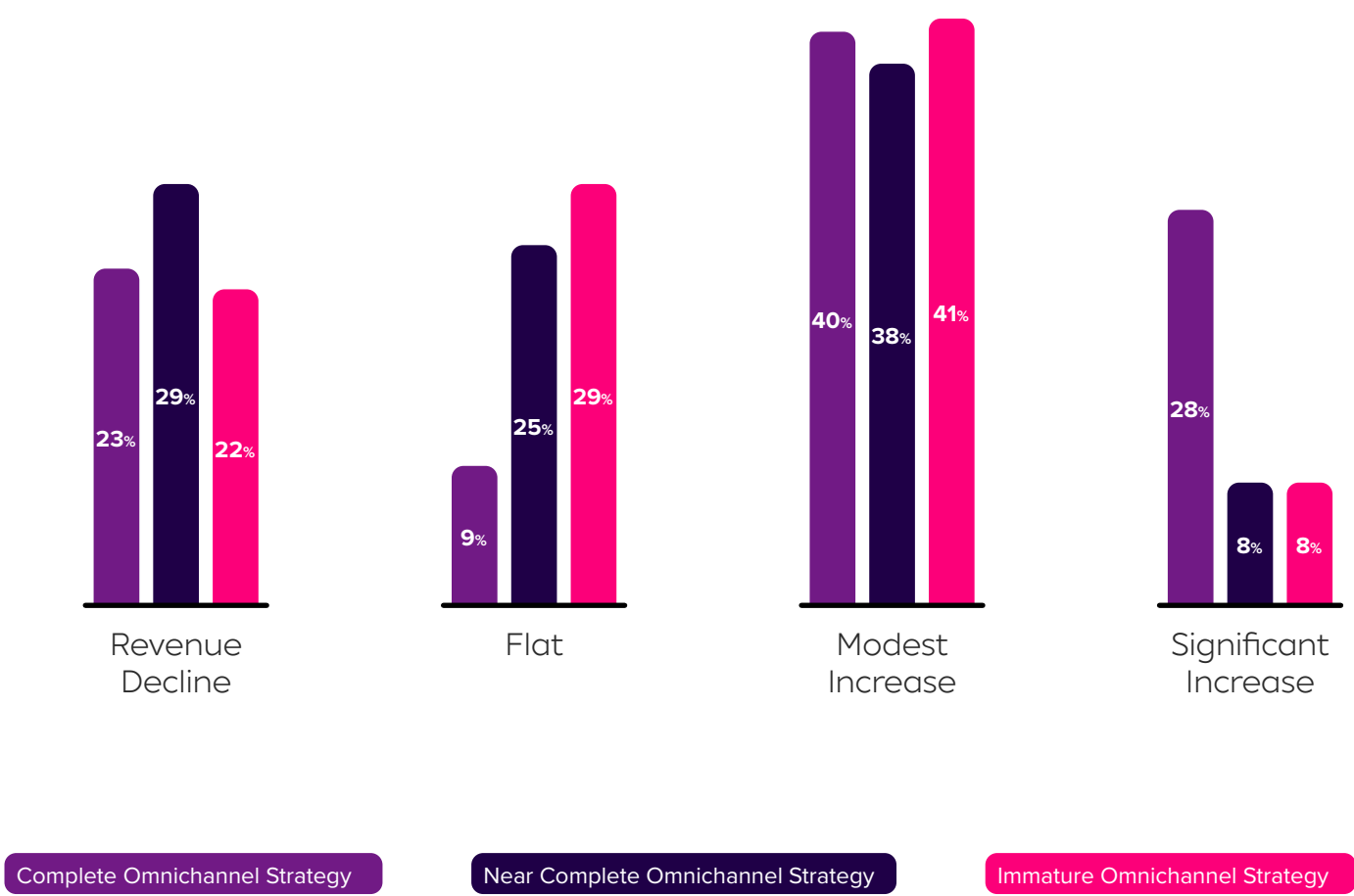To a very large extent
(completely)

THE MATURITY OF AN OMNICHANNEL STRATEGY CAN IMPACT REVENUE GROWTH

Companies that have implemented a complete omnichannel strategy are over three times more likely to report a significant increase in revenue growth over the past year compared to those who are immature.

Most of this study's participants report only modest or flat revenue growth over the past 12 months. However, there is a strong relationship between the maturity of an omnichannel strategy and revenue growth, as Figure 9 shows.

What statement best describes revenue growth at your company over the past 12 months?

Revenue Decline: Complete Omnichannel Strategy 23%, Near Complete Omnichannel Strategy 29%, Immature Omnichannel Strategy 22%

Flat: Complete Omnichannel Strategy 9%, Near Complete Omnichannel Strategy 25%, Immature Omnichannel Strategy 29%

Modest Increase: Complete Omnichannel Strategy 40%, Near Complete Omnichannel Strategy 38%, Immature Omnichannel Strategy 41%

Significant Increase: Complete Omnichannel Strategy 28%, Near Complete Omnichannel Strategy 8%, Immature Omnichannel Strategy 8%

Complete Omnichannel Strategy · Near Complete Omnichannel Strategy · Immature Omnichannel Strategy
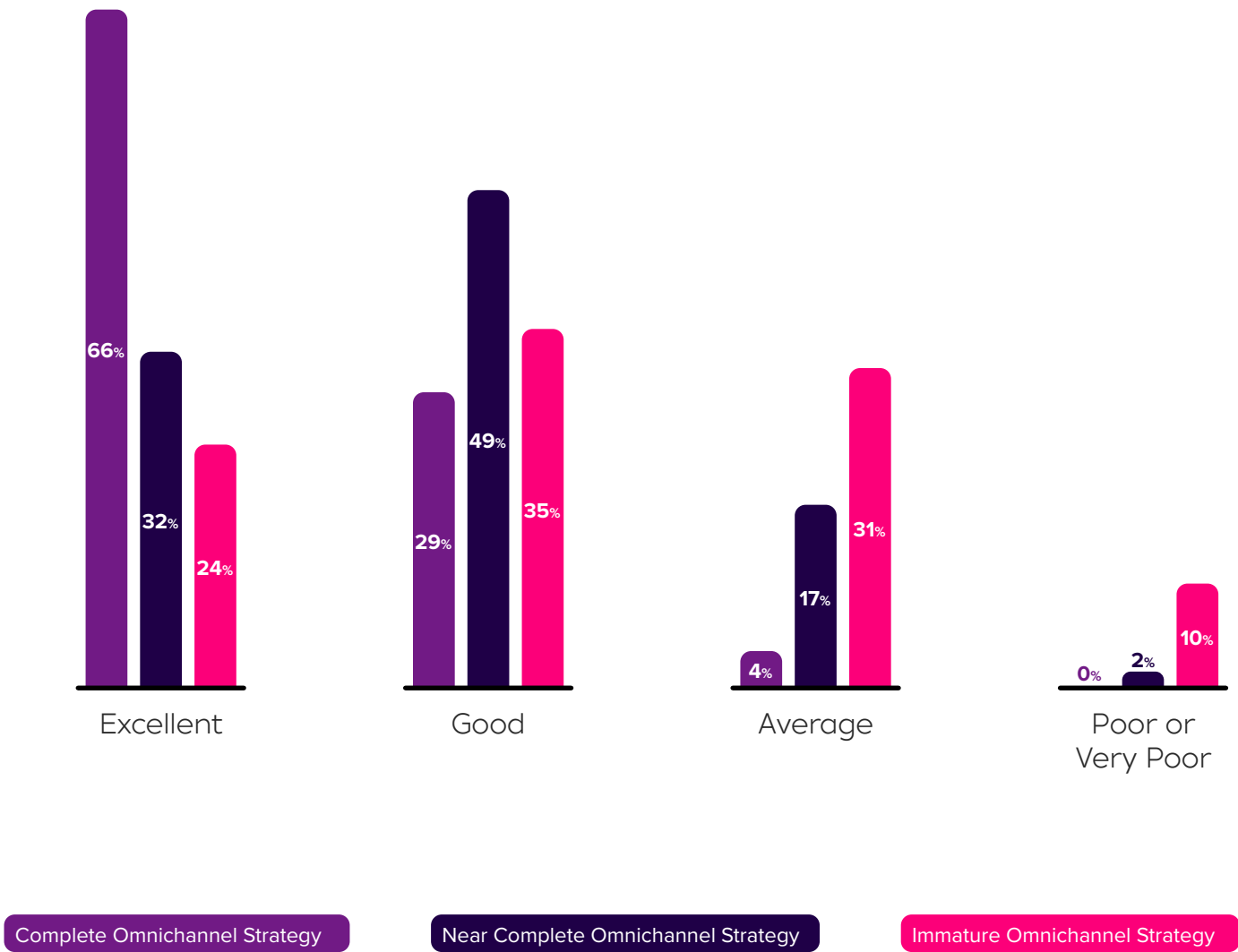
COMPANIES THAT HAVE ACHIEVED A COMPLETE OMNICHANNEL STRATEGY DELIVER A BETTER CUSTOMER EXPERIENCE

Compared to less mature companies, those that have implemented a complete omnichannel strategy are nearly three times more likely to report the experience they deliver to customers is excellent, and deserves an "A" grade.

This study asked participants to rate the customer experience their company delivers today. There is a strong relationship between the maturity of an omnichannel strategy and the self-reported customer experience grade respondents provided, as shown in Figure 10.

What statement best describes revenue growth at your company over the past 12 months?

	Excellent	Good	Average	Poor or Very Poor
Complete Omnichannel Strategy	66%	29%	4%	0%
Near Complete Omnichannel Strategy	32%	49%	17%	2%
Immature Omnichannel Strategy	24%	35%	31%	10%

A MATURE OMNICHANNEL STRATEGY RESULTS IN CUSTOMER LOYALTY

Companies that have implemented a complete omnichannel strategy are nearly 4 times more likely to report extremely loyal customers than those who are less mature. They are also unlikely to report any detractors.

Customer support and marketing teams work hard to create loyal customers as it paves the way for sustainable revenue growth. There is a strong relationship between the maturity of an omnichannel strategy and customer loyalty, as Figure 11 shows.

How would you describe your customers?

Chart data:

|	Extremely Loyal	Somewhat Loyal	Neutral	Detractors
Complete Omnichannel Strategy	83%	14%	3%	0%
Near Complete Omnichannel Strategy	39%	48%	12%	1%
Immature Omnichannel Strategy	26%	37%	31%	6%

MATURE OMNICHANNEL STRATEGIES LEAD TO INCREASED CX INVESTMENT

Customer support and marketing teams must have the resources they need to deliver an exceptional customer experience. Companies with an immature omnichannel strategy were least likely to know what would happen with their budget, making it difficult to plan for future investments. Conversely, those who have achieved a complete omnichannel strategy were over 3 times more likely to report their investment into the customer experience will increase.

Nearly three-quarters of companies who have achieved a mature omnichannel strategy report they will increase their investment into the customer experience next year, compared to less than one-quarter of immature organizations, as shown in Figure 12.

Do you plan to increase, sustain, or decrease investment in the customer experience this year?

Complete Omnichannel Strategy   Near Complete Omnichannel Strategy   Immature Omnichannel Strategy

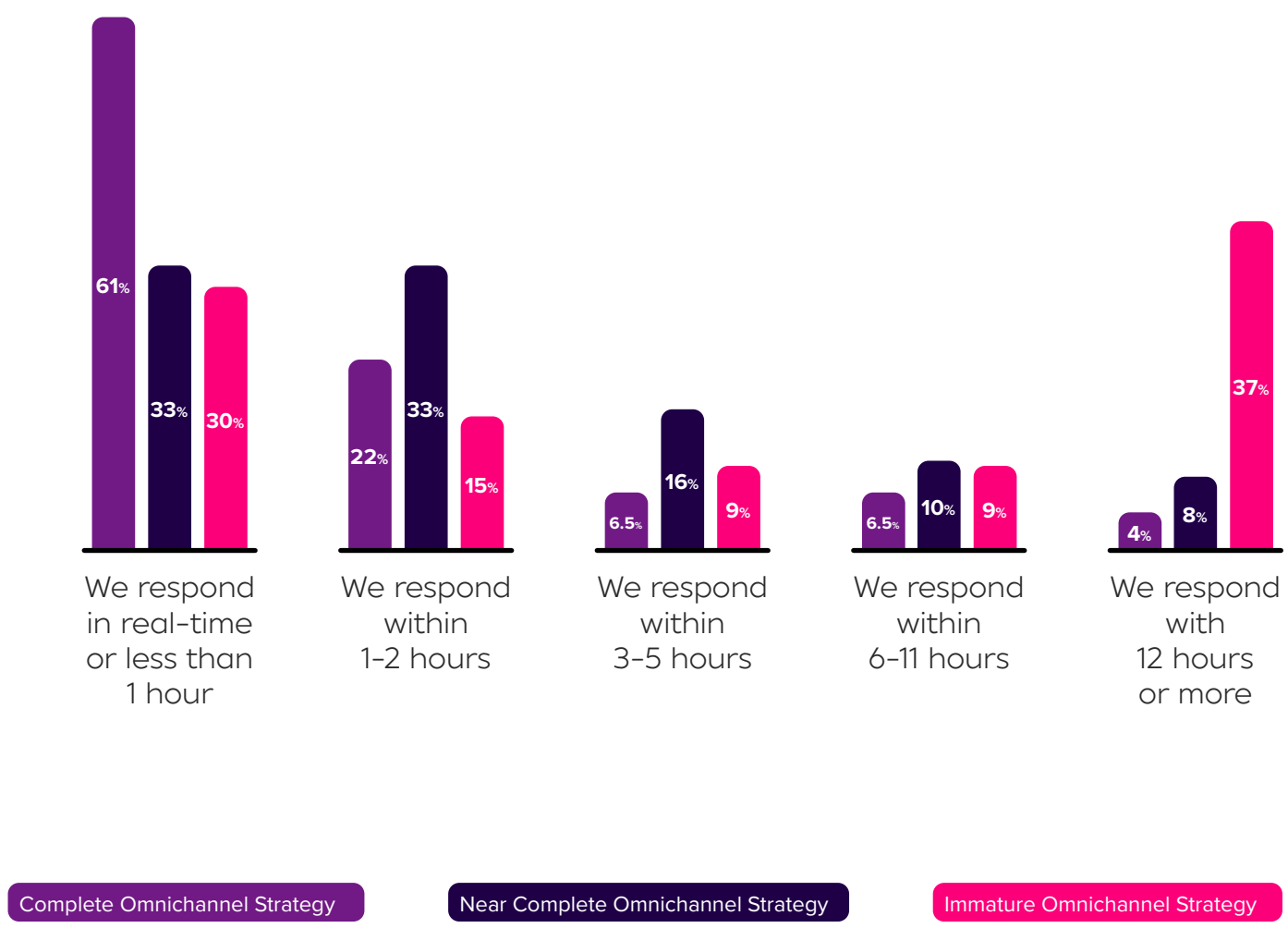|	Increase	Sustain	Decrease	Unsure
Complete Omnichannel Strategy	71%	24%	2%	3%
Near Complete Omnichannel Strategy	53%	37%	7%	3%
Immature Omnichannel Strategy	24%	40%	10%	26%
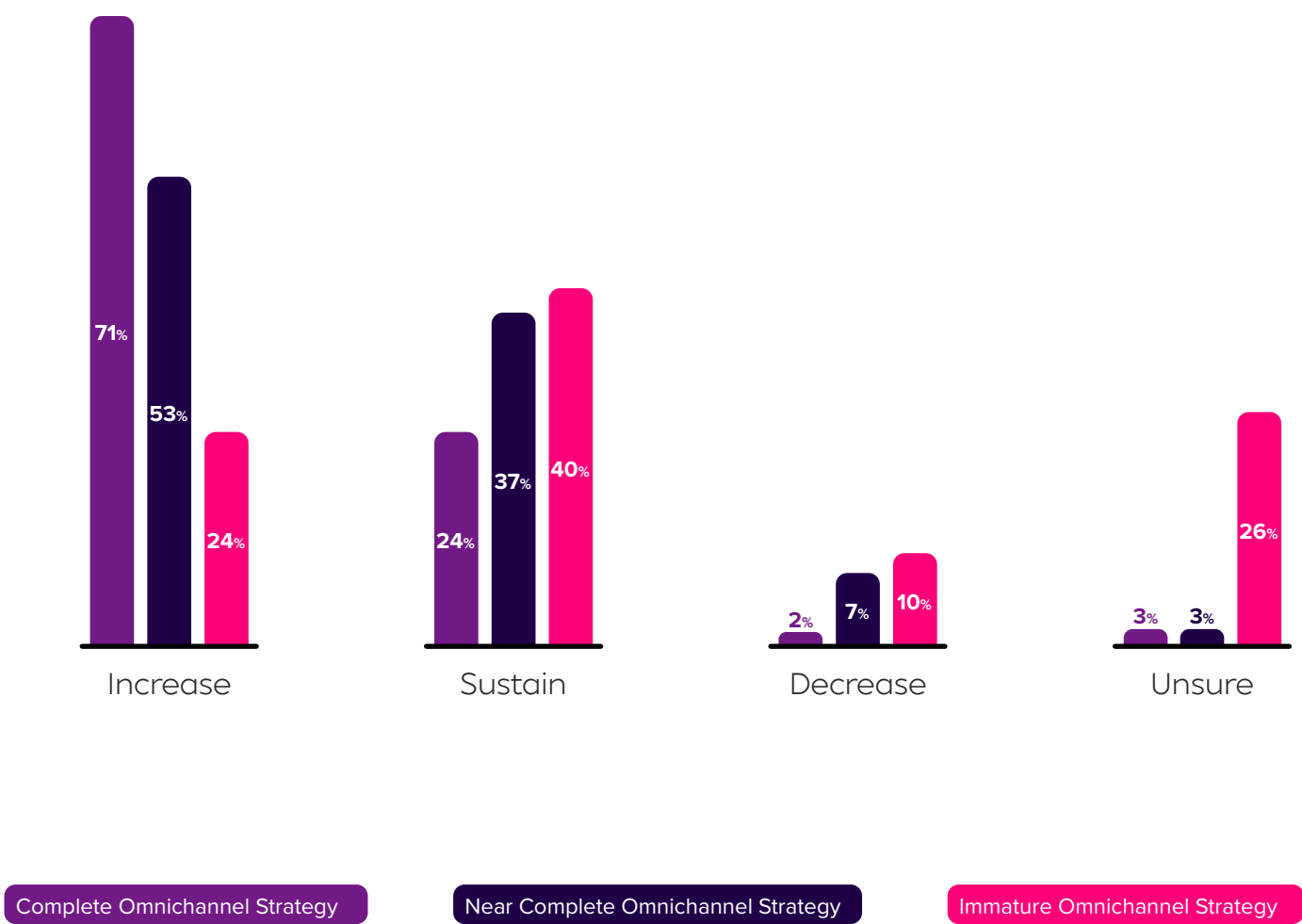
A MATURE OMNICHANNEL STRATEGY RESULTS IN FASTER RESPONSE TIMES

The maturity of an omnichannel strategy has a direct impact on the customer experience. In fact, over half of companies that have implemented a complete omnichannel strategy respond to customers in real-time or less than an hour, compared to less than one-third of immature companies.

When it comes to delivering an exceptional customer experience, speed of response is key. As customers become more demanding, one of the factors that can impact their perception of the experience is the expectation of real-time responses from support teams. There is a strong relationship between customer response times and the maturity of an omnichannel strategy, as Figure 13 shows.

Which statement best describes how quickly you respond to customer inquiries?

	We respond in real-time or less than 1 hour	We respond within 1-2 hours	We respond within 3-5 hours	We respond within 6-11 hours	We respond with 12 hours or more
Complete Omnichannel Strategy	61%	22%	6.5%	6.5%	4%
Near Complete Omnichannel Strategy	33%	33%	16%	10%	8%
Immature Omnichannel Strategy	30%	15%	9%	9%	37%

COMPANIES THAT HAVE ACHIEVED A COMPLETE OMNICHANNEL STRATEGY REPORT BETTER CHANNEL EFFECTIVENESS

There is a strong relationship between the effectiveness of channels that marketers and customer support teams use, and the maturity of their omnichannel strategy. Customer support and marketing teams both get better results when they have a complete omnichannel strategy in place.

This study asked marketers and customer support teams to rate the overall effectiveness of their channels to connect customers. The table on the right shows the overall averages of participants who rated the channels they use as "very effective" compared to the averages of respondents who have achieved a complete omnichannel strategy.

How would you rate the effectiveness of the channels you use to connect with your customers?

% of Customer Support teams that rate channels as very effective		
	Customer Support – Average	Complete Omnichannel Implementation
Email	45%	63%
Voice	49%	70%
Instagram	46%	78%
Twitter	43%	80%
Google Business	55%	86%

% of Marketing teams that rate channels as very effective		
	Customer Support – Average	Complete Omnichannel Implementation
Email	38%	62%
Voice	48%	61%
Instagram	43%	52%
Twitter	41%	53%
Google Business	55%	75%

SMS IS A TOP CHANNEL FOR DELIVERING RESULTS

Further analysis of the data reveals that customer support teams that have implemented a complete omnichannel strategy report even higher performance of SMS than those who are immature, and not a single marketer reported that SMS performs worse.

SMS is an incredibly powerful channel for driving customer engagement. In fact, over three-quarters of this study's participants report that SMS is better at driving customer engagement than any other channel they use to deliver results. Even those that haven't adopted a full omnichannel strategy report SMS is the better performer, as shown in Figure 15.

Compared to other channels you use or have used to engage customers, how does SMS perform in terms of delivering results?

Complete Omnichannel Strategy — Near Complete Omnichannel Strategy — Immature Omnichannel Strategy

Customer Support

	Better	The Same	Worse
Complete Omnichannel Strategy	85%	15%	0%
Near Complete Omnichannel Strategy	61%	36%	3%
Immature Omnichannel Strategy	67%	33%	0%

Marketing

|	Better	The Same	Worse
Complete Omnichannel Strategy	93%	7%	0%
Near Complete Omnichannel Strategy	77%	23%	0%
Immature Omnichannel Strategy	100%	0%	0%

MOST CUSTOMER SUPPORT AND MARKETING TEAMS HAVE ADOPTED AI CHATBOTS AND AUTOMATED MESSAGE FLOWS

When leveraged effectively, chatbots and message flows can improve the productivity and performance of teams. Further analysis of the data revealed that those who have achieved a complete omnichannel strategy are more likely to report using AI chatbots and automated message flows. The following charts examine the performance of this tactic from a customer support perspective.

AI Chatbots and automated message flows provide a great mechanism for resolving customer support tickets and sharing information about upcoming promotions. Over half of customer support teams and three-quarters of marketers already use AI chatbots or automated message flows, as shown in Figure 16.

Do you leverage AI chatbots or automated message flows to resolve customer support tickets or to share information about upcoming promotions?

Customer Support
45% No
4% Unsure
51% Yes

Marketing
21% No
3% Unsure
76% Yes

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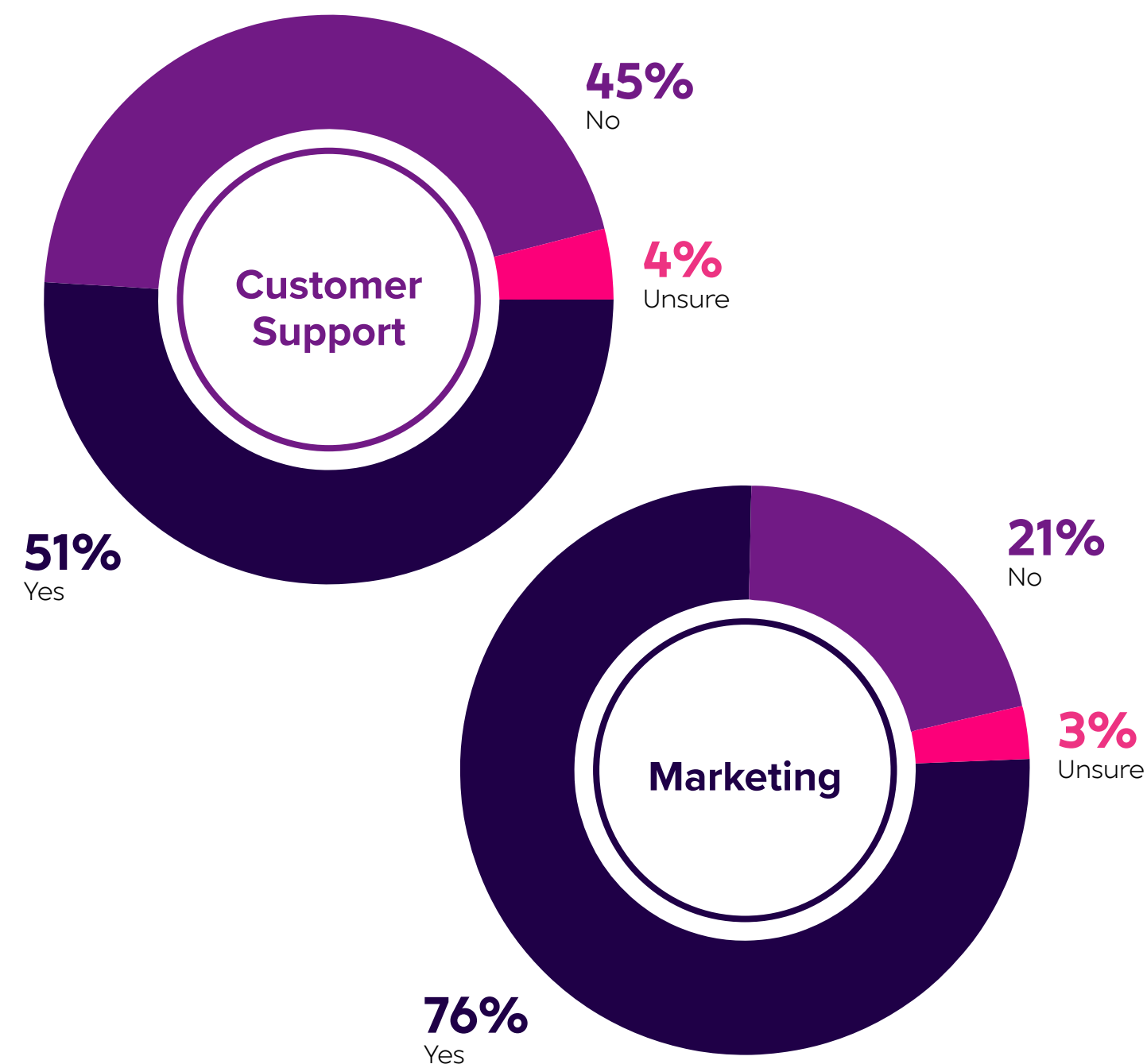
CUSTOMER SUPPORT TEAMS THAT HAVE ACHIEVED A MATURE OMNICHANNEL STRATEGY REPORT BETTER PERFORMANCE OF THEIR CHATBOTS AND AUTOMATED MESSAGE FLOWS

The performance of AI chatbots and automated messages is strongly related to the maturity of an omnichannel strategy. Customer support teams that have achieved a high degree of unification between the systems they use to communicate with customers report the best results with these mediums.

AI Chatbots and automated messaging is not meant to replace humans, but rather augment their abilities. When these technologies are in place with other channels, customer support teams are 3 times more likely to report the AI chatbots and automated message flows they use perform much better than other channels they use to communicate with customers, as shown in Figure 17.

How do AI chatbots and automated messages perform compared to other channels you use to communicate with customers?

Complete Omnichannel Strategy   Near Complete Omnichannel Strategy   Immature Omnichannel Strategy

Customer Support

	Better	The Same	Worse
Complete Omnichannel Strategy	85%	15%	0%
Near Complete Omnichannel Strategy	71%	22%	7%
Immature Omnichannel Strategy	50%	50%	0%

Marketing

	Much Better	Better	The Same
Complete Omnichannel Strategy	61%	37%	2%
Near Complete Omnichannel Strategy	21%	61%	18%
Immature Omnichannel Strategy	50%	50%	0%

CUSTOMER SUPPORT TEAMS THAT HAVE ACHIEVED A MATURE OMNICHANNEL STRATEGY PREPARE THROUGH OPTIMIZATION

Companies that have achieved a mature omnichannel strategy are less likely to hire seasonal staff and are more likely to improve self-serve and automate support processes. The objective of these teams isn't necessarily to reduce headcount but rather to reap the benefits of optimizing their approach by moving away from repeatable processes so they can focus their time and energy on more strategic initiatives.

Anticipating customer support issues is a crucial priority for teams as they prepare for the holiday shopping season. Companies that have achieved a mature omnichannel strategy focus their energy on optimizing or improving self-service and automating support processes, as shown in Figure 18.

What are you doing to get ahead of customer support issues for the upcoming holiday season?

Bar chart data:

	Complete Omnichannel Strategy	Near Complete Omnichannel Strategy	Immature Omnichannel Strategy
Making improvements to self-service	70%	45%	29%
Automating support processes	70%	36%	21%
Implementing new communication channels	55%	42%	0%
Hiring seasonal staff	25%	54%	50%
Providing additional training	30%	41%	29%
Leverage remote 3rd party	10%	8%	0%

Complete Omnichannel Strategy
Near Complete Omnichannel Strategy
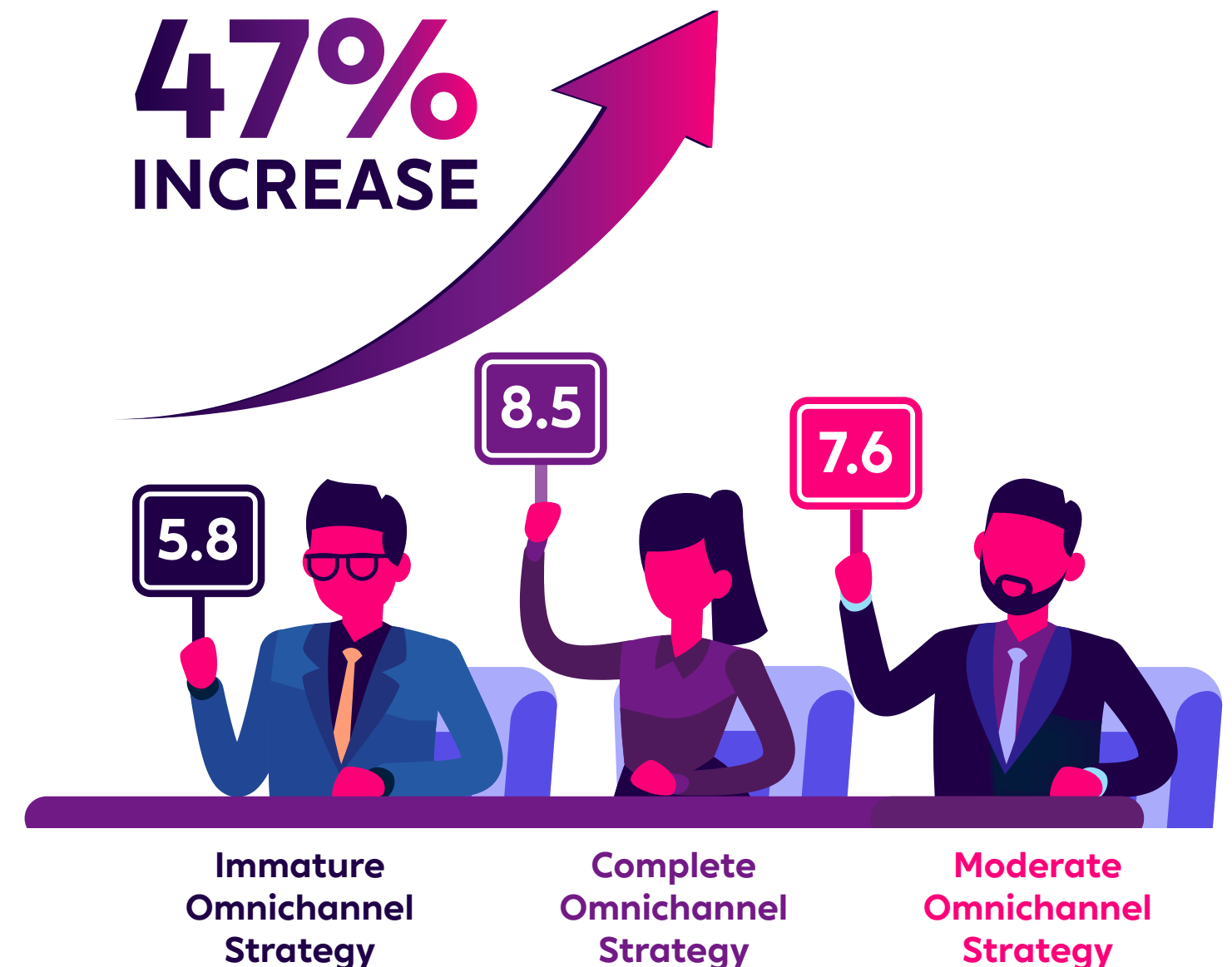Immature Omnichannel Strategy

COMPANIES THAT HAVE IMPLEMENTED A MATURE OMNICHANNEL STRATEGY REPORT HIGHER NET PROMOTER SCORE (NPS)

There is a strong relationship between omnichannel maturity and NPS. On average, companies that have implemented a complete omnichannel strategy had an NPS of 8.5, compared to 5.8 for those who are less mature.

This study asked participants to provide their overall NPS, and Figure 20 shows the breakdown of NPS based on the maturity of the omnichannel strategy implemented. Companies that have implemented a complete omnichannel strategy report higher average NPS, as shown in Figure 20.

What is your average NPS score?

47% INCREASE

5.8

8.5

7.6

Immature Omnichannel Strategy

Complete Omnichannel Strategy

Moderate Omnichannel Strategy

CUSTOMER SUPPORT TEAMS THAT HAVE ACHIEVED A MATURE OMNICHANNEL STRATEGY REPORT HIGHER AVERAGE CUSTOMER SATISFACTION SCORES (CSAT)

The relationship between CSAT and omnichannel builds a compelling case for the implementation of a complete omnichannel strategy. The delta between the full survey sample and those who have achieved a mature omnichannel strategy is 8 percentage points.

This study asked participants to provide their overall CSAT. The average CSAT provided by this study's participants was 69%. However, support teams that have implemented a complete omnichannel strategy report higher than average CSAT scores, as shown in Figure 19.

What is your average CSAT score?

Average CSAT Scores
Full Sample: **69%**
Complete Omnichannel Strategy: **77%**

8%
INCREASE

ACTION PLAN

STEP 1
Ensure clear ownership of the customer experience

Most functions within an organization usually have a clear owner – marketing, sales, finance, HR – these departments all generally have one person accountable for achieving the company's objectives.

However, when it comes to making the final decisions about the customer experience strategy, nearly 10% of companies cannot identify that person.

This study's data shows that the lack of ownership can have severe consequences for an organization. Study participants who could not identify a clear owner had the lowest average customer experience grades and Net Promoter Score, the least mature omnichannel strategy, and were least likely to report investing in the customer experience next year.

Conversely, study participants who reported that the CEO owns the customer experience had higher NPS, more significant revenue growth in the last 12 months, higher than average customer experience grades, and greater customer loyalty.

Since everyone in an organization is responsible for delivering an exceptional customer experience, it can be challenging to identify one clear owner. Unfortunately, failure to do so can mean the difference between success and failure. Those who want to ensure the best possible customer experience must assign ownership to a senior leader who understands the customer and the benefits of a mature omnichannel strategy.
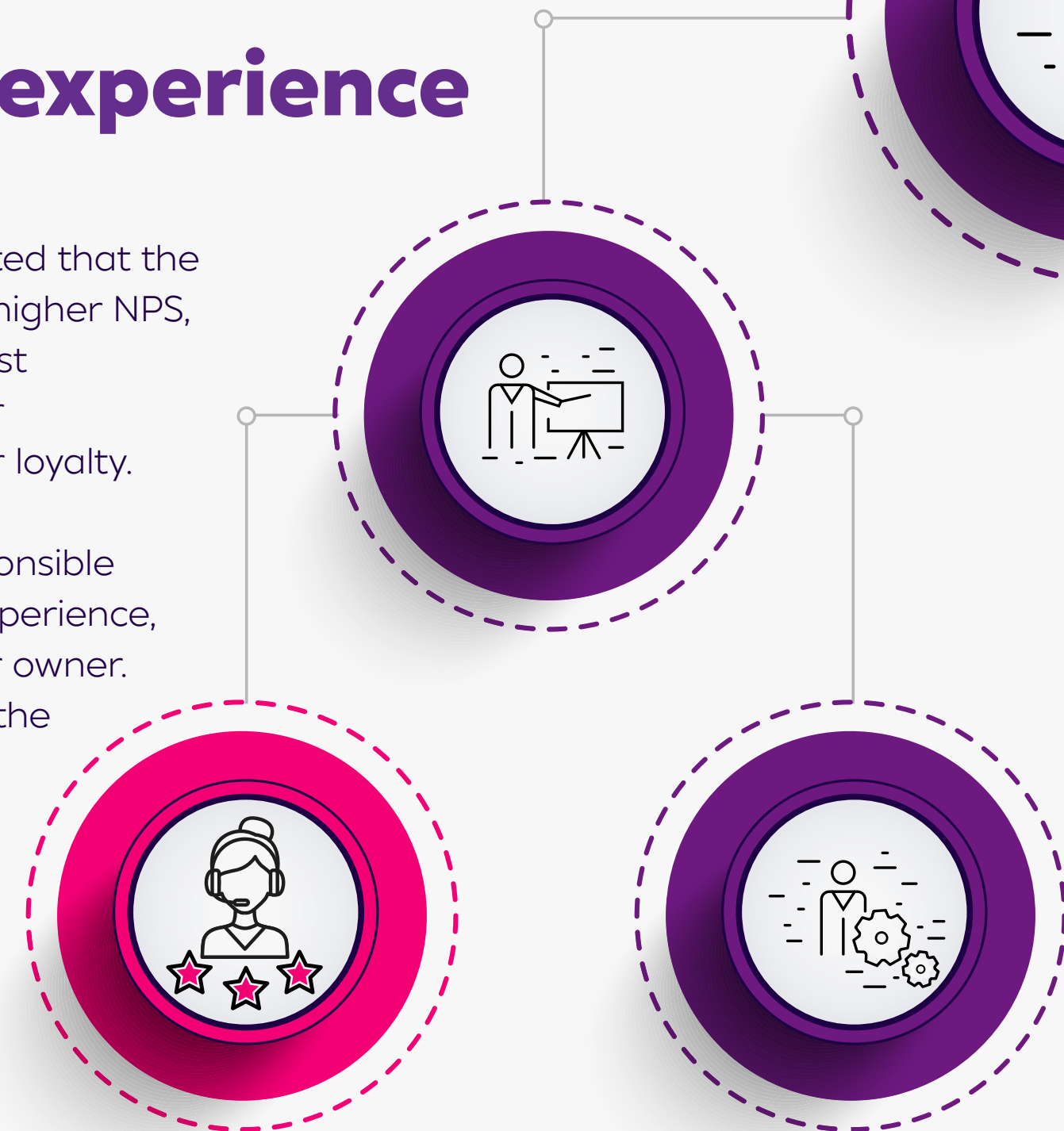
STEP 2
Optimize your team

Finding the optimal balance of resources can be a challenging task, regardless of your company size. Getting the right mix of resources in place is especially difficult for customer support and marketing teams during the holiday season.

This study found that nearly one-third of teams are understaffed and need more people to survive, but further analysis of the data revealed that nearly two-thirds of companies who operate with a high degree of omnichannel maturity report they have enough people to survive and thrive.

The refinement of processes to a point where your team is optimized is crucial to success. One of the tactics that many companies leverage to alleviate stress involves using AI Chatbots & automated messages.

Not only is the performance of AI chatbots and automated messages strongly related to the maturity of an omnichannel strategy, but customer support teams that have achieved a high degree of unification between the systems they use to communicate with customers also report the best results with these mediums.

However, AI chatbots and automated messages are most valuable when they augment the customer experience, not reduce headcount.

Those who want to ensure the best customer experience should identify repetitive tasks and conversations taking up valuable bandwidth and implement these technologies to free up time so team members can focus on more strategic initiatives.

STEP 3
Meet customers where they are

As the number of digital channels continues to expand, marketing and customer support teams need to identify where customer conversations are taking place to stay ahead of the curve and develop a presence.

Unfortunately, gone are the days when customer support and marketing teams could simply activate new channels when they hear about them. The activation of new channels must be driven by strategy in a thoughtful and well-planned way.

For those who will adopt new channels in 2022, this study found that SMS and Google Business are the top choices for customer support and marketing teams.

Companies that are not currently using SMS should consider doing so. Over three-quarters of this study's participants report that SMS is better at driving customer engagement than any other channel they use. Further analysis revealed that the use of SMS is even better when leveraged in a complete omnichannel deployment.

Those who want to deliver the best customer experience must monitor customer conversations and identify new opportunities across the technology landscape. When activating new channels, be sure to provide the training and education that your team needs to leverage them effectively.
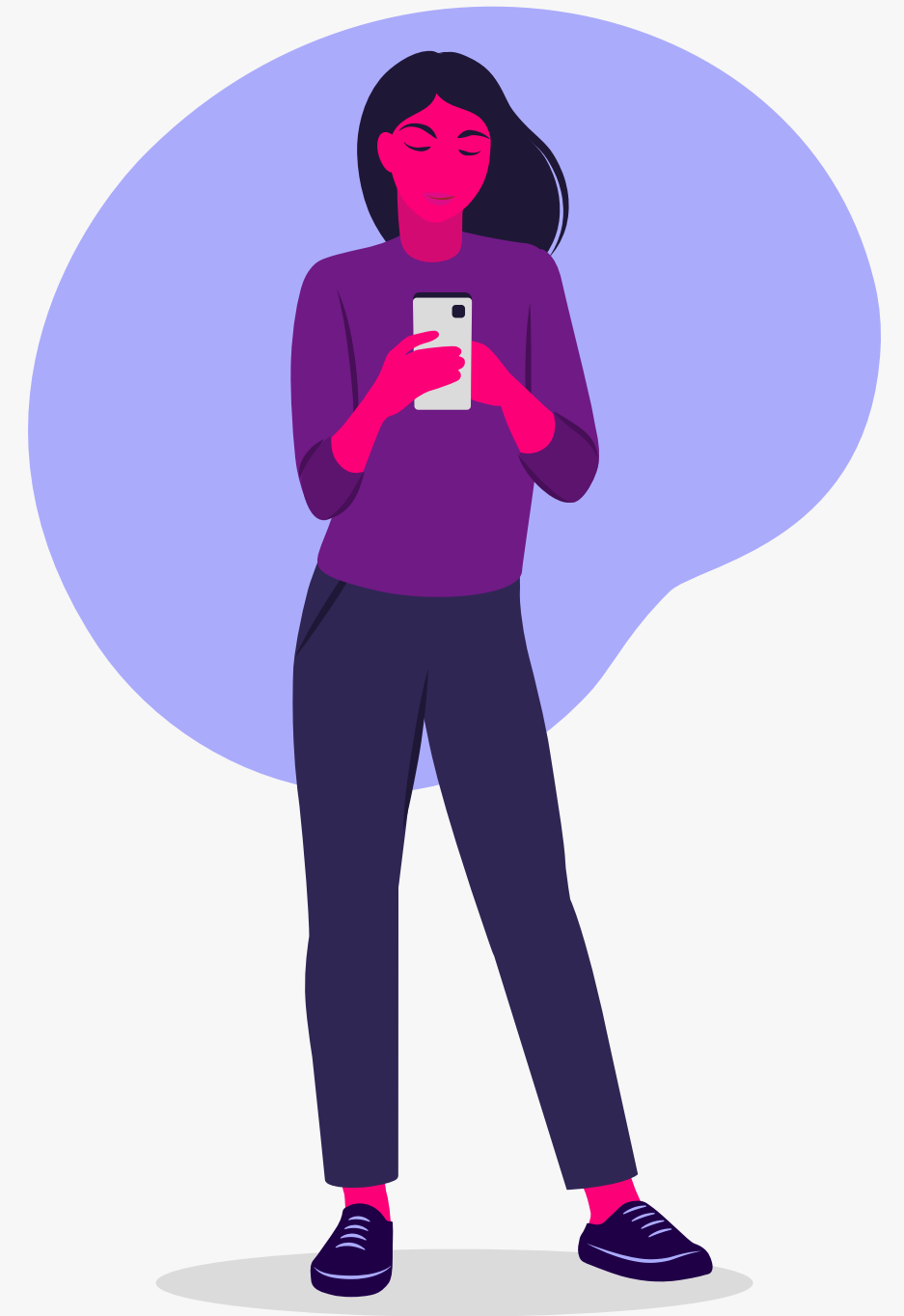
STEP 4
Unify the connection landscape

The final step in delivering an exceptional customer experience involves realizing the potential of omnichannel through unification and integration technologies.

Creating a holistic customer experience, from acquisition through to retention, reduces friction for the customer, which inevitably leads to stronger loyalty and a better brand reputation.

Unfortunately, for many organizations, the cross-functional nature of the customer experience has created silos that are holding them back. The path forward involves ensuring a high degree of visibility across teams, and that requires unification.

The data from this study shows that 83% of participants who have achieved complete unification of the channels they use to communicate with customers can see all conversations across platforms or locations in one place.

Achieving unification is the final piece of this puzzle and is a crucial component of a mature omnichannel strategy.

There is a strong incentive for customer support teams and marketers to get there due to the positive relationships in the data between the implementation of a complete omnichannel strategy and revenue growth, NPS, CSAT, response times, and much more. However, this is only possible when the people, processes, and technologies in use are unified across the connection landscape.
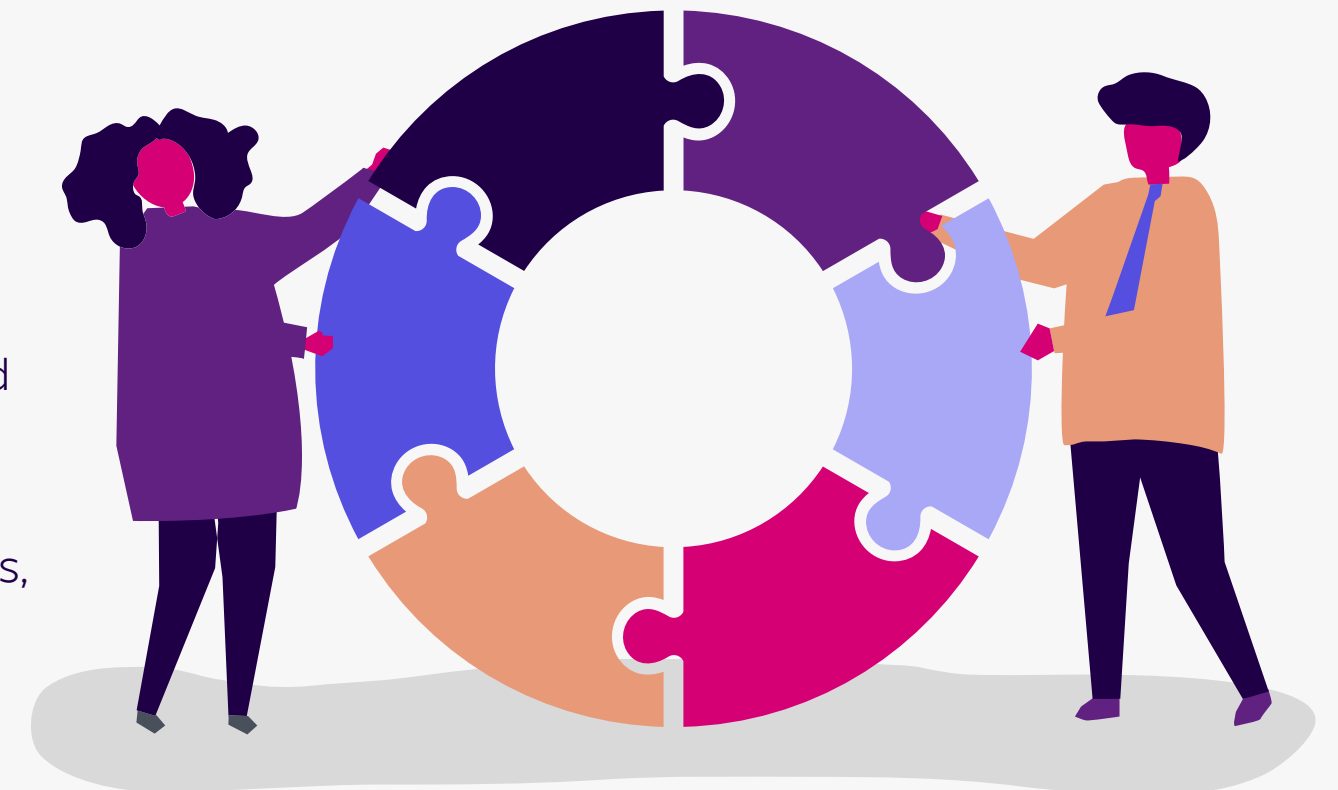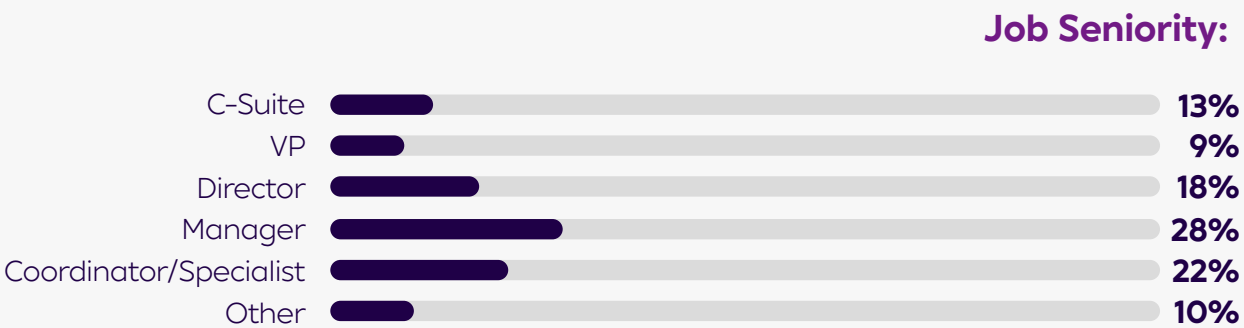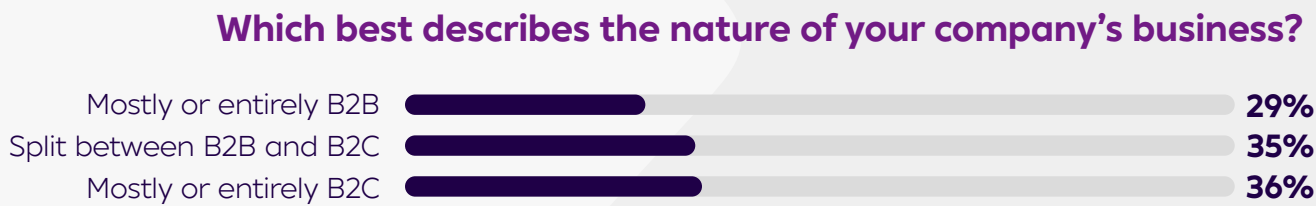
METHODOLOGY

Methodology

The State of Customer Experience survey was administered online during the period of June 1, 2021 to June 15, 2021. During this period, 1096 responses were collected and 619 were qualified and complete enough for inclusion in the analysis. Only valid or correlated findings are shared in this report.

The representativeness of this study's results depends on the similarity of the sample to environments in which this survey data is used for comparison or guidance. Some figures are based on low sample sizes and therefore should be used for informational purposes only.

Summarized below is the basic categorization data collected about respondents to enable filtering and analysis of the data:

Which best describes the nature of your company's business?

Mostly or entirely B2B	29%
Split between B2B and B2C	35%
Mostly or entirely B2C	36%

Job Seniority:

C-Suite	13%
VP	9%
Director	18%
Manager	28%
Coordinator/Specialist	22%
Other	10%

Annual Revenue:

Less than $5 million	23%
$6 million to $50 million	25%
$51 million to $100 million	18%
$101 million to $250 million	12%
$251 million to $500 million	8%
$501 million to $1 billion	8%
More than $1 billion	6%

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