

TOP 10

DIGITAL CX CHALLENGES IN 2022-23



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Strategy & Vision

How do you navigate the future of CX?



Execution of Marketing Campaigns

How do you target with accuracy and specificity?



Design & Usability

How do you make a compelling and simple product?



Siloed Execution

How do you ensure the whole team collaborates & communicates effectively?



Brand Engagement

How do you interact well with our customers?



B2B Commerce

Are you successfully marketing to your client's customers?



Talent & Capabilities

How do you find and develop talent?



Specific Platform Expertise

Is your platform expertise spread across your talent?



Content Strategy & Development

How do you deliver the right content at the right time?



Data Insights

How do you use data to inform actions? Are you using predictive modeling for next best actions?

Intro

The secret to developing personalized campaigns that will reach the right customers in the right moments is data. In the digital age in which we live, we must live and breathe data."

- Shashi Seth, Sr. Vice President of Oracle Marketing Cloud

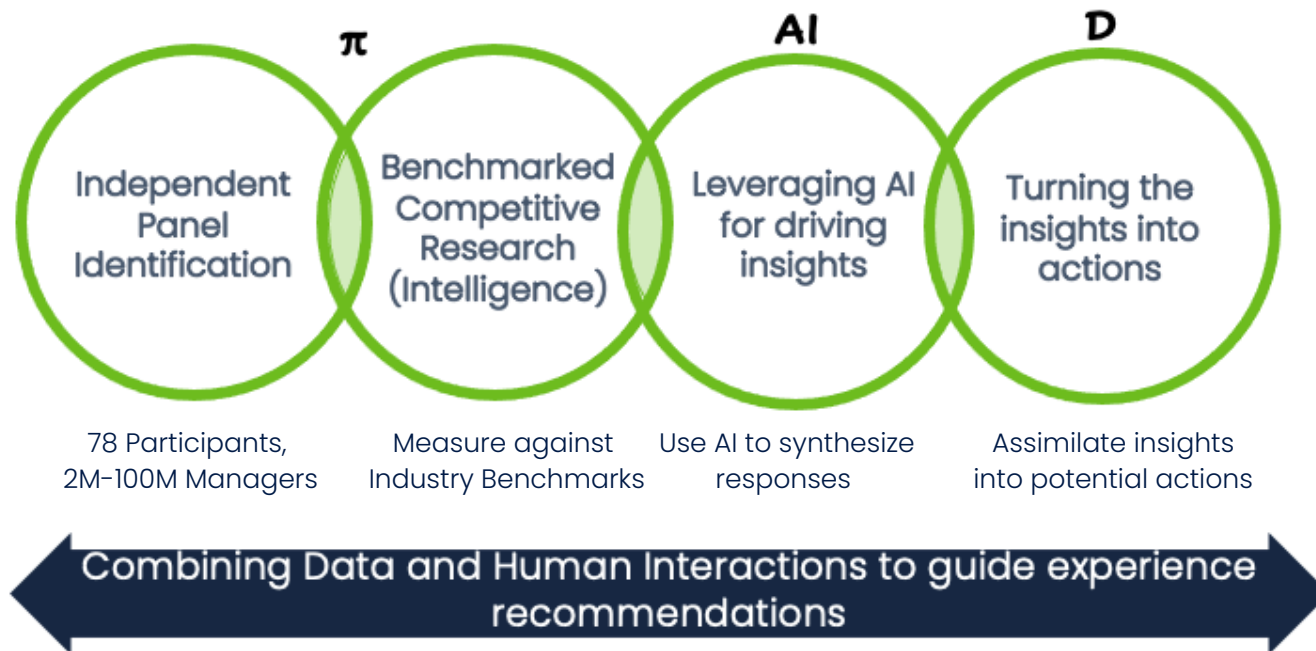
"By the end of the year (2022), global CX technology spending is set to reach over \$641 billion, with CX as a leading area of growth (87%)."¹ The brands driving the best CX outcomes combine automation with human creativity and empathy. As the customer landscape grows more complex, vendors fuse their technology with other best-in-class providers to meet the evolving CX criteria. The future of CX is bright for the brands scaling their customer engagement technology stack and continually adopting personal and intelligent end-to-end user experiences.

CX Studios performed a study to ascertain the biggest digital CX challenges in 2022-2023.

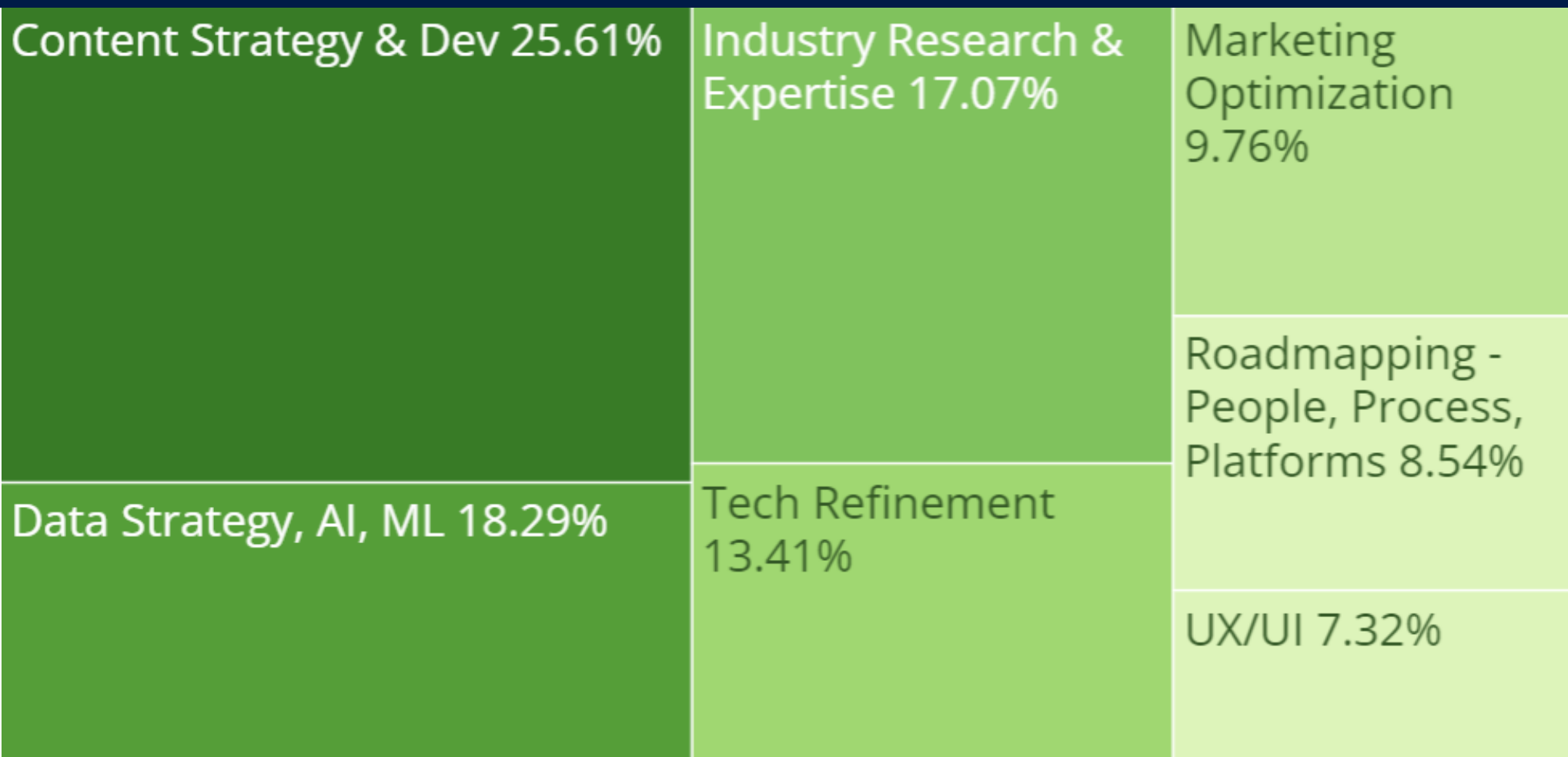
1. "CX Predictions 2022," CX Today, Rob Scott

Our Methodology

We collected relevant data among 76 participants that manage B2B businesses with a revenue of 2M-100M to further enrich the insights into our customers' experience during their CX Studios journey.



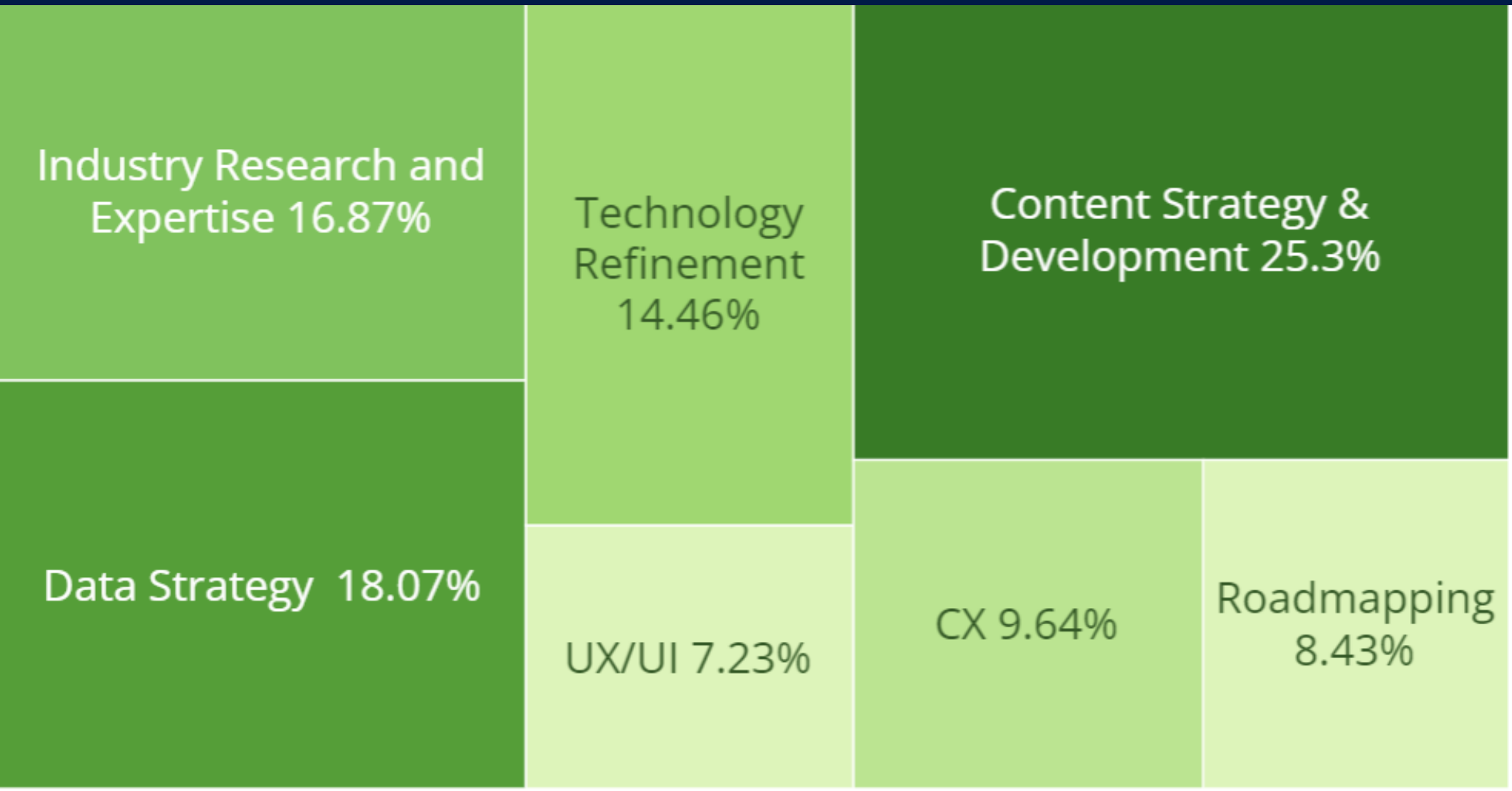
What is your current biggest challenge in implementing a holistic customer experience?



"Data strategy is critical for our business as is the use of AI going forward in the near future."

- CX Studios Study Participant,
Senior Leader, B2B Revenue \$10 - \$25 Million

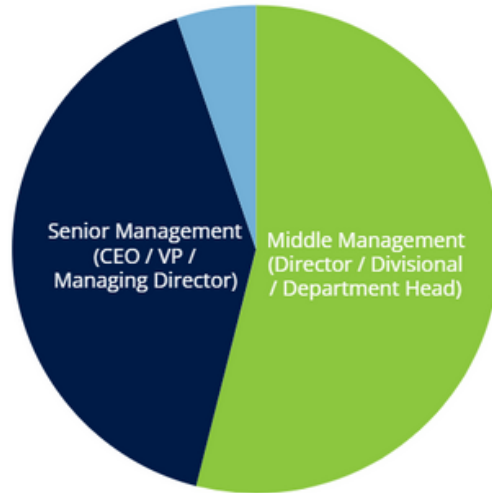
Which services are the most important to you when evaluating new partners this coming year?



About Our Participants

Roles

● Middle Management ...	53.95%
● Senior Management ...	40.79%
● Business Owner	5.26%

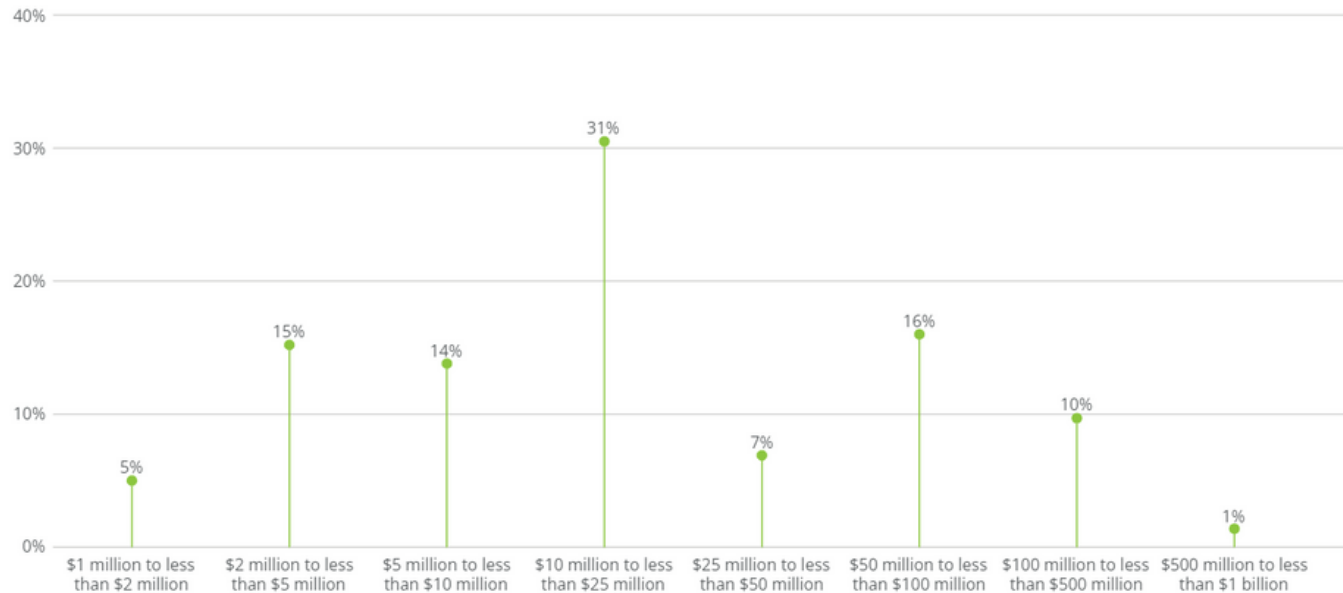


Total
76

Over 40% participants are senior management, with another 53% middle management.

B2B Revenue

Over 30% participants come from companies with revenue between 10M and 25M.



Key Findings

- Strategy & vision have a higher percentage of importance at 18%
- Although Data Insights scored only 6% as a current year challenge, when looking ahead at next year, Data Strategy was the #1 concern when evaluating CX partners
- Our data shows that customers are challenged by siloed execution, B2B commerce, and specific platform expertise equally
- Study participants cared more about Design & Usability over Talent & Capabilities

Top Recommendations

1. Offer Strategy, Vision & Data Integrity Services for clients
2. Eschew trendy designs over simplicity and usability
3. Leverage data insights to discover content affinity to deliver compelling messages and strengthen brand equity
4. Content strategy continues to grow and drive CX and timely delivery is not only a need but also a challenge - optimize your Content Factory
5. Data insights and data strategy are ever increasing in importance - consider how much you trust your data!

About CX Studios

"At CX Studios, we execute our customer's vision by focusing on time-to-value, reducing inefficiencies, and collaboratively building their brand equity and revenue growth. Our CX talent is multi-faceted and that allows us to deliver measurable outcomes like improved customer acquisition and retention through a unique polyglot capability."

- Bibhakar Pandey
CEO, CX Studios



CX Studios helps you drive better business outcomes!

Ask us about strategic growth MVP!

Let's connect

grow@cxstudios.io

Learn more about us
www.cxstudios.io

