Kickstart Your CX

FORRESTER®

The importance of partners in driving new customer insights and experiences

Companies are unprepared to support increasing demands for customer convenience **Customer Data Sources** Mobile/location **Product** Purchase Service/support Personal history history data preferences search history 43% are collecting external 52% say internal data is data, but not using it fragmented and disparate Lack of deeper customer intelligence creates unnecessary friction in the customer journey 28% 23% 27% 28% Customer service Physical/online Mobile and web Checkout process experiences are is too long/ expectations are experience is poor not met disconnected complicated

CHALLENGES





50% don't have sophisticated analytics



79% struggle with turning insights into experiences

COMPANIES NEED PARTNERS TO BUILD THE EXPERIENCES CONSUMERS EXPECT



39% want to enrich their customer insights with partner data



72% need help transforming customer insights into CX improvements



51% want to cocreate new experiences via APIs and partnerships

Top benefits from improved data insights and experiences powered by partnerships and APIs





Delighting customers with individualized experiences



Creating more seamless shopping experiences



Methodology

Source: A study conducted by Forrester Consulting on behalf of Visa, August 2017 **Base:** 528 business professionals with responsiblity for digital initiatives, customer experience, and/or omnichannel experience