

IT trends in 2018 to stop and think about

The importance of customer experience on your business

The way you adapt to your environment will define your business

Technology has changed the entire business landscape. No more so than in how your customers interact with your brand. Your organisation must adapt to the changing customer expectations and that starts with understanding the importance of customer experience.

Take your customer experience to new heights



The five customer experience trends that will impact your organisation in 2018

One

The gap between the leaders and laggards is widening

We predict that the gap between organisations leading the customer experience transformation and those failing to keep up will widen in 2018. Organisations that have a clear strategy and execute it successfully will experience massive growth.



Customers are willing to pay **45 times** more for an excellent customer experience versus a poor customer experience¹



Customer experience innovators lead CX laggards in growth by a **factor of 51**²



'Laggards' are **less likely** to map customer journey interactions; leaders recognise the importance of understanding the end-to-end customer journey³

Two

Mastering the omnichannel experience remains an ongoing battle ... and disruptive innovators have set the standard

A priority and, at the same time, a struggle for organisations is delivering a seamless customer experience across all their customer contact channels. The average number is nine, but we expect that to rise to eleven by 2018. Getting these channels to interact with one another is the challenge.



Companies with the strongest omnichannel strategies retain **89%** of their customers⁴



89% of customers get frustrated when they need to repeat their issues to multiple representatives⁵



59% of customers are less likely to engage with a company because of a bad mobile experience⁶

Three

The rise of proactive customer experience - powered by the Internet of Things (IoT)

Customer expectations are rising all the time. With the predicted boom of IoT technology, expectations are set to rise faster and higher than ever in 2018. To rise to the challenge, organisations with leading CX will focus on providing proactive customer experience.



By **2018** six billion 'things' will have the ability to request support⁷



By **2025** the IoT could generate more than **\$11 trillion** a year in economic value through improvements like smart customer relationship management⁸



60% of digital analytics investments will be spent on customer journey analytics by **2018**⁹

'Freeing up funds to accelerate the fruition of their digital customer experience strategy has become the number one priority for organisations in their process of digitisation.'

Four

Machines are becoming partners, rather than tools, for agents

At the heart of digital transformation is cost reduction in combination with higher productivity. In 2018, employees will be able to perform more tasks of higher value by providing assisted service to digitally primed self-service customer experience channels.



By **2020** customers will manage **85%** of their relationship with an enterprise without interacting with a human¹⁰



Investments in AI will **triple** as firms want to convert customer data into personalized experiences¹¹



By **2018**, **50%** of agent interactions will be influenced by real-time analytics¹²

Five

Location-based mobile customer communication is driving competitive advantage

2018 will see an increase in the use of wireless beacon technology to target personalised messaging to a customer, improving CX, as well as bettering communication and collaboration in the workplace.



90% of consumers consult their smartphones while they're in physical stores¹³



Lord & Taylor saw a **60%** engagement rate with its beacon marketing program last year¹⁴



Beacons generated **\$40 billion** in retail sales in 2016 and this figure is expected to grow year on year¹⁵

Our customer experience experts

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Reduce the noise
and create the best possible customer experience

www.dimensiondata.com/2018ITtrends

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