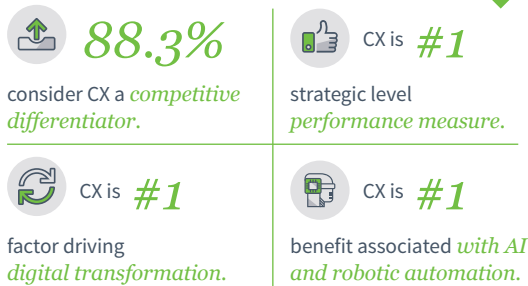


## CX transformation: where organisation-wide design thinking wins

### The importance of CX is growing



### The artificial reality: organisations are not set up for change



### CX: the real-world outcomes



### For most, CX is not yet helping to differentiate

Organisation rating *of CX capability:*



Just **10.9%** say their customers *rate CX at a promoter level*

### Customers are going digital, but organisations are slow to meet their needs

Collaboration in defining *and designing CX:*



*Employee engagement is crucial, yet most see employee involvement in CX design as a reactive exercise.*

### Getting in shape: top factors voted to reshape CX in next 5 years



### Redefine CX.

## You need to transform... but how?

- Get commitment from all stakeholders.
- Have a clearly defined CX strategy and roadmap.
- Develop an analytical understanding of customer needs and user journeys.



**We have the expertise to translate your strategic goals into a successful, CX-driven reality.**