Technology enablement: widening gaps in technology readiness

Top CX *technology trends*

#1 *analytics*

#2 *self-service*

#3 *omnichannel* – integration of technologies

#4 digital business *transformation*

#5 artificial *intelligence*

Technology systems falling short of business needs

36.0% say digital systems *fall short of current needs.*

42.9% say analytics systems aren't *meeting existing requirements.*

74.3% say robotic systems (incl. AI) *aren't ready for future needs.*

On average, 77.7% say their technology systems will fail to meet future needs (73.9% in 2017) while 31.0% *indicate systems aren't meeting current needs (27.1% in 2017).*

Momentum for cloud gathers pace

Cloud infrastructure deployments grew by **36.1%** On-site systems have *fallen in tandem.*

71.7% will have some form of *cloud-based solutions in the coming year.*

Hybrid solutions preferred in all sectors.

Top 3 factors impacting *decisions on new technology systems*

#1 ability to *integrate*

#2 total cost of *ownership*

#3 ability to *customise*

Right-time, right-size technology: the benefits of cloud

74.6% say cloud improves systems *integration capabilities.*

76.3% say it's helped them *cut costs.*

Seeing double-digit growth: *76.7% say cloud solutions allow them to test new ideas and access new functionality on a proof-of-concept basis.*

Cybersecurity can be a showstopper: risks and trade-offs

The most common barriers *to better cybersecurity:*

24.0% lack effective understanding *of the current risk profile.*

23.2% lack alignment between *business and security strategy.*

12.7% are willing to accept an element of risk *in order to accelerate business opportunities.*

Security concerns are high, with 81.2% saying their cybersecurity systems won't meet future needs.

Time for a reality check

CX teams need to be involved *in the design of their own technology systems.*

Need to overcome budgets, *legacy systems, and integration issues.*

Lack of investment in AI and robotics capabilities *will develop into a material risk.*

Align technology and operational teams
around a common vision for CX

You need to enable...*but how?*

- **Sourcing and skills strategy:** ability to programme legacy, cloud, and other emerging technologies.
- **Aggregation and integration:** beyond platforms, the need to focus on connecting as-a-service point solutions.
- **Balancing agility with stability:** transforming while maintaining uptime, reliability, and cybersecurity levels.

Let us help you get your **technology enablement** right, and aligned to your strategic goals, by becoming your CX centre of excellence.