

## TEN YEARS IN CX

### LOOKING TO THE PAST TO SEE THE FUTURE

#### The 2020s are here, but what will they bring?

In 2010, Customer Experience (CX) was barely a profession; now it's everywhere. As we move to 2030, the time is right to look at how CX evolved over the past ten years to gain a clearer understanding of how it will evolve in the future.

### INTERNALLY LED TO EXTERNALLY LED

#### PAST

Groupthink can be a dangerous thing for an organisation, but too many companies fall prey to it when their customers are involved. In the 2010s, organisations viewed their customers through the eyes of the business. As a result, there was a disconnect between organisations and customers.

But the 2010s saw a move toward customer-centric business practices. Organisations tried to emulate the success companies like Amazon and Apple have enjoyed by focusing on customer needs instead of retrofitting their services and products to fit assumed, false needs.

#### FUTURE

The most successful customer strategies of the 2020s will continue to put the actual customer needs above all else. Unbiased customer research will therefore be key, and CX and UX will gain even more prominence.

**YOU'VE GOT TO START WITH THE CUSTOMER EXPERIENCE AND WORK BACKWARDS TO THE TECHNOLOGY. YOU CAN'T START WITH THE TECHNOLOGY AND TRY TO FIGURE OUT WHERE YOU'RE GOING TO TRY AND SELL IT.**

*Steve Jobs*

### BIG DATA VS RICH DATA

#### PAST

At the start of the 2010s, the phrase of the day was 'Big Data'. Throughout the decade, organisations rushed to collect and monetise as much data as they could. However, all that data didn't automatically translate into better customer experiences. In fact, it contained a lot of bad data that created more problems than it solved.

In 2016, technology ethnographer Tricia Wang argued that human insights were missing from big data, and what organisations needed were researchers who collected better data and could turn it into value-adding insights.

#### FUTURE

In the 2020s, expect more organisations to enhance their data processes to acquire insights that convert customers more reliably. The focus will be on unquantifiable insights from real people, rather than big data alone.

**RELYING ON BIG DATA ALONE INCREASES THE CHANGES THAT WE'LL MISS SOMETHING, WHILE GIVING US THE ILLUSION WE KNOW EVERYTHING.**

*Tricia Wang*

### CX IN THE WILDERNESS?

#### NOT ANYMORE

#### PAST

Once upon a time, CEOs didn't want to hear a word about CX. Not anymore. By framing CX's benefits by focusing on ROI, CX professionals showed CEOs that a different approach to business could help their business get back on track following the recession.

As we go into a new decade, 20% of companies claim CX is the most exciting business opportunity, ahead of content marketing (15%) and data-driven marketing (12%). That's because \$1bn companies that adopt CX can expect to generate an additional \$700m in just three years.

#### FUTURE

With greater representation on the board and with the blessing of CEOs, newly crowned CXOs will power a new age of customer-brand relationships throughout the 2020s. Companies that don't currently prioritise CX must catch up – fast.

### CX NOW MAJOR POINT OF COMPETITION

#### PAST

CX has emerged as a major competing factor for businesses. Although just 36% of companies competed primarily on the basis of CX in 2010, now more than 66% compete in this area. In addition, 62% of companies now invest in CX to meet changing customer needs.

Throughout the 2010s, organisations understood that the most successful businesses would be those that meet customer needs better than anyone else. What we saw was a dramatic shift toward companies trying to outdo one another on making customers feel valued.

#### FUTURE

Some organisations have understood the vital role of CX for decades and have been outcompeting rivals as a result. In the 2020s, organisations more generally will also understand this universal truth, and attempt to outcompete each other in the process.

### CRM? THINK CX MANAGEMENT

#### PAST

CRMs evolved into CX platforms as the 2010s rolled on. SAP redefined its messaging in 2012 to move away from "relationship" and towards "experience". Eventually, CRM became a tool for automating internal functions, while the CX platform was the part that the customer actually interacted with.

Josh Bersin claimed that "Experience has taken over the software market" when SAP then went onto by Qualtrics, a customer survey provider, for \$8bn in 2018. The implication was clear: customer feedback is now a major priority for companies, with CX platforms tailored to acquiring more value-adding insights from customers.

#### FUTURE

The 2020 will see organisations understand that their CRM strategy overlooks the vital role CX plays and will work it into their overall strategy. Feedback will play a crucial role in helping to translate CRM data into value-adding CX insights; after all, 13% of unhappy customers will tell 15 or more people about their poor experience. There is no time to lose.

Want to learn more about what the 2020s hold for CX?

Head to [CX2030](#) today to help plan your CX strategy for a new decade.

