

Digital CX: The Landscape of Today's Leaders

Forbes Insights &
Glassbox Research

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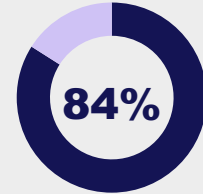
Methodology

400 

Surveyed 400 U.S.-based executives.

\$100M

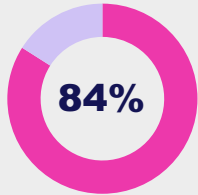
All respondents represent organizations with at least \$100 million in annual revenue



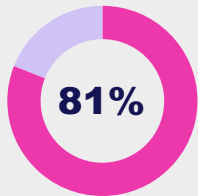
84% of executives agree that excellence in digital CX is vital to business survival

The landscape of today's leaders

Organizations know that DX is the key to differentiation and growth.

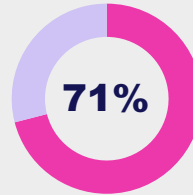


84% of executives agree that excellence in digital CX is vital to business survival



81% agree that they increasingly compete on digital CX as much as on product or price

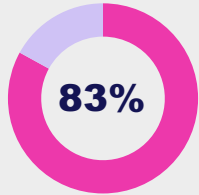
Organizations think they're doing a good job of delivering seamless digital experiences.



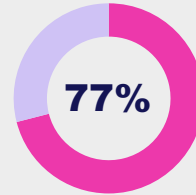
71% rate their own organizations' digital CX as above average or better, and just 9% admit it may be below-average

Digital CX strengths and weaknesses

Organizations are seeing a positive correlation between improved digital CX and profitability.



In fact, 83% of respondents agree that they see a positive correlation between improved digital CX and profitability



77% of respondents agreed that they can fully link digital CX investments to improved performance

Getting vacation bookings back on track



Identifying, diagnosing and visualizing technical error causing a drop in conversion

Classic Vacations

Classic Vacations is a luxury vacation wholesaler based in California, USA. They take pride in their reputation for incredible customer service built over 40 plus years. Their award winning online tools are used by travel advisors to book luxury vacation packages at thousands of upscale hotels, vacation properties and resorts around the world.

The Challenge

The Ecommerce product team was tracking a puzzling drop in online vacation rental bookings. Revenue was down **86% week over week** and the trend was accelerating.

The Solution

Using Glassbox's experience analytics solution, the team:

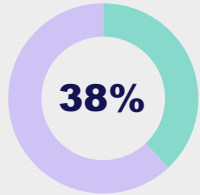
- Located friction points on the “show property details” step of booking
- Visualized the experience
- Share insights with other teams

Benefits

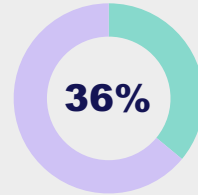
- Vacation rental bookings are back on track.
- Using learning to ensure a smooth experience for their customers
- Continually monitoring for struggles and errors

Digital CX strengths and weaknesses

When respondents were asked for digital CX strategic details, it was clear many lacked good organizational process



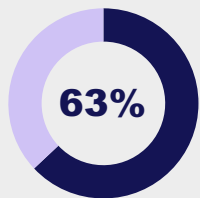
Only 38% of respondents say they have completely defined goals and strategies for digital CX



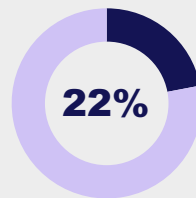
Only 36% have completely established clear ownership and delegated responsibility for digital CX performance

Barriers to success

There are still several long-term challenges preventing on-going digital CX benefits.



63% of respondents say fostering collaboration and communication across business functions around digital CX is difficult



Only 22% of executives say their CX teams collaborate very closely with IT and data teams

Optimizing mobile UX

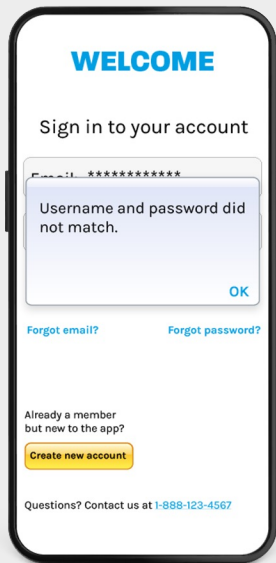


Retail

User experience analytics reveals opportunities to optimize password recovery process and reduces call center deflections from native mobile app

Wholesale Retail Club

An international chain of membership-only retail warehouse clubs owned and operated by one of the world's largest retailers sees millions of members shop on their website and native mobile app.



The Challenge

Calls to the contact center were spiking with many inquiries relating to the login process and the underlying issue was unclear. This was not only driving an increase in support requests but a decrease in overall conversions.

The Solution

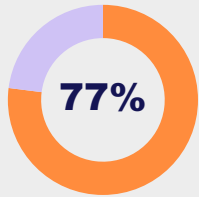
The CX Analytics team leveraged Glassbox to quickly and efficiently resolve the issue. They identified the experience driving the support requests, made a recommendation to the UX team and then monitored the impact of the intervention.

Benefits

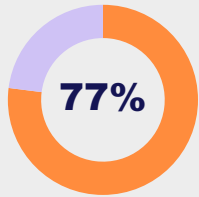
- Reduced deflection to contact center from login issue by 90%
- Saved \$1M at-risk revenue
- Improved customer experience

Digital CX strengths and weaknesses

Aligning budget and organizational effort with digital CX goals is a clear priority.



77% of respondents also agree that digital disruptors outside their own industries raise customer expectations



77% of respondents say that standing out from the competition in terms of digital CX has become more challenging since the pandemic started

When there's no alignment on which metrics matter, then:

- organizations have no singular driver
- no single source of truth
- harder to collaborate

3 recommendations for increased collaboration to improve experience

1

Revisit your tech stack – check that you can detect experience and engagement issues

2

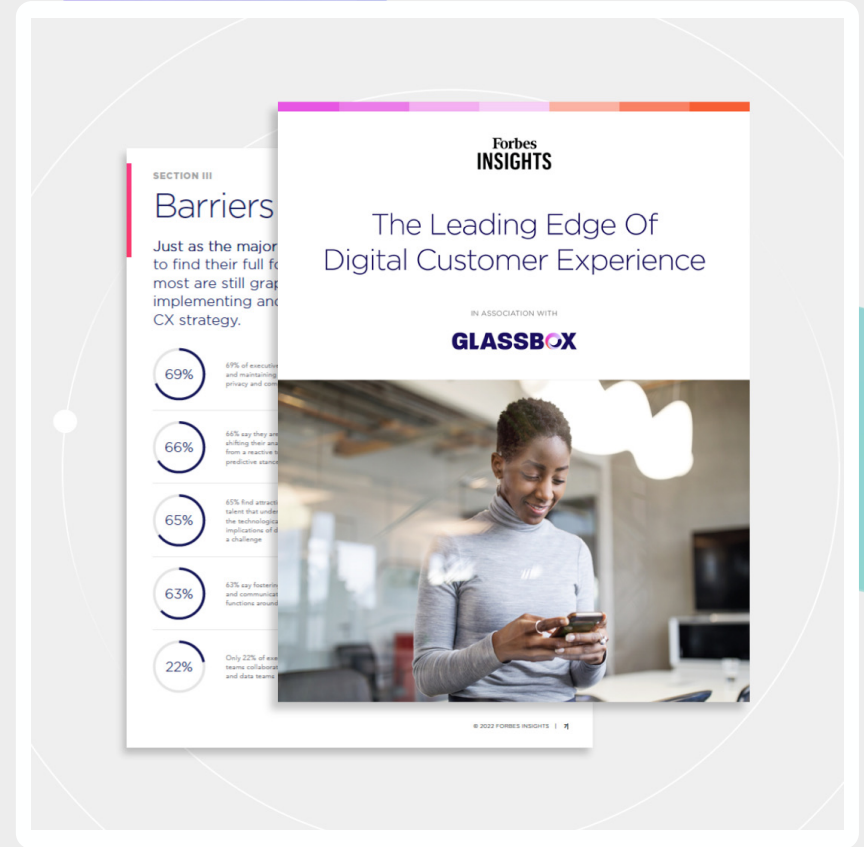
Make sure you can prioritize issues and easily collaborate with peers

3

Use a single source of truth (data) across the organization to quickly fix errors

Learn more

Download the full report in the
Glassbox Resource Center



Thank you

Learn more at www.glassbox.com