

# CX strategies: reviewed and revised

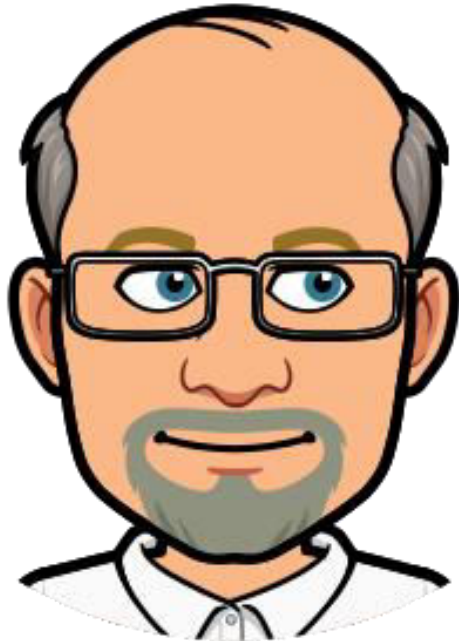
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an·thro·lytics™

# But first, a few words about me

IT HAS BEEN A BUSY YEAR: **XMplify** & **an·thro·lytics**



40+ years of practical experience

## Experience Management (XM)

- Customer Experience
- Employee Experience
- Supplier Experience (aka SRM)

## Combining **data science + behavioural science** to:

- understand why people do what they do
- what they are likely to do next and
- determine how organisations should best respond

# This is what I said last year

THESE WERE MY PREDICTIONS FOR THE IMMEDIATE FUTURE OF CX

Prediction	Actuality
<p><b>The 'new normal' will not be the 'old normal'</b> Businesses and consumers will not return to previous levels of high confidence, and uncertainty will dominate</p>	<p><b>75%</b>, but we are not in the 'New Normal' yet and there seems to be a fairly even split of opinion between returning to normal vs. creating something new.</p>
<p><b>Organisational purpose</b> Customers, employees and stakeholders will 'value' more than just wealth creation</p>	<p><b>50%</b>, ongoing global disruption kept a focus on responding to the pandemic, e.g. impact on employee experience, supply chain disruption</p>
<p><b>Stakeholder inclusion</b> Businesses will need to think beyond immediate stakeholders' interests to a wider group / society</p>	<p><b>50%</b>, and some ESG initiatives got shelved whilst businesses struggled to survive, but COP26 showed strength of consumer feeling</p>

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<p><b>Value chain management</b> To meet customer expectations, businesses address the 'value chain' as a whole</p>	<p><b>100%</b>, global disruption to the supply impacted employees and consumers and businesses [not] being ready for the recovery</p>
<p><b>Organisational culture</b> Taking the business future will require thinking about a 'humane' organisation which serves everyone</p>	<p><b>100%</b>, burned out employees vote with their feet – war for talent and 'the great resign' – increasing need for organisational alignment</p>
<p><b>Empathy &amp; human-centric design</b> Businesses will need to consistently display compassion to impact the bottom line</p>	<p><b>75%</b>, yet more research shows the value of empathy, but businesses are struggling to deliver it, especially over digital channels</p>

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Prediction	Actuality
<p><b>Leveraging cloud platforms and partners</b></p> <p>The need for agility and a more diverse talent pool prompts a continuing shift to the cloud and digital transformation</p>	<p><b>100%</b>, many businesses moved deeper to the cloud to support digital operating models, flexible scaling, and remote / hybrid working</p>
<p><b>Interaction and experience management</b></p> <p>CX will need to focus more on customer lifetimes and partner ecosystems, rather than just individual journeys</p>	<p><b>75%</b>, the rise of the 'mega platform', with deep partner integration offering holistic end-to-end experiences</p>
<p><b>After the 'dash to digital'</b></p> <p>Businesses will extend their digital transformation initiatives into more areas of operation</p>	<p><b>100%</b>, business leaders have got a taste for business transformation, although they are now doing more due diligence</p>

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<p><b>Embedding insights into operations</b> Businesses will use more data and insights to drive core operations, including CX</p>	<p><b>50%</b>, many businesses are struggling with historic data not reflecting current circumstances</p>
<p><b>Hyper personalisation</b> Technology (including AI) is used to offer more personalised experiences</p>	<p><b>75%</b>, the greater use of digital and RPA has helped, but consistency across channels and journeys is still problematic for many</p>
<p><b>New measures of performance</b> Measures of production are blended with measures of experience</p>	<p><b>25%</b>, too many businesses have been too busy reacting to circumstances to worry about new ways of measuring performance</p>

# What about 2022?

# Here are my predictions for 2022

IN ADDITION TO THE UNFINISHED BUSINESS OF 2021...

Prediction	
<b>Disruption continues</b>	Covid continues to disrupt everyday life in H1 but other factors gaining importance: political, economic, social and technological
<b>Need to get comfortable with uncertainty</b>	The impact of changes in customer behaviour is compounded by disruption and a lack of reliable data, making predictive modelling problematic
<b>The 'new normal' gives way to the 'new exceptional'</b>	Operating in competitive online marketplaces forcing businesses to focus on delivering exceptional experiences, not just competence



# Here are my predictions for 2022

IN ADDITION TO THE UNFINISHED BUSINESS OF 2021...

Prediction	
<b>ESG goes mainstream</b>	Demand by customers makes businesses more transparent about their impact on the environment and wider society
<b>Rise of 'values based' CX</b>	Going beyond ESG reporting, brands become increasingly focused on their 'purpose' and what customers care about ('shared' values)
<b>Trust becomes a critical differentiator</b>	Customers place a premium on brands that share their values as well as keep their promises (do what they say they will do)

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IN ADDITION TO THE UNFINISHED BUSINESS OF 2021...

Prediction	
<b>More CX programs fall under the CMO</b>	Recognising that 'customer journeys' start before the first interaction, more businesses put CX under the control of the CMO, CxOs...
<b>The war for talent and 'great resignation' hampers recovery and growth</b>	As economies recover, more businesses struggle to fill vacancies with skilled staff, or hold on to existing employees
<b>CX spans the value chain</b>	CX becomes an issue for everyone; suppliers, employees, and partners, as customers hold brands to account for poor / failed performance

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IN ADDITION TO THE UNFINISHED BUSINESS OF 2021...

Prediction	
<b>Increasing costs drives more transformation</b>	Rising costs, including wage inflation, make the business case for accelerating digital transformation more compelling
<b>Lots more [bad] automation and AI</b>	A significant number of businesses that introduce automation and AI, fail to achieve their initial goals or meet customer expectations
<b>Increased use of 1<sup>st</sup> &amp; 2<sup>nd</sup>-party data</b>	Challenges with accessing reliable 3 <sup>rd</sup> -party data stimulates more businesses to focus on their own data and data shared with partners

# Thank you!

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