Measure The ROI Of CX Initiatives By Investing In Advanced Tools
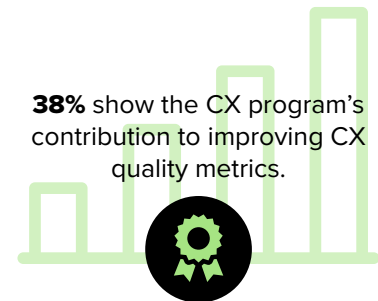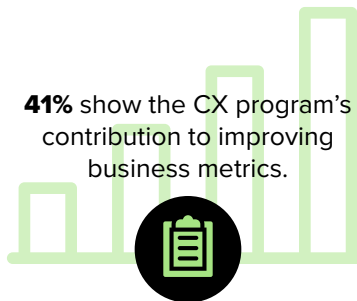
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CX PROGRAM PRIORITIZATION FOCUSES ON CUSTOMER AND BUSINESS IMPACT

For customer experience (CX) improvements, projects, and initiatives, CX professionals prioritize:
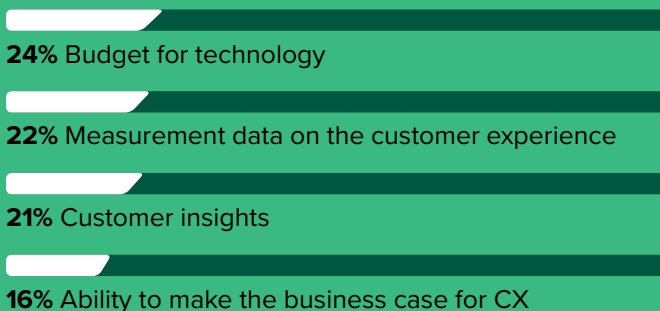
51%
Business impact

62%
Customer impact

45%
Return on investment

HOWEVER, ROI FOR CX INITIATIVES IS DIFFICULT TO MEASURE

Only 46% of CX professionals make the business case for each CX project.

41% show the CX program's contribution to improving business metrics.

38% show the CX program's contribution to improving CX quality metrics.

KEY BARRIERS TO IMPLEMENTING EFFECTIVE CX PROJECTS

Obstacles organizations face with their CX program include:

24% Budget for technology

22% Measurement data on the customer experience

21% Customer insights

16% Ability to make the business case for CX

CX PROFESSIONALS UNDERINVEST IN ADVANCED CX TOOLS

Organizations lack insights from unstructured data to measure the impact of CX program initiatives.

For example:

36% use customer data platforms.

32% use digital experience analytics.

28% use business intelligence tools.

23% use insights and engagement communities.
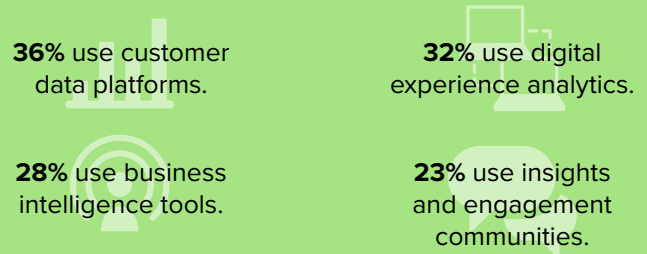
Base: 740 global business decision-makers who are individual contributors to, managers of, or sponsors of their organization's CX program
Source: Forrester's Q1 2022 Global State Of Customer Experience Programs Survey