Connected & Personalised

How ANZ Companies Are Becoming Smarter CX Organisations

Digital technology has heralded a new era of ultra-personalisation and given brands the ability to understand what each of their customers need and want.

By using the data from within the business and the connected devices customers are interacting with, business leaders can meet customer expectations for a better experience. In the context of this rapidly changing environment, Oracle teamed up with Fifth Quadrant to understand how technology is enabling ANZ organisations to drive innovation in their marketing, sales, and service functions to deliver a personalised experience to customers in a connected and mobile world.

The research is based on a survey of 282 CX decision makers in Australia and New Zealand. In terms of customer experience maturity, the market segments into three groups: CX Leaders (22%), CX Followers (52%) and CX Laggards (26%). Those businesses that are more advanced on the CX Maturity scale are also more able to achieve above average revenue (62% of Leaders vs 26% of Laggards).
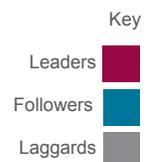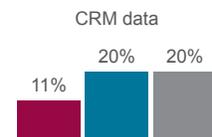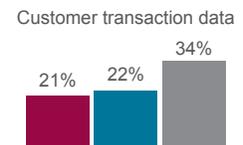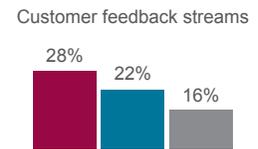
The research findings uncover how CX leaders have created emotional connections with their customers through personalisation and are unlocking the value of connected devices to create better experiences.
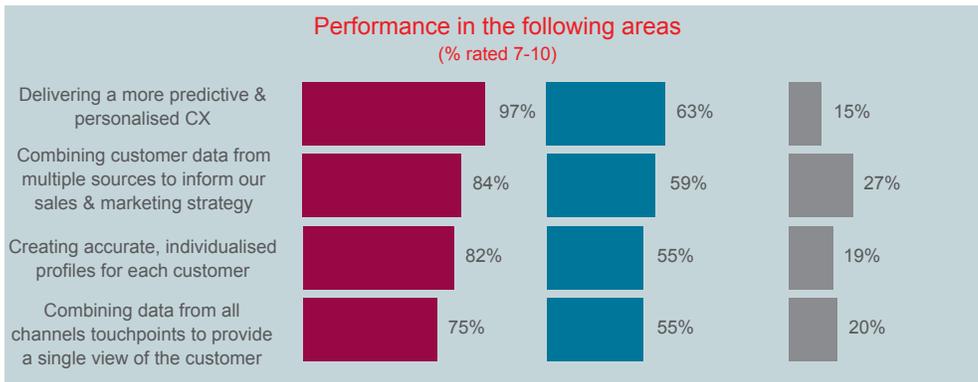
The Journey To Personalisation

CX leaders are outperforming their counterparts on delivering a more predictive and personalised customer experience by combining data from multiple sources to create individual profiles for each customer and take immediate action on what customers want. Conversely, CX laggards are struggling to centralise various data sources and hence are less able to deliver seamless, personalised experiences.

CX Leaders place a higher level of importance on customer feedback streams, demonstrating they are more actively and immediately embedding feedback, not just behavioural data when creating individual "360 degree" customer profiles.

Most important data source to build customer profiles

Customer feedback streams

Leaders	Followers	Laggards
28%	22%	16%

Customer transaction data

Leaders	Followers	Laggards
21%	22%	34%

CRM data

Leaders	Followers	Laggards
11%	20%	20%

Key

- Leaders
- Followers
- Laggards

Performance in the following areas
(% rated 7-10)

	Leaders	Followers	Laggards
Delivering a more predictive & personalised CX	97%	63%	15%
Combining customer data from multiple sources to inform our sales & marketing strategy	84%	59%	27%
Creating accurate, individualised profiles for each customer	82%	55%	19%
Combining data from all channels touchpoints to provide a single view of the customer	75%	55%	20%

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CX Leaders businesses are most likely to acknowledge the difficulty of compiling customer feedback streams to build individual 360 degree customer profiles, whereas Laggards struggle to get to grips with the basics of building profiles around CRM and customer transaction data.

Technology investment is driving disruption across many aspects of organisations. While customer engagement is a key focus, technology is recognised as an enabler of culture change, skillsets, sales and marketing and innovation. CX Leaders differentiate in how they use technology to increase agility and overcome competitive threats and leverage this advantage to drive acquisition. In contrast, Laggards are more focused on using technology to optimise self-service to improve the experience and retain customers.

CX Leaders place a much higher level of importance on device optimisation in the success of their CX strategy.

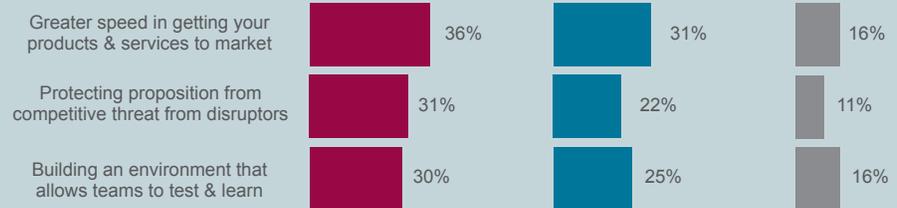**Importance to customer experience strategy success to achieve device optimisation (% rated 7-10)**

Optimised to the device

Leaders	90%
Followers	76%
Laggards	46%

Main drivers of technology investment within the business

	Leaders	Followers	Laggards
Greater speed in getting your products & services to market	36%	31%	16%
Protecting proposition from competitive threat from disruptors	31%	22%	11%
Building an environment that allows teams to test & learn	30%	25%	16%

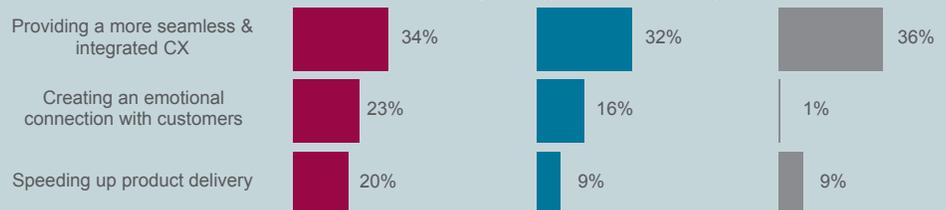## The Journey To The Connected And Mobile Customer
With an estimated 20 million connected devices in use by 2020, the Internet of Things (IoT) is an opportunity that companies can't afford to ignore.

Over a third (36%) of CX Leaders acknowledge the potential of connected devices and artificial intelligence to enable new customer experiences. They are also more advanced in their trial and implementation of these emerging technologies (34% have already trialled or implemented IoT) and hence are more likely to recognise the benefits.

Creating Emotional Connections With Customers
The investment that organisations are making in CX technology is expected to deliver a number of operational benefits such as a more seamless and integrated experience and speeding up product delivery. However, it is the less tangible outcomes where CX Leaders differentiate. Nearly a quarter (23%) of leaders are expecting their technology to help create an emotional connection with their customers, compared with only 1% of Laggards.

Main customer outcome businesses are expecting from technology investments in 2017

	Leaders	Followers	Laggards
Providing a more seamless & integrated CX	34%	32%	36%
Creating an emotional connection with customers	23%	16%	1%
Speeding up product delivery	20%	9%	9%

In conclusion, the research shows that CX leaders look to be winning the battle for the heart as well as the mind of the customer through their focus on personalisation and connectivity to ultimately drive customer loyalty and revenues.

Key

Leaders	
Followers	
Laggards	

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