

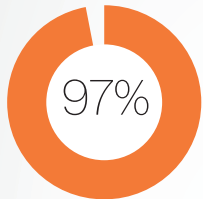
# Iconic, ubiquitous, and intimate

How leading firms leverage technology, ecosystems, and their own culture to enhance and deepen customer relationships

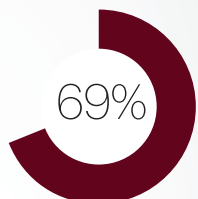
**1** Iconic firms are much more willing to adopt leading CX technologies...

**Iconic firms**

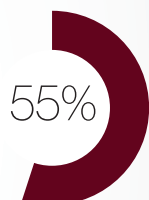
**Customer analytics**



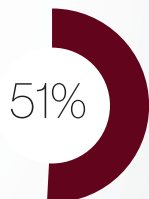
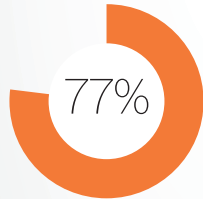
**All firms**



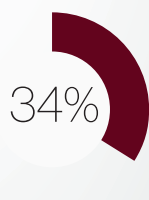
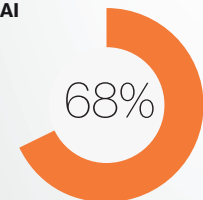
**Omnichannel customer service systems**



**Loyalty management systems**



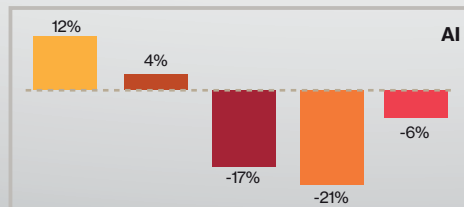
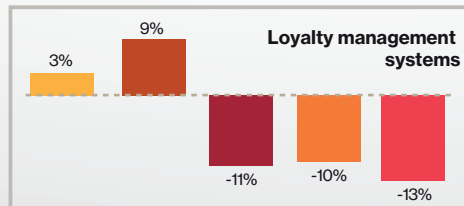
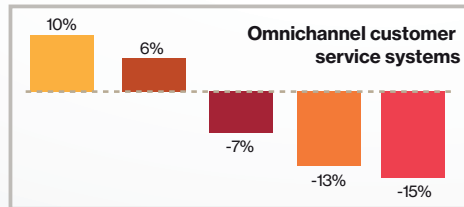
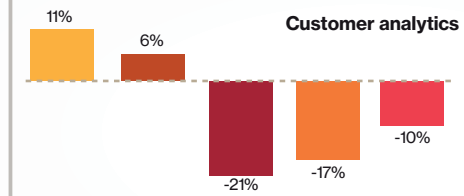
**AI**



**Regional variance**

North American firms lead in CX technology adoption... emerging markets need to catch up

(% of adoption variance from global avg)



■ North America ■ Europe ■ LatAm ■ MEA ■ Asia Pac

**2** which make them much more responsive to customers and their needs...



Interaction through customers' preferred channel



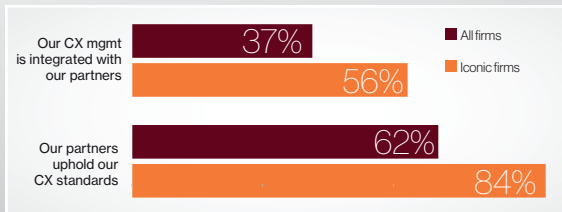
Analytics used to enhance loyalty and retention



Personalized CX



**3** ...and able to manage their partners in line with their customers expectations



**ICONIC firms are** those that have both high scores on global CX benchmarks (such as a Net Promoter Score) and have one of their industry's most recognizable brands.

MIT Technology Review Surveyed over **550** senior executives (one-third of them CEOs or managing directors) from **30 countries** to understand how they managed CX programs, and introduced new technologies and optimized human capital resources.



It's not ALL about technology... **58%** Iconic firms **CSR is valued by customers and Iconic firms know this.** CSR is one of the most important parts of our brand:

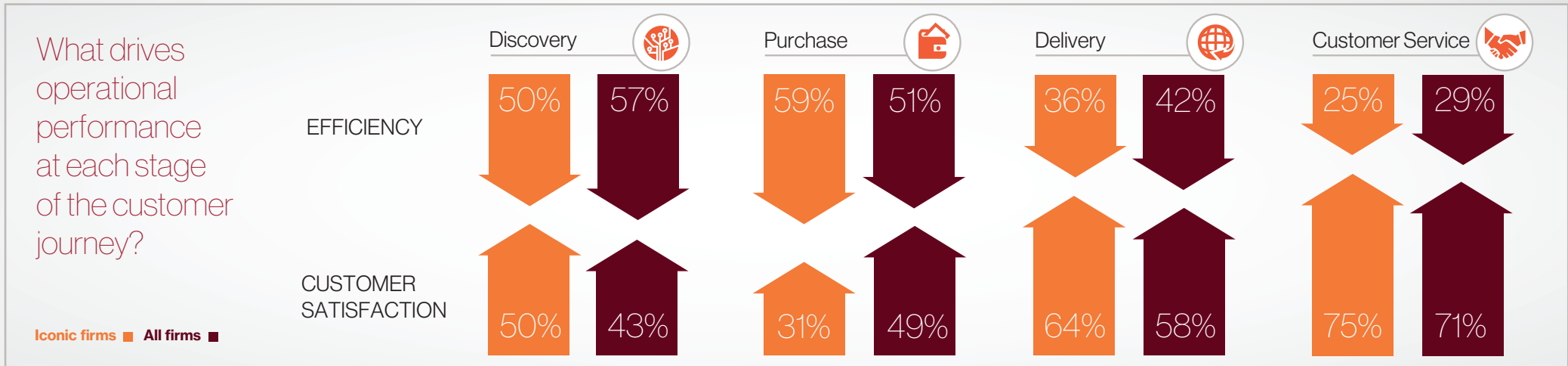


In association with **GENESYS™**

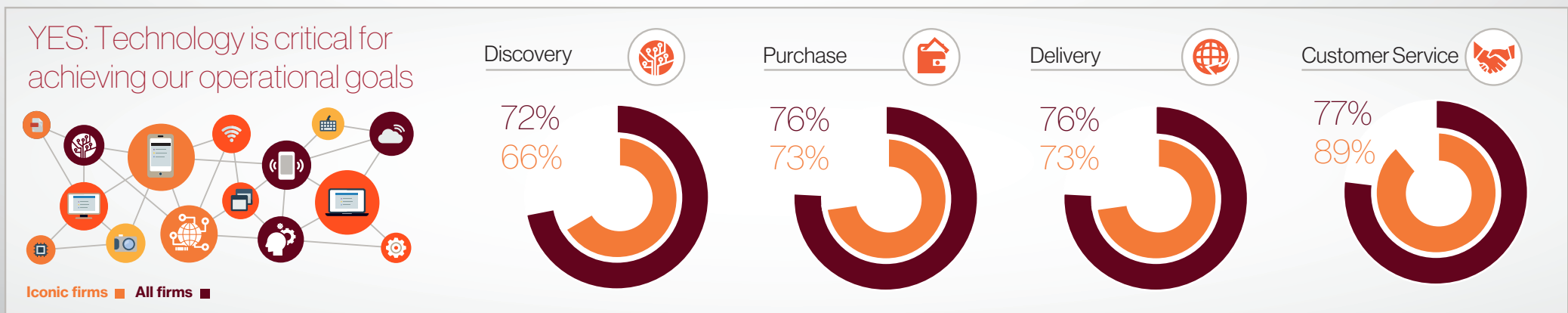
Source: Getting To Iconic survey and briefing paper, MIT Technology Review, 2017

# Driven to satisfy

Iconic firms are already 'sweating' their technology assets – and are now driving customer satisfaction performance goals throughout their CX operations



The less 'transactional' a customer touchpoint is, the more Iconic firms define operational success in terms of satisfaction



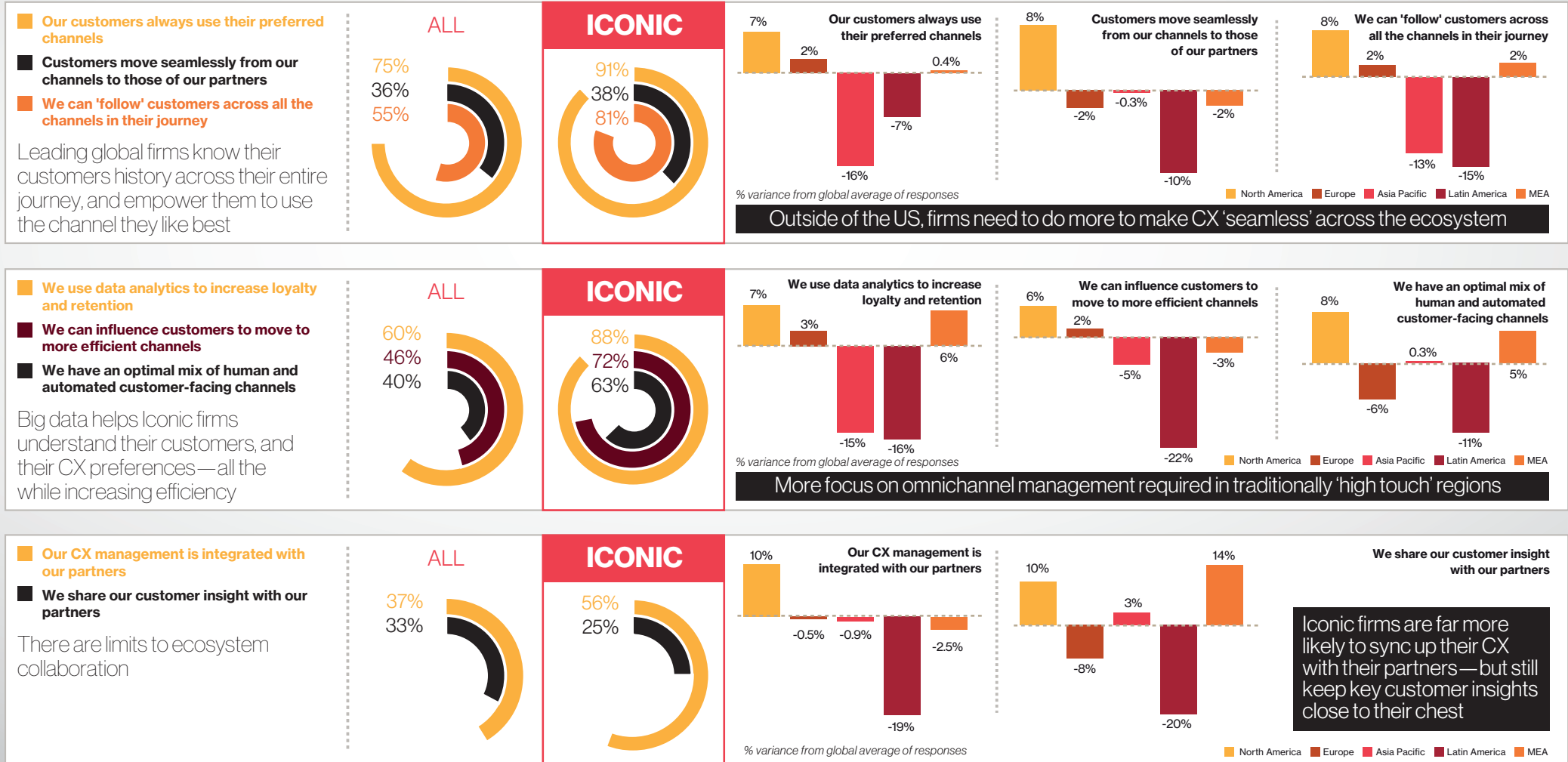
Iconic firms have already used technology to achieve transactional efficiency — now they are looking to leverage technology to improve CX in the 'high touch' end of the customer journey



Source: Getting To Iconic survey and briefing paper, MIT Technology Review, 2017

# From “Omni” to “Ubiqui”

Iconic firms manage customer experience expertly across channels and ecosystems



Outside of the US, firms need to do more to make CX 'seamless' across the ecosystem

More focus on omnichannel management required in traditionally 'high touch' regions



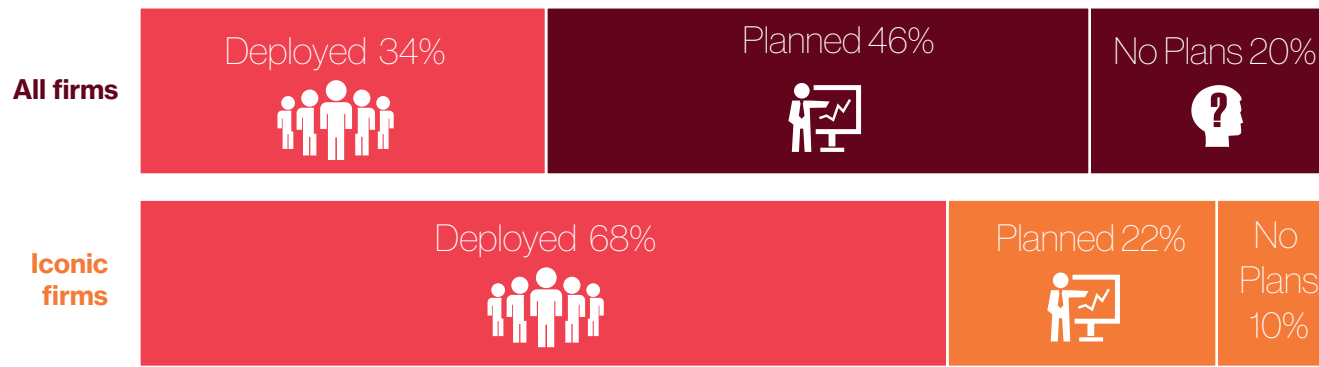
Source: Getting To Iconic survey and briefing paper, MIT Technology Review, 2017

# AI is the future of CX

Artificial intelligence is already widely deployed by leading firms to create CX efficiency. Increasingly it will be used to deepen insight.

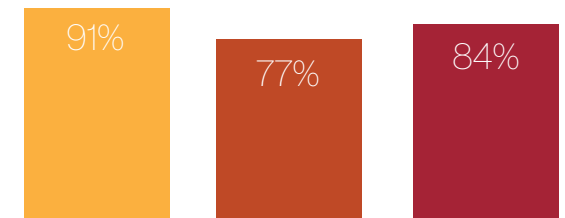
## AI deployment in CX

AI is increasingly critical in running successful CX operations—and Iconic firms know it

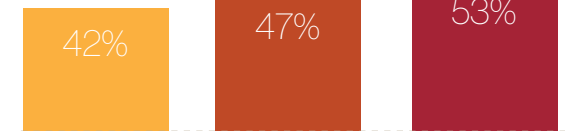


Leading firms are investing in R&D, and using it to support humans—not replace them

### Iconic firms



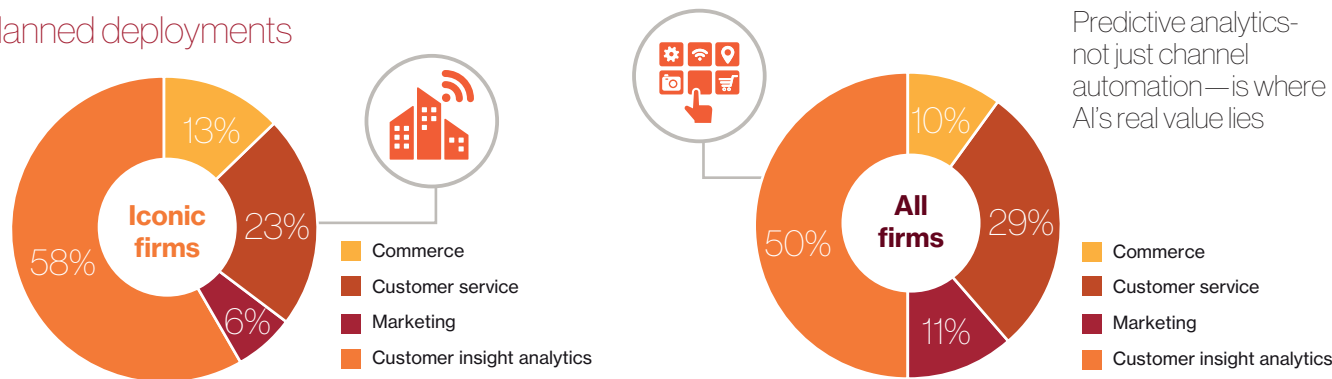
### All firms



- We use AI to improve CX
- Our cust. service agents use machine learning to increase insight
- We invest in CX-related AI R&D



## Planned deployments



Predictive analytics—not just channel automation—is where AI's real value lies

91% of respondents from Iconic firms indicate they use AI solutions to some degree to increase customer satisfaction

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Source: Getting To Iconic survey and briefing paper, MIT Technology Review, 2017

**What makes a firm ICONIC?** The world's most influential and customer-centric firms lead with technology—but do not let technology lead their customer relationships