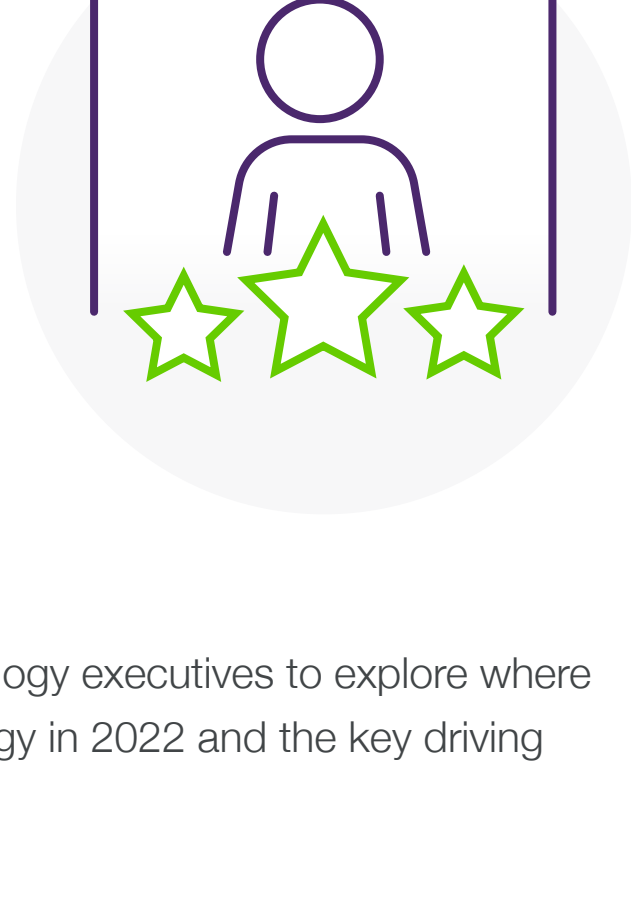


Digital customer experience priorities for tech leaders in 2022



Customer expectations are evolving. One way brands are keeping pace is through the intersection of digital technology into the customer journey. However, the path to success is not without challenges.

TELUS International and Pulse surveyed 100 enterprise technology executives to explore where they plan to invest in digital customer experience (CX) technology in 2022 and the key driving factors behind those decisions.

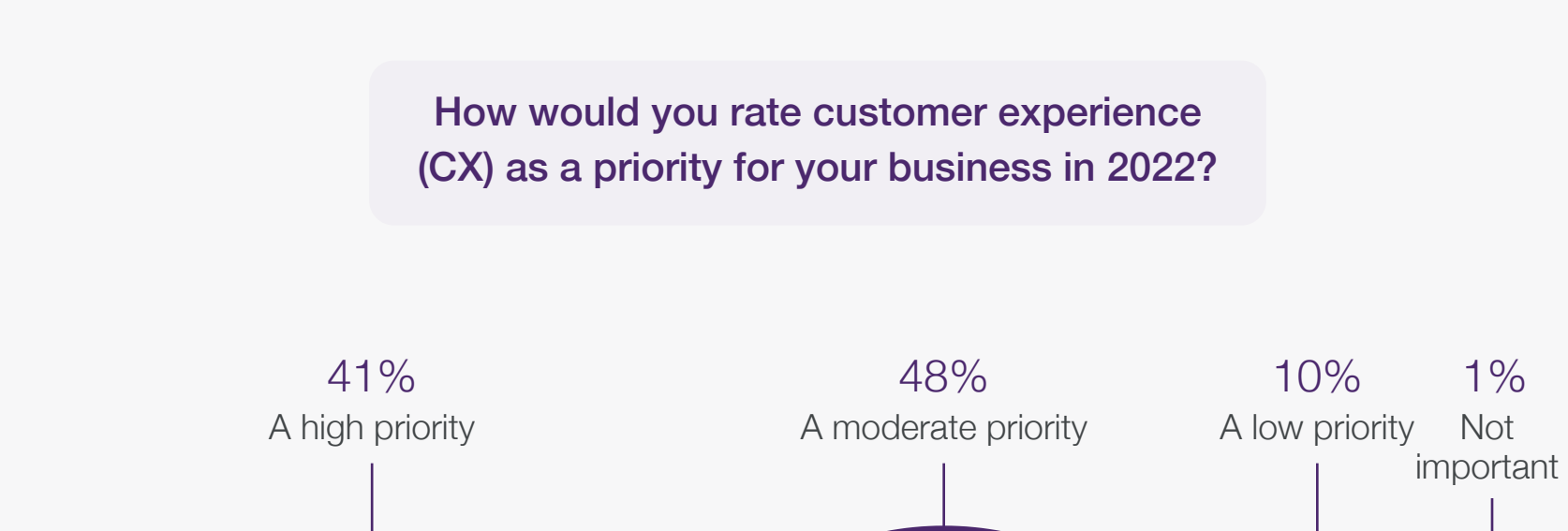
Data collected: Dec 21, 2021 - Jan 21, 2022

Respondents: 100 enterprise technology executives

Many organizations don't have an advanced customer experience and are looking to change that in 2022

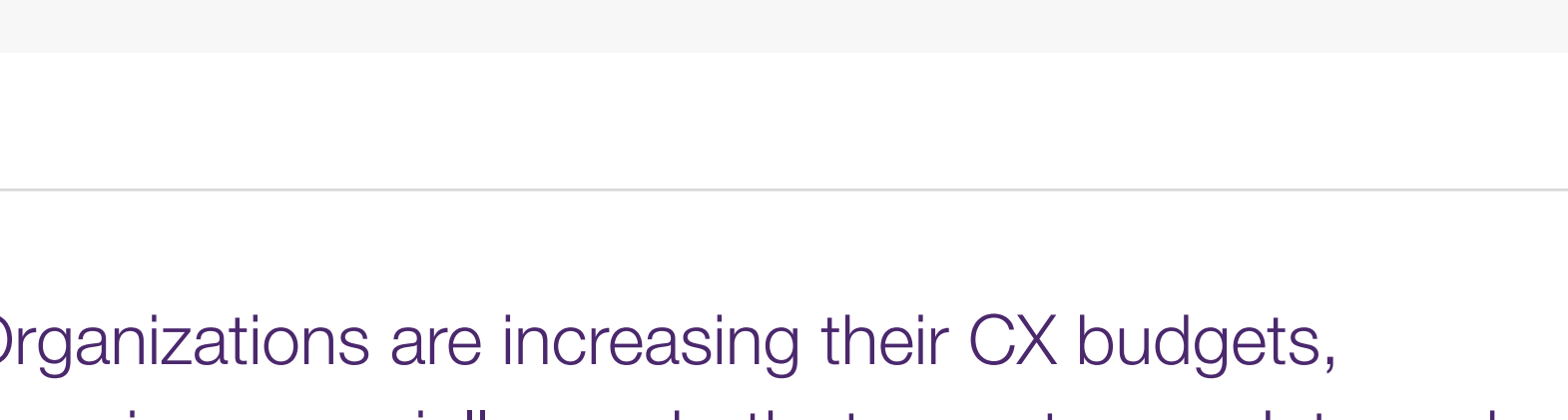
Half (50%) of tech executives consider the current state of digital CX at their company to be above average, but only 5% would classify it as advanced.

How would you describe the current state of your company's digital customer experience (digital CX)?



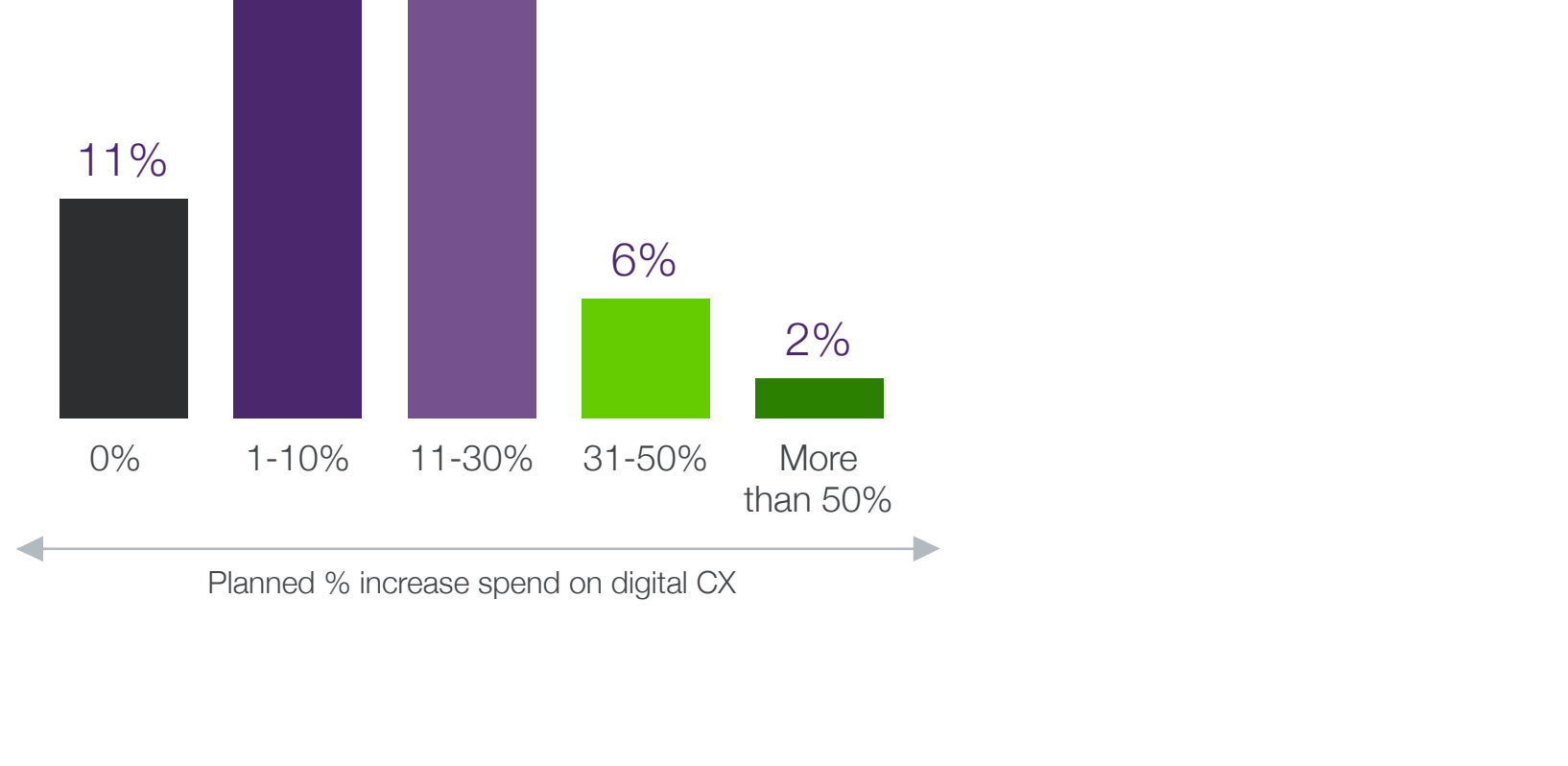
The majority (89%) of tech executives consider CX a moderate or high priority for their business in 2022.

How would you rate customer experience (CX) as a priority for your business in 2022?



Organizations are increasing their CX budgets, focusing especially on chatbots, customer data and customer relationship management (CRM) systems

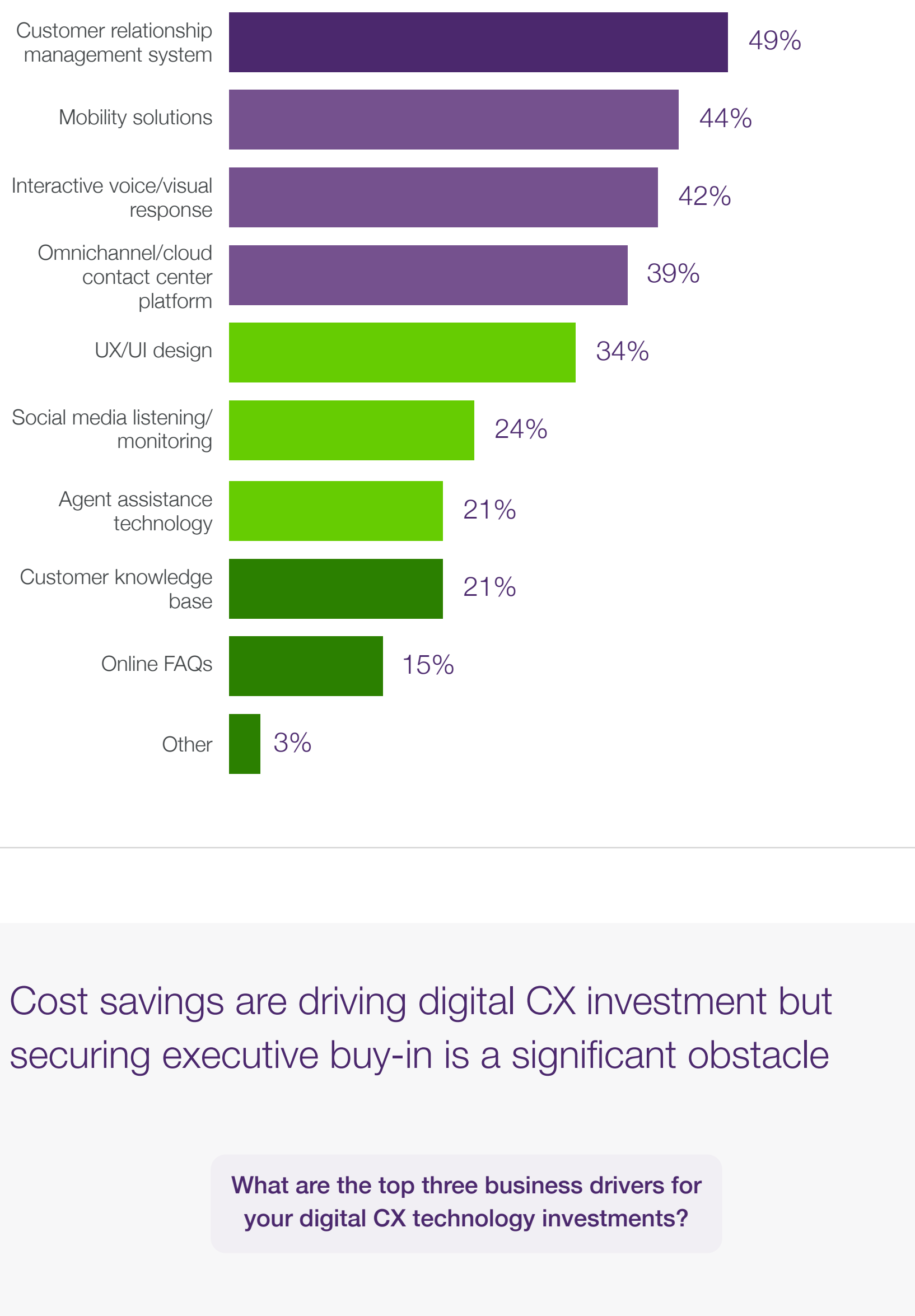
Most (81%) tech executives plan to increase digital CX technology spending by up to 30% in 2022.



By what percentage are you planning to increase spend on digital CX technology for 2022 as compared to the year prior?

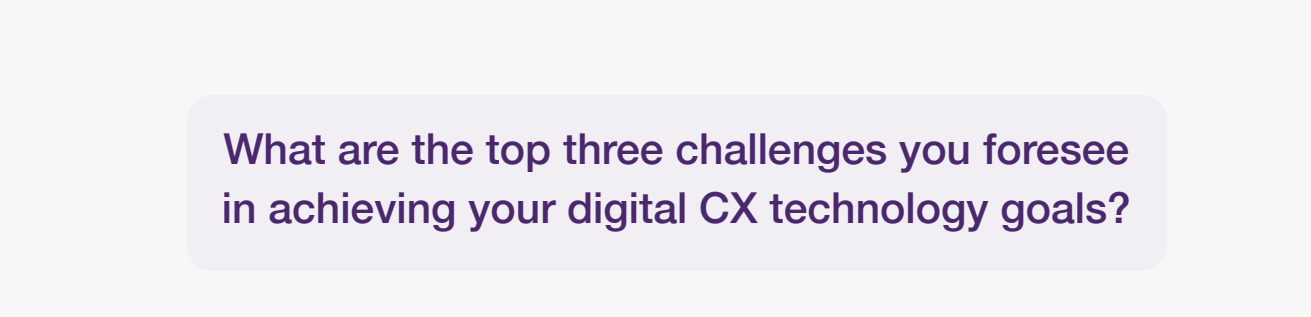
The biggest areas of investment for digital CX in 2022 are chatbots (60%), customer data and analytics (53%) and CRM systems (49%).

From an implementation or improvement perspective, are you planning to invest in any of the following areas of digital CX in 2022?



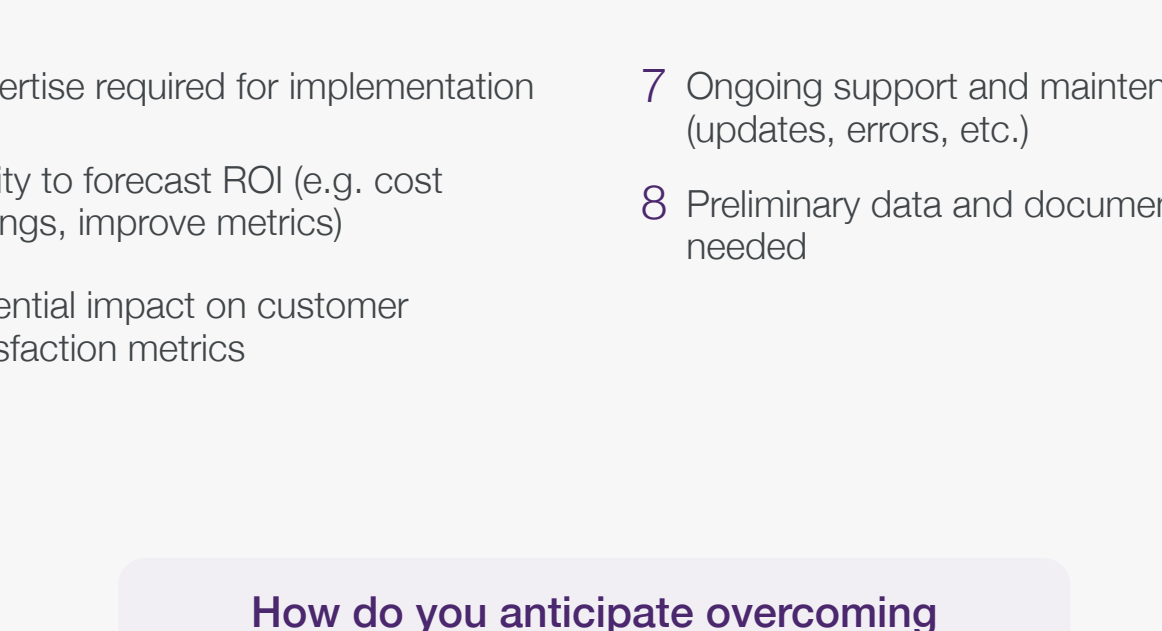
Cost savings are driving digital CX investment but securing executive buy-in is a significant obstacle

What are the top three business drivers for your digital CX technology investments?



- 4 Cost avoidance
- 5 Improve customer loyalty
- 6 Improve business efficiencies
- 7 Competitiveness
- 8 Increase employee engagement

What are the top three challenges you foresee in achieving your digital CX technology goals?



- 4 Expertise required for implementation
- 5 Ability to forecast ROI (e.g. cost savings, improve metrics)
- 6 Potential impact on customer satisfaction metrics
- 7 Ongoing support and maintenance (updates, errors, etc.)
- 8 Preliminary data and documentation needed

How do you anticipate overcoming challenges in your 2022 digital CX strategy?

"Lots of stakeholder engagement and consultation and seeking professional support."
- Director of a healthcare company in North America

"We have made hiring a priority and prioritized related CX initiatives as one of our top strategies."
- C-suite of an enterprise software company in North America

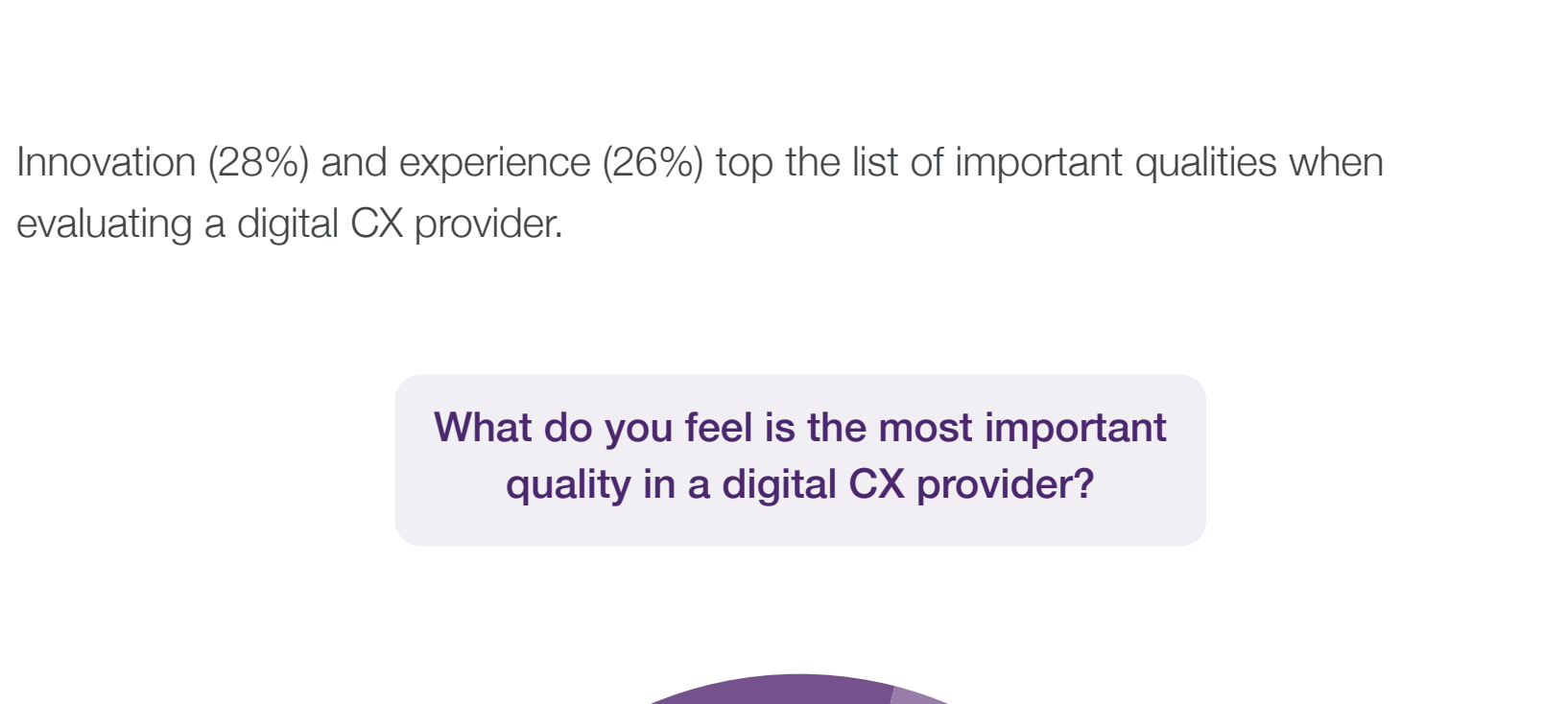
"Greater exposure to the benefits of advanced technology to the entire business."
- Director of an enterprise software company in North America

"Continuous training and communication across the levels of the enterprise."
- C-suite of a healthcare company in North America

Organizations are looking to outsource their CX objectives, turning to the most innovative and experienced providers

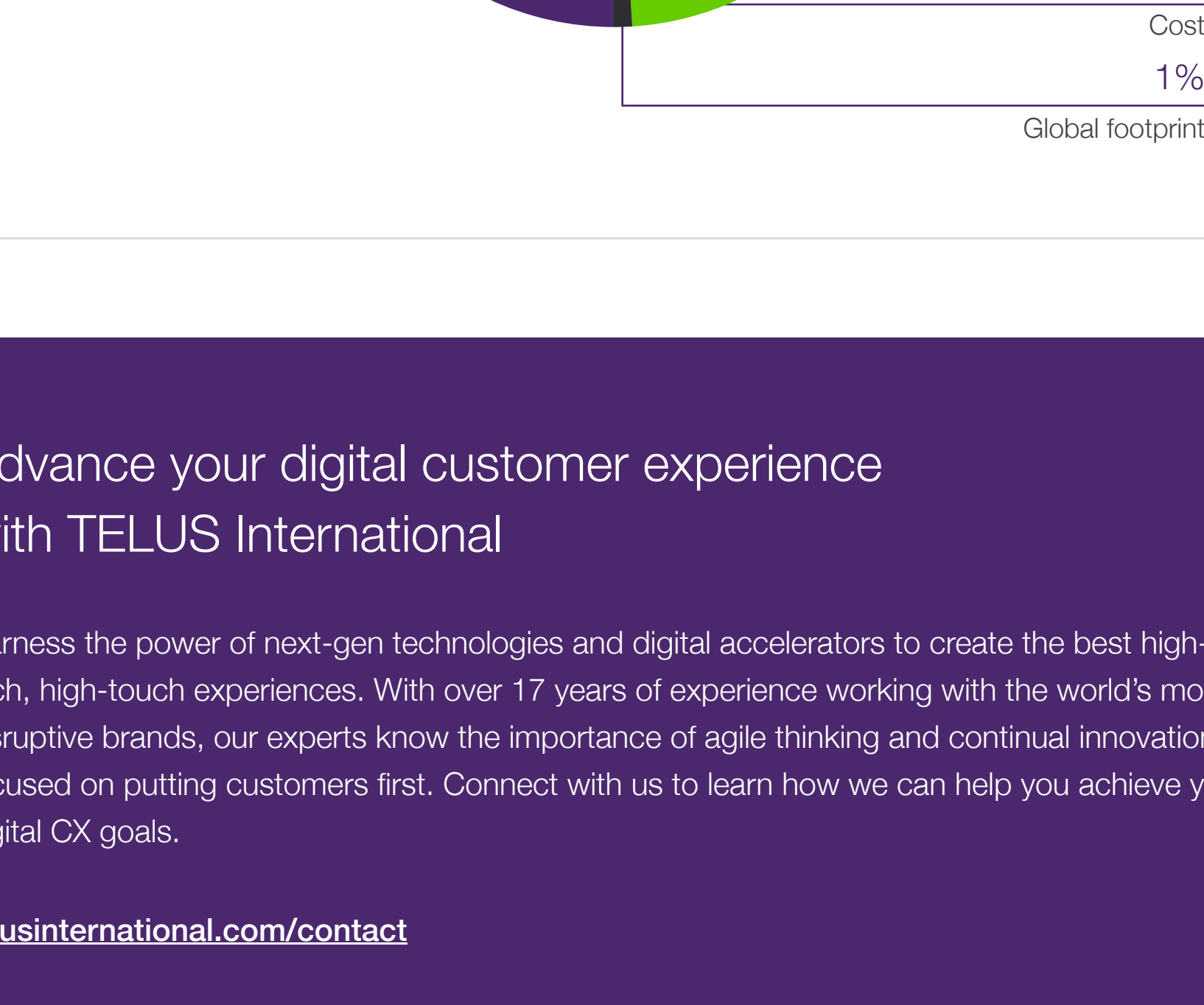
The majority (84%) of executives plan to outsource their 2022 CX objectives in some capacity.

To what extent do you plan to outsource your 2022 CX objectives to a digital CX provider?



Innovation (28%) and experience (26%) top the list of important qualities when evaluating a digital CX provider.

What do you feel is the most important quality in a digital CX provider?



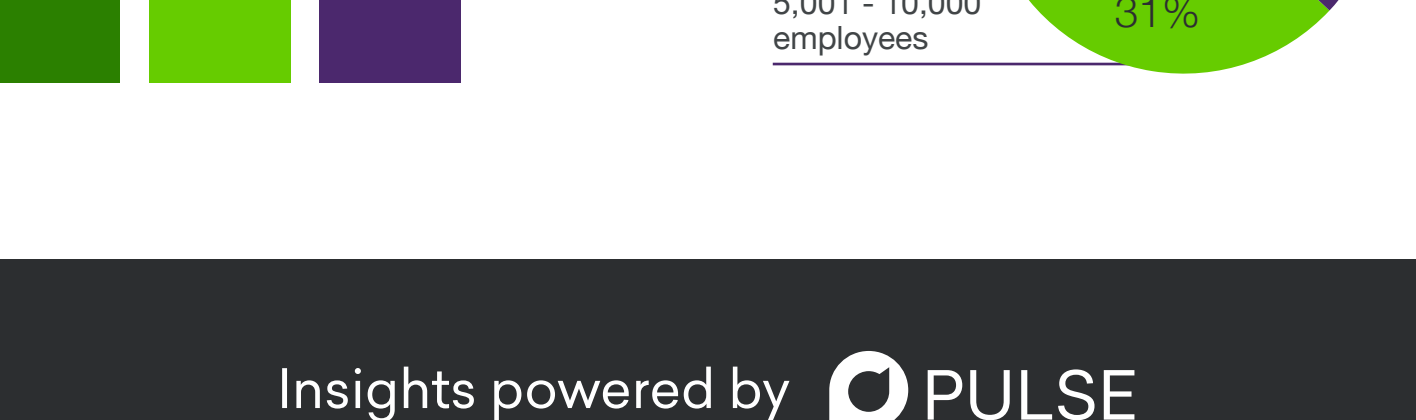
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Respondent Breakdown

Location



Title



Company Size

