How CX Leaders have navigated the ‘Great Disruption’

The COVID-19 pandemic has forced organisations to rethink their business models, accelerate their digital transformation programs and respond to rising customer expectations. Working as a high-octane accelerant it has triggered a rapid shift towards agile, digital and customer-centricity.

Fifth Quadrant’s 2021 APAC CX Maturity Report, sponsored by Verizon, shows that:

Only 24% of APAC organisations are categorised as “Leaders”.

How to become a CX Leader

By embedding innovation into the business and enabling and supporting a remote workforce, Leaders are seeing better WFH productivity.

Artificial Intelligence

With continuous pressure to evolve and adapt, CX Leaders are turning to AI to support the customer experience.

Customer expectations of experience have increased significantly because of COVID-19.

Leaders have capitalised on CX as a key differentiator in a post-COVID World.

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The Shift to Digital

Recognising that customers are spending more time at home, Leaders have invested in digital channels.

Organisations that offer more flexible working will attract the best CX Talent.

Our leadership will only support CX programs that can demonstrate a clear ROI.

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16% 30% 31% 24%

**Maturity Score**

Leaders

Laggards

What are CX Leaders doing differently?

- Strongly Agree that: CX will be a key differentiator in a post-COVID World.
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