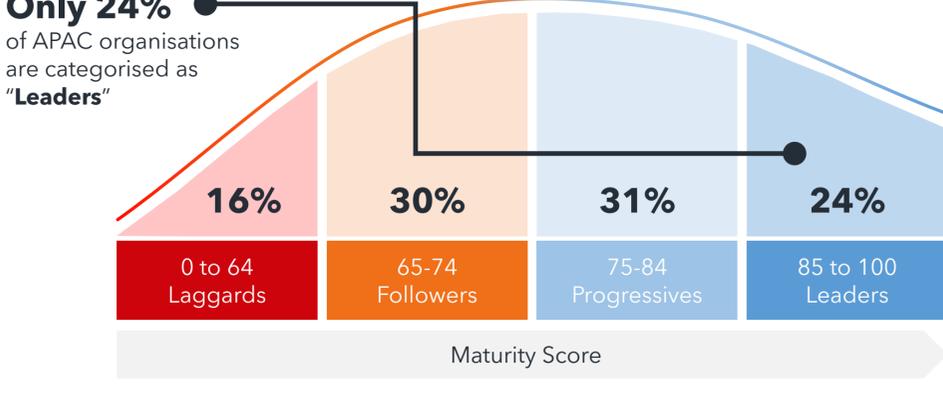


How CX Leaders have navigated the 'Great Disruption'

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 agility, digital and customer-centricity**.

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



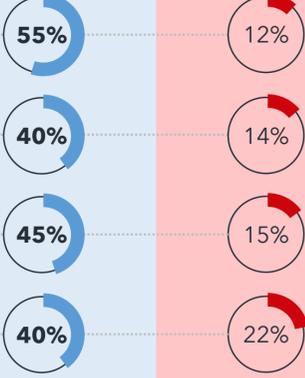
What are CX Leaders doing differently?

VS
Leaders vs Laggards

With **customer expectations rising** during the pandemic, **Leaders** have capitalised on **CX as a key differentiator**

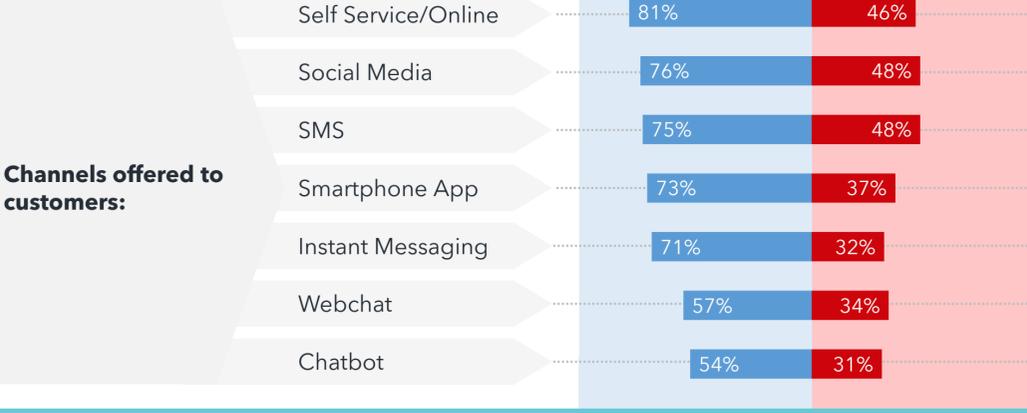
Strongly Agree that:

- CX will be a **key differentiator** in a post-COVID World
- Customer expectations** of experience have **increased significantly** because of COVID-19
- Our leadership will only support **CX programs** that can **demonstrate a clear ROI**
- Organisations that offer more **flexible working** will attract the **best CX Talent**



The Shift to Digital

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



WFH Productivity

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



Contact Centre Technology

Laggards have been held back by on-premise contact centre telephony systems that restricted operations during lockdown periods. Leaders have managed these challenges by investing in cloud-based solutions



Artificial Intelligence

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



How to become a CX Leader

If the gap between an organisation's CX capabilities and customer expectations expands, there is a risk of increased customer churn and defection. While there is no universal playbook to achieving CX success, there are some necessary foundations and steps to take which can help organisations transform their CX performance:



Download the 2021 APAC CX Maturity Report today



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