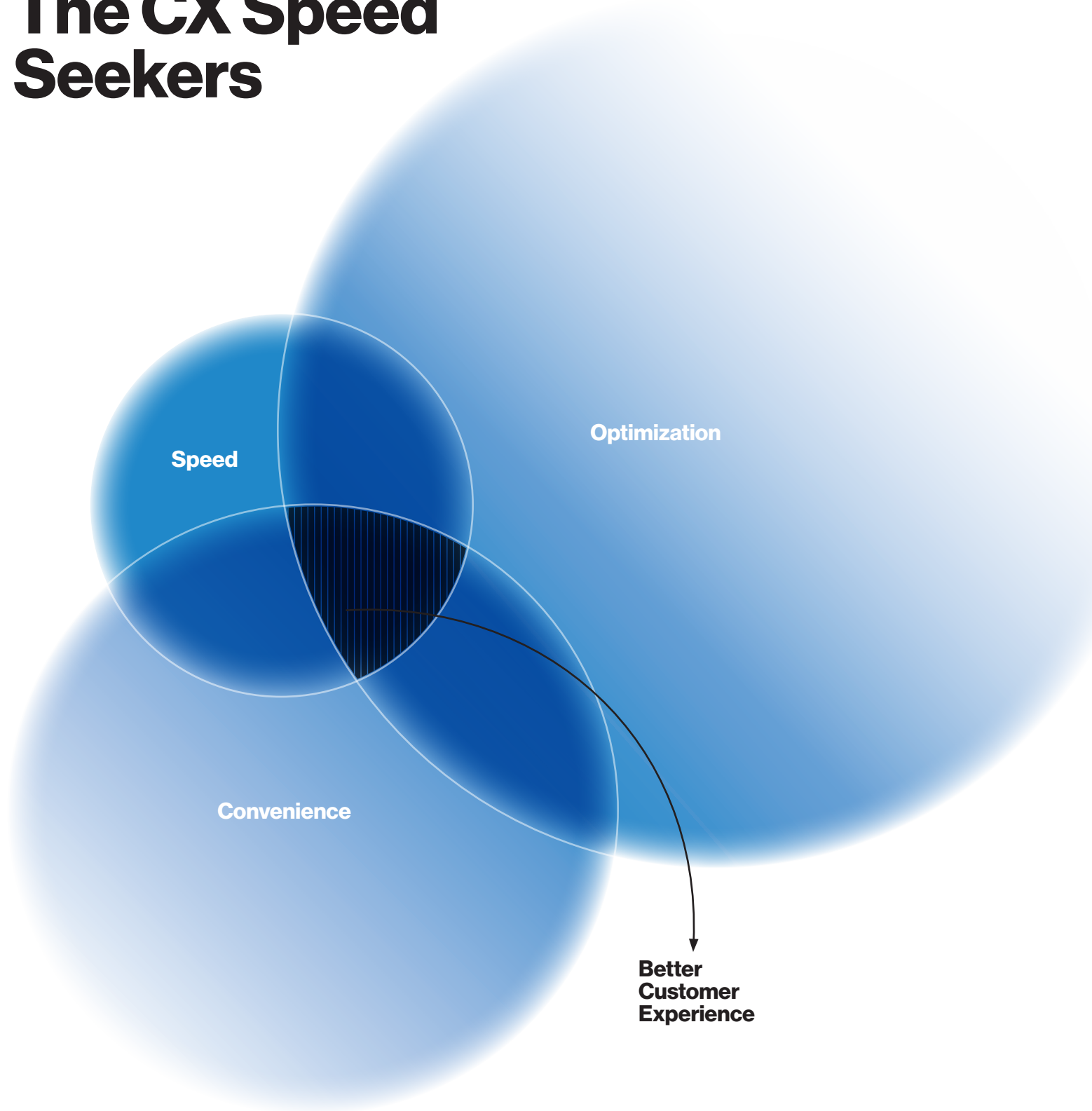


# Americas: The CX Speed Seekers



# A story of convenience.

In 1947, an event in Springfield, Missouri, changed the consumer world forever. Nestled in the US Mid-western city, along Route 66, fast-food joint Red's Giant Hamburg opened what is thought to have been the world's first drive-thru, allowing hungry drivers to get their fast-food fix while barely lifting a finger.

And nearly three quarters of a century on, the region's love affair with convenience has only grown. And it's not just the case for the food industry – consumers across the Americas are demanding convenience, efficiency and speed in everything they do. It's a core part of their desired customer experience (CX). And our recent research into customer experience across the globe backs this up. Consumers in the Americas place convenience at the top of their wish lists when interacting with brands.

In this report, we will assess the CX situation across the region, and provide recommendations for brand marketers.

## About this research

The insights in this report are drawn from an extensive body of research. We surveyed 6,003 consumers globally, including 1,451 from the following Americas countries: the US, Canada, Brazil, Mexico and Argentina. All consumers surveyed have had a customer experience in the past year.

In addition, we carried out qualitative interviews with six global customer experience experts, including representatives from the Americas region.



## Q8. Thinking about your digital interactions with companies, which of the following would most likely make you turn to a competitor?

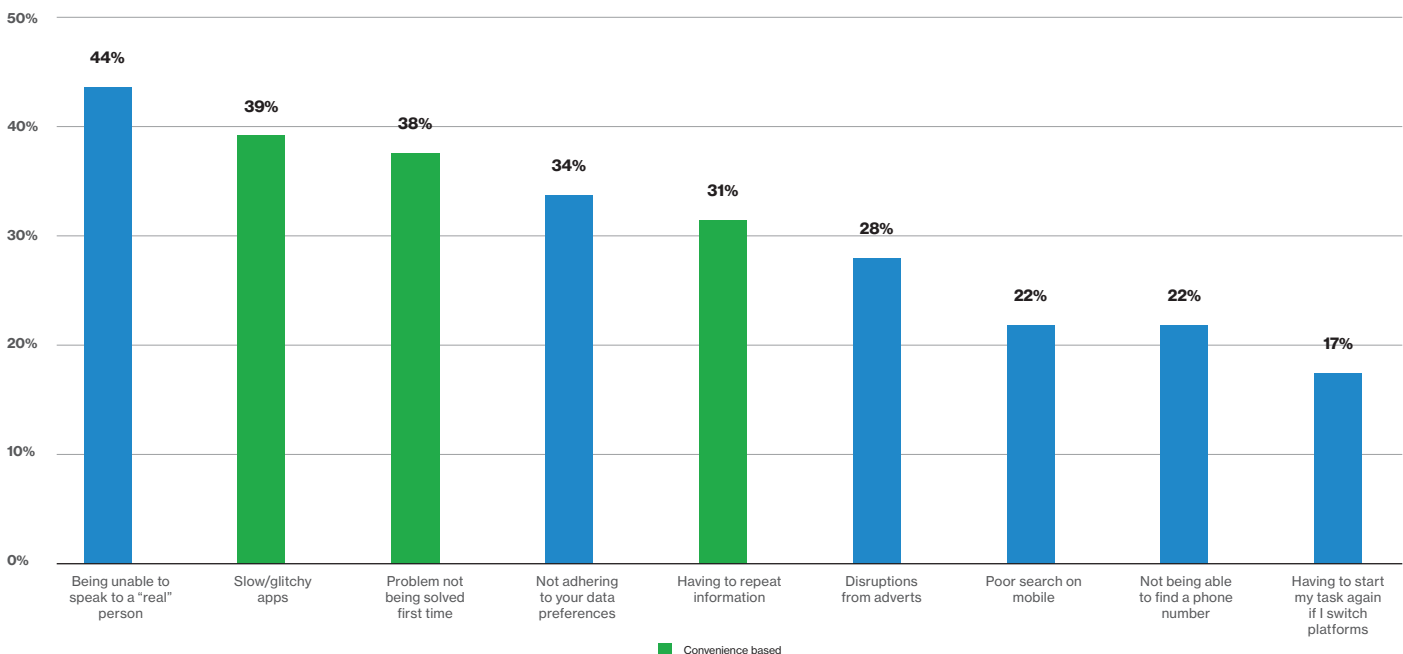


Figure 1: Inconvenient interactions are likely to turn off consumers from the Americas

## Quick, seamless and glitch-free

Enjoying quick and seamless experiences is high on the wish list of consumers when interacting with brands. Some 37% of consumers in the Americas say one-click experiences, such as at login and checkout, are among the most important customer experiences a brand can deliver them, second only to discounts and promotions. And, as Figure 1 shows, one of the top reasons the region's consumers will switch to a competitor is slow and glitchy apps, at 39% – higher than in the Asia-Pacific (APAC) region and Europe, the Middle East and Africa (EMEA).

Convenience is not just a “nice to have” for consumers in the Americas. If they don't get the slick service they demand, they will go elsewhere. 6 in 10 of the region's consumers regularly abandon online purchases if the transaction process takes too long. And if companies can crack convenience, they will be rewarded – more than half (53%) of consumers in the region would return to an organization that provides a personalised, easy experience, even if a competitor is offering the same thing at a lower price.

A prime example of a US brand offering convenience to its customers through technology is Amazon. Last year, the retail giant hit the headlines with an Alexa-enabled voice-controlled microwave. The kitchen essential is controlled through Alexa, meaning users can use the microwave in a more convenient way.

On top of this, Amazon's Dash Replenishment Technology allows customers to automatically reorder items which are running low, again adding to the convenience of their experience.

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Brad Strothkamp, Senior Vice President for Customer Experience Excellence at Wells Fargo, believes that convenience and innovation have a relationship. “I can't consider you as being innovative unless you are convenient. And if you're not convenient, you're not innovative. It's actually one of the areas where we have the biggest opportunity. I can't have a customer experience if it's not available and convenient.”

## The new value exchange

The secret to implementing good CX is understanding that it's all about the value exchange – customers will share their data so long as they're getting something back in return. This leads to them getting better experiences, and sharing more – and so the virtuous cycle continues.

In the Americas, the thing consumers really want is convenience – that's the key to great CX in the region. For example, a quarter of consumers would be open to allowing multiple financial services companies to integrate their data so long as it made it quicker and easier for them to apply for new products in the future.

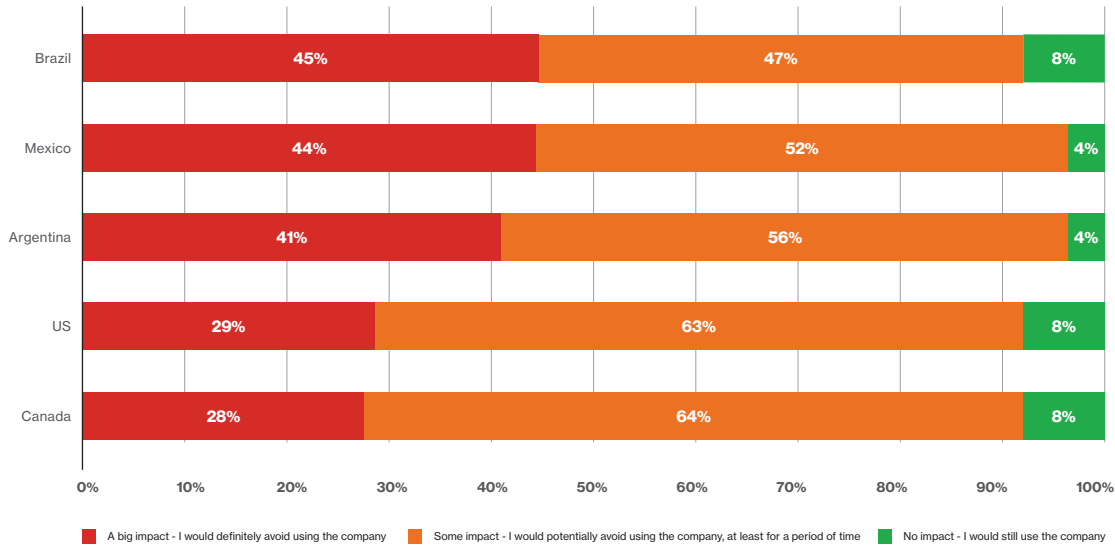
But before the region's consumers will let brands do this, there must be a strong foundation of trust. Almost three quarters (72%) of the region's consumers say they are more concerned about how companies use their data than they were a year ago – higher than respondents in both EMEA and APAC. Therefore, it's essential to build trust with them. But how do you do this? Some 69% of consumers from the Americas say the most important way to build trust is with honesty and transparency about how the data is going to be used.

Gordon Littlely, Managing Director of Verizon's CX Practice, said that customers are demanding something in return for sharing their data – they won't hand it over for nothing. “If I am going to give you my data and share different things about me, like my location or my preferences, then you'd better use that data to make my experience better. If you don't do that for customers, I think people will really pull back and will disassociate themselves with companies that are using their data but not to benefit them.”

## Why data breaches are fatal for a brand

Although convenience is a key demand from consumers in the Americas, not even the slickest, most convenient CX in the world would trump the region's demands for high levels of integrity around privacy and security. Getting this wrong will discourage the region's consumers from sharing their data with brands – turning the CX virtuous cycle into a vicious one.

**Q15. If a company suffered a high-profile data breach, what impact would it have on your relationship with them?**



**Figure 2:** Consumers from the Americas are the most intolerant of companies that have been breached

The Americas region is the least forgiving when it comes to breaches – more than a third in total would simply stop working with you if they were impacted by a breach a company suffers. And there is extreme regional variation as Figure 2 shows – Brazil and Mexico have the harshest view on this of all the countries surveyed globally.

### Trusting brands with ease

Just like the Missourian fast-food fans of the forties, consumers in the Americas today are demanding convenience as a core part of their customer experience. But the hungry Americans on Route 66 would hardly purchase from the drive-thru unless they trusted that they were getting the best product and

experience possible in the first place. Convenience is important, but it's nothing unless the brand in question is trusted.

In today's data-driven world, before brands can deliver enhanced customer experience – which in the case of the Americas, is centered around convenience – they must ensure that security and privacy are at the heart of their offerings. Once this trusted foundation is in place, brands operating must pay close attention to their entire customer journey, ensuring that convenience and efficiency are built-in throughout.

**Let's explore your CX strategy.**

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