

A photograph of two young women with curly hair, smiling and looking at a smartphone. One woman is holding the phone, and the other is looking at the screen. They are wearing earbuds. The background is blurred, suggesting an outdoor setting.

THE CMO'S CUSTOMER EXPERIENCE (CX) PLAYBOOK

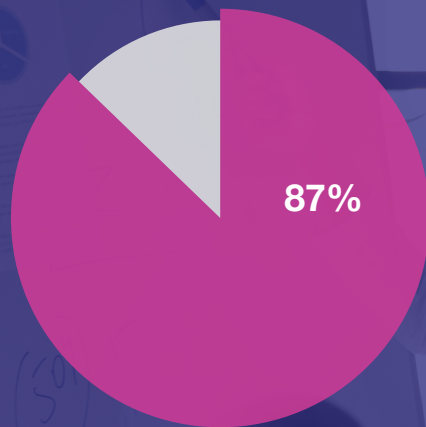
5 STRATEGIC IMPERATIVES
FOR WINNING THE HEARTS AND
MINDS OF YOUR CUSTOMERS

CX STRATEGY AND PLANNING
PERSONALIZATION IMPLEMENTATION

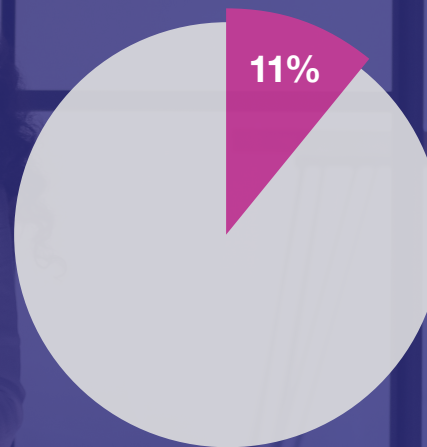
WELCOME TO THE GREAT CUSTOMER EXPERIENCE DIVIDE

Customer Experience (CX) is the competitive differentiator setting apart successful brands. A recent IDC study found more than 77% of your peers agree. Furthermore, the study found that more than 87% of those companies rated the customer experience they provide as above average. That number sounds impressive until you ask customers the same question. **Only 11% of customers** believe companies are doing an excellent job with customer experience with 60% marking the customer experience as average or below at best.

As a CMO, it's imperative to know why there's a perception divide and ways to ensure your organization doesn't get trapped in the gap of company perception and customer reality. **Here are 5 essentials** that will help your organization bridge the CX divide to create and sustain the competitive advantage for your brand.



87% of companies think they are above average with CX.



11% of customers believe companies do an excellent job with CX.

1

START WITH THE RIGHT CUSTOMER EXPERIENCE (CX) STRATEGY

Forward leaning brands start with the customer, not technology. They seek to understand their customers in their context, with a human voice. As such, brands need to rethink their CX strategy to meet the needs of an evolving customer. Building authenticity into your brand's CX strategy means allowing its human qualities to shine through. All the technology and analytics in the world won't mean a thing unless they're captured in the context of your customer. Understand channels, content, connections, and voice. When you start with strategy, you take an outside-in approach to understanding your customer.

Integrating the data and systems to tailor and personalize the customer journey across all digital touchpoints only makes sense once in the context of your customer. Too many brands think that technology will create customer empathy. Rather, building a strategy with customer empathy at its core will guide you into how to best apply technology and analytics.

CMOs need to listen to customers with an empathetic ear and build a strategy that begins and ends with "the human element of customer experience" if they want to build sustained brand loyalty and distinct competitive advantage.

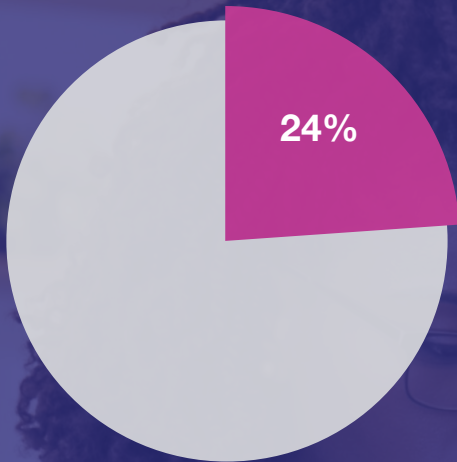


64%

of U.S. consumers and

59%

of all consumers feel companies have lost touch with the human element of customer experience.



DOES YOUR MARTECH STACK ALIGN WITH YOUR CX STRATEGY?

Only 24% of marketing leaders strongly feel their MarTech solutions are strategic enablers for their business.

2

BUILD A CUSTOMER-CENTRIC MARTECH STACK

MarTech accounts for a whopping 26% of global marketing spending. Yikes! With all that money spent, you'd think that customers would be flocking to your brand and praising the amazing experiences presented to them. Sadly, that's not the case. Why? Here are three ways of thinking that need to be corrected:

- 1. You think your MarTech stack is a static entity:** Sorry, it's not. New innovations and capabilities provide new opportunities to better realize your CX strategy. A "we've already tried that" approach to MarTech will leave your customers looking elsewhere for a better brand experience.
- 2. You've chosen all the leading tools for your MarTech stack:** This might be the right set of tools for some brands, but most companies let the tech drive the strategy rather than the other way around. In most cases a composable MarTech stack, with best of breed components matched to the needs of CX, will better serve your brand and your customers.
- 3. You've opted for fast or cheap with your MarTech approach:** Neither work. Fast often solves the immediate need but it's short-sighted and often riddled with challenges for customers. As for cheap, you usually get what you pay for – for some reason we forget that when it comes to our MarTech stack.

The bottom line is you need to ensure your MarTech stack is customer-centric and aligns with your CX strategy, period.

3

LET DATA AND ANALYTICS TELL THEIR STORY – AND LISTEN TO THEM

Customer experience isn't isolated to the marketing department. Smart CMOs know this and will ensure that part of the CX transformation process is ensuring that the entire company is focused on customer experience and has a depth of empathy for them. Doing this isn't easy. It will require organizational transformation and reengineering in many cases. It will require ongoing training plans and onboarding.

Top brands that customers adore, take the data and analytics used and look for the story it's telling. The KPIs are important – but alone they do not help you better understand the customer journey, how customers really feel about your brand, or how to best proceed to provide a more meaningful customer experience.

A wealth of analytics only makes sense if it's shrouded in empathy and used in the right way. Data storytelling ensures you understand the data in the context of your customer. Customer experience isn't simple math – it's a complex algorithm that constantly changes and is manifested via narrative. Smart CMOs know the difference and will use this to their advantage.



Marketing analytics are only influencing

53%

OF DECISIONS

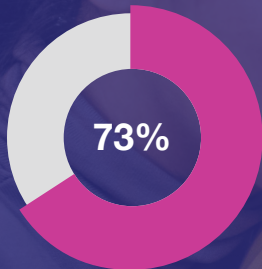
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EMBRACE ITERATIVE DIGITAL EXPERIENCE OPTIMIZATION

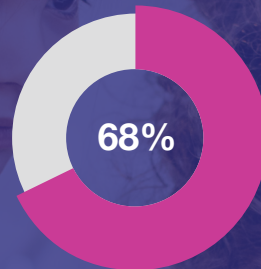
Digital Experience Optimization (DXO) has never been more important to your brand. **Recent research** shows that an astounding “88% of customers say the experience a company provides is as important as its products and services.” Any customer experience strategy that downplays or ignores digital experiences will face doom from the start. Customer experience strategies that take a “set it and forget it” approach will also face insurmountable, but avoidable challenges from the outset.

CMOs need to prioritize Digital Experience Optimization. They need to plan for it. Iterate. Learn, and repeat that process across all digital touchpoints. CMOs need to intimately understand the customers and provide the personalization, understanding, and empathy manifested by it.

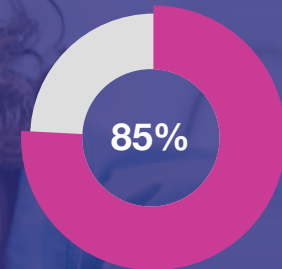
It’s easy, right? Nope. However, the brands that master optimizing digital experiences are the brands that will dominate in the future. CMOs ought to pay attention to this and ensure their organizations embrace it.



73% of consumers expect brands to understand their unique needs and expectations



68% of consumers expect brands to demonstrate empathy



85% of consumers expect consistent interactions across departments



63%

of consumers think businesses need to do a better job of listening to feedback.

5

TURN YOUR COMPANY INTO A CUSTOMER EXPERIENCE POWERHOUSE

Customer experience is not isolated to the marketing department. Smart CMOs know this and will ensure that part of the CX transformation process is ensuring that the entire company is focused on customer experience. Doing this isn't easy. It will require organizational transformation and reengineering in many cases. It will require ongoing training plans and onboarding.

Successful customer experience strategies will embrace organizational transformation and plan for it. It will ensure that people and systems are on board and be part of the solution. The customer journey often traverses many parts of an organization and each touchpoint with the customer carries weight. One slip, shift, or break, and customers may decide to find a new relationship with a competitive brand. Don't let that happen. Make sure you plan to turn (or keep) your company into a customer experience powerhouse.

FINAL THOUGHTS

IN BUSINESS AND LIFE, LUCK FAVORS THE BOLD AND FOCUSED

In today's digital age, the Chief Marketing Officer (CMO) has evolved into a critical driver of business success. The playbook will never have every answer for every new issue, but wide-spread support and combinations let organizations forge custom methods to deliver unique experiences. This demands a range of skills working in collaboration, that create a continuous, consistent approach to digital experience optimization, and a cohesive organization primed for success. By embracing these key areas, you can stay ahead of the curve and deliver digital experiences that are not only up to visual standards but also optimized for user needs, data-driven, and aligned with overall business goals. The modern CMO playbook is a constantly evolving strategy index that requires a deep understanding of the factors involved to create exceptional digital experiences that meet the needs of today's consumers.

One thing is for sure, superior brands that thrive will own the hearts and minds of the customer. The only question is will that be your brand? We hope it will.

Consumers are

3.5x

MORE LIKELY

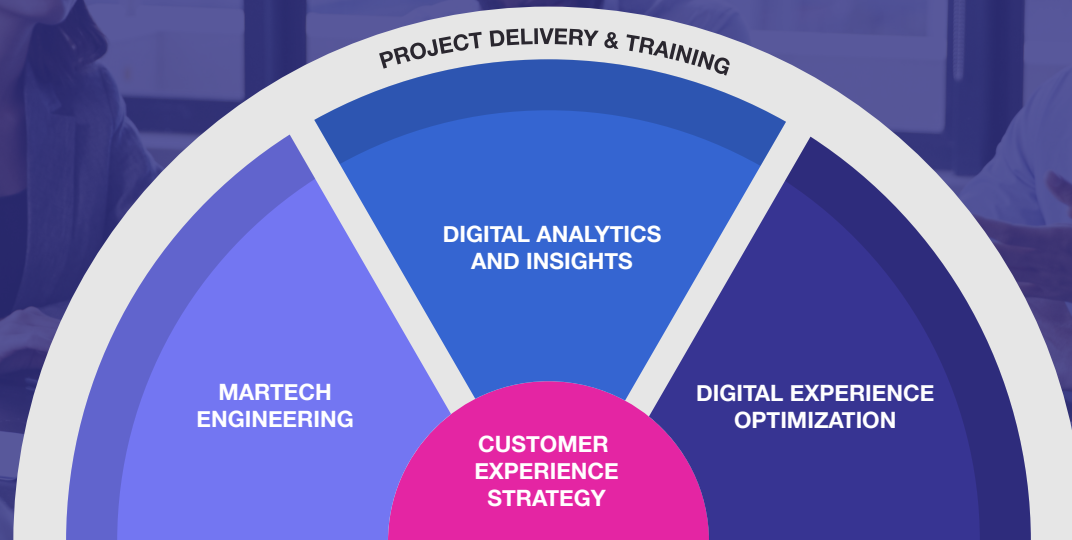
to purchase from a
business and

5.1x

MORE LIKELY

to recommend an
organization after a **positive
customer experience.**

BLASTX CONSULTING HELPS BRANDS DRIVE DEEPER AND MORE MEANINGFUL CUSTOMER RELATIONSHIPS USING DATA-DRIVEN INSIGHTS TO OPTIMIZE THE DIGITAL EXPERIENCE.



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Putting the customer at the center to deliver a more personalized connected experience.

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The expertise to unlock digital technology to deliver the capabilities, data, and operating model to realize the impact.




IT'S TIME TO RETHINK YOUR CUSTOMER EXPERIENCE STRATEGY

BUILD WINNING DIGITAL EXPERIENCES

BlastX Consulting helps you maximize the value and impact of customer experiences across your digital landscape. Someone will **own the hearts and minds of your customers.** Make sure it's your brand.

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DATA SOURCES

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“When we asked brands how they would rate the experience they give their customers across all of their channels...Over 87% [or] essentially almost 9 out of 10 respondents believed that their company provided an above-average omni-channel experience.”

Source: go.emplifi.io/bridging-the-experience-gap-idc-white-paper.html (PDF, p.2)

“When we asked over 4,000 U.S. consumers how they thought brands were doing in providing a good customer experience, only 11% scored companies a 9 or 10 on a scale of 1–10 with 10 being excellent.”

Source: go.emplifi.io/bridging-the-experience-gap-idc-white-paper.html (PDF, p.3)

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“Today, 64% of U.S. consumers and 59% of all consumers feel companies have lost touch with the human element of customer experience.”

Source: pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf

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“Only 24% of marketing leaders strongly feel their martech solutions are strategic enablers for their business”

Source: wildfirepr.com/blog/20-stats-every-martech-professional-should-know-in-2021

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“Marketing analytics are responsible for influencing just over half (53%) of marketing decisions, according to a survey [conducted] by Gartner, Inc.”

Source: gartner.com/en/newsroom/press-releases/2022-09-15-gartner-survey-reveals-marketing-analytics-are-only-influencing-53-percent-of-decisions

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“In a...Salesforce study, customers revealed that...66% expect brands to understand their unique needs and expectations (personalization), 68% expect brands to demonstrate empathy (understanding), and 76% expect consistent interactions across departments (integration).”

Source: forbes.com/sites/briansolis/2023/02/13/think-relationship-advice-is-only-for-your-love-life-learn-the-love-language-of-digital-empathy-to-innovate-your-customer-experience

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“63% of consumers think businesses need to do a better job of listening to feedback”

Source: qualtrics.com/uk/ebooks-guides/2022-cx-trends/ (PDF, p.14)

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“Consumers are...3.5x more likely to purchase from a business after a positive customer experience [and] 5.1x more likely to recommend an organisation after a positive customer experience”

Source: qualtrics.com/uk/ebooks-guides/2022-cx-trends/ (PDF, p.7)