

CUSTOMER EXPERIENCE DESIGN

A RESEARCH-BASED GUIDE FOR MARKETERS



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

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➤ **METHODOLOGY**

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B	32%
B2C	46%
B2B and B2C equally	22%

Number of Employees

More than 500	16%
50 to 500	19%
Fewer than 50	65%

Primary role in company

Owner / Partner / C-Level	57%
Vice President / Director / Manager	30%
Non-Management Professional	13%

CUSTOMER EXPERIENCE DESIGN

Customer experience design is a strategy to optimize all touchpoints of a customer journey to bridge the gap between customer expectations and the product or solution that an organization provides.

But how are marketers designing effective customer experiences today and in the year ahead?

To help answer this question, Ascend2 and our Research Partners fielded the Customer Experience Design Survey. We thank the 327 marketers who responded to this survey during the week of March 21 - 28, 2021.

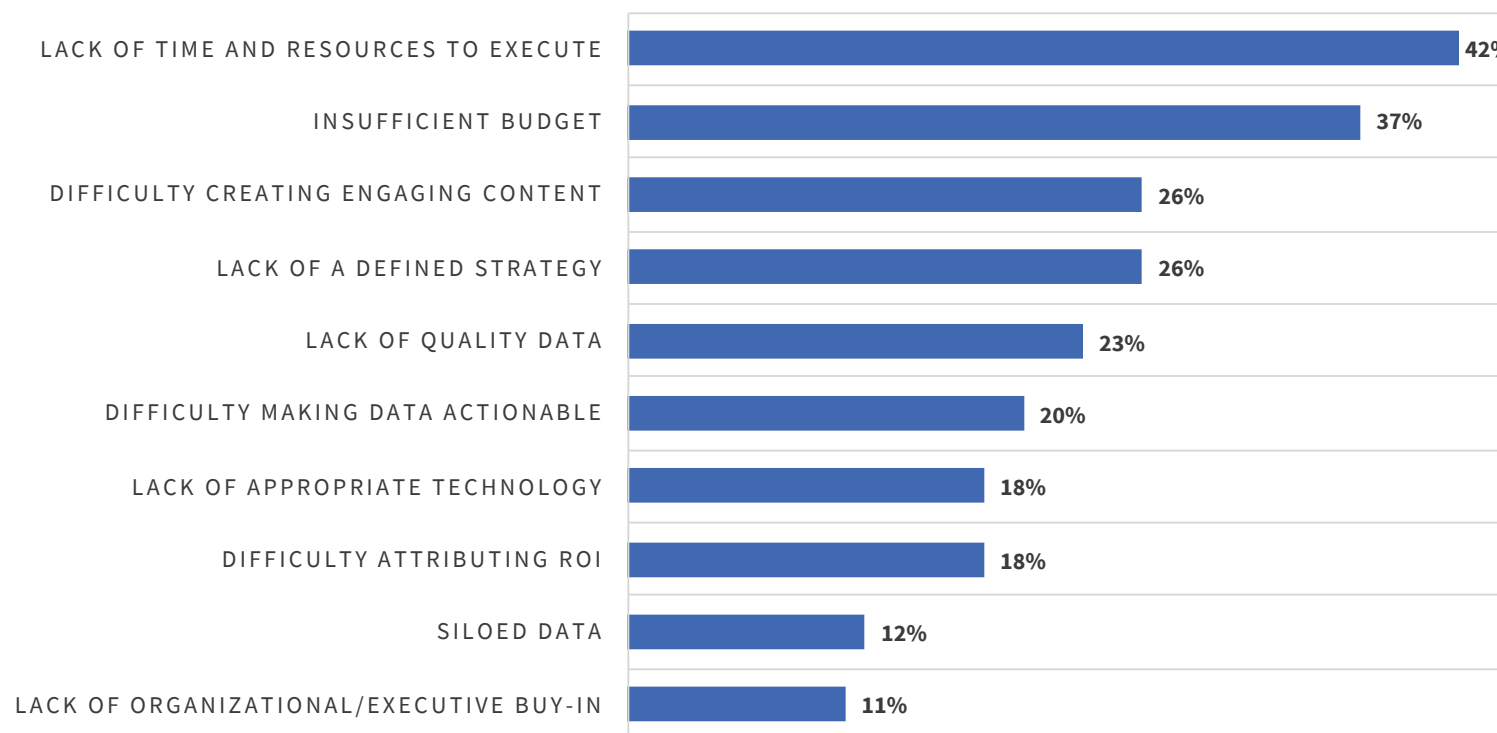
This Survey Summary Report, titled *Customer Experience Design*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

TOP CHALLENGES

An existing or potential customer interacts with an organization through a variety of different channels, departments, and processes making the customer experience particularly difficult for marketers to manage. Finding adequate time and resources required to design and implement a strategy to improve customer experience is a top challenge reported by 42% of those surveyed.

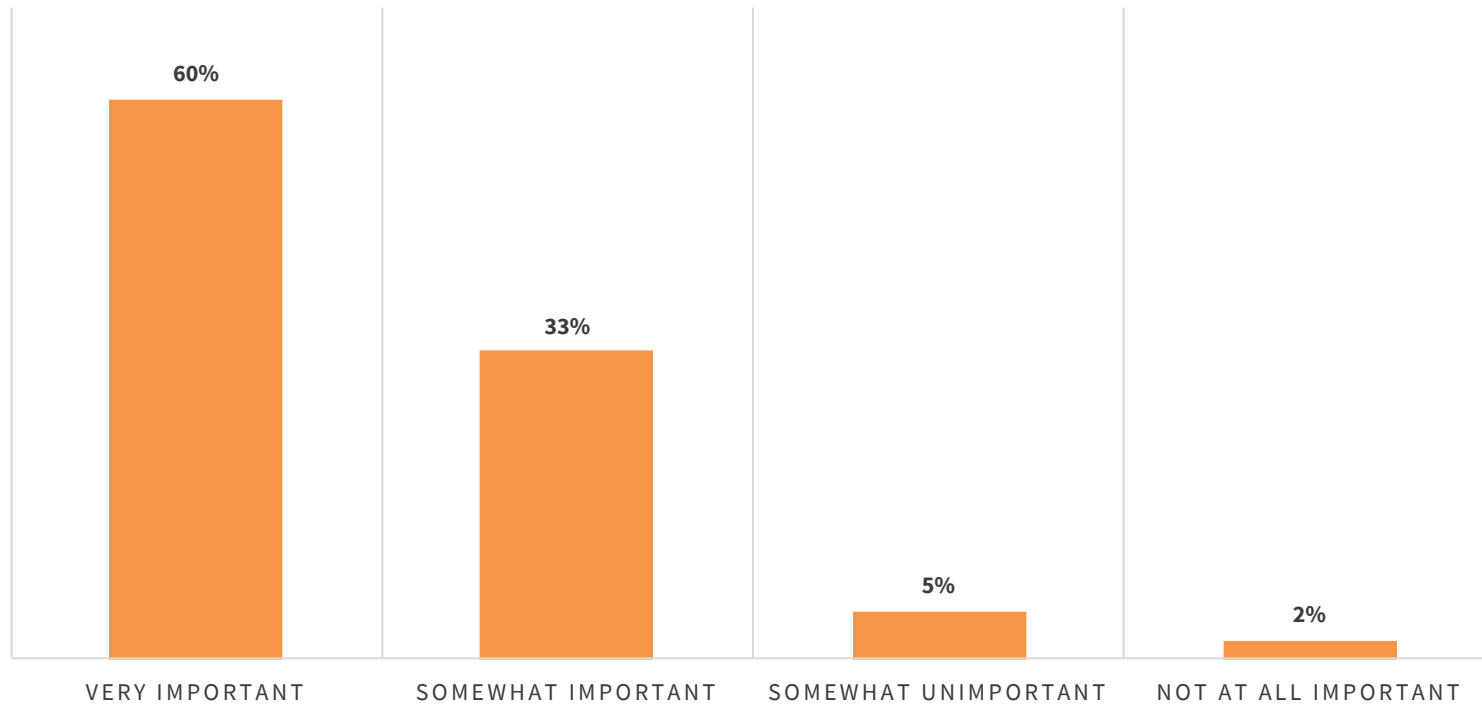
WHAT ARE THE TOP CHALLENGES ASSOCIATED WITH DESIGNING A STRATEGY TO IMPROVE CUSTOMER EXPERIENCE?



GAINING A COMPETITIVE ADVANTAGE

A positive customer experience can be a major factor in a customer's decision to use one product or service over another. A 93% majority of marketers agree that designing an effective customer experience is important to gain a competitive advantage. Only 2% say that customer experience design is not at all important in gaining an advantage over the competition.

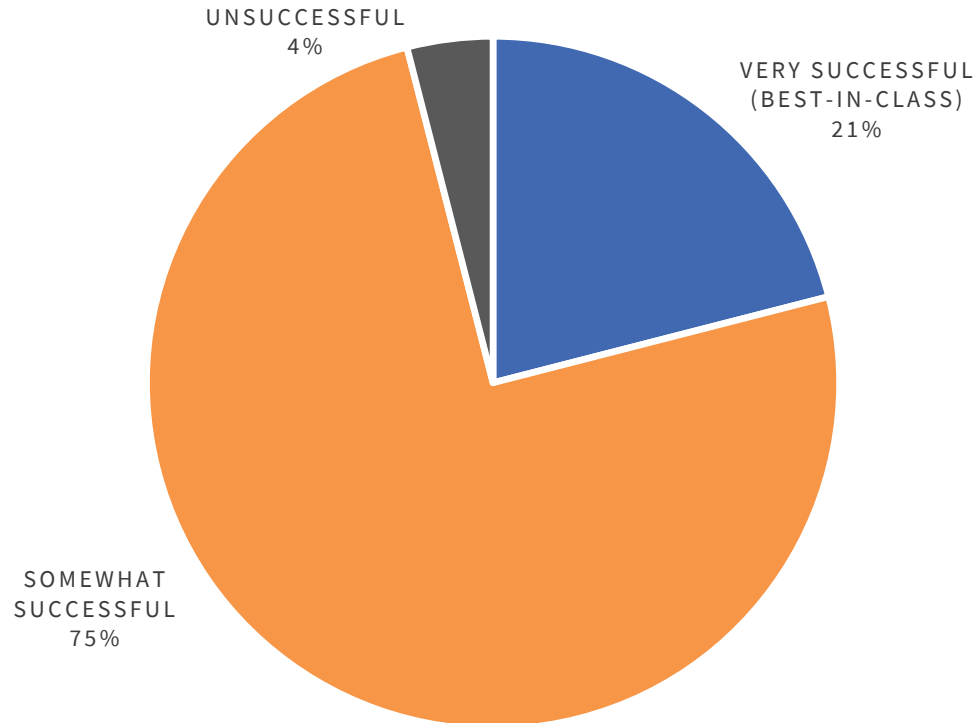
HOW IMPORTANT OR UNIMPORTANT IS DESIGNING AN EFFECTIVE CUSTOMER EXPERIENCE TO GAINING A COMPETITIVE ADVANTAGE IN YOUR MARKET?



RATING OVERALL SUCCESS

When it comes to achieving strategic goals associated with customer experience, the majority (75%) of marketers are finding some success, but only about one-in-five marketers view their customer experience strategy as very successful, or best-in-class, compared to the competition. Only 4% of those surveyed would call their customer experience strategies unsuccessful.

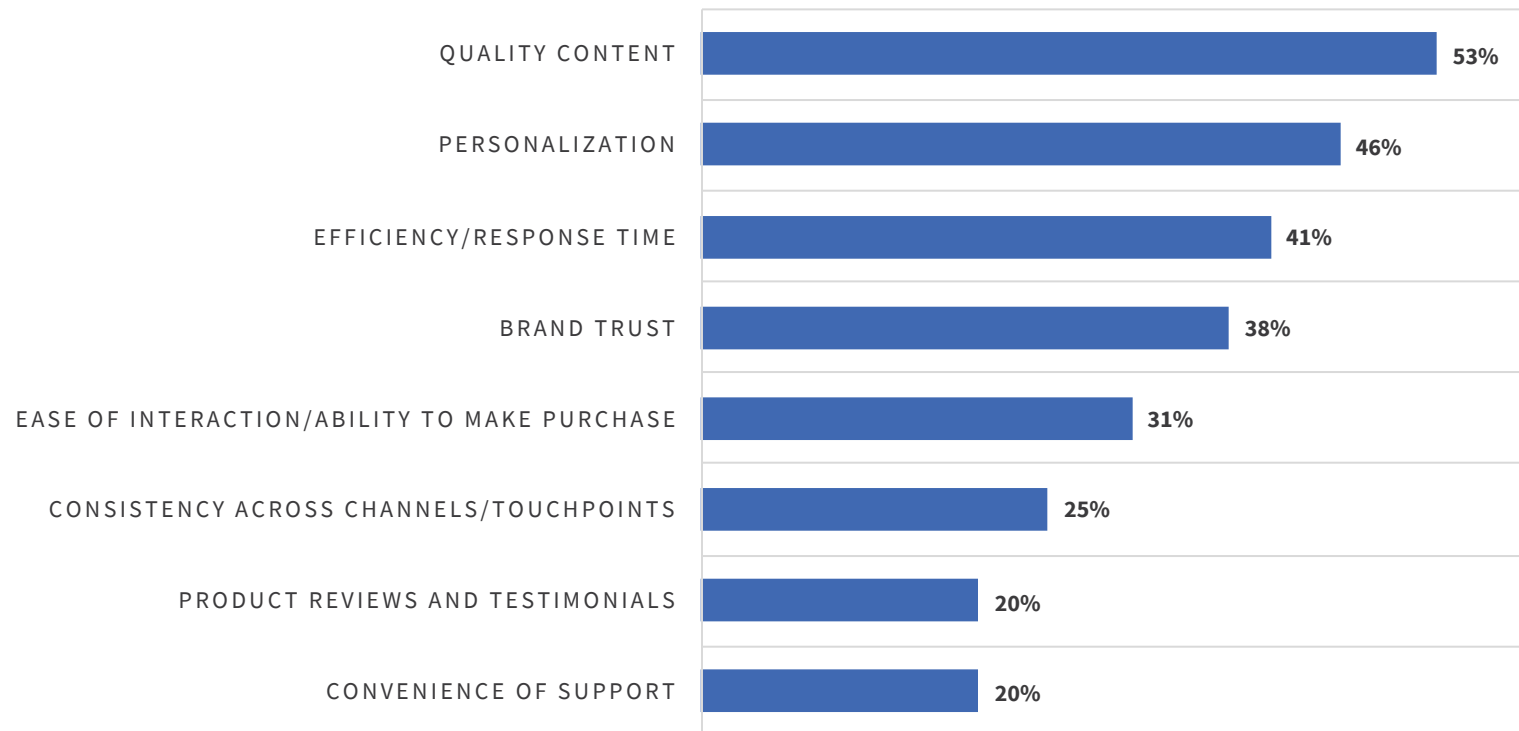
HOW WOULD YOU RATE THE SUCCESS OF YOUR (OR YOUR TYPICAL CLIENT'S) CUSTOMER EXPERIENCE STRATEGY AT ACHIEVING ASSOCIATED GOALS?



MOST EFFECTIVE DESIGN ELEMENTS

By nature, the customer experience spans many facets of an organization and is comprised of a wide variety of design elements. When asked which design elements play the most critical role in creating an effective customer experience, marketers reported that creating high quality and relevant content (53%) as well as a personalized experience (46%) top the list.

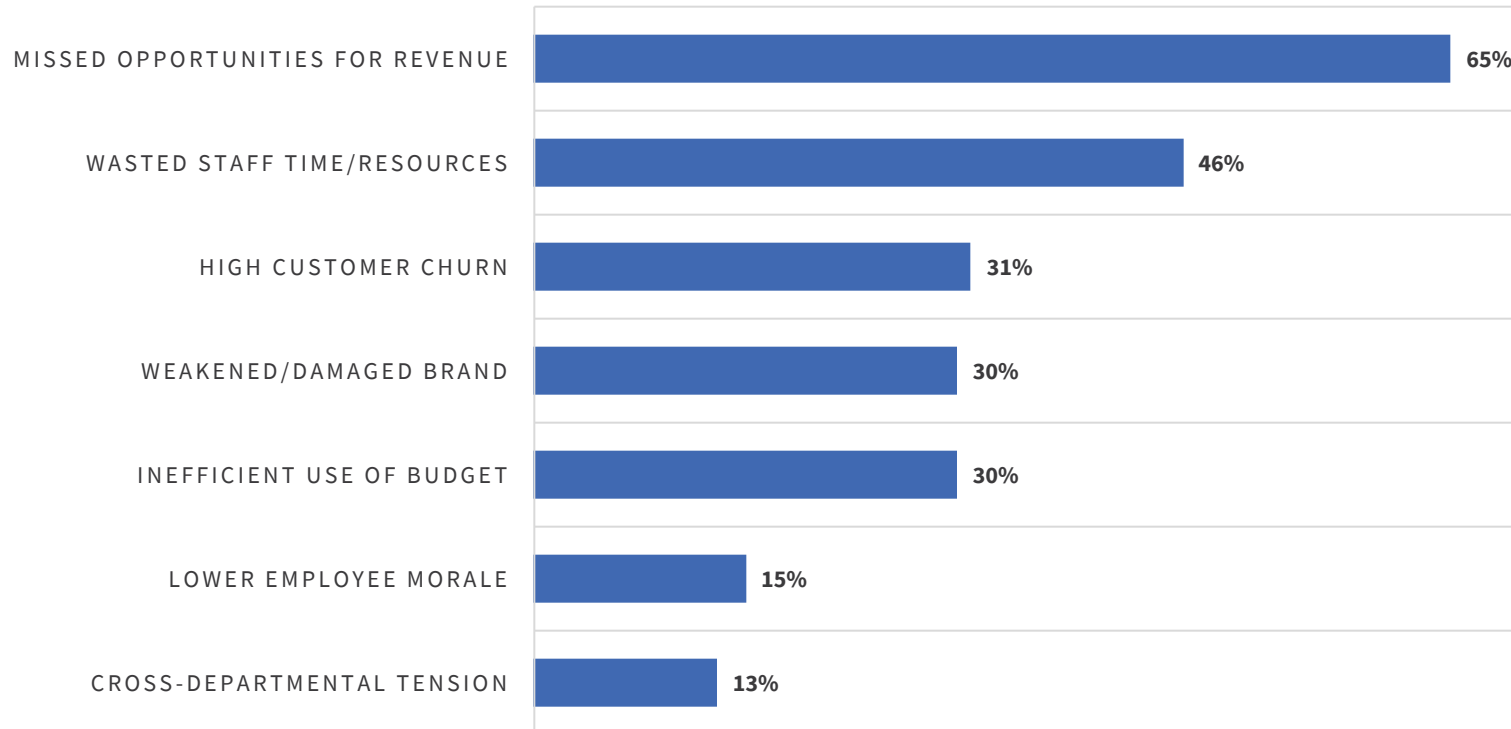
WHICH DESIGN ELEMENTS CONTRIBUTE MOST TO CREATING AN EFFECTIVE CUSTOMER EXPERIENCE?



IMPACT OF INEFFECTIVE DESIGN

According to nearly two-thirds (65%) of marketing professionals surveyed, failing to deliver on these critical design elements directly impacts their organization's bottom line by creating missed opportunities for revenue. Wasted staff time and resources is also a major cost associated with an ineffective customer experience according to 46% of marketers.

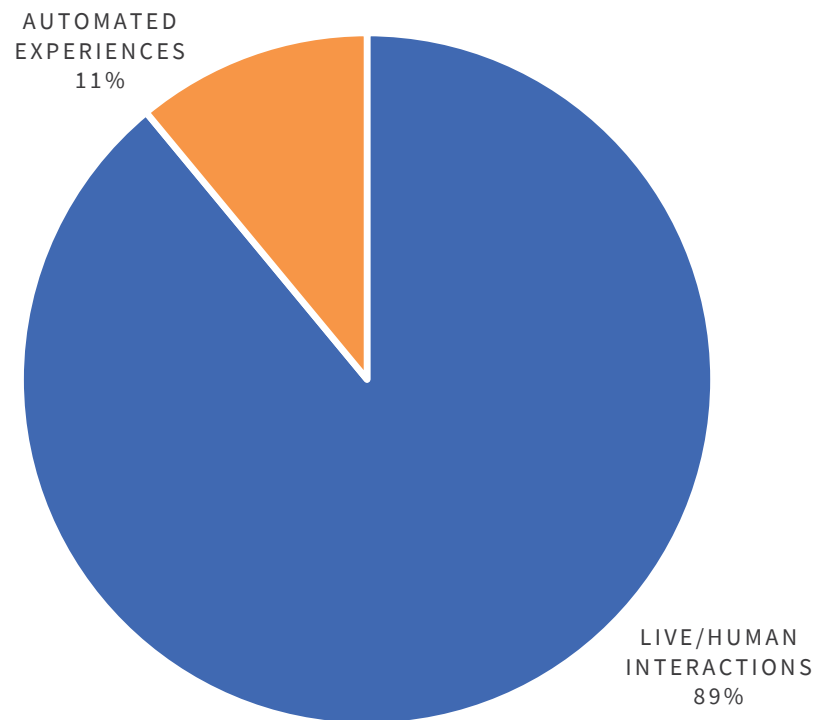
WHAT ARE THE GREATEST COSTS ASSOCIATED WITH FAILING TO DELIVER ON THESE DESIGN ELEMENTS?



MOST EFFECTIVE TOUCHPOINT STYLE

In today's digital world, it is tempting to automate interactions across the entire customer experience to create a consistent and efficient process. But are automated experiences as effective as live interactions? According to an 89% majority of marketers, human interactions allow an organization to be more effective at meeting customer expectations.

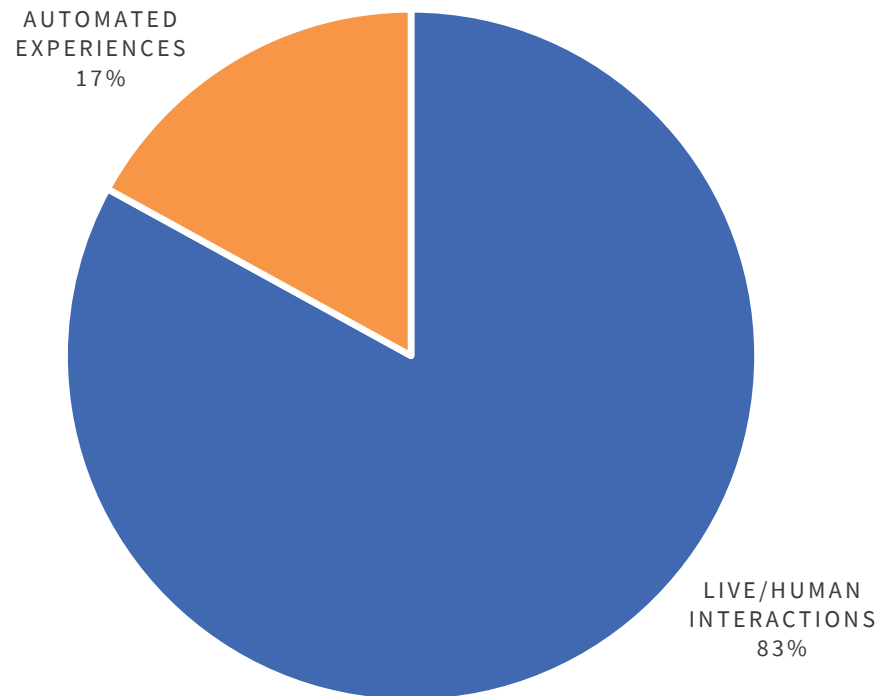
WHICH TOUCHPOINT STYLE BEST ALLOWS AN ORGANIZATION TO MEET CUSTOMER EXPECTATIONS?



TOUCHPOINT STYLE USE

Knowing that live interactions are more effective than automated experiences, are current customer experience strategies reflective of this? According to this research, the answer is yes. Though automation does create efficiencies, 83% of marketing professionals report that human interactions still represent the majority of their customer experience strategy.

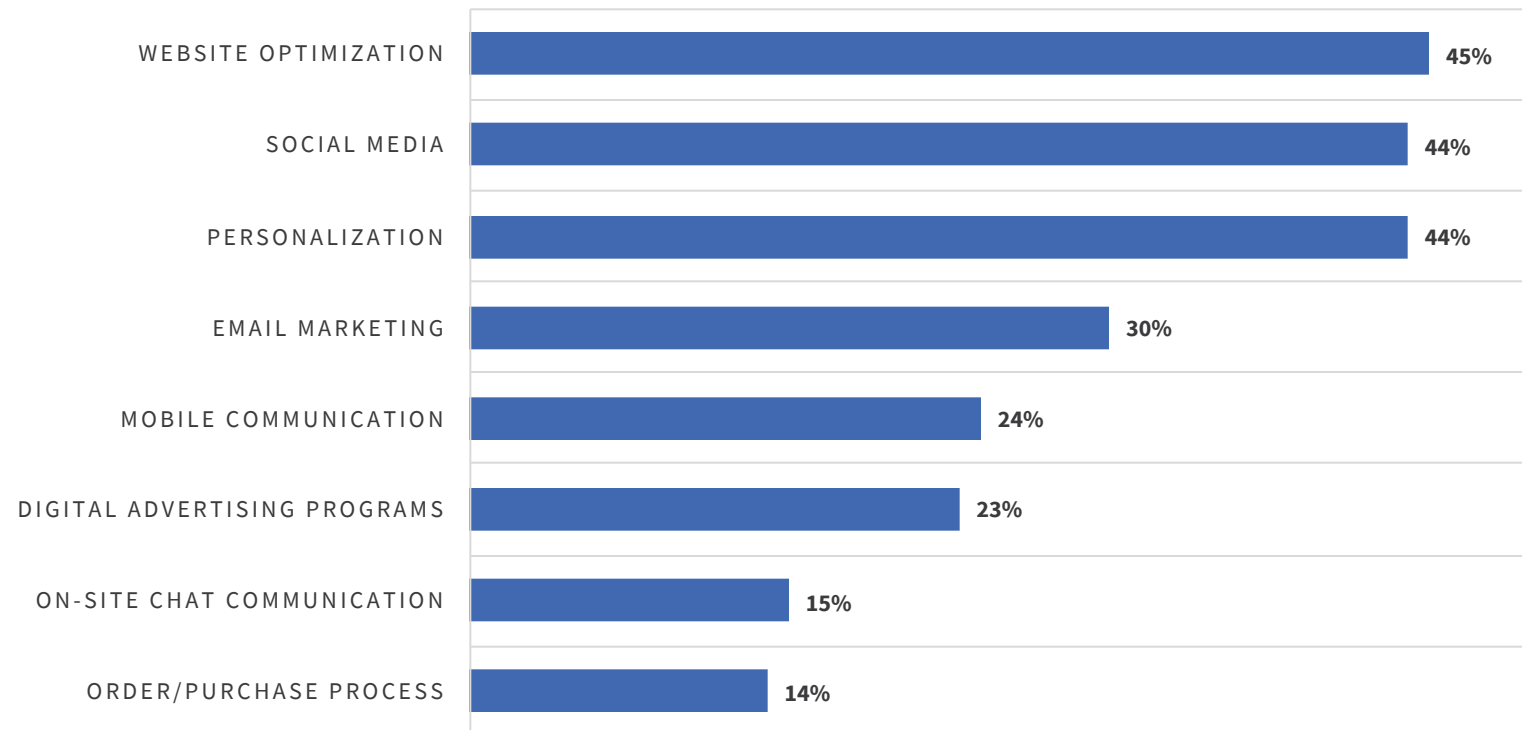
WHICH TOUCHPOINT STYLE ATTRIBUTES FOR THE MAJORITY OF YOUR OVERALL CUSTOMER EXPERIENCE?



AREAS FOR IMPROVEMENT

For marketers, the customer experience should always be evolving. In the year ahead, 45% of marketing professionals say they will be focusing efforts on optimizing their brand's website. Refining social media presence as well as creating more personalized experiences also rank at the top of the list of areas to improve according to 44% of those surveyed.

WHICH AREAS OF THE DIGITAL CUSTOMER EXPERIENCE WILL YOU FOCUS MOST ON IMPROVING IN THE YEAR AHEAD?





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Research studies by BuzzSumo, MarketingProfs, and eMarketer finds that original research is the #1 type of content to engage prospects and convert leads to sales. Find out how you can add research to your marketing mix.



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