

BUILDING BETTER CUSTOMER EXPERIENCES

Research Created 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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PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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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

N = 408 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	27%
B2C (Business-to-Consumer)	51%
B2B and B2C Equally	22%

Number of Employees

More than 500	15%
50 to 500	20%
Fewer than 50	64%

Primary role in company

Owner / Partner / C-Level	54%
Vice President / Director / Manager	33%
Non-Management Professional	13%

BUILDING BETTER CUSTOMER EXPERIENCES

Businesses of all sizes and industries have learned that improving customer experience can improve growth, loyalty, and efficiency.

But how are marketers working to build better experiences for their customers?

To help answer this question, Ascend2 and our Research Partners fielded the Building Better Customer Experiences survey. We thank the 408 marketers who responded to this survey during the week of October 24, 2022.

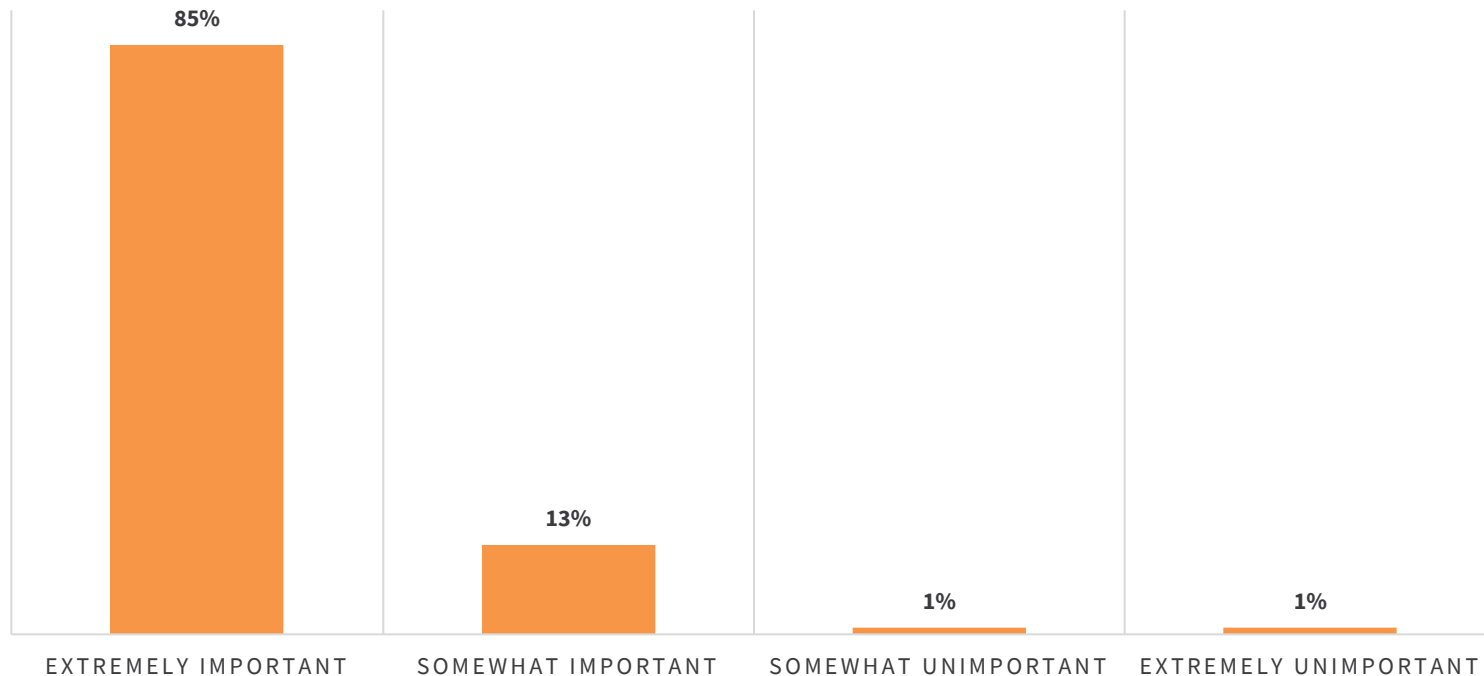
This Survey Summary Report, titled *Building Better Customer Experiences*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

THE IMPORTANCE OF CUSTOMER EXPERIENCE

Improving the customer experience is not to be overlooked according to marketers. In fact, nearly all marketers surveyed (98%) report that delivering an exceptional customer experience is important, with 85% who feel it is extremely important to success. Only 2% of the 408 marketing professionals surveyed feel that the customer experience is of little to no importance.

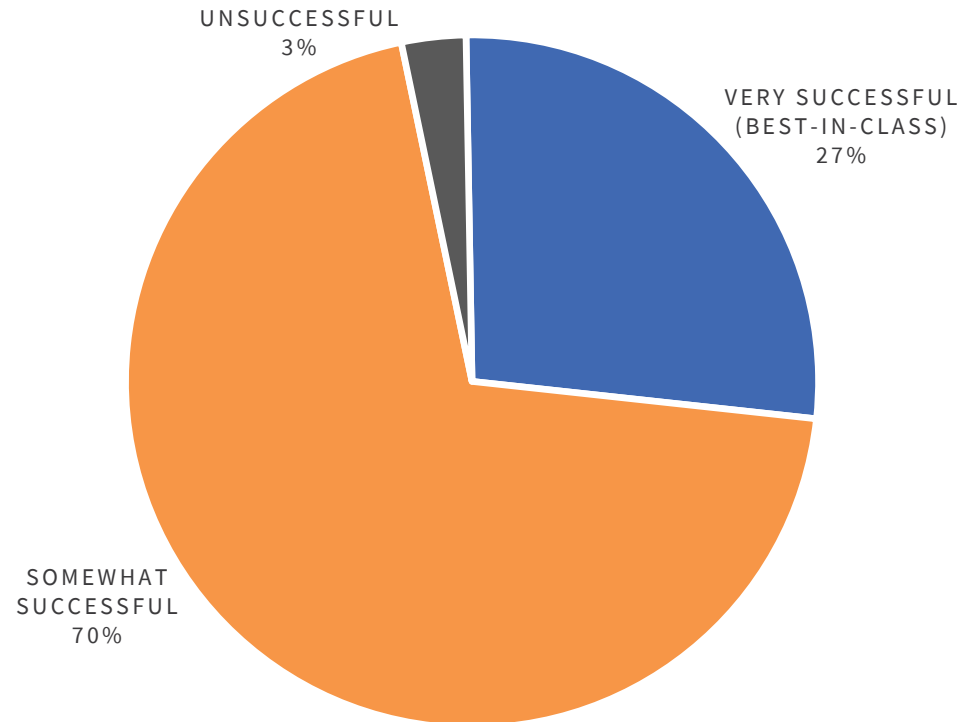
RATE THE IMPORTANCE OF DELIVERING AN EXCEPTIONAL CUSTOMER EXPERIENCE.



STRATEGIC SUCCESS

Ensuring that customers are having an optimal experience is critical to success, but only 27% of those surveyed feel that their strategy to improve customer experience is very successful, or best-in-class compared to the competition. Nearly three-quarters of marketers see room for improvement when it comes to their customer experience strategy.

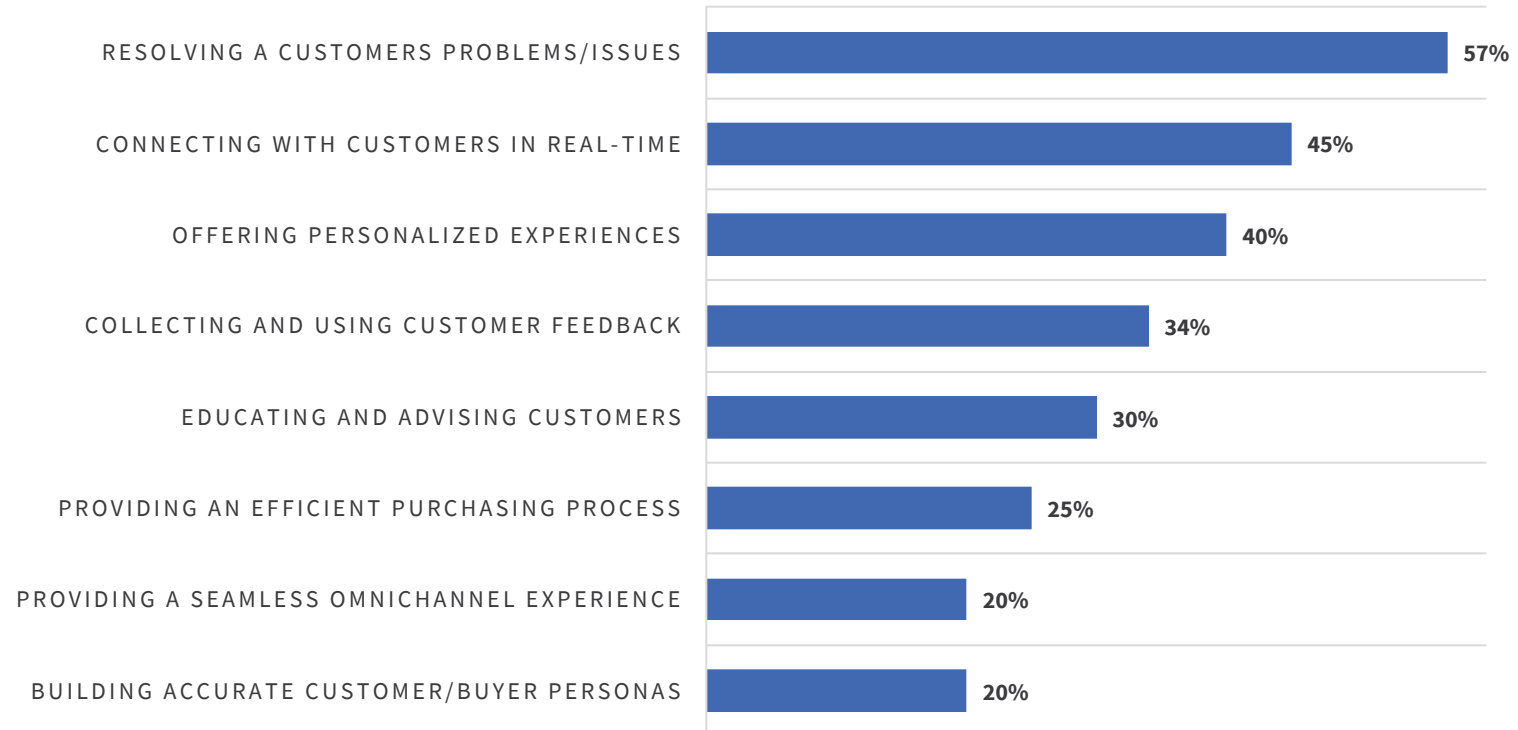
HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR STRATEGY TO IMPROVE CUSTOMER EXPERIENCE?



MOST ESSENTIAL ELEMENTS TO SUCCESS

Resolving a customer's problems or issues is the most essential element to providing a successful customer experience according to 57% of marketing professionals surveyed. Connecting with customers in real-time and personalization are also critical to success for 45% and 40% of marketers, respectively.

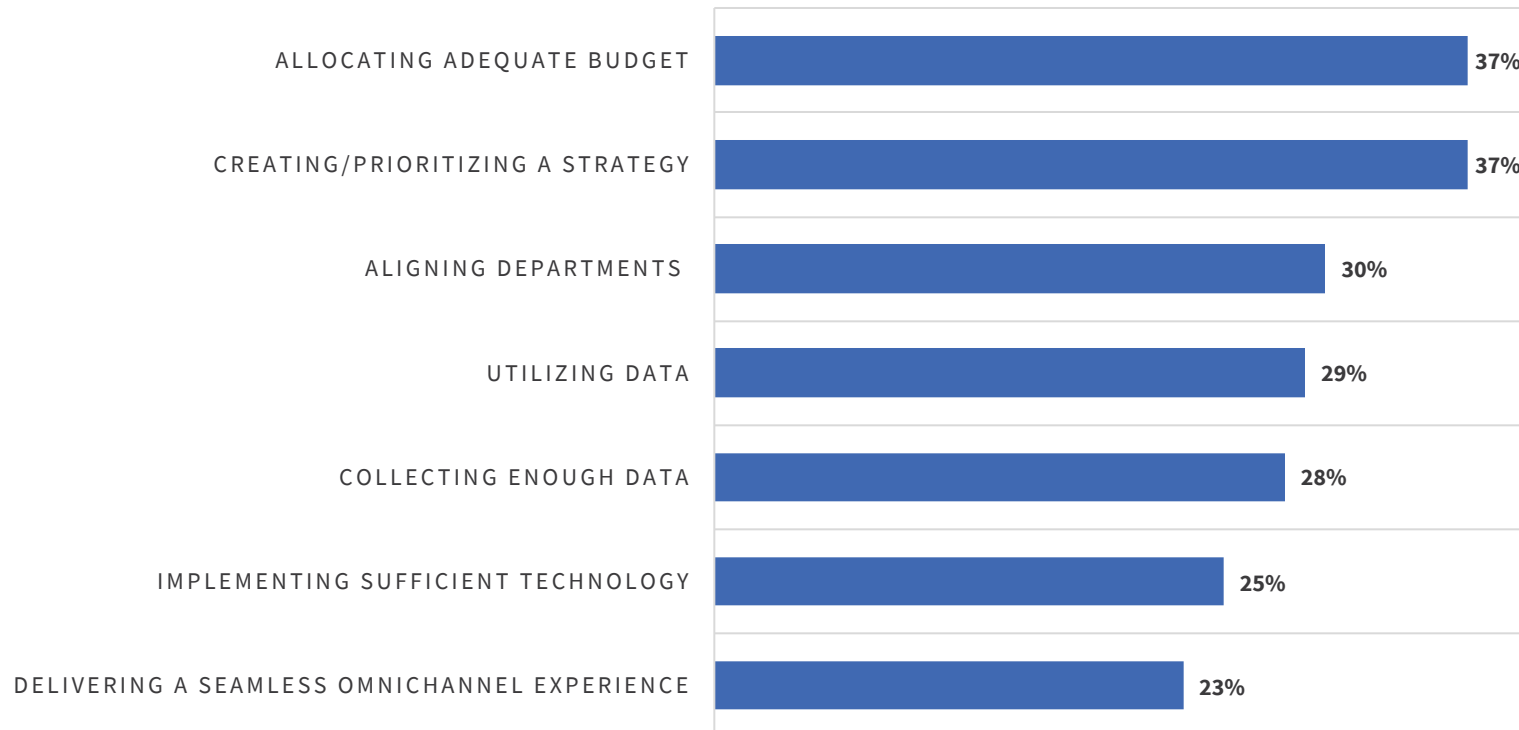
WHICH ELEMENTS CONTRIBUTE MOST TO PROVIDING A SUCCESSFUL CUSTOMER EXPERIENCE?



GREATEST CHALLENGES

Over one-third (37%) of marketers are struggling to allocate sufficient budget for improving their customer experience strategy. This obstacle, along with creating and prioritizing their strategy are the top two greatest challenges in optimizing the customer experience according to those surveyed.

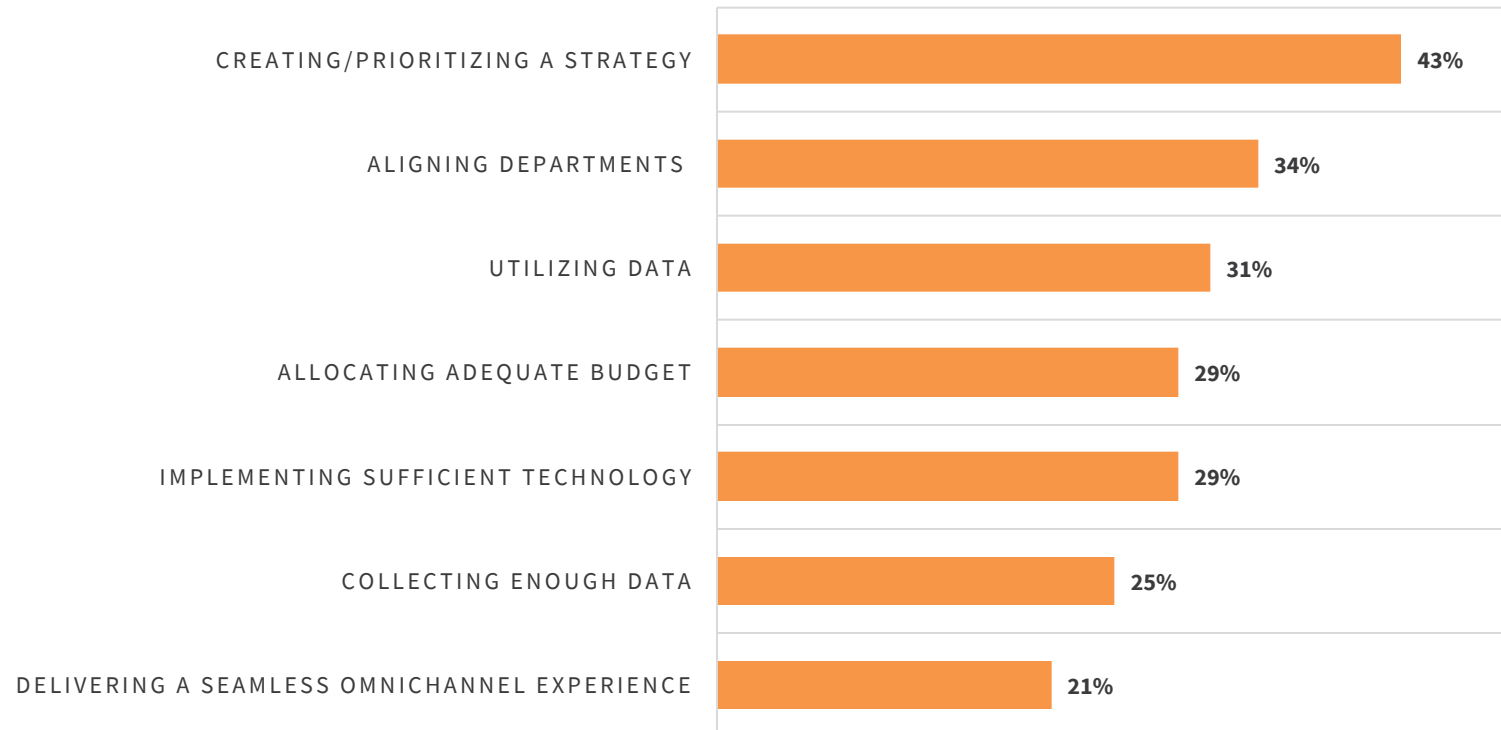
WHAT ARE THE GREATEST CHALLENGES OF IMPROVING CUSTOMER EXPERIENCE?



TOP PRIORITIES

How do marketers plan to improve customer experience in the year ahead? Marketers are working to create and better prioritize their strategy to improve customer experience in the coming year. Aligning departments and utilizing data will also be top priorities for marketers according to 34% and 31% of those surveyed, respectively.

WHAT ARE YOUR TOP PRIORITIES TO IMPROVE THE CUSTOMER EXPERIENCE IN THE YEAR AHEAD?

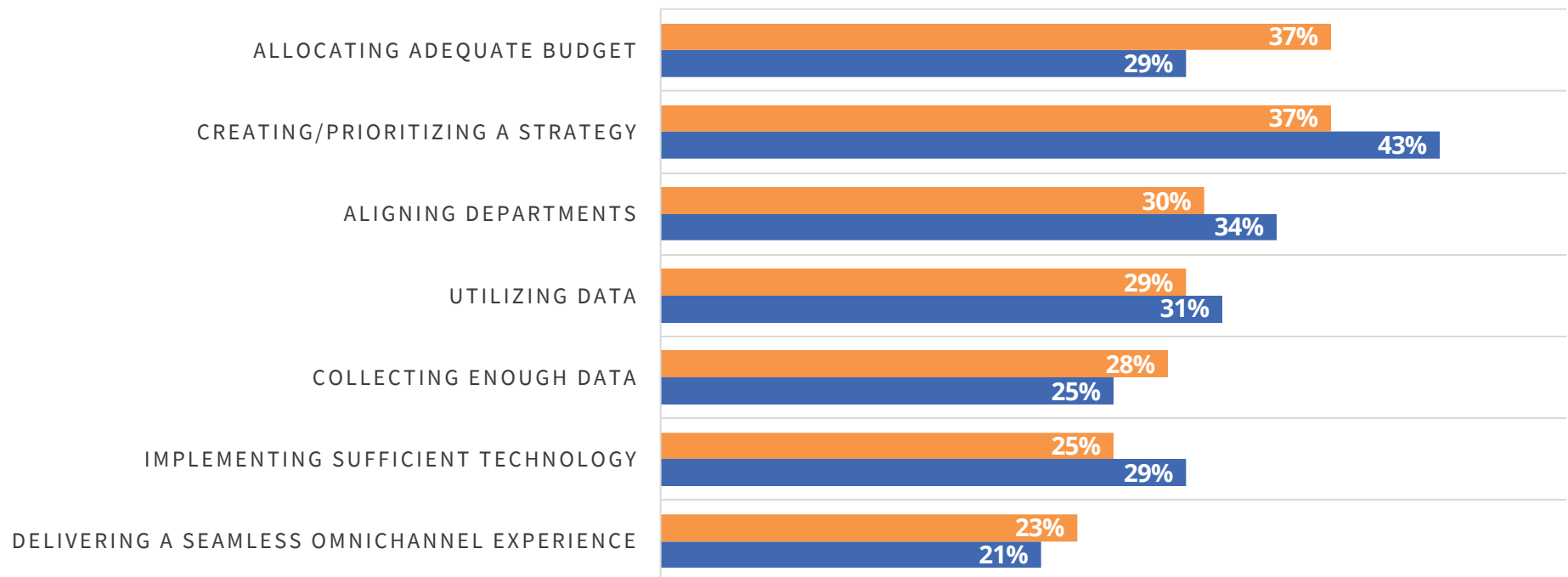


CHALLENGES VS PRIORITIES

Creating and prioritizing a customer experience strategy is top-of-mind for marketers. It lands among the top challenges as well as top priorities to address in the coming year. Comparing challenges and priorities helps us understand where marketers may need to direct focus for improving the customer experience now and in the year ahead.

CHALLENGES VS PRIORITIES

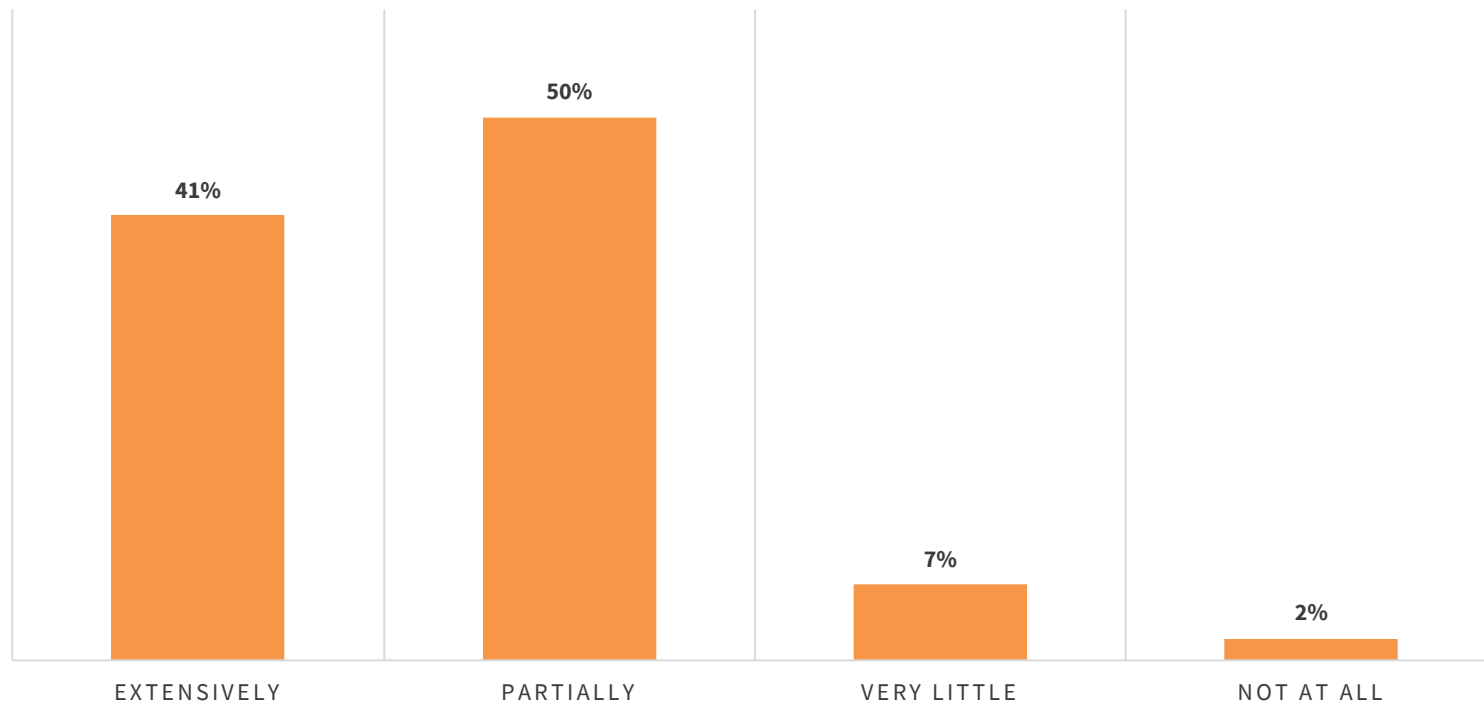
■ Greatest Challenges ■ Top Priorities



DATA SHARING ACROSS TEAMS

Half (50%) of marketers surveyed report only having a partial ability to use and share information across teams such as marketing, sales, customer service, and operations. Access to information across teams is critical to delivering personalized experiences, resolving customer issues, and other elements essential to success.

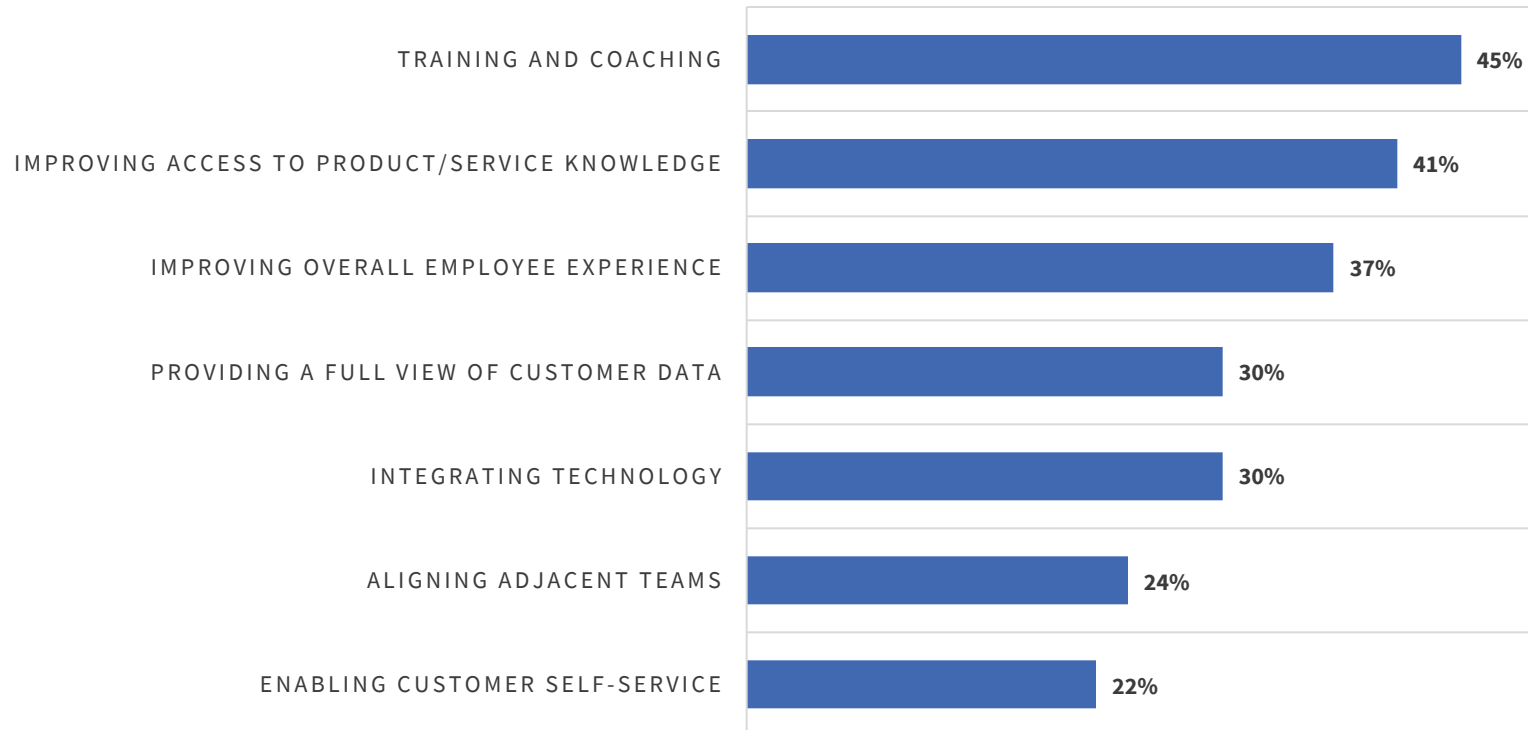
RANK YOUR ORGANIZATION'S ABILITY TO USE/SHARE INFORMATION ACROSS TEAMS (MARKETING, SALES, CUSTOMER SERVICE, OPERATIONS, ETC).



EMPLOYEE ENABLEMENT

What are the tools that employees need in order to provide an exceptional experience for customers? Marketing professionals surveyed report that training and coaching (45%) as well as improving access to product and service knowledge (41%) are most important for employee enablement.

WHICH OF THE FOLLOWING ARE MOST IMPORTANT TO ENABLING EMPLOYEES' ABILITY TO IMPROVE THE CUSTOMER EXPERIENCE?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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