Six Global Key Findings of the Isobar CX Survey 2020 under a local perspective by Luís Nunes, Head of Digital Experience Isobar Switzerland

1. All change for CX: Innovation and Creativity

Some 64% of CMOs have changed their strategy completely or moderately in response to the Covid-19 crisis. Over 1/5 agree they have 'completely' changed their CX strategy, with a renewed focus on innovation and invention.

Luís Nunes, Head of Digital Experience Isobar Switzerland:

The global context is rapidly evolving from moving to digital to differentiating in the digital landscape. It is no different for Swiss companies and especially when so many have international footprint. Switzerland is renowned by its innovation and invention - this is another period for us to lead by example.

A strong emphasis is being put on finding innovative ways to not only interact with customers, but also reach out to them and the companies that are able to capture attention through experiences that make them standout. They are the ones who are going to emerge as leaders from this change.

2. Commerce capability connects the dots

Among the CMOs who have changed their CX Strategy in response to Covid-19, commerce has emerged as a clear priority, with 39% of CMOs having made commerce a greater focus and 36% having implemented Direct-to-Consumer approaches.

Luís Nunes, Head of Digital Experience Isobar Switzerland:

E-commerce and Direct-to-Consumer initiatives in our market were already starting to pick-up at the end of 2019, with several companies looking to expand digital activities and explore new business models.

Recent significant constraints to people mobility means that access to products and services through digital has raised significantly. The same applies to knowledge on customer behaviours and introducing that same knowledge into products and services' optimization. E-commerce and Direct-to-Consumer in particular are effective ways of addressing these challenges with associated results maximized through a holistic integration in a CX Strategy.

3. **The power of idea-led experiences**

CMOs place their bets on innovative use of technology (58%) and the importance of a galvanising organisational idea (50%) as key ingredients for building differentiated customer experiences.

Luís Nunes, Head of Digital Experience Isobar Switzerland:

Given experience is taking centre-stage in this differentiation race, the ability to come up with ideas that result in competitive advantage and how we provide the context for those ideas to come about is a key priority.

A first approach consists of changing the way existing technology is used to enable those experiences. Companies are improving their ability to adapt quickly to market demands and to leverage relevant data to increase these experiences' effectiveness, as well as finding cost-efficiencies that were previously overlooked. Another approach revolves around the search for cutting-edge technology to enable those idea-led experiences that aim at going beyond common engagement tactics. In both cases, it is the combination of ideas and technology (with data as the secret ingredient!), that will provide the desired differentiation.

4. **Peak Personalisation?**

While Personalisation scores highly among the key ingredients for building a differentiated experience (63% of CMOs agree personalisation is a key ingredient), opinion is divided among more progressive CMOs who increasingly prioritise new and innovative technologies and those in the earlier stages of their transformation journey.

Luís Nunes, Head of Digital Experience Isobar Switzerland:

Different companies will find themselves in different maturity stages when it comes to personalisation. Having a clear understanding of which stage they are in often represents a challenge in itself, let alone deriving a strategy to reach peak personalisation.
Ultimately, personalisation is a journey tightly related to a data and technology transformation, where the advancement level of each company on those transformations heavily influences the ability of effective personalization. One - where there is also a key dependency on the ability to produce relevant content at scale - which in turn throws back to the data and technology capabilities back again.

Since we are talking about people, both on the production and consumption side of experiences, there is also an extremely important organizational side to this transformation journey. It is critical to get the foundations right on a path to peak personalisation and investment decisions to reflect this.

5. **Augmenting Humanity**

CMOs are increasingly turning to technologies that offer more human and conversational interfaces. While AI is currently the most used emerging technology by some 36% of CMOs, Voice and Chat based interfaces follow closely behind at 29% and 28% adoption respectively.

Luís Nunes, Head of Digital Experience Isobar Switzerland:

This shift ties to emotional connections, mostly built around identification and trust. Equally critical for addressing consumers and engaging partners as well as collaborators, identification and trust is often overlooked by companies without direct connection to customers.

Cutting-edge technology combined with innovative ideas for all sorts of interactions is part of the sought-after solutions to build those emotional connections at a distance and through digital. AI, Voice and Chat represent one emerging technology group most of us are looking at these days, because of their maturity, but also because of their reach.

6. **Digital data infuses physical spaces**

Virtual and Augmented Reality are also entering the mainstream, with 28% and 27% adoption respectively among CMOs. Augmented Reality and Spatial Computing also featured strongly in the list of future priorities for CMOs wishing to improve customer experiences.

Luís Nunes, Head of Digital Experience Isobar Switzerland:

VR, AR and Spatial Computing are other emerging technology groups most of us are looking lately, because they help building emotional connections at a distance and through digital that are so key in a customer relationship. It is interesting to see that this perception is also extending into how we relate and collaborate with colleagues and business partners.

That said, this remains an area of interest that still revolves around presenting products and services through exquisite experiences. It is also one that holds a lot of impact in terms of acquiring data about that same customer.



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