

CUSTOMER EXPERIENCE: THE CHANGING LANDSCAPE

7 out of **10** U.S. consumers
say they've spent more money to do business
with a company that delivers great service.*

Continuous market disruptions have forced organizations to explore and create innovative ways surrounding Customer Experience ("CX"). Organizations need to continually develop new ways to engage with customers as well as exceed the customers new and increasing expectations. Providing a standard product or service is no longer adequate for modern day consumers. Organizations that do not recognize or adapt to the changing standard of consumer expectations will suffer – or worse, become extinct.

9 of the top **15** risks that appear
in the 2019 Executive Risks Survey**
were Customer Experience Oriented.

1. Existing operations meeting performance expectations, competing against "born digital" firms
5. Resistance to change operations
6. Rapid speed of disruptive innovations and new technologies
7. Privacy/identity management and information security
8. Inability to utilize analytics and big data
9. Organization's culture may not sufficiently encourage timely identification and escalation of risk issues
10. Sustaining customer loyalty and retention
12. Organization may not be sufficiently prepared to manage an unexpected crisis significantly impacting our reputation
13. Social media, mobile and other Internet-based applications may significantly impact our brand, customer relationships
14. Organic growth through customer acquisition and/or enhancement may be significantly limited

CX MATTERS

Insights from customers have become one of the immediate assessors to how companies adjust and drive strategic priorities.

Implementing a CX has benefits across the organization.

CUSTOMERS

Enables organizations to provide enhanced Customer Experiences

EMPLOYEES

Enhanced job satisfaction through culture and employee empowerment

SHAREHOLDERS

Improved revenues (CX leaders outperform by 77%)

COST SAVINGS

Enhanced operational effectiveness by using customer insights to enable enhanced decision making

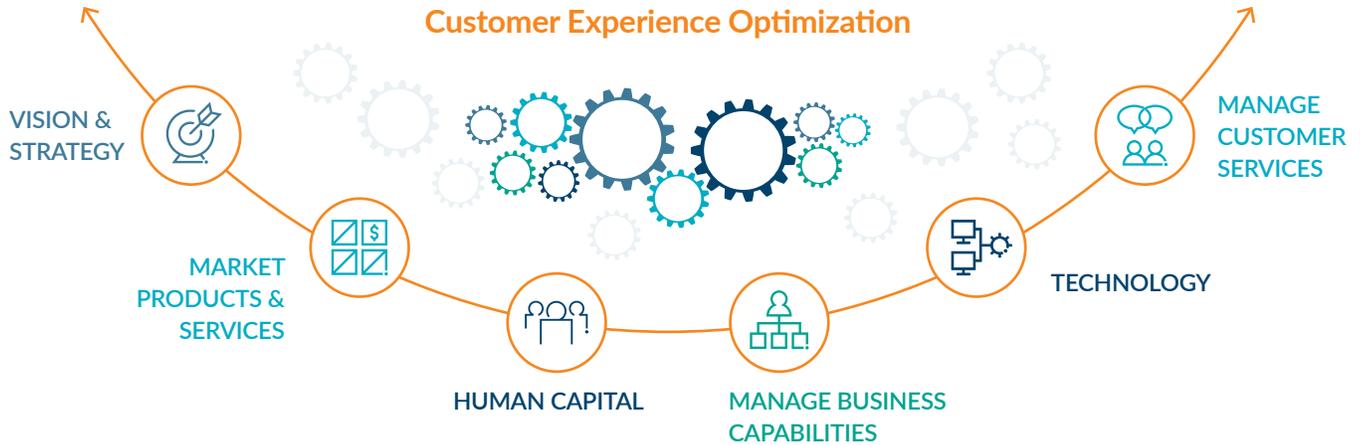


*American Express 2017 Customer Service Barometer

**Executive Perspectives on Top Risks for 2019: Key Issues Being Discussed in the Boardroom and C-Suite, Protiviti and North Carolina State University's ERM Initiative

AREAS OF FOCUS

Protiviti's six key areas of focus directly effect and organization's customer experience. Organizations should look to review and assess these areas, understanding both direct and indirect correlations of customer experience to the overall business structure.



HOW WE HELP

DATA ANALYSIS & REPORTS

- Customer Analytics and Insights
- Business Intelligence Capabilities

OPERATIONS & PROCESS

- Customer Journey Mapping
- CX Strategic Initiatives Prioritization and Roadmap Development and Execution
- Customer Centric Culture Capabilities Enhancement

TECHNOLOGY & SYSTEMS

- CX Platform Selection and Implementation
- Technology Architecture and Infrastructure

STRATEGY & GOVERNANCE

- CX Organization Structure, Governance, Metrics and Reporting
- Voice of the Customer Program Development/ Enhancement
- Customer Experience Program Audit/Assessment

Protiviti is a global consulting firm that delivers deep expertise, objective insights, a tailored approach, and unparalleled collaboration to help leaders confidently face the future. Protiviti and our independently owned Member Firms provide consulting solutions in finance, technology, operations, data, analytics, governance, risk, and internal audit to our clients through our network of more than 70 offices in over 20 countries.

We have served more than 60 percent of Fortune 1000® and 35 percent of Fortune Global 500® companies. We also work with smaller, growing companies, including those looking to go public, as well as government agencies. Protiviti is a wholly owned subsidiary of Robert Half (NYSE:RHI). Founded in 1948, Robert Half is a member of the S&P 500 Index.

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