

Kickstart Your CX

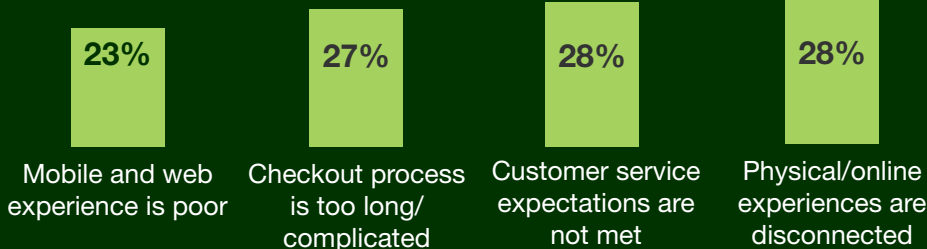
The importance of partners in driving new customer insights and experiences

Companies are unprepared to support increasing demands for customer convenience

Customer Data Sources



Lack of deeper customer intelligence creates unnecessary friction in the customer journey



CHALLENGES



50% don't have sophisticated analytics



79% struggle with turning insights into experiences

COMPANIES NEED PARTNERS TO BUILD THE EXPERIENCES CONSUMERS EXPECT



39% want to enrich their customer insights with partner data



72% need help transforming customer insights into CX improvements



51% want to cocreate new experiences via APIs and partnerships

Top benefits from improved data insights and experiences powered by partnerships and APIs



Increasing revenue



Delighting customers with individualized experiences



Creating more seamless shopping experiences



Read the full study

Methodology

Source: A study conducted by Forrester Consulting on behalf of Visa, August 2017

Base: 528 business professionals with responsibility for digital initiatives, customer experience, and/or omnichannel experience