

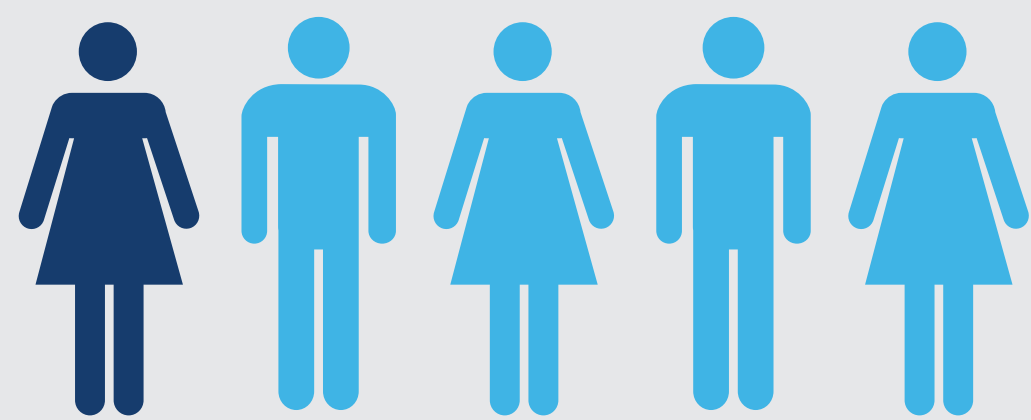
THE 4 PHASES TO ACHIEVING CUSTOMER DELIGHT

PHASE 1: CHAOS

By 2013 there were

4.4

zettabytes of data in the digital universe



1 out of 5

contact centers are overwhelmed by data

73%

of contact centers say their contacts are getting more complex



PHASE 2: CONTENT

39%

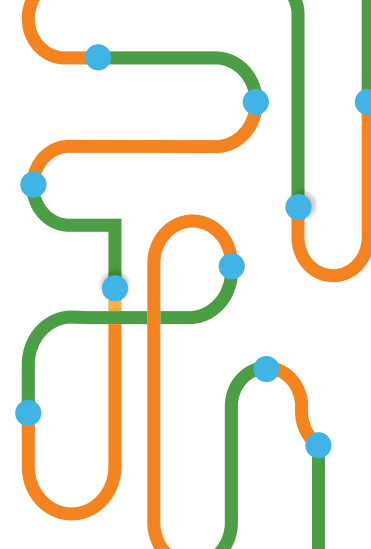
of contact centers use data to ID customer trends



Just 27%

use their data to find broken processes or poor policies

Data is used to create customer journey maps in contact centers



PHASE 3: CLARITY

65%

have increased their focus on the customer experience in the past year



1 in every 3

contact centers has a formal voice of the customer program



have workforce optimization technologies



PHASE 4: COMPETITIVE ADVANTAGE



71%

believe organizations have to work harder to provide a good customer experience

77%

think they need to be more consistent with their customer experience



What's stopping you?