

Survey Reveals Gaps in Digital CX Perception vs. Reality

A new Forbes Insights and Glassbox survey of 400 business leaders reveals that digital customer experience (CX) is vital for business – and an important competitive differentiator.

But dig a little deeper, and it's clear that many organizations are overestimating their digital CX readiness.

Businesses know that digital experience is the key to differentiation and growth.

They think they're doing a pretty good job of delivering seamless digital experiences.



84%

of executives agree that excellence in digital CX is vital to business survival.

81%

agree that they increasingly compete on digital CX as much as on product or price.

71%

rate their own organizations' digital CX as above average or better.

9%

admit it may be below-average.



But when the survey looked further into the specifics, many respondents lacked good process and governance.

38%

of respondents say they have completely defined goals and strategies for digital CX.

25%

are highly confident in the effectiveness of their current digital CX leadership and governance.

1/3

are fully confident in their organizations' ability to trace an entire digital journey.

36%

have completely established clear ownership and delegated responsibility for digital CX performance.



“Customers may not have challenges interacting with you, you may not notice a problem related to customer satisfaction, but you can still leave money on the table by not providing a seamless, smooth or fast experience.”

Asim Zaheer, Glassbox Chief Marketing Officer

There are still several long-term challenges preventing ongoing digital CX benefits.



66%

say they are having difficulty shifting their analytics posture from a reactive to a proactive/predictive stance.

65%

find attracting and retaining talent that understands both the technological and business implications of digital CX a challenge.

22%

of executives say their CX teams collaborate very closely with IT and data teams.



See how business leaders are working to overcome these challenges, and progress forward.



[Read the full report](#)

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