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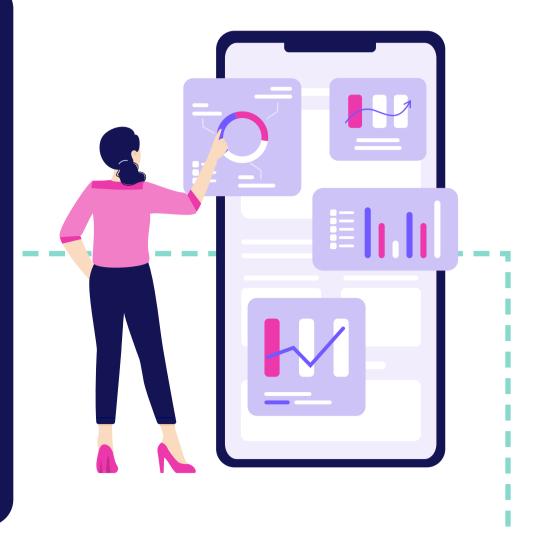
Survey Reveals Gaps in Digital CX Perception vs. Reality

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.





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

71%

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

81%

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



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.



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.





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

66

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.



find attracting and retaining talent that understands both 22%

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

the technological and business implications of digital CX a challenge.



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



Read the full report

To learn more about digital experience intelligence, visit **glassbox.com** today.



Report based on 400 business executives from US companies with at least \$100 million annual revenue surveyed in January 2022.

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