

# KEY PRIORITIES & TRENDS IN CX FOR ORGANISATIONS

Recognising organisations are facing unprecedented CX challenges in this new COVID world, we ran a number of free workshops to support them.

Here's a snippet of some of the key findings:

## What are your main organisational challenges?

### Organisations said...



Lack of understanding gaps in their customer journeys



Keeping up to date with tools, techniques and terminology



Understanding both internal and external customer needs

“ It is vital to listen to your employees and continue to make improvements to make their experience better. ”

## What would you like to do differently for your customers?

### Organisations said...



Ensure consistency in CX quality



Retain flexibility in customer journeys



Think more about experience & usability

“ Empowering employees to make improvements allows organisations to delight customers from the ground up. ”