



latentview

Actionable Insights • Accurate Decisions

# Rethinking Customer Experience (CX) Strategies In A Post-Pandemic World

## COVID-19 has changed the consumer's mindset

- 65% of consumers want the companies they engage with to improve CX - up from 59% in 2021 and 35% in 2019 (pre-pandemic)
- Three in five consumers (65%) in the US find a holistic experience with a brand to be more pivotal than advertising



## Different Industries, Different CX Challenges



**TECH**

73% of tech companies believe they offer the best quality of their service, but 54% of consumers strongly believe customer service is an afterthought for most of the businesses they buy from

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**FINANCIAL SERVICES**

95% of banking executives strongly believe legacy systems and outdated core banking modules are significant barriers to optimizing data and implementing customer-centric growth strategies

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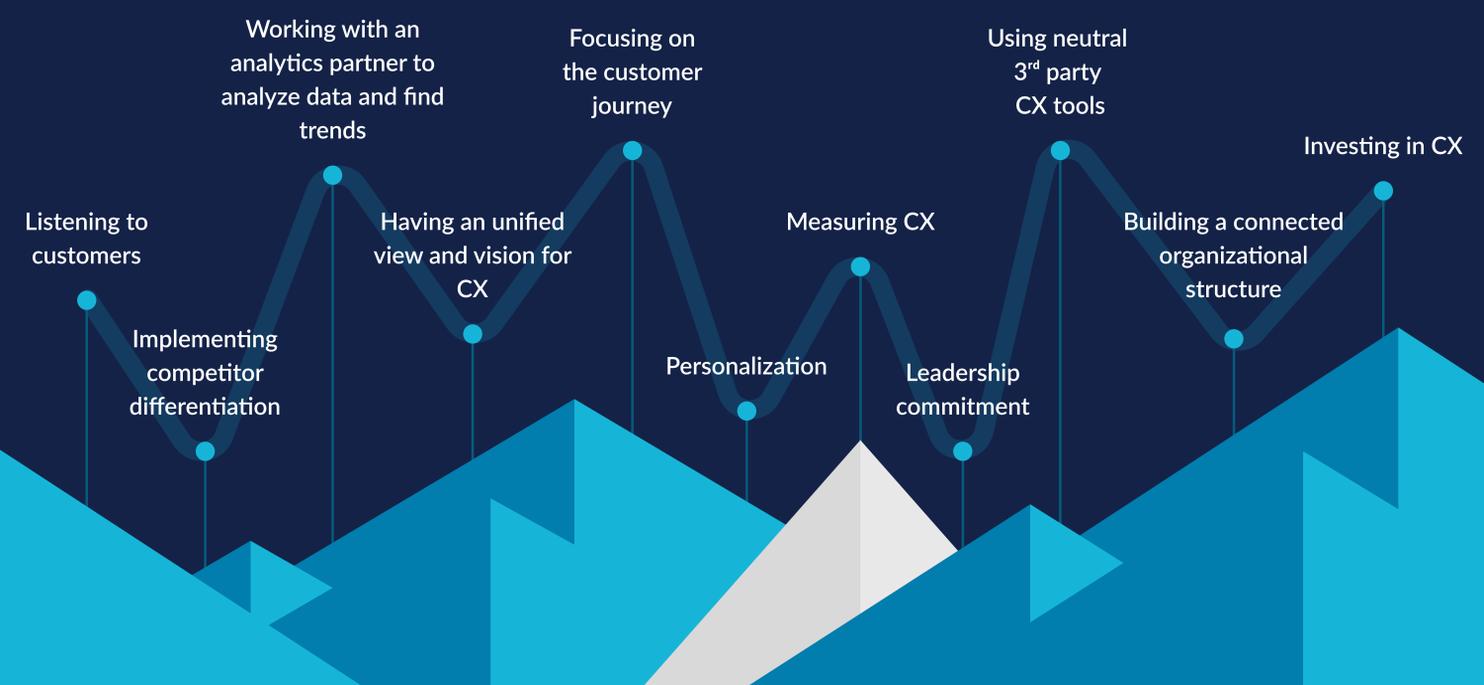
**CPG & RETAIL**

81% of consumers are more likely to buy from brands that use relevant, personalized communication

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83% of business executives face moderate to severe revenue & market share risks due to poor CX

## Now and Beyond: CX Priorities for Leaders



Progressive CX leaders are investing in new technologies like Customer Data Platforms (53%) and Real-Time Decision Engines (45%).

### PARTNER WITH LATENTVIEW ANALYTICS TO:

*Tapping into real-time consumer data and getting actionable consumer insights*

*Gaining a unified vision of the consumer*

*Focusing on the customer journey and offer personalization*

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