

Taking CX In Tech Industry To The Next Level



- The global Information Technology (IT) industry is predicted to reach nearly \$12 trillion in 2025 at a CAGR of 9%
- Industry Revolution 4.0 is reshaping operating models, but the pandemic has steered this revolution to a more customer-driven change toward digital interactions
- Important to leverage the power of data and analytics to implement a customer-centric approach

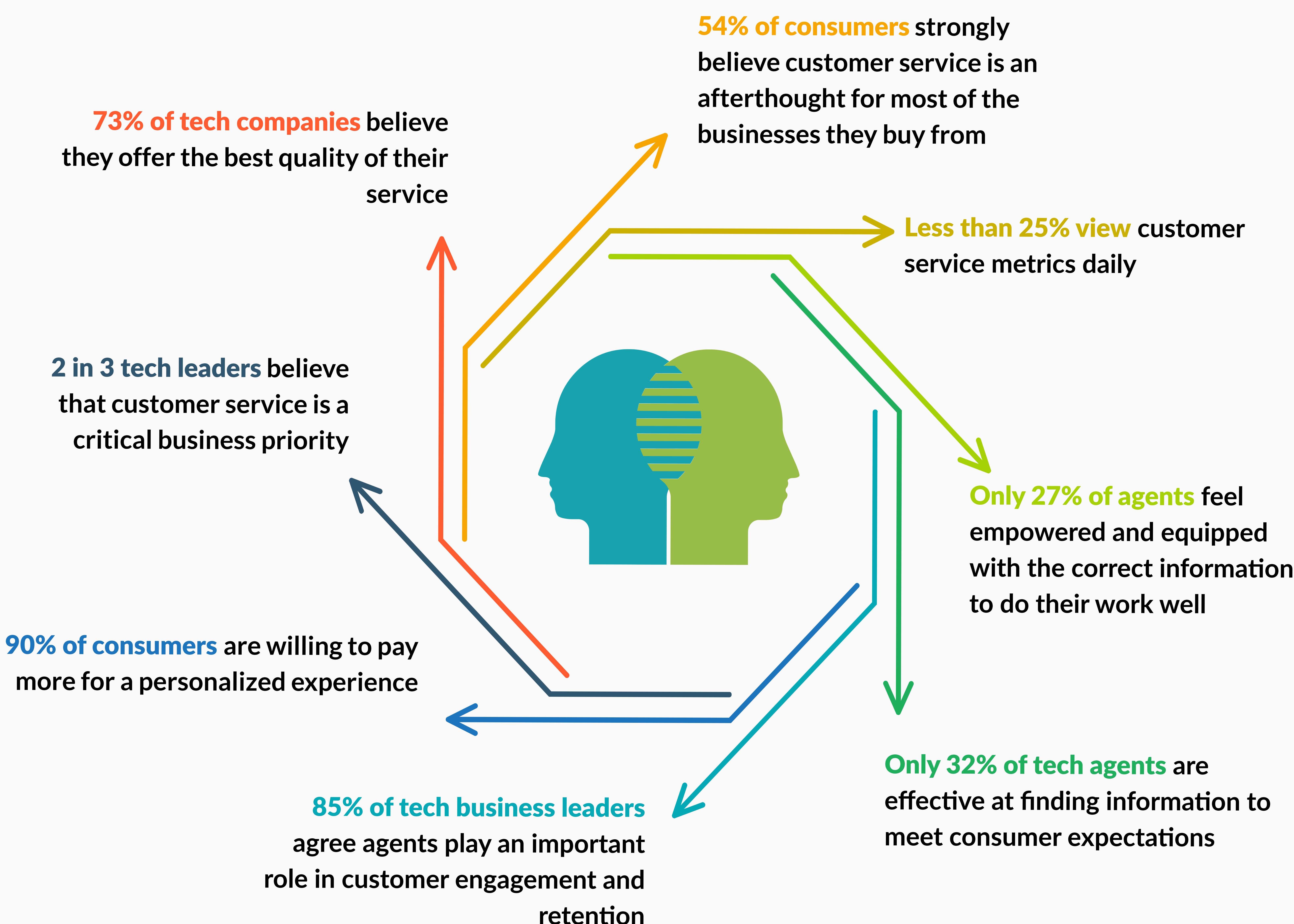
CHAOS TO CONTROL

- Tech companies have seen a significant disruption during the pandemic in terms of how they operate, how consumers use tech, and how consumers interact with brands, which will continue post pandemic
- The tech industry has been a backbone for several other sectors to adapt and stay resilient during the pandemic
- Priority for tech companies post pandemic - to avoid common consumer experience traps, like lack of go-to-market approach and personalized customer service, that hinder growth plans, and scale and drive innovations to meet the rising demand for solutions
- Cloud computing, SaaS services, and a supply of resilient, purpose-driven, and adaptable tech and services will be the way forward



But there is a 14% gap between the level of customer satisfaction and expectation in the software industry and 13% in the tech industry.

PERCEPTION VS REALITY



CX is a primary driver for investments - 46% of tech businesses expect at least a 25% budget increase over the next two years to support customer engagement initiatives.

REACTIVE TO PROACTIVE

CX is a critical competitive differentiator - most technology and software companies focus more on tech innovation than market dynamics and often forget that customer experience is key to building a business.



- According to Gartner, by 2023, **B2B organizations with digital commerce offerings** will see 30% more revenue and a 20% reduction in costs compared to competitors without B2B digital commerce sites
- Tech companies need to prioritize enhancing the end-to-end customer experience through **self-service platforms, digitization, and consumer data insights**

Work with LatentView Analytics to track and understand your customer's journey. Get insights on how your customers and prospects use various channels to interact with your company, and identify their pain points.

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Sources - Gartner, Zendesk, TCS, Business Wire

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