

5 REASONS YOUR CX STRATEGY IS FAILING

Connecting with customers can make or break a business today. From your targets to your employees, CX is top of the list when it comes to selling, engaging, and building brand love. Do you have the visibility you need to know if your strategy is failing—and why?



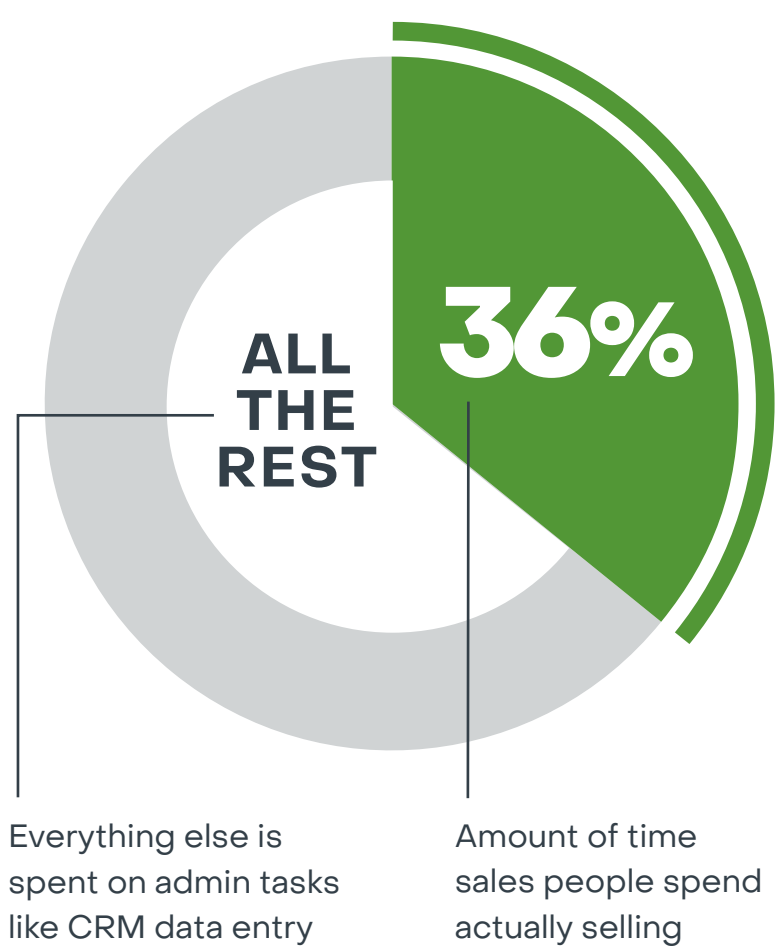
REASON NUMBER ONE

You rely too much on humans for data accuracy.

When the data burden is placed on your sales team, your data will be incomplete, duplicated, and deliver an inaccurate picture of your pipeline. Plus, your sales team isn't spending their time where they should be.

■ NOT SURPRISINGLY...

30% of all CRM implementations fail²



86%

OF BUYERS ARE WILLING TO PAY MORE FOR GREAT CX¹

REASON NUMBER TWO

You assume your CRM holds all the info you'll ever need.

Your business and customer profiles change over time—as does your data's accuracy. For that reason, your internal data is just a drop in the bucket compared to what can be sourced publicly and privately.



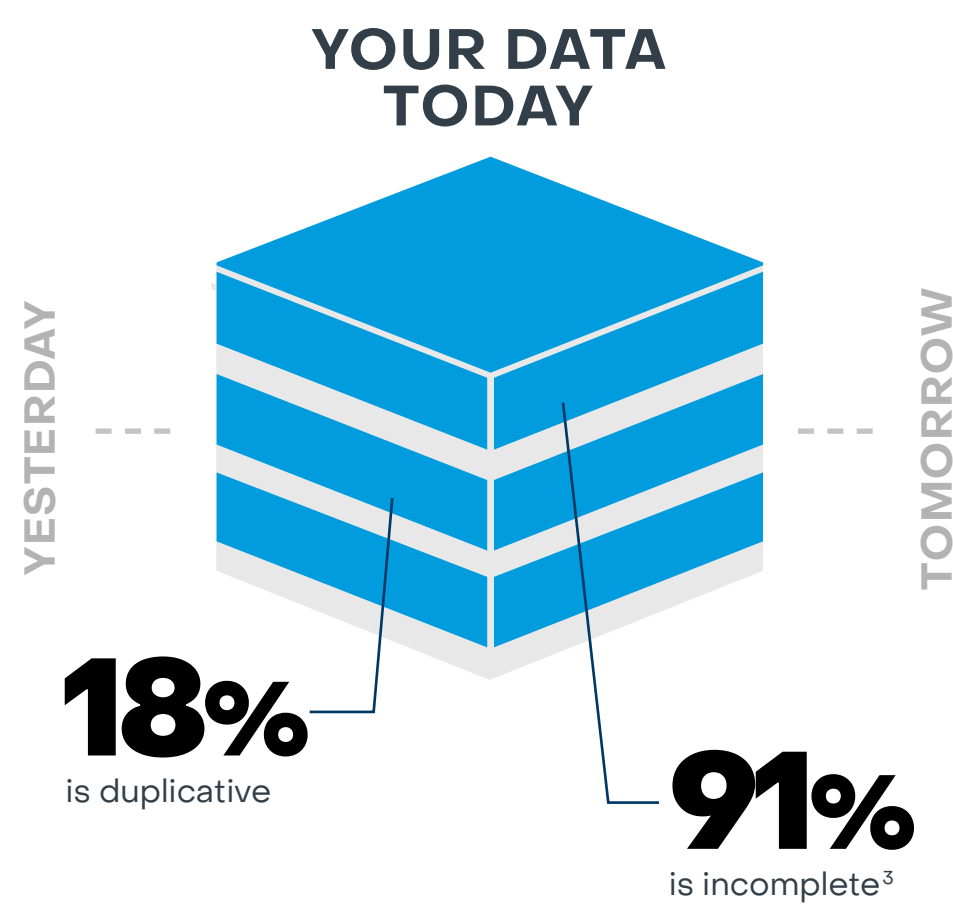
■ DID YOU KNOW...

>73% of data goes unused

REASON NUMBER THREE

You assume your CRM tracks everything.

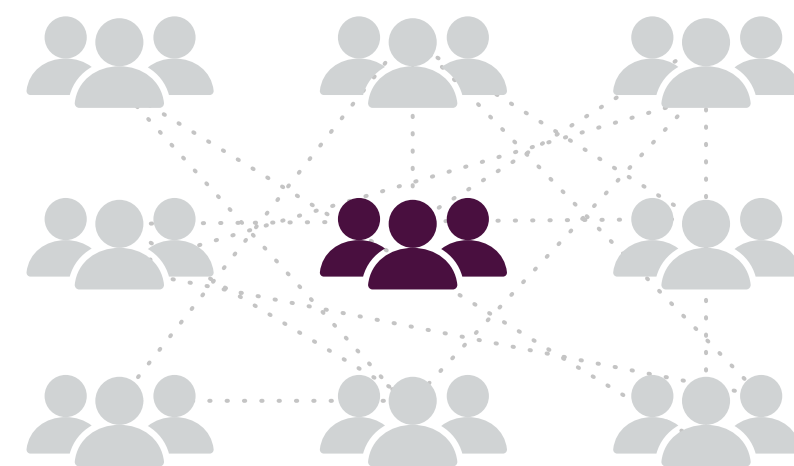
If your CRM only provides a flawed picture of today, you can't learn from the past or predict the future.



REASON NUMBER FOUR

You have siloed customer insights.

When teams don't look at the same data—and they only gather and analyze in their own areas—they miss crucial insights on customers that relate to cross-sells, upsells, and other opportunities.



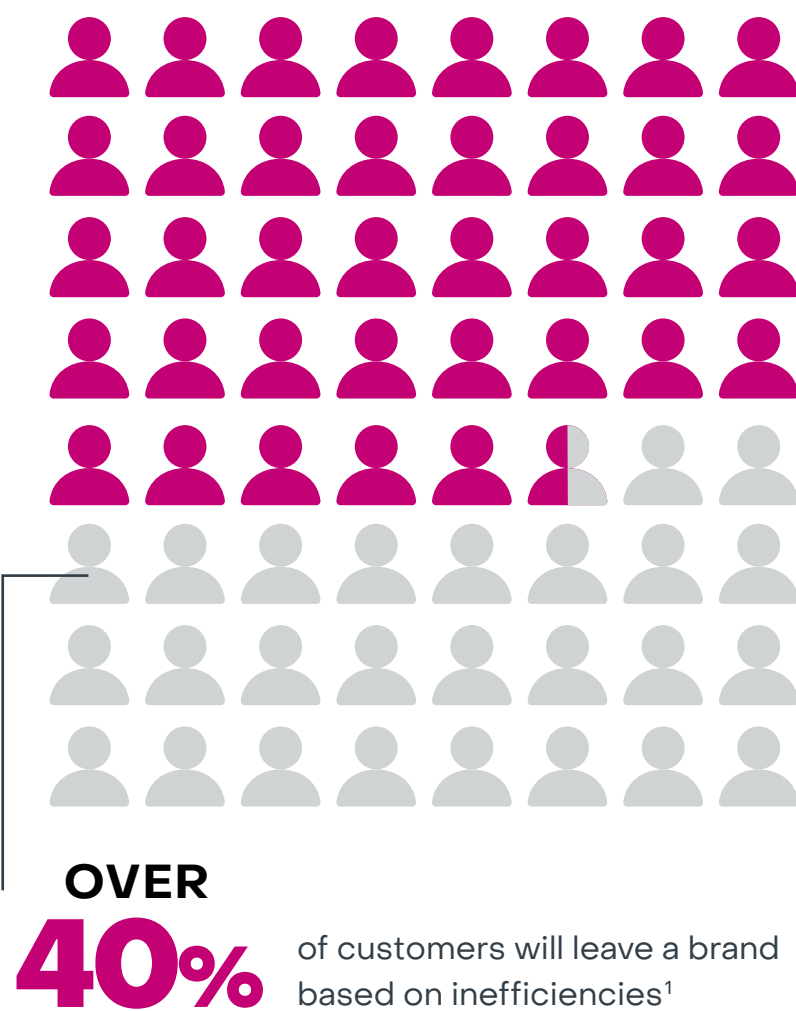
\$1 TRILLION

lost each year due to departmental misalignment⁴

REASON NUMBER FIVE

You focus solely on customer-facing opportunities and teams.

From inventory to invoicing and accounting, the systems you use are all part of your customer experience strategy. These inner workings of your business have impacts inside and outside—so if you're not investing in systems that work for your employees, it will ripple to your customers.



SOURCES:

- ¹ <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>
- ² <https://www.smallbizgenius.net/by-the-numbers/crm-statistics/>
- ³ <https://www.dnb.com/products/marketing-sales/data-com-replacement.html>
- ⁴ <https://www.maestrogroupp.co/news/2017/1/9/how-much-is-sales-marketing-misalignment-costing-you/>

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