

Mastering the Experience Economy – When Every Experience Has Changed



Customer and employee experiences may have been turned on their head, but the experience economy is as relevant as ever

THE CHANGE YOU SEE

Customer and employee experiences have morphed quickly – and permanently.

49% ↑ Year-over-year jump in online sales, April 2020¹

2x ↑ Increase in employees working from home, from 31% to 62%, in only three weeks following the coronavirus pandemic²

74% A Gartner, Inc. survey of 317 CFOs and finance leaders on March 30, 2020, revealed that 74% will move at least 5% of their previously onsite workforce to permanently remote positions post-COVID 19³

Rising Expectations

Demand for superb experiences is only increasing.

Customers say...



Experiences are as important as products and services⁴



They expect organizations to use **existing** technologies to create better experiences⁵



They expect organizations to use **new** technologies to create better experiences⁵

The Service Experience

Customer service touchpoints are where experiences are shaped

Customers say...



They expect to solve complex issues by speaking to one person⁶



They prefer self-service channels such as knowledge bases and customer portals to resolve simple issues⁷

The Tech Behind the Curtain

Effective technology is the experience driver

Customers say...



Technology is so intertwined with their day-to-day life that they view it as an extension of themselves⁸



They expect connected experiences⁹



The way a company uses technology indicates how it operates in general¹⁰



Emerging technologies are changing their expectations of organizations¹¹

VESTED INTERESTS

Organizations that embrace the experience imperative invest accordingly. Businesses say...



They need to dramatically reengineer experiences that bring technology and people together in a human-centric way¹²



They believe delivering highly personalized services is a top strategic priority¹³

THOSE THAT INVEST WISELY REAP THE REWARDS

75%

Organizations are now able to show that customer satisfaction leads to revenue growth through increased customer retention or lifetime value¹⁴

Crush the Experience Economy

Learn how to deliver exceptional experiences to both your customers and your employees

Visit us at www.pivotts.com



Powering the Digital Journey

866.477.6797

1 "Online Sales Jump 49%, BOPIS Grows 208% Amid Coronavirus Pandemic," DigitalCommerce360, April 2020
2 "How Coronavirus Will Change the 'Next Normal' Workplace," Gallup, May 2020
3 "Gartner CFO Survey Reveals 74% Intend to Shift Some Employees to Remote Work Permanently," Gartner Press Release, April 3, 2020
4, 5 "State of the Connected Customer," Salesforce.com, June 2019
6, 7 "State of the Connected Customer," Salesforce.com, June 2019
8 "We, the Post-Digital People," Accenture, 2020
9, 10, 11 "State of the Connected Customer," Salesforce.com, June 2019
12, 13 "We, the Post-Digital People," Accenture, 2020
14 "3 Key Findings From the 2019 Gartner Customer Experience Management Survey," Gartner, January 11, 2020