Transforming CX Is Top Of Mind But Difficult To Quantify And Execute

For Digital Product Owners

FORRESTER®

EFFICIENCY IS KEY TO BUSINESS SUCCESS, CUSTOMER RETENTION/ADOPTION

"Improving the experience of our customers" ranked as the most critical business priority over the next 12 months

"Impact on CX, adoption, and satisfaction" is the most important metric to determine effectiveness of software products/packages

...but fewer than half track related metrics

GAPS IN PRIORITIES AND COMPETENCIES

91% Improving insights into customers and markets is critical or important

Only 45% Are tracking impact on CX, adoption, satisfaction

SUPPORT THE CUSTOMER BY DELIVERING UNIFORM QUALITY, ON TIME

Gaps between software priorities and effectiveness are areas that require measuring and creating value for the business to solve.

86% say aligning software delivery with business goals is critical or important

80% say measuring the value of software development efforts to the business is critical or important

Less than **two-thirds** of respondents are achieving either of these competencies extremely or very well

Read the full study