

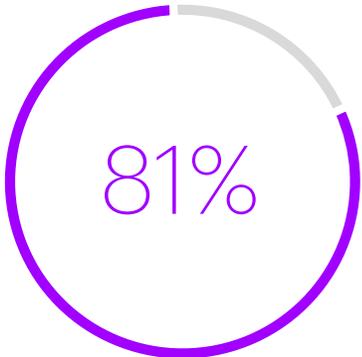
**The seismic changes of 2020** have accelerated the urgency to reimagine what experiences mean to deliver on business growth.

77%

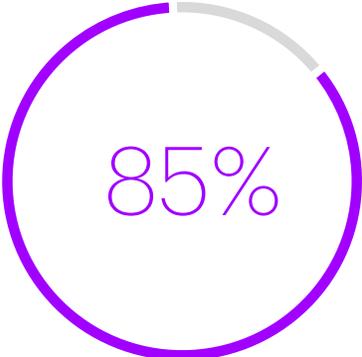
of CEOs agree that their company will **fundamentally change** the way it **engages and interacts with its customers.**

# Today, being good at CX is no longer enough

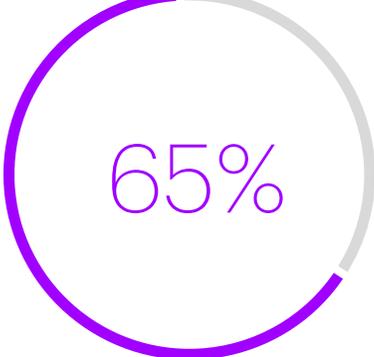
The diminishing returns of CX:



Of brands achieved **stagnant growth** from their CX investment \*



Of elite brands' CX scores remained stuck \*



Of brands achieved a moderate CX score. This has remained unchanged between 2017-2019\*

\*Forrester CX Index 2019

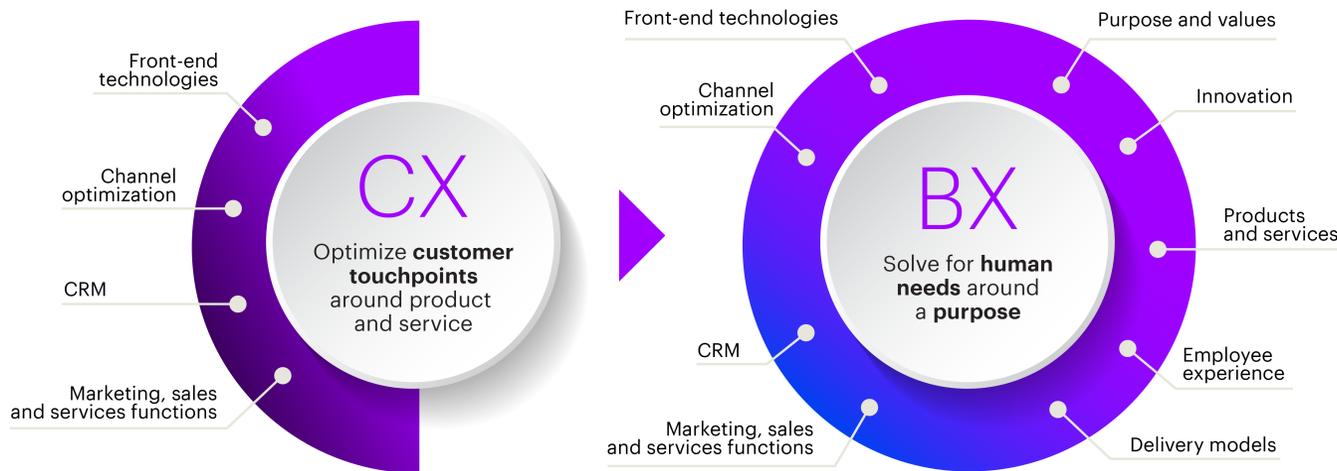


# From CX to BX

An evolution from CX, BX is a more holistic approach that allows organizations to become customer-obsessed and reignite growth. Whereas CX was limited to the CMO's or COO's purview, BX is in the board room as a CEO priority because it ties back to every aspect of a company's operations.

And it's not just the CEO: 56% of COOs, 53% of CSOs and 51% of CFOs also said their company will fundamentally change the way it engages and interacts with its customers.

CX has become mainstream, leading to a sea of sameness. To offer great experiences, we must change **how** we deliver them.



# BX Led approach pays off

BX-oriented companies outperform CX-oriented peers in year-on-year profitability by at least 6x in the past one, three, five and seven years.

1<sub>yr</sub>

6.5<sub>x</sub>

3<sub>yr</sub>

6.4<sub>x</sub>

5<sub>yr</sub>

6.4<sub>x</sub>

7<sub>yr</sub>

6.3<sub>x</sub>

\*We identified the top 15% BX companies based on their survey responses to questions around BX capabilities. Using publicly available financial data, we calculated industry-indexed EBIT for each company for 1-, 3-, 5- and 7-year CAGR, and then compared BX companies to their peers.

# A shift in thinking from CX to BX

• From maximizing profitability to

• **profiting from purpose**

• From focusing on products to

• **focusing on customer outcomes**

• From making people want things to

• **making things people want**

• From scaling business processes to

• **scaling customer-centricity.**

• From creating efficiencies in silos to

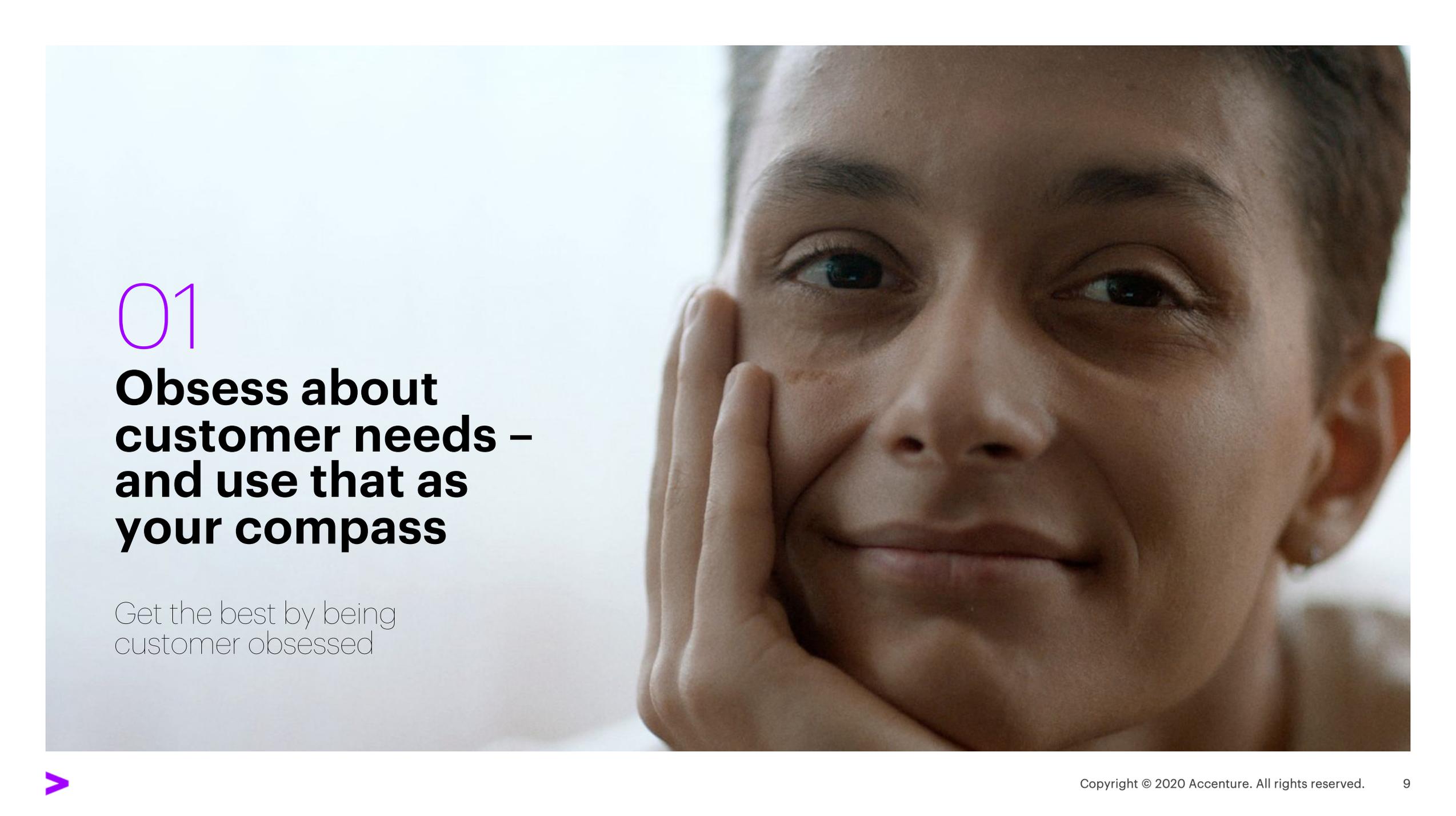
• **driving growth across the business.**



# The Business of Experience

Starts by putting  
humans at the center

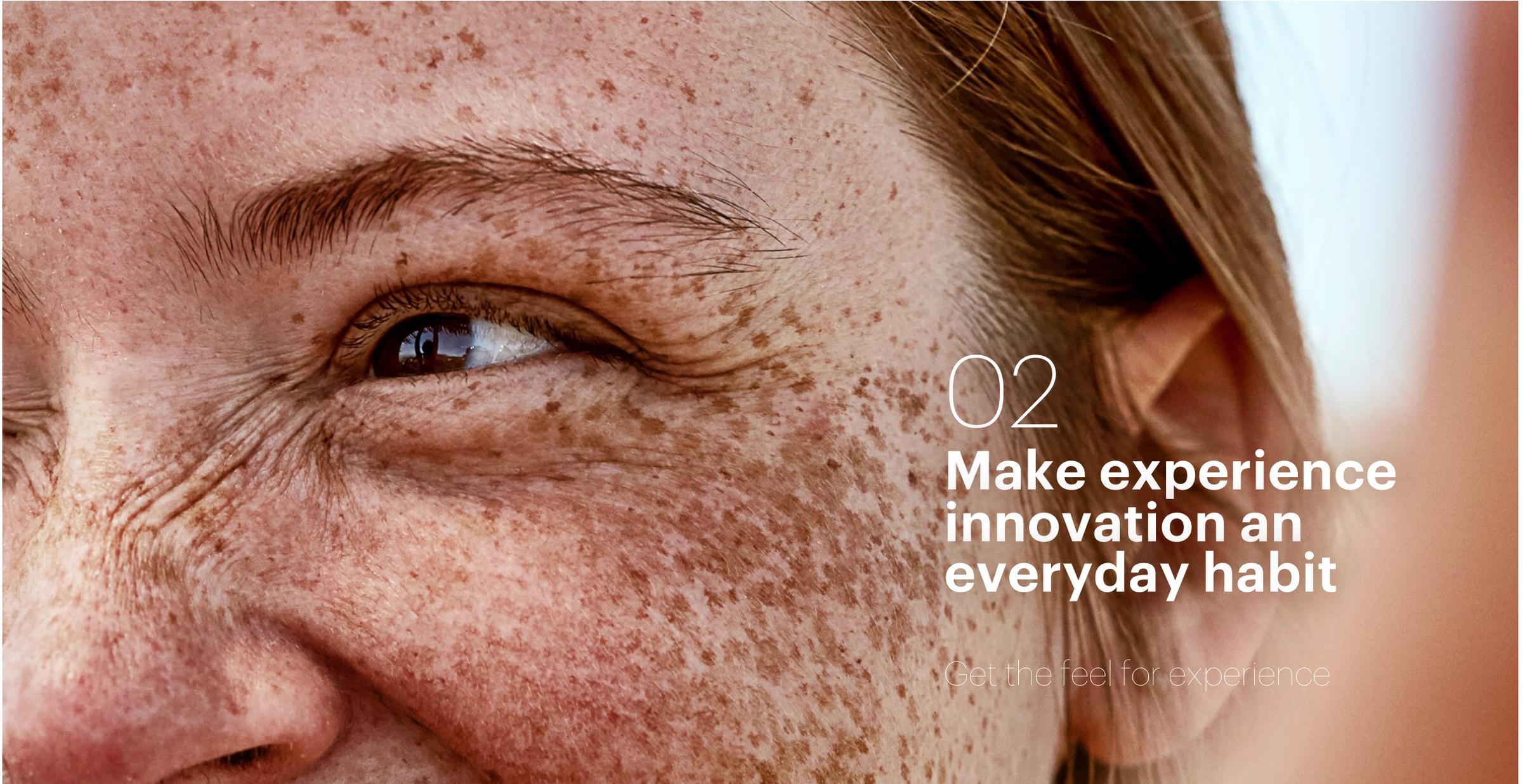




01

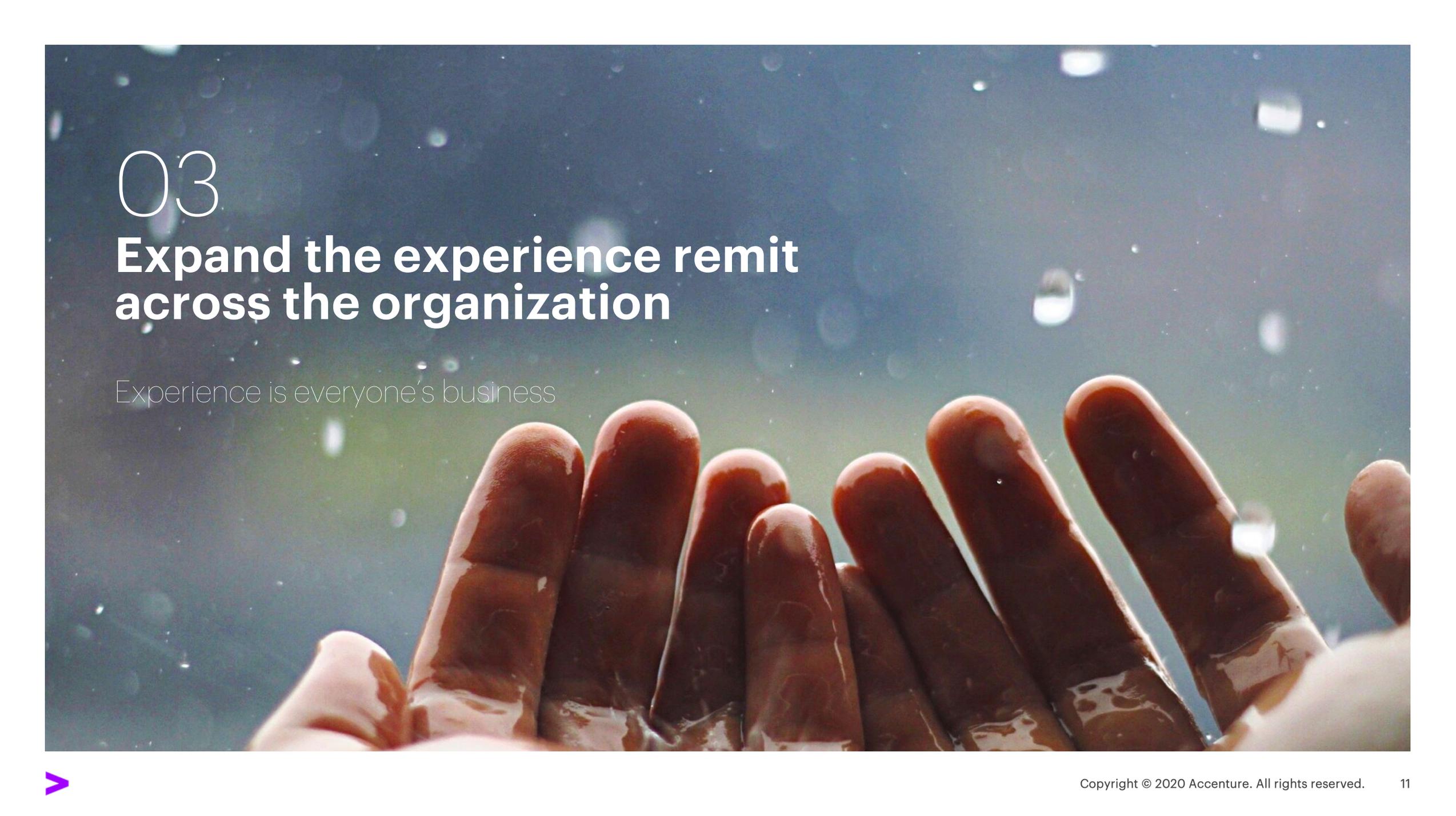
## **Obsess about customer needs – and use that as your compass**

Get the best by being customer obsessed



02  
**Make experience  
innovation an  
everyday habit**

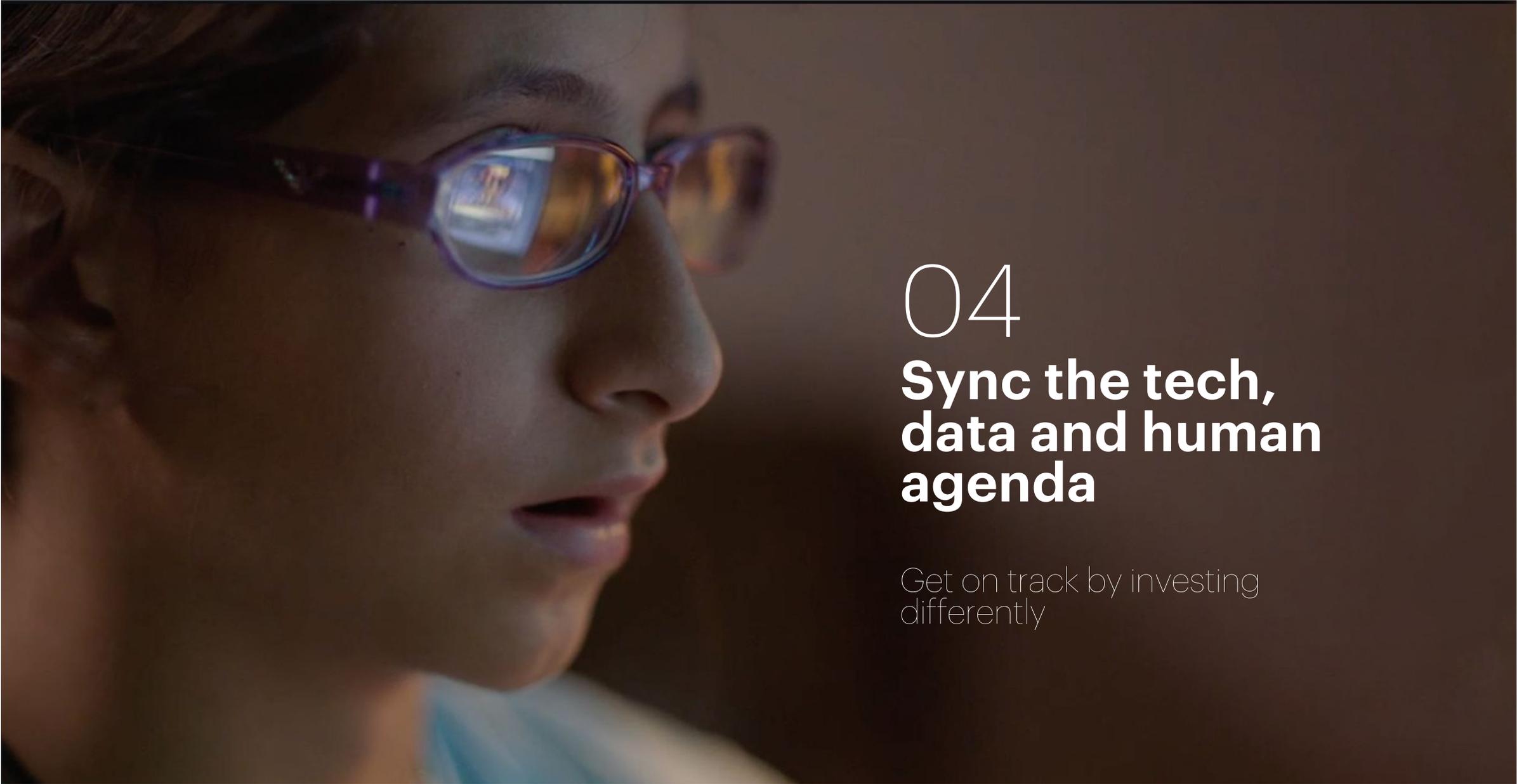
Get the feel for experience

The background of the slide features a close-up photograph of several hands holding water droplets. The hands are positioned at the bottom, with fingers spread, and the water droplets are suspended in the air, creating a sense of movement and freshness. The background is a clear, bright blue sky with some light clouds.

03

## Expand the experience remit across the organization

Experience is everyone's business



04

## Sync the tech, data and human agenda

Get on track by investing  
differently



# Drive change with BX actions

01

**Obsess about  
customer needs –  
and use that as your  
compass**

02

**Make experience  
Innovation an  
everyday habit**

03

**Expand the  
experience remit  
across your  
organization**

04

**Synch the tech,  
data and human  
agenda**

# Thank you



# Contact

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