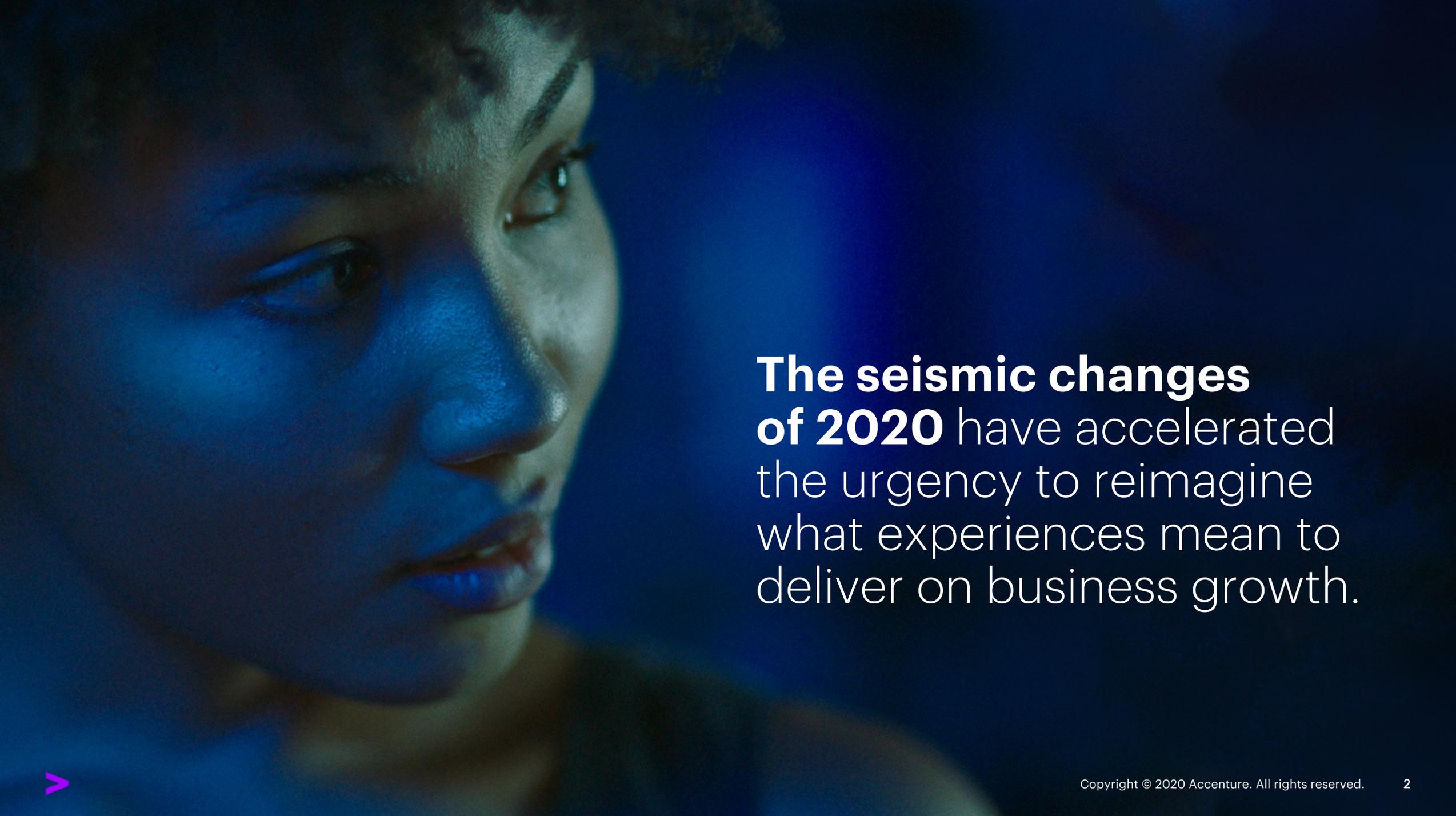


**GROWTH:  
IT COMES DOWN TO  
EXPERIENCE**



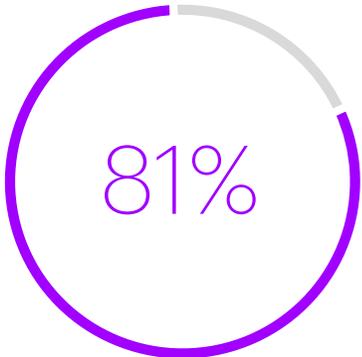
**The seismic changes of 2020** have accelerated the urgency to reimagine what experiences mean to deliver on business growth.

77%

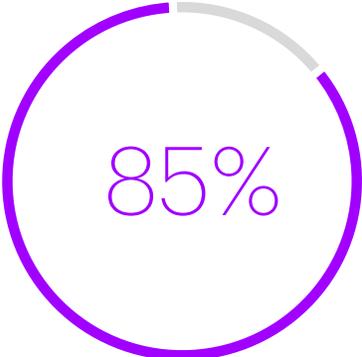
of CEOs agree that their company will **fundamentally change** the way it **engages and interacts with its customers.**

# Today, being good at CX is no longer enough

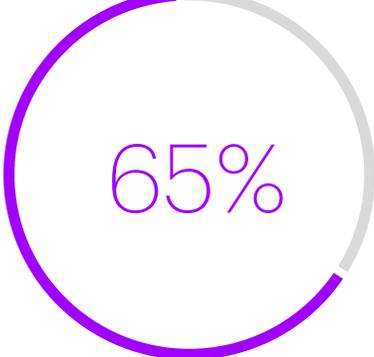
The diminishing returns of CX:



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

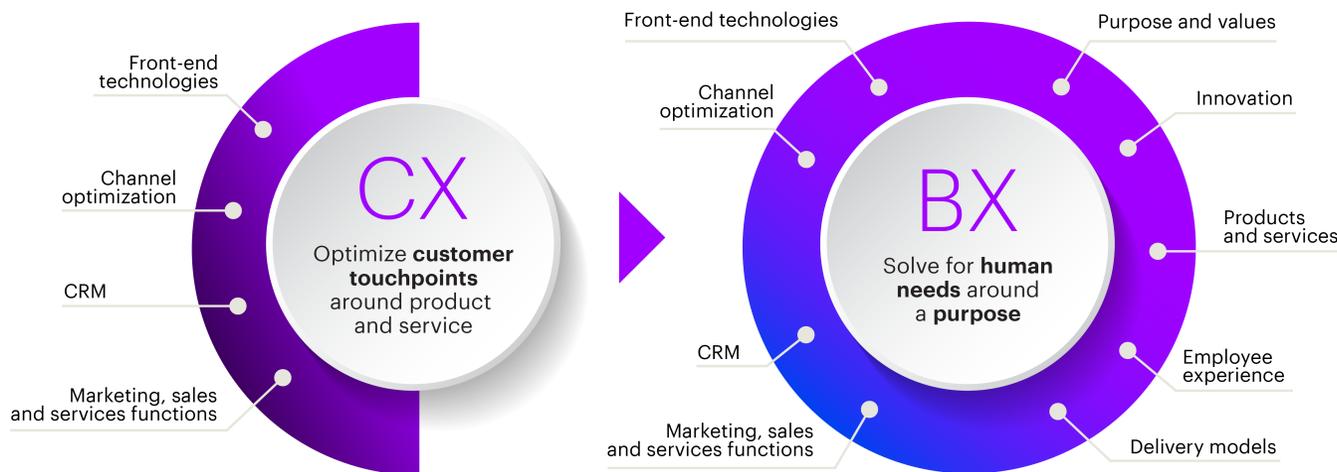


# From CX to BX

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

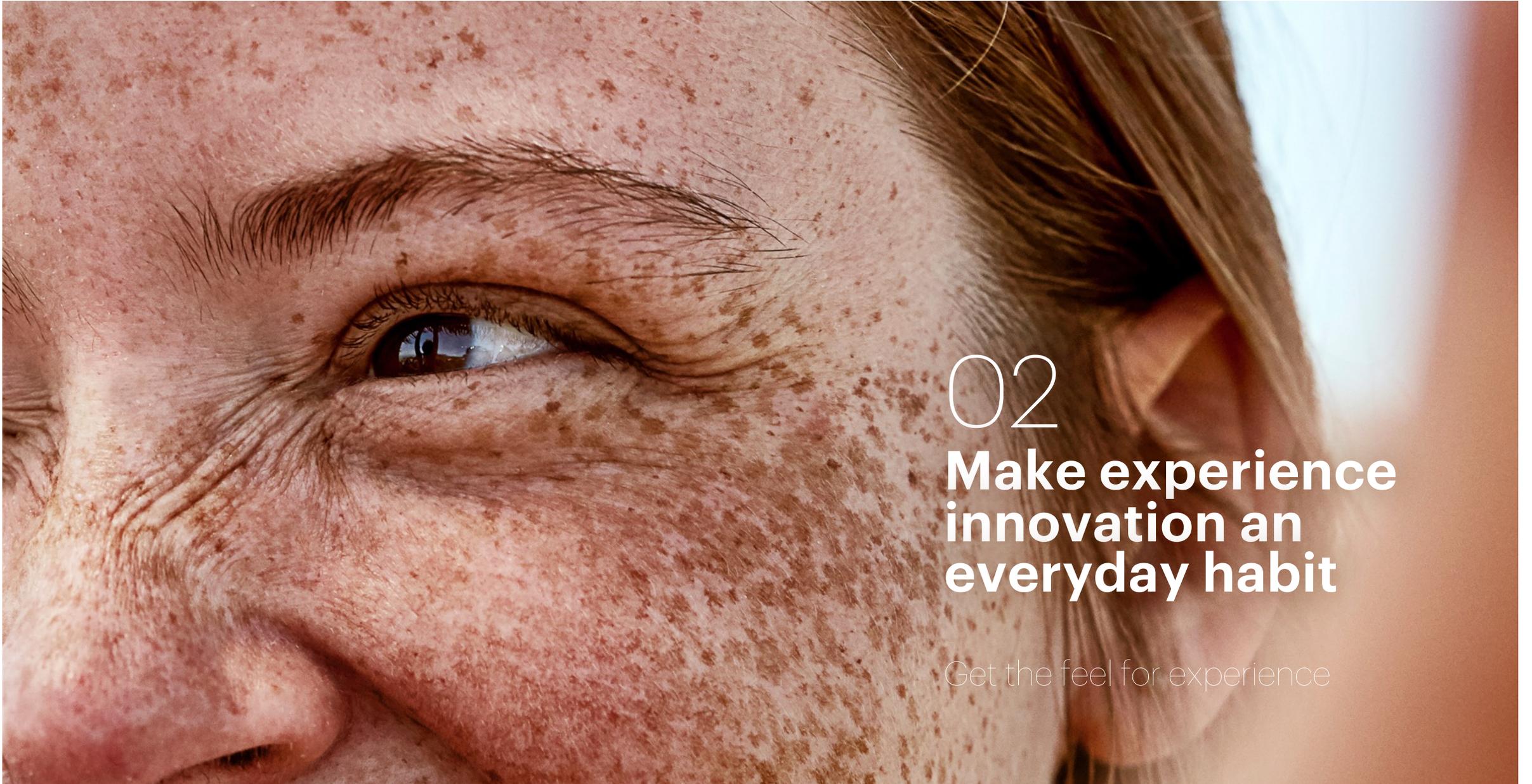




01

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

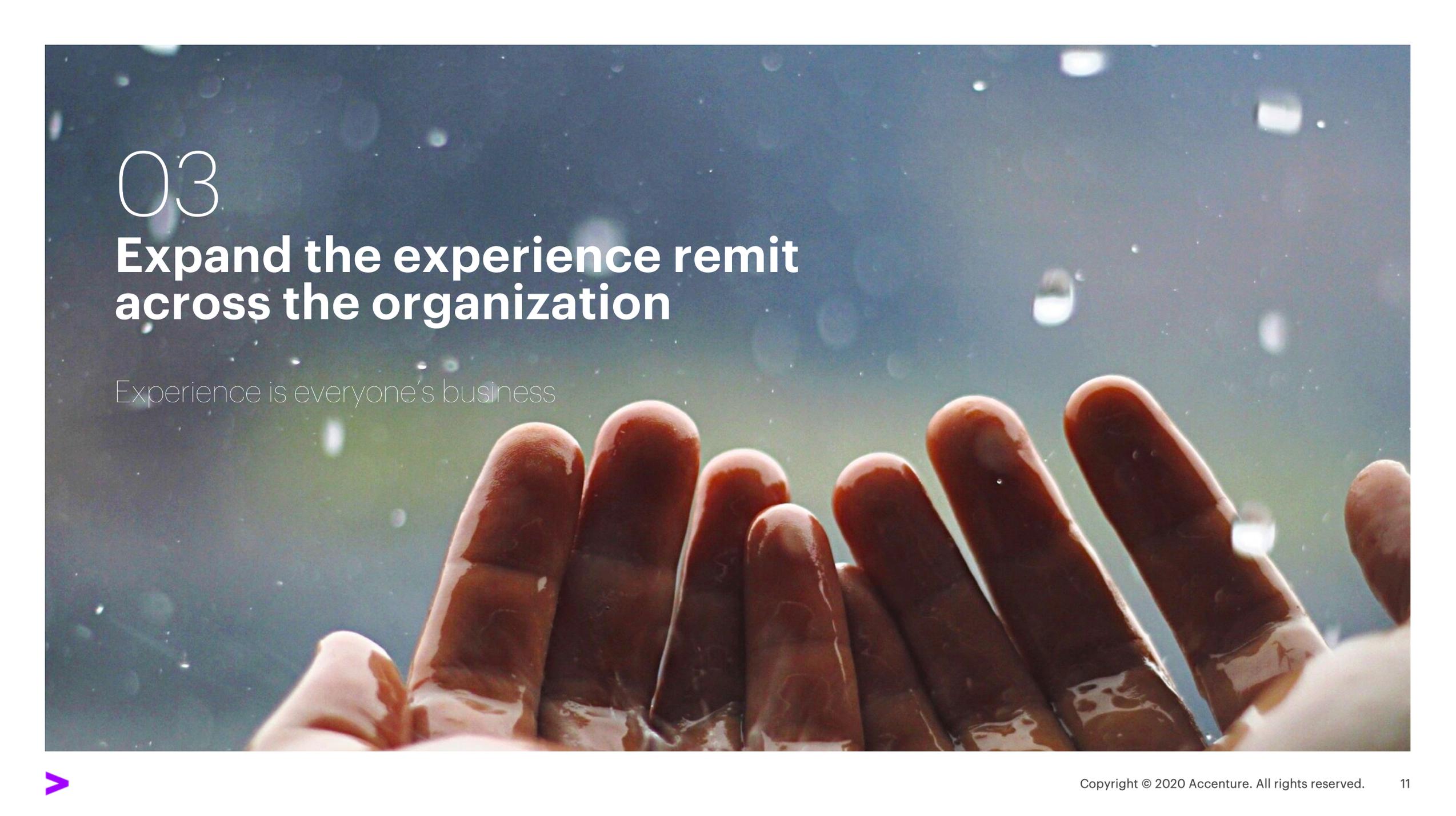
Get the best by being customer obsessed



02

**Make experience  
innovation an  
everyday habit**

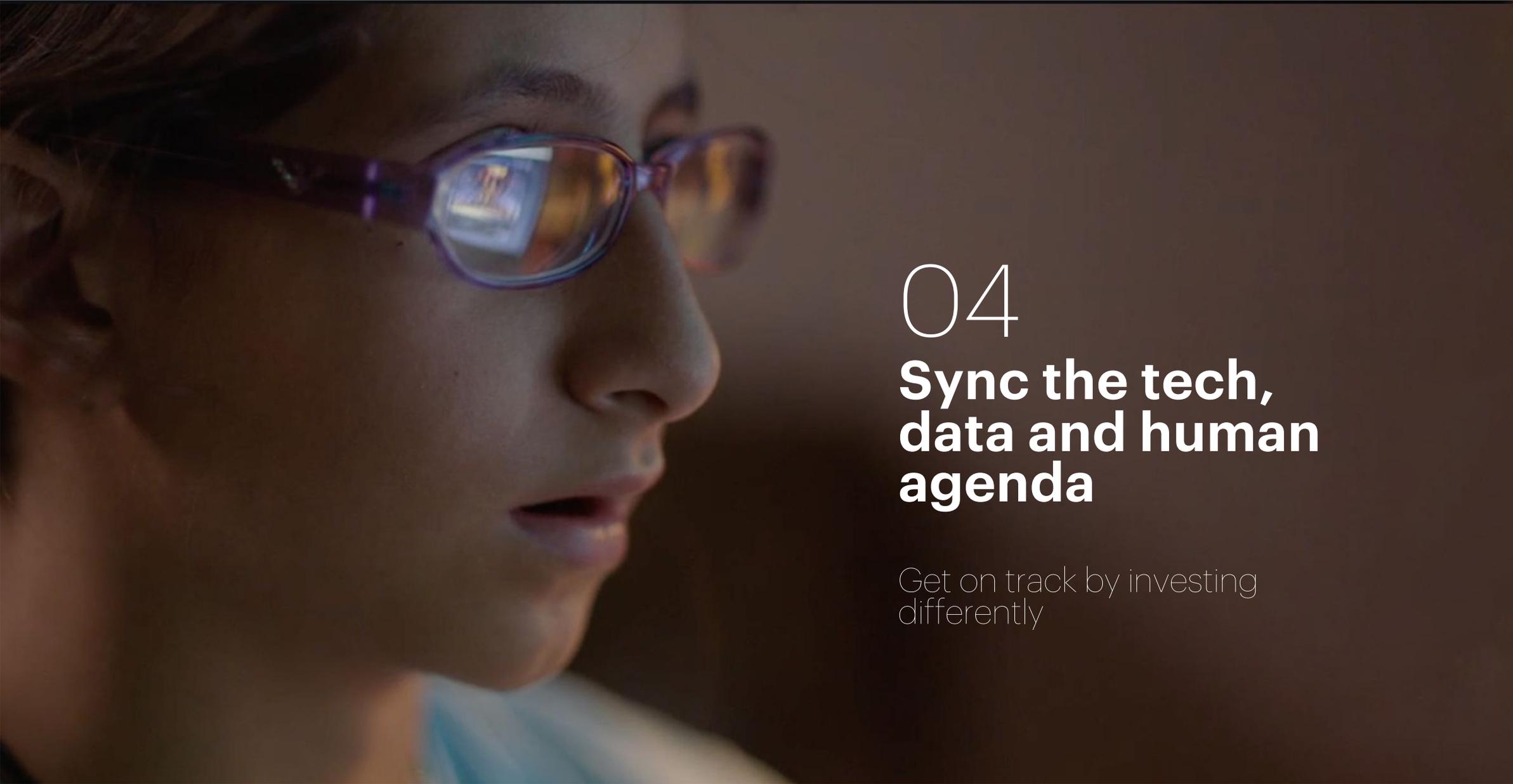
Get the feel for experience

A close-up photograph of several hands holding water droplets. The hands are positioned at the bottom of the frame, with fingers spread, and the water droplets are suspended in the air above them. The background is a soft, out-of-focus blue sky with some light clouds. The overall mood is fresh and clean.

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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