



**GROWTH:
IT COMES DOWN TO
EXPERIENCE**



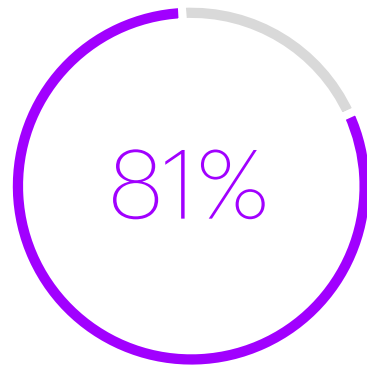
**The seismic changes
of 2020** have accelerated
the urgency to reimagine
what experiences mean to
deliver on business growth.

77%

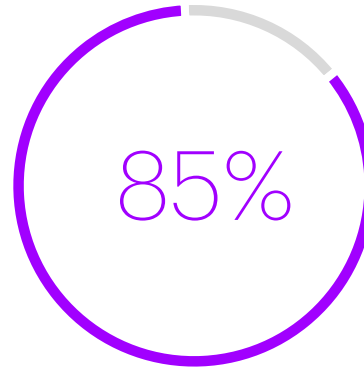
of CEOs agree that their company will
fundamentally change the way it **engages**
and interacts with its customers.

Today, being good at CX is no longer enough

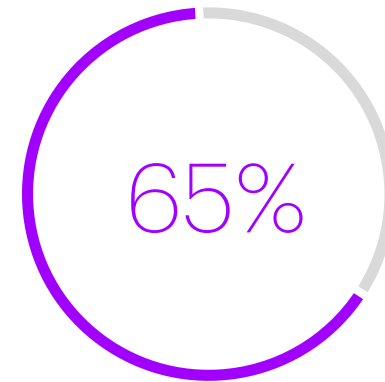
The diminishing returns of CX:



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



Of elite brands' CX scores remained stuck *



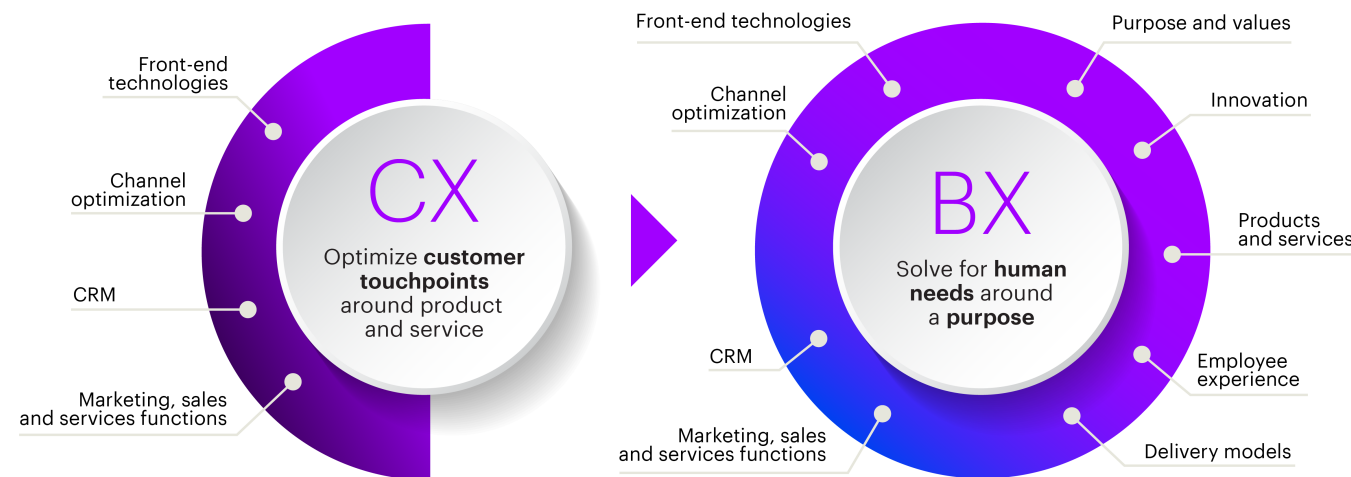
Of brands achieved a moderate CX score. This has remained unchanged between 2017-2019*

*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_{yr}

6.5_x

3_{yr}

6.4_x

5_{yr}

6.4_x

7_{yr}

6.3_x

*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 against a dark, textured background. The hands are positioned at the bottom of the frame, with fingers spread, holding numerous small, clear water droplets that catch the light. The background is a deep blue or black with a grainy, bokeh-like texture, suggesting a night sky or a dark, wet surface. The overall mood is one of care, sharing, and nurturing.

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**

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**Expand the
experience remit
across your
organization**

04

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

Thank you



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