

Winning in the customer era

This new study, conducted by Forrester Consulting, surveyed 380 business leaders across EMEA.

The situation



70% of CXOs recognise the digital experience gap and are increasing budgets by up to 1/5

Within 5 years traditional business models are set to disappear, with 50 billion networked devices predicted by 2020



81% state customer insight is #1 business imperative

3 challenges



Customer management

How to get a 360° view of the customer



Fraud

How to achieve a balanced approach to fraud



Digital optimisation

How to optimise your digital approach

Customer management

81%

believe customer insight is the #1 business priority over the next 12 months



only **36%**

can retrieve real-time customer data



&

less than **40%**

have a single customer view



Fraud

\$2 trillion

in global fraud losses predicted by 2020

(\$2,000,000,000,000)



45%

are enhancing fraud analytics capabilities



Digital optimisation



70%

are ineffective at delivering an optimised digital customer experience across all touch points



42%

plan to fully migrate services from physical to digital

41%

plan to embrace analytics on non-traditional data

42%

are enhancing their digital on-boarding

Strategies for success

1

A 360° view of the customer:

Connect the unconnected to boost experience and profitability across the life cycle



2

A balanced approach to fraud:

Fight fraud without compromising the customer experience



3

Optimise your digital approach:

Break traditional business constraints to serve today's non-traditional customer



Download the study:

Get your FREE copy of the complete Forrester study to understand what it takes to win in the customer era.



Who we surveyed:

380 C-level (22%) and functional heads (78%) responsible for digital, risk, customer experience, IT, fraud and operations

Region

Europe: **66%**
Africa: **17%**
Middle East: **17%**

Industry

Retail: **27%**
Financial Services: **48%**
Telco Services: **25%**

Revenue

\$100-\$499m: **46%**
\$500-\$1b: **15%**
\$1b or more: **43%**