8x8

CX Responsibility Beyond The Contact Center

Traditionally, the responsibility for customer experience (CX) has primarily rested on the contact center's shoulders. More and more, organizations are realizing that delivering consistent, exceptional CX requires a holistic approach.



56% Of contact center and CX leaders believe customer experience will be the leading differentiator for brands by 2030, trumping employee experience, product quality, price, and corporate responsibility.

98%

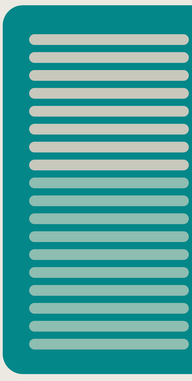
Of contact center and IT leaders agree

customer experience should be an organization-wide initiative.

92%

Of contact center and IT leaders agree

it's a priority at their organization to deliver a consistent customer experience across departments, with 37% considering it a high or very high priority.



56%

Of organizations claim to have a strategy or plan in place

to deliver consistent CX across the organization.





↓ **6%**

Whether there's a plan in place or not, only 6% of business leaders say their organization's current customer experience is very consistent across the organization.

Almost 45% say it is somewhat consistent, a percentage that decreases to 36% for small companies.

Business leaders report that the biggest barriers to delivering customer experience consistency across the organization are:

46%

Report a lack of leadership in the area

27%

Report data and analytics silos between the contact center and the rest of the organization

25%

Report technology and communication silos between the contact center and the rest of the organization

61%

Of IT and contact center leaders say:

"Over 50% of their organization's employees who sit outside of the contact center are now using contact center functionality in their roles to create a more consistent customer experience across departments.

CX Responsibility Beyond the Contact Center Report.

Learn More >

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Source: 8x8 CX Responsibility Beyond the Contact Center survey of 300+ contact center, CX, and IT leaders.