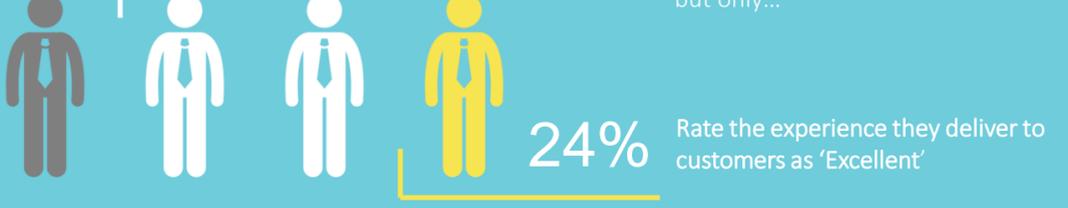


# 2020 Customer Experience Maturity Research

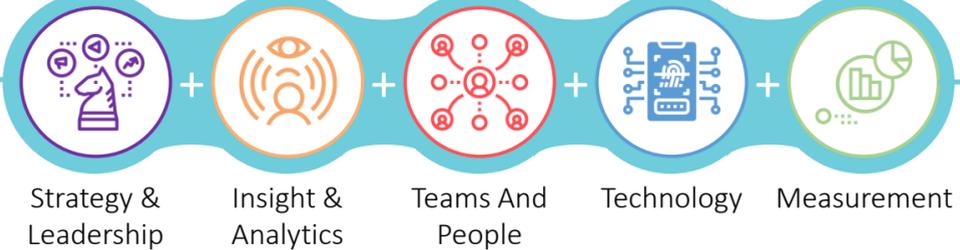
Turning the CX Flywheel



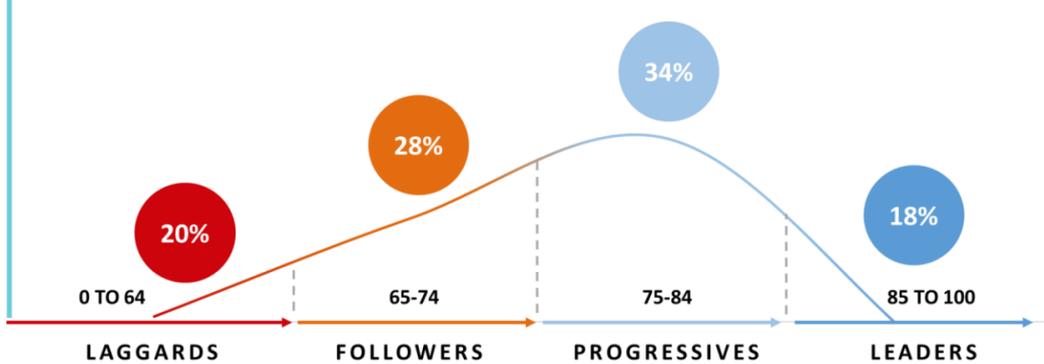
## How is CX maturity assessed?

### The CX Maturity Model

Our model assesses how well organisations are performing the essential CX activities across these 5 components:



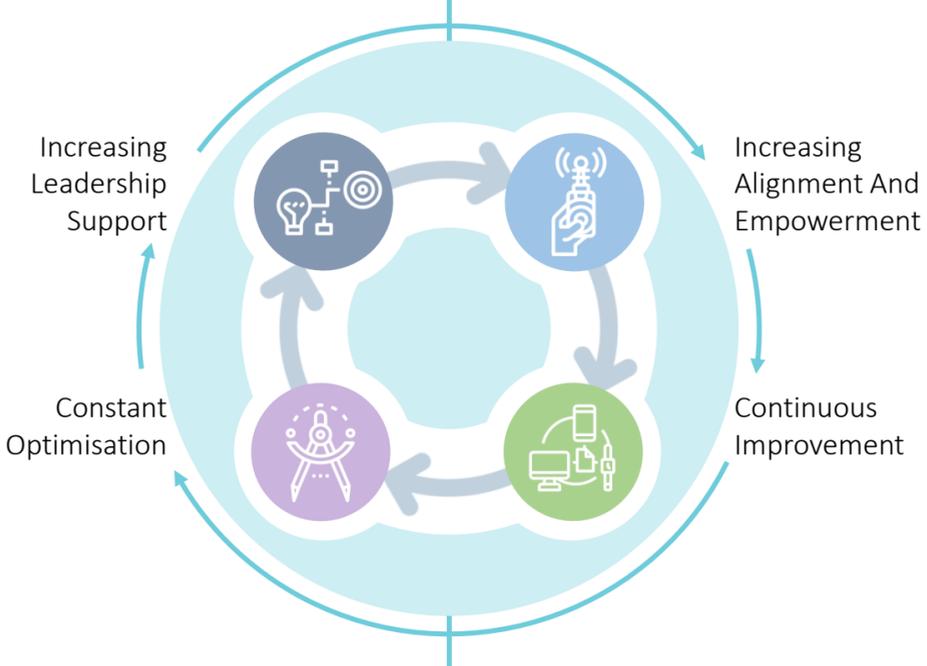
Each element is scored, then the market is divided into four levels of maturity based on how organisations perform across each dimension of the model



## What is the CX Flywheel effect?

### The CX Flywheel

Great customer experience has a flywheel effect which turns through a process of continuous improvement, constant optimisation, measuring impact and aligning the leadership team and helps organisations to build momentum.



## How are Leaders turning their CX flywheel?

% performance rated 9-10/10

### LAGGARDS

### LEADERS

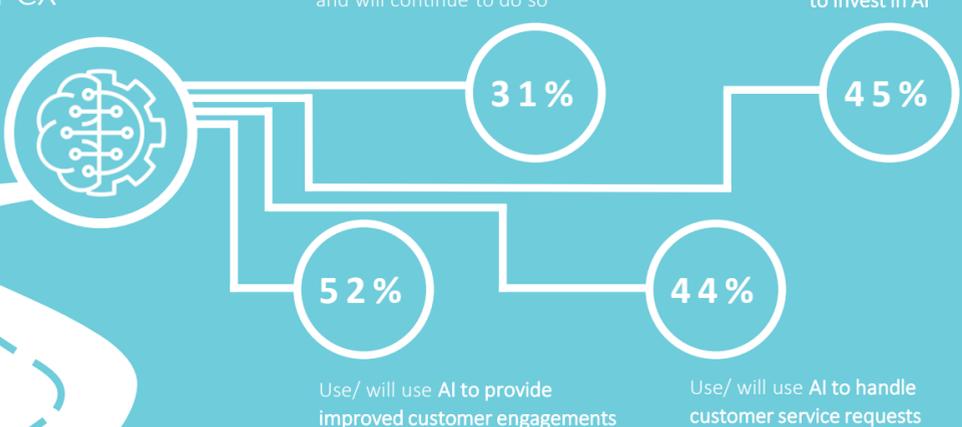
Having a <b>leadership team</b> who are committed to and active in the customer experience strategy	5%	78%
<b>Empowering employees</b> at all levels to <b>innovate</b> and deliver against customer experience initiatives	2%	83%
Routinely collecting and using <b>staff feedback</b> to drive better employee and customer outcomes	0%	81%
Having <b>defined metrics</b> across the business to measure the impact of customer experience	0%	89%

## What will the future look like for CX?

### AI - Shaping the Future of CX

Are currently investing in AI and will continue to do so

Are exploring opportunities to invest in AI



Laggards

Leaders

20%

39%

Leaders are almost **twice as likely** than Laggards to be currently investing in AI as part of their CX Strategy

AI helps businesses **continuously improve** and **constantly optimise**, which in turn increases the leadership support that **speeds up the momentum of the CX Flywheel**

How is your organisation's CX performing?

Download the full 2020 CX Maturity Research Report today



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