

## Customer Experience

dominating digital economy



### Hyperconnectivity is growing at an unprecedented pace

50% of world population uses Internet



22% of world's population already shops online



50% of web traffic comes from mobile phones



Global retail e-commerce market of **US\$ 1.915 Trillion in 2016**



### There is a global urgency in embracing digital transformation

58% of CEO's rank growth as their No. 1 priority followed with IT-related priorities



56% of CEO's say digital investments improved their net profits



47% of CEO's are experiencing pressure from boards of directors to make digital progress



42% say "digital-first" or "digital to the core" is now their company's digital business posture



### Customer Value and Operational Agility

Growth in this highly competitive digital economy must be led with a clear vision, in a collaborative culture of highly motivated departments, fueled with disruptive innovations in both business models and offerings. Ultimately, all efforts narrowing down into two strategic streams: Customer Value and Operational Agility.



### Attract, Win, and Retain

By the end of 2017, two-thirds of the CEOs of Global 2000 companies will have **digital transformation** at the center of their corporate strategy.

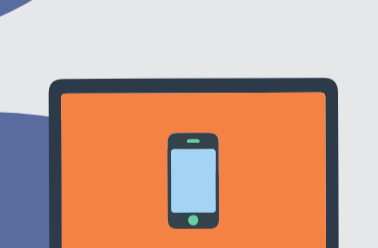
**41%**

Benefits already being witnessed from digital transformation efforts include increased market share



**37%**

more positive employee morale



**32%**

greater web and mobile engagement

**37%**

increased customer engagement in digital channels

**30%**

increased customer revenue



In this paper, my colleagues and I share how customer experience is driving digital transformation initiatives. What are the key challenges and how they can be addressed to attract, win, and retain customers in this ever-increasing digital economy.