

# Redefining CX: The journey toward Intelligent Orchestration at scale

Customer Experience (CX) is being redefined to drive differentiated growth. To help organizations understand where their peers are headed, Forrester Consulting on behalf of Cognizant, surveyed 769 decision-makers with responsibility over insights into CX and CRM strategies at their organizations. In this infographic, we summarize key findings from the research.

[Download the full study](#) ▸

## Industry leaders know their shortcomings

Of responding decision-makers:



**82%**  
Agree that “our organization needs better alignment on CX priorities”



**47%**  
Do not feel that “we intuitively anticipate our customers’ needs”



**23%**  
Do not feel that “our customers trust us”

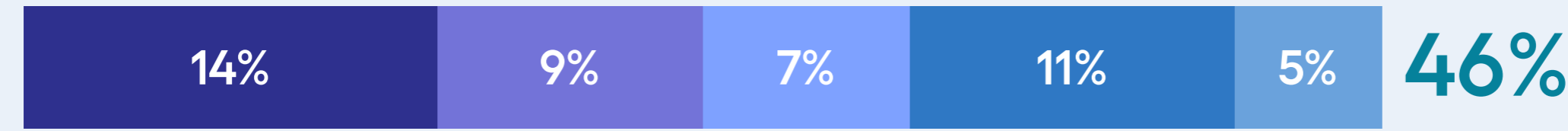
## Industry maturity comparison

Retail, consumer goods, travel, and hospitality firms are the second most likely industry to be ranked as laggards

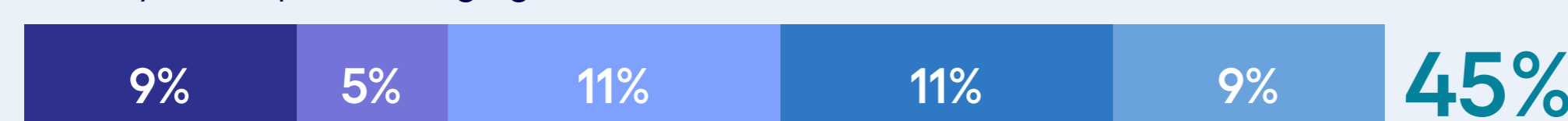
Maturity	Overall	Healthcare and life sciences	Consumer product goods and travel and hospitality	Energy/utilities, manufacturing, and transportation	Education, media and entertainment, technology, and telecommunications	Financial services, banking and/or insurance
Leader	14%	16%	14%	13%	16%	11%
Intermediate	52%	49%	48%	46%	50%	66%
Laggard	34%	34%	38%	42%	33%	23%

## Top CX execution challenges

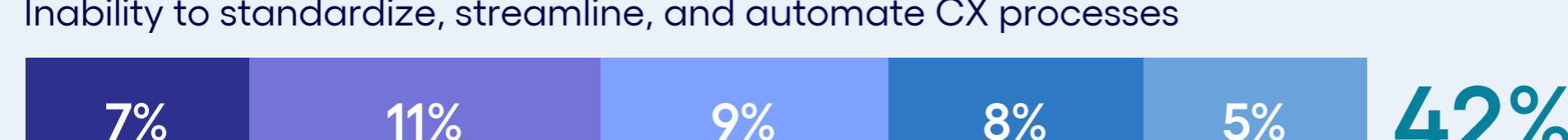
Security/risk concerns



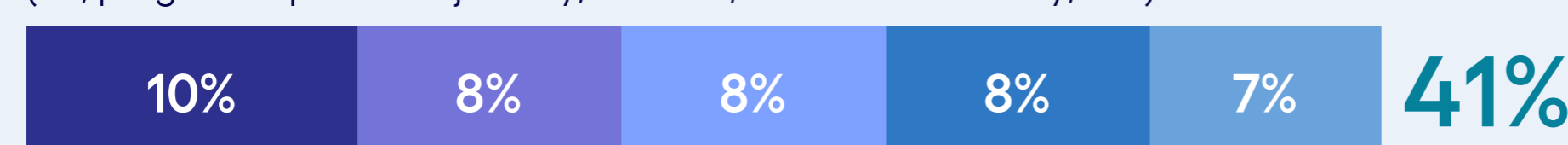
Inability to adapt to changing business or customer needs



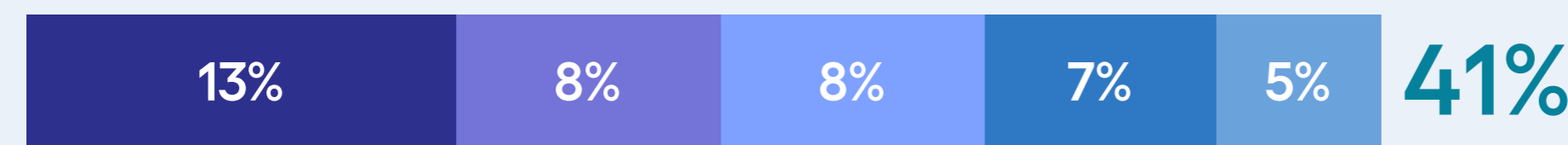
Inability to standardize, streamline, and automate CX processes



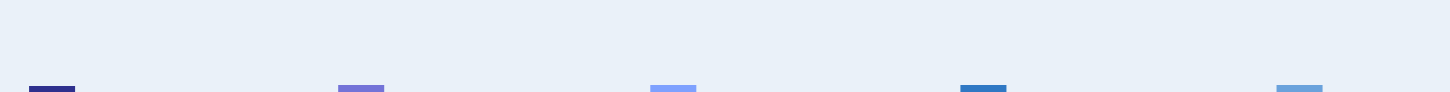
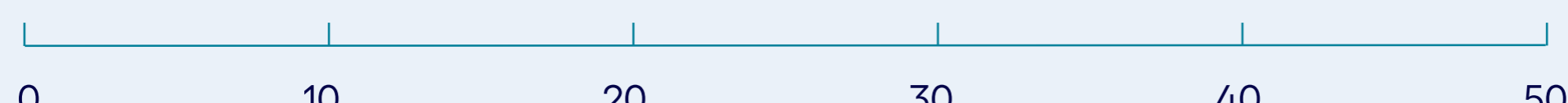
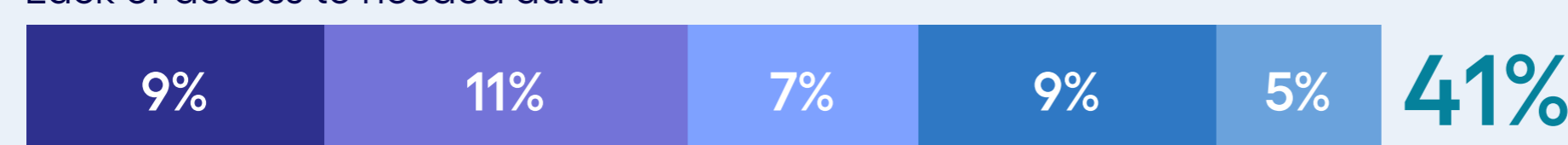
Inability to understand real-time customer context (i.e., progress in purchase journey, location, clickstream activity, etc.)



Lack of in-house CX expertise/skill sets



Lack of access to needed data

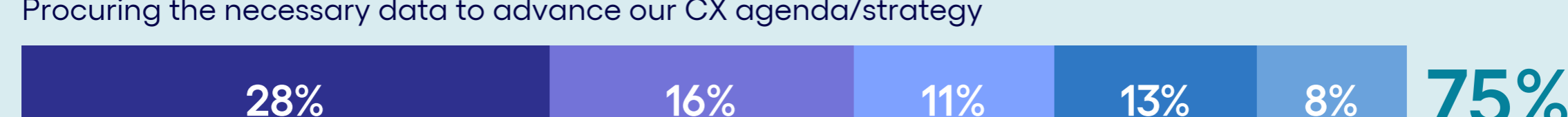


Firms agree that they are primarily concerned about security, but lack of standardization and adaptability also pose serious threats.

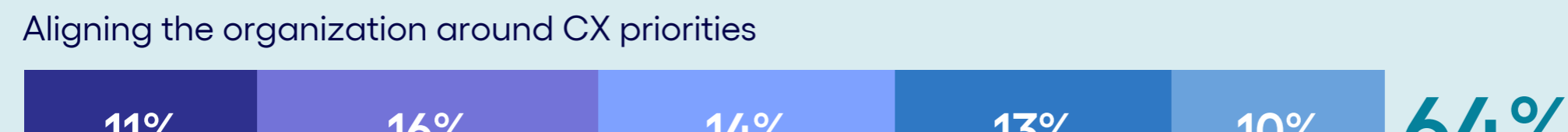
152 decision-makers with responsibility over or insights into CX and CRM strategies from retail, consumer goods, and travel and hospitality organizations only

## Top CX strategy challenges

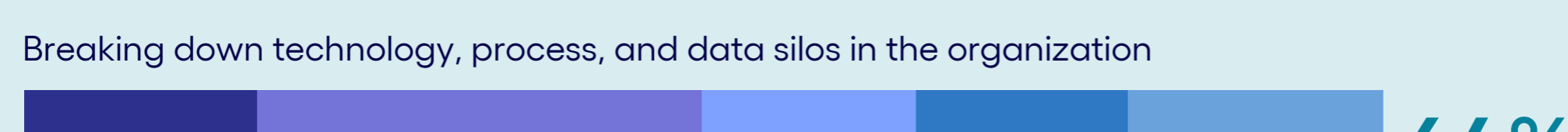
Procuring the necessary data to advance our CX agenda/strategy



Aligning the organization around CX priorities



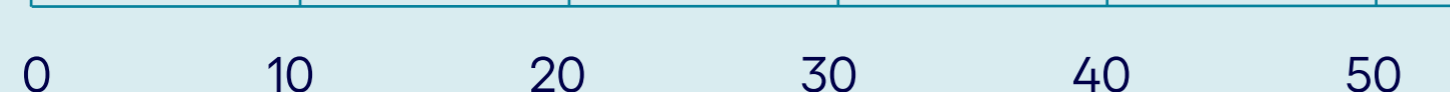
Breaking down technology, process, and data silos in the organization



Poor leadership alignment around organizational priorities and processes



Gaining leadership attention, support, and buy-in for necessary investments



Data, organizational silos, and leadership alignment challenges call for intelligent orchestration.

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## Intelligent Orchestration at scale

CX can no longer be skin deep. Data, not marketing, is the driver. Brands must pivot from disconnected, crowded ecosystems that offer customers everything at once. Instead, they must design for intelligent orchestration that leverages data in context to deliver only the right experience and the right message at the right time, without compromise.

Modern CX is actioning data in real time. Modern CX is Intelligent Orchestration at scale.