

SWISS

6. Auflage

CEX 2022
STUDY



Ein kooperative Studie von nexa Consulting und der HWZ - Hochschule für Wirtschaft Zürich

Overview

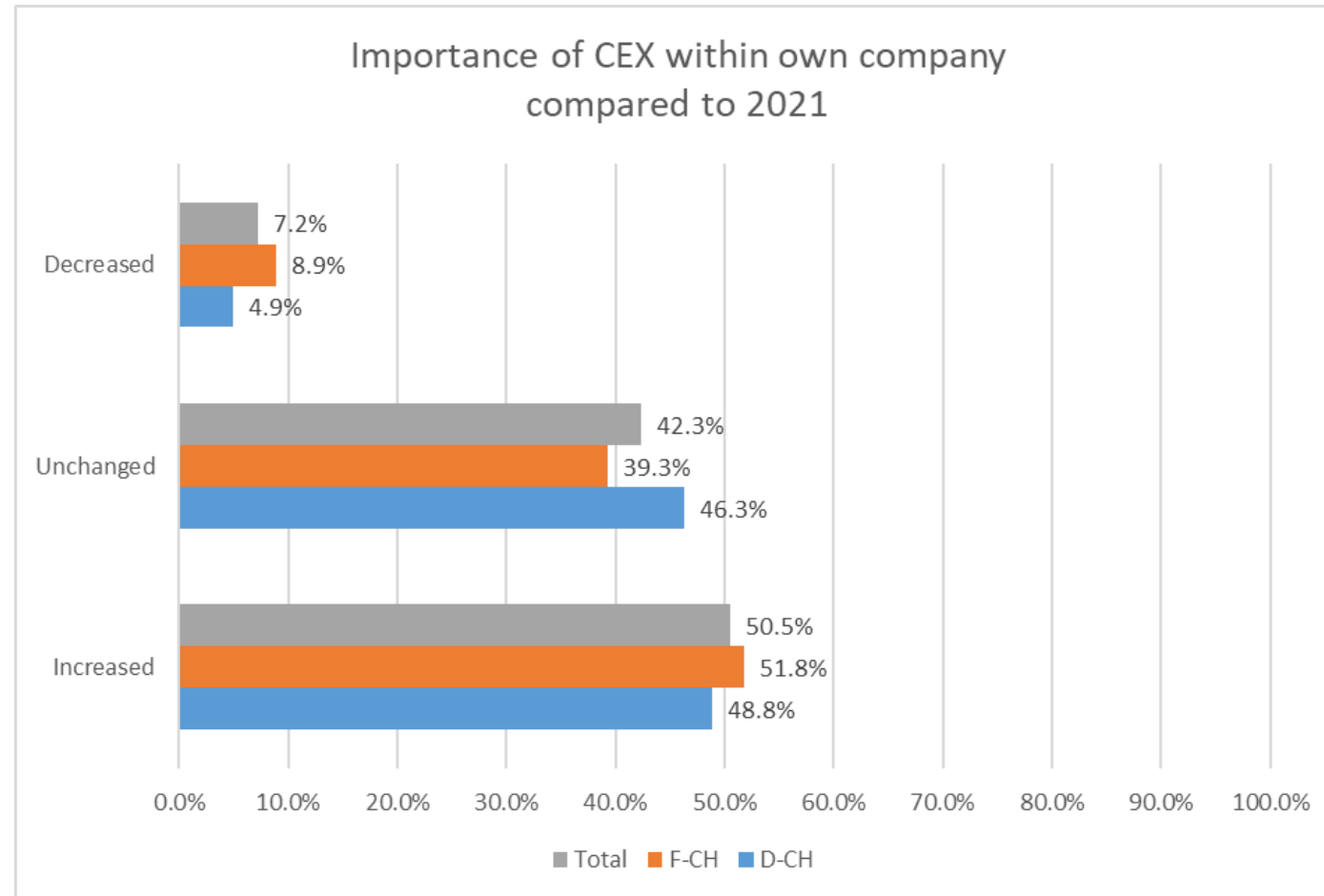


- Sixth survey – yearly since 2017
- Companies in German-CH (D-CH) and French-CH (F-CH)
- Field time: 15.8. - 2.10.2022
- Total 139 answers (companies)

Development 2021 ⇒ 2022 (I)



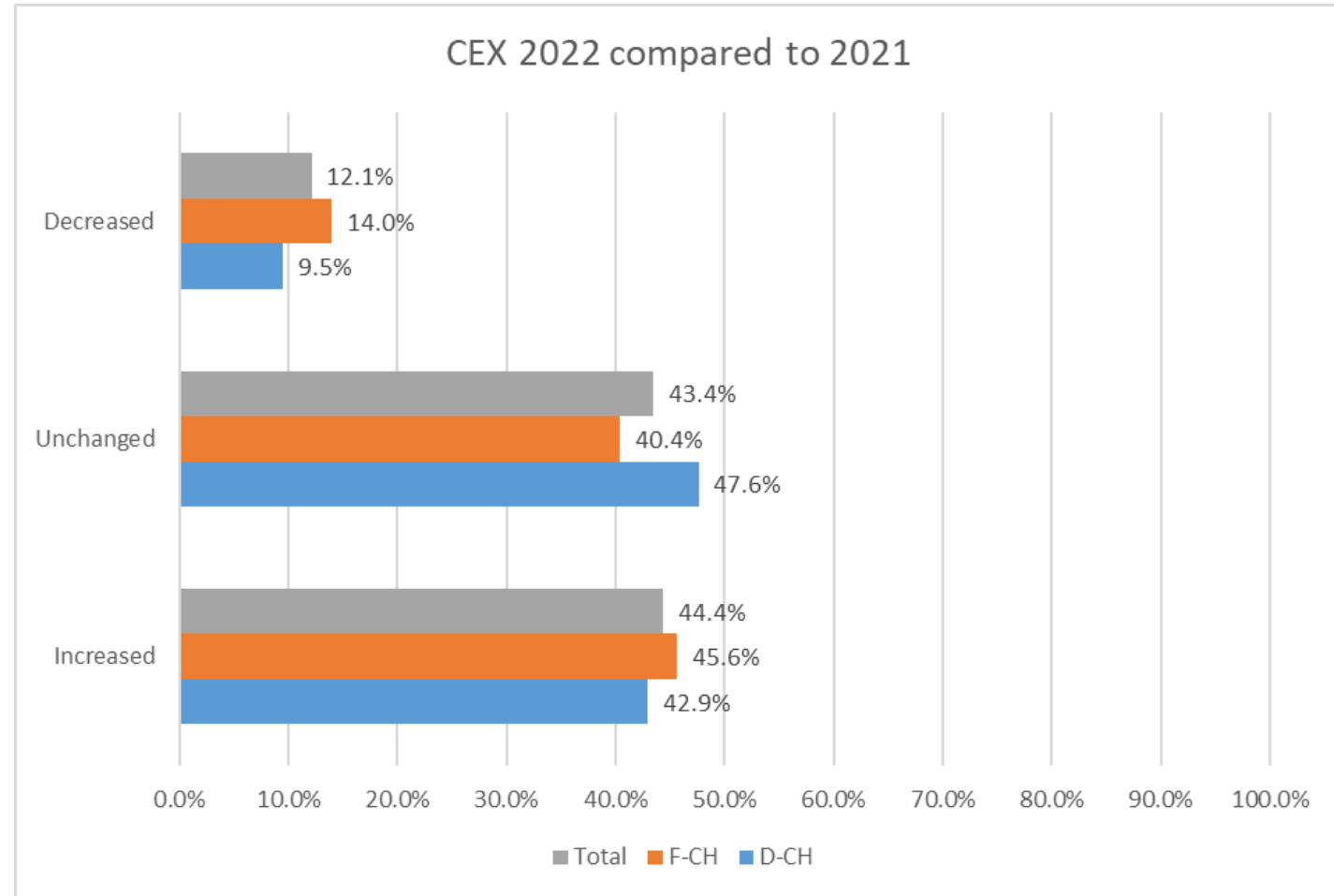
- The awareness, that CEX is important is still on a rise
- The trend continues since beginning of this survey six years ago



Development 2021 ⇒ 2022 (II)



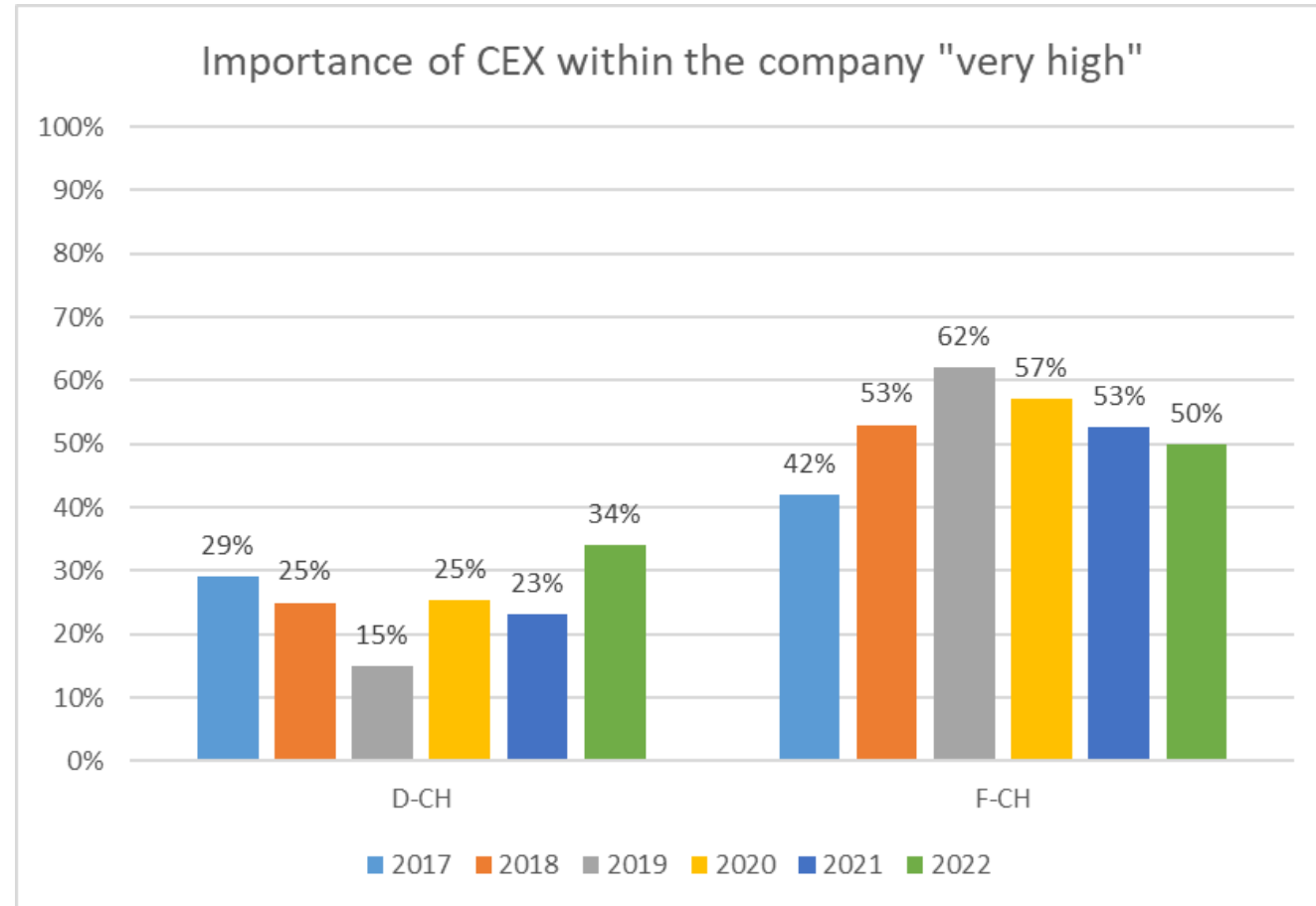
- Nearly half of the companies see CEX for their customers improved compared to 2021
- A few more companies see no improvement, but a decrease



Importance of CEX within the company



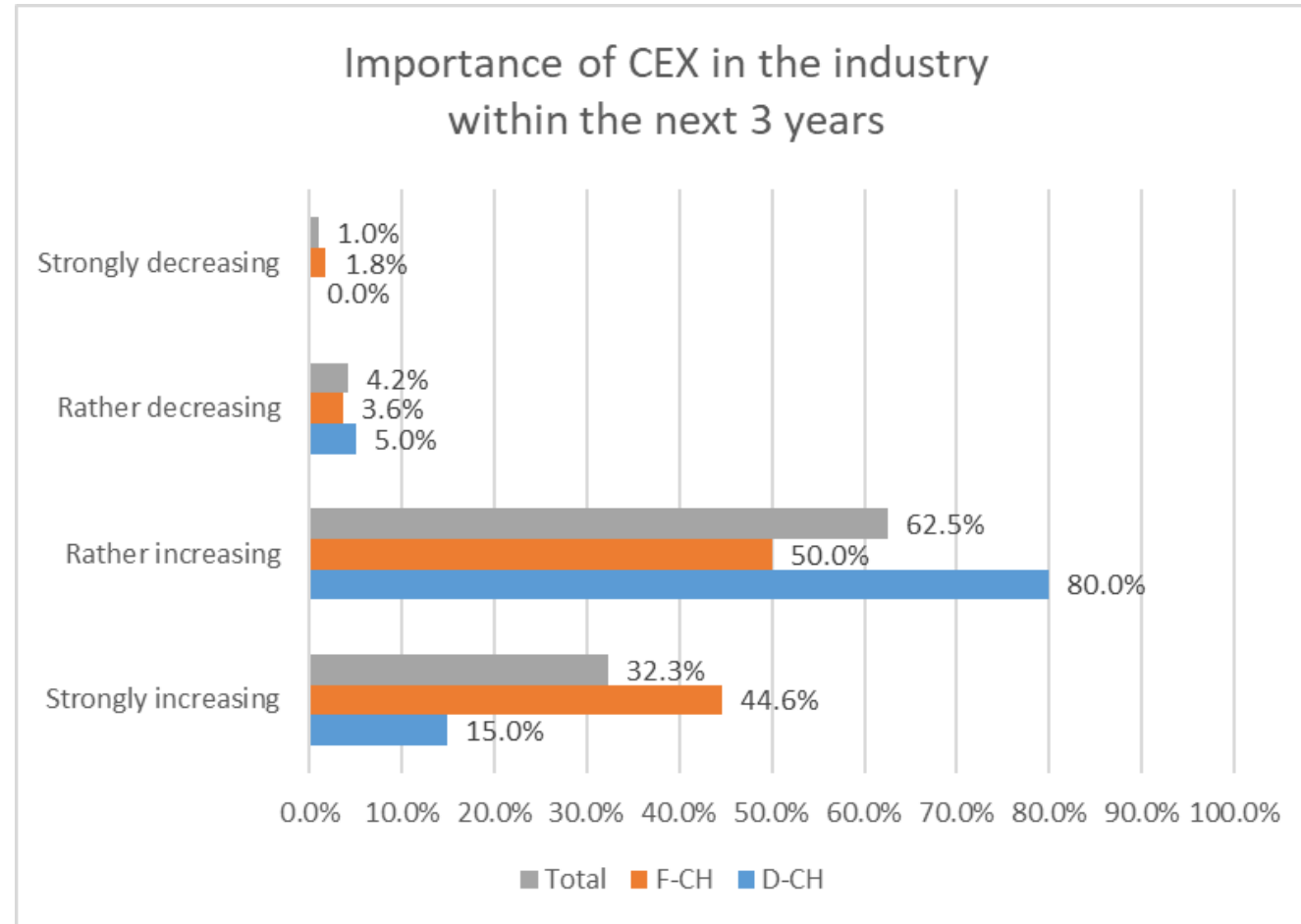
- The gap between the regions is still significant
- According to decreasing values in F-CH and increasing values in D-CH we can see a smaller gap than before



Importance of CEX in own industry



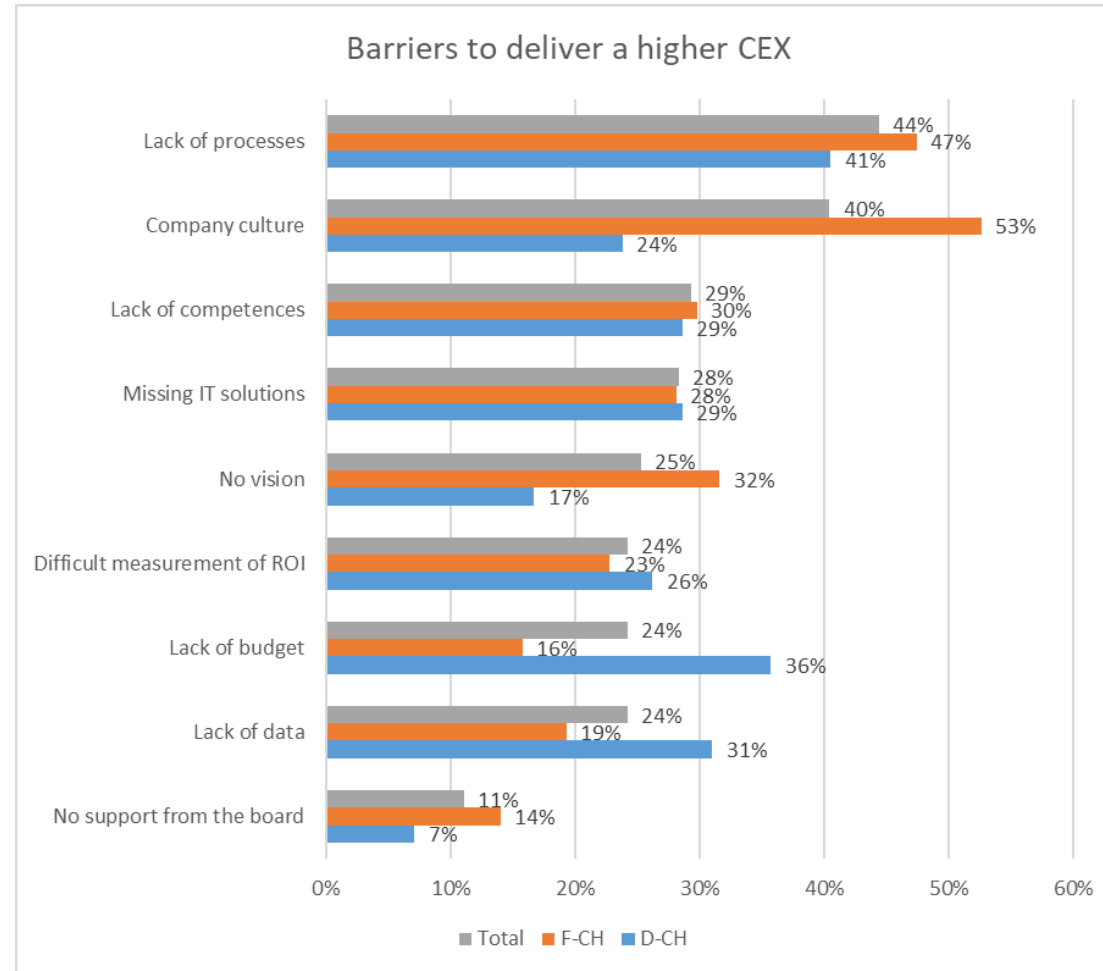
- CEX is here to stay:
Nearly no company foresees a decrease of the importance
- In D-CH less companies expect a strong increase (lower numbers than before)



CEX challenges 2021



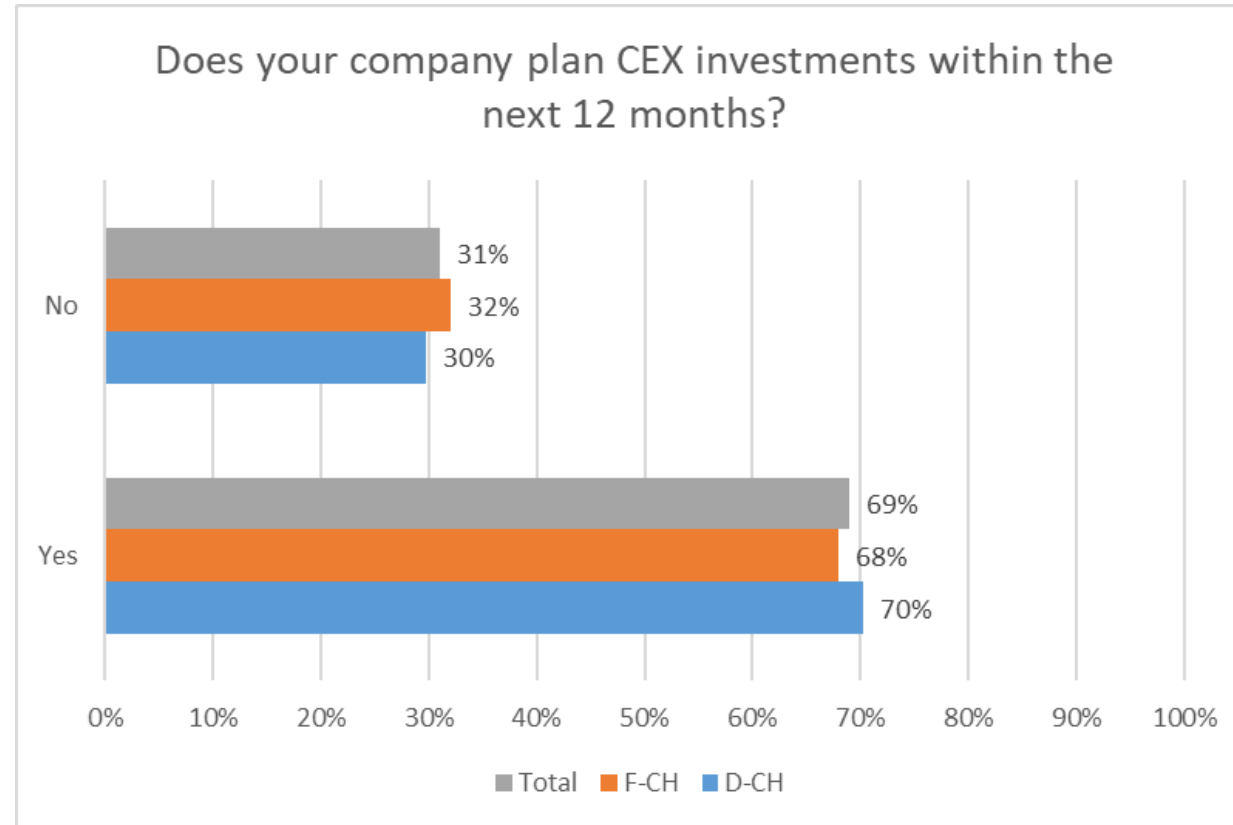
- The major challenges in delivering a better CEX show again (significant) differences between the regions
- «Company culture» was always among the Top 3 (since first survey 2017)
- In almost all companies there is more than one reason
- Support from the Top-Management does not seem to be an issue



Planned investments



- The majority of companies plans to invest in CEX in the next 12 months – but the share has decreased by 10 points compared to 2021



Questions?



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The full results will be published in November.
A download link will be provided by email.



THANK YOU...

...UND STAY TUNED!