SWISS CEX STUDY

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

2023 and a review of seven years of research

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Overview

- Seven surveys – yearly since 2017

- Field phase August/September

- Between 150-200 answers per year

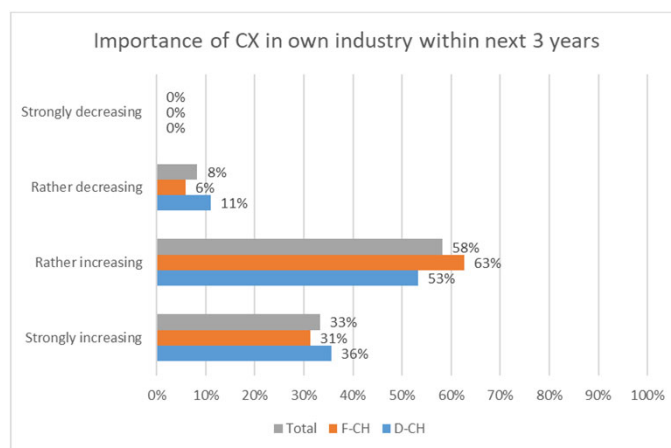- Companies in German-CH (D-CH) and French-CH (F-CH)

- Mainly SME

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Longterm observation #1

Customer Experience is here to stay

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Relevance of Customer Experience (2023)

Importance of CX in own industry within next 3 years

	Total	F-CH	D-CH
Strongly decreasing	0%	0%	0%
Rather decreasing	8%	6%	11%
Rather increasing	58%	63%	53%
Strongly increasing	33%	31%	36%

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Relevance of Customer Experience (2023)

Importance of CX in own company within next 3 years

	Total	F-CH	D-CH
Strongly decreasing	0%	0%	0%
Rather decreasing	8%	6%	11%
Rather increasing	59%	63%	56%
Strongly increasing	32%	31%	33%

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Relevance of Customer Experience

Importance of CX in own company - (very) high

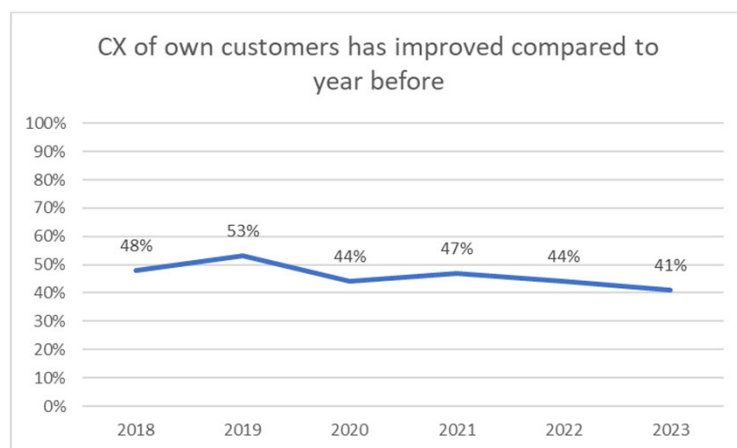| 2017	2018	2019	2020	2021	2022	2023
76%	84%	79%	83%	78%	88%	75%
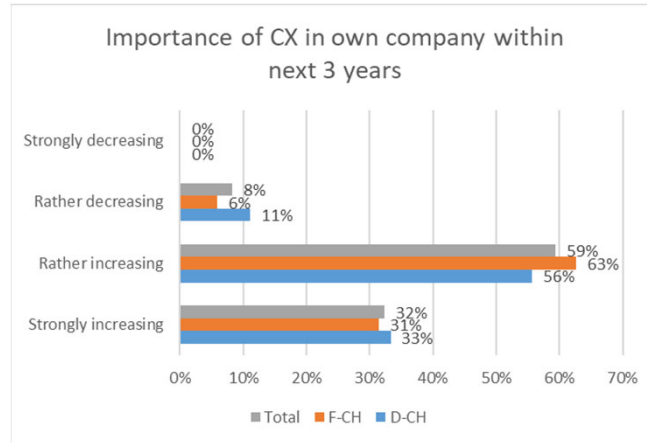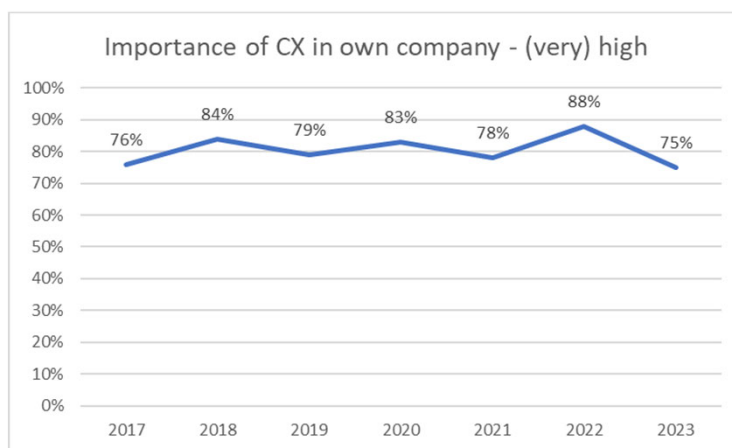
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Relevance of Customer Experience
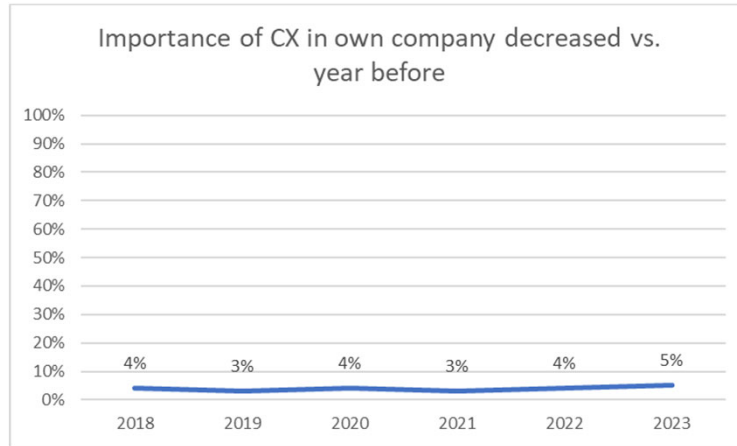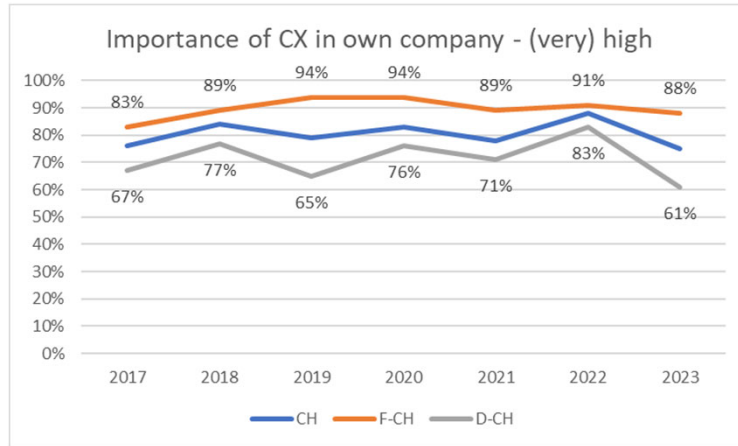

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Relevance of Customer Experience

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Reasons for improvement of CX

- Hear the voice of the customer
  - Optimization of existing products/services using customer insights
  - New products/services fulfilling customer needs

- Internal change
  - Living CX is rewarded
  - Employee empowerment

- Completion of CX projects

- New tools & technology

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Longterm observation #2

There are significant regional differences

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Relevance of Customer Experience

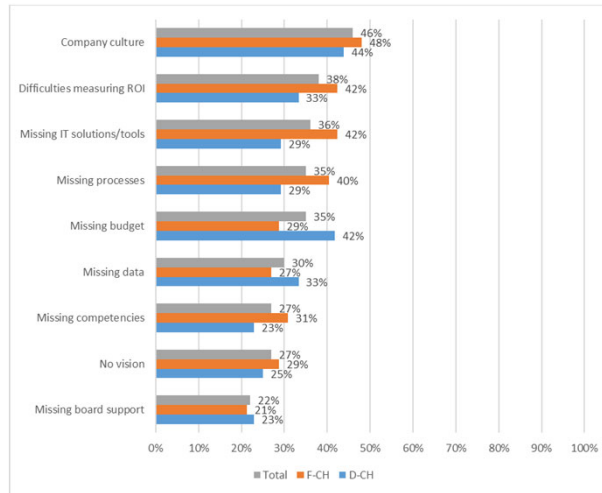**Importance of CX in own company - (very) high**

Chart showing CH, F-CH, D-CH lines from 2017 to 2023:
- 83%, 89%, 94%, 94%, 89%, 91%, 88%
- 67%, 77%, 65%, 76%, 71%, 83%, 61%

Legend: CH — F-CH — D-CH

Longterm observation #3

Company culture is key

Challenges – what can't we do better? (2023)

	Total	F-CH	D-CH
Company culture	46%	48%	44%
Difficulties measuring ROI	38%	42%	33%
Missing IT solutions/tools	36%	42%	29%
Missing processes	35%	40%	29%
Missing budget	35%	29%	42%
Missing data	30%	27%	33%
Missing competencies	27%	31%	23%
No vision	27%	29%	25%
Missing board support	22%	21%	23%

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Challenges – what can't we do better?

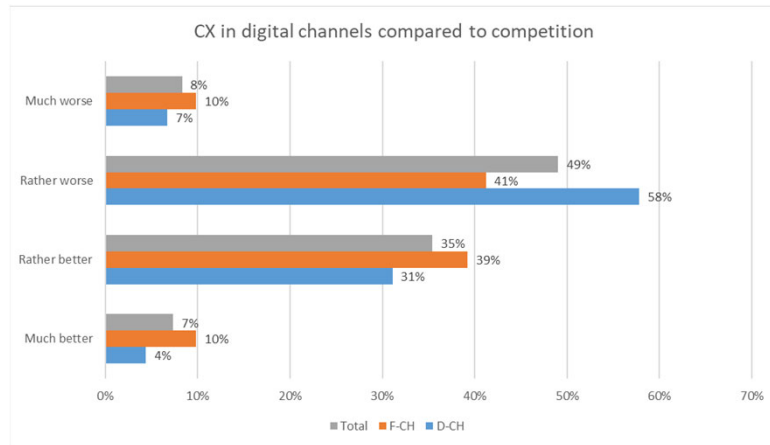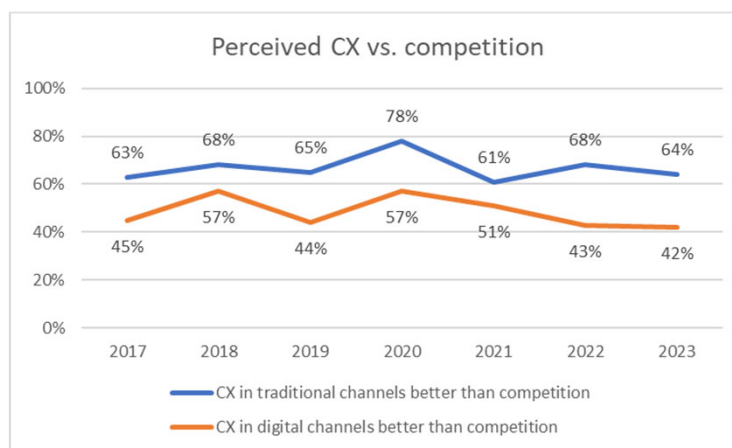|	2017	2018	2019	2020	2021	2022	2023
#1	No CX Vision	Missing tools/IT	Company culture	Missing tools/IT	Company culture	Missing processes	Company culture
#2	Missing processes	Missing processes	Missing data	Missing processes	Difficulties measuring ROI	Company culture	Difficulties measuring ROI
#3	Company culture	Company culture	Missing competences	Company culture	Missing competences	Missing competences	Missing tools/IT

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Longterm observation #4

Own CX better in traditional channels, worse in digital channels

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Channel perspective (2023)

CX in traditional channels compared to competition

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Channel perspective (2023)

CX in digital channels compared to competition

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Channel perspective

Perceived CX vs. competition

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Longterm observation #5

1/3 of companies do not invest in CX

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Investing in CX

Budget for CX projects in the next 12 months

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Investing in CX

Reasons for CX investments (2023)

Reason	Percentage
Increase of customer loyalty	42%
Increase of customer satisfaction	29%
Acquisition of new customers	29%
Cross-/Upselling	27%
Strengthening the brand	23%
Reduce service costs	17%
Reduce acquisition costs	15%
Motivation/loyalty of employees	15%

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Investing in CX

If I could spend 100 CHF, I would invest in... (top 5)

Education/training of employees	21.9
Definition of a CX strategyie and/or vision	12.2
IT tools	9.2
Optimization of online touchpoints	8.7
Optimization of customer centric processes	7.9

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Longterm observation #6

No major changes in CX maturity level over time

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CX maturity

CX maturity level of own company

Year	Value
2017	47%
2018	49%
2019	48%
2020	51%
2021	48%
2022	54%
2023	51%

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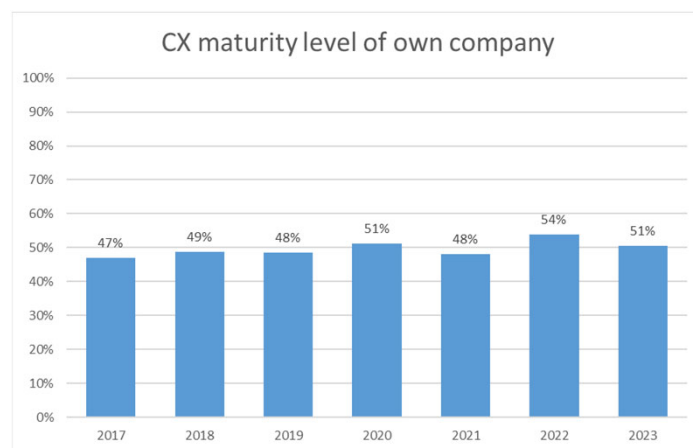
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Longterm observation #7

Having a CX vision makes a difference

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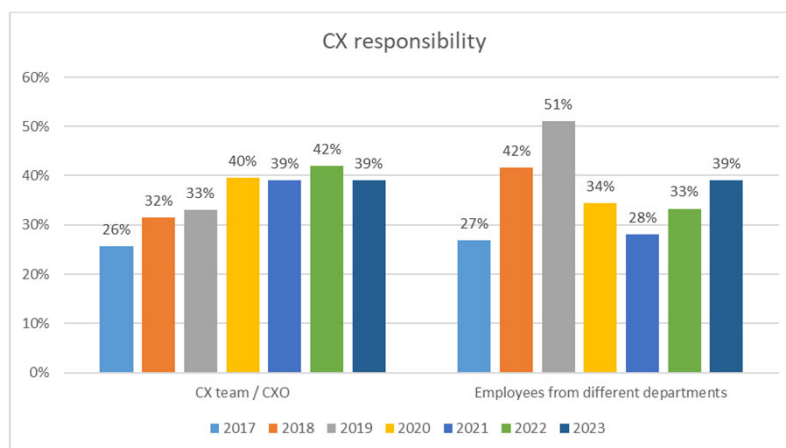25

CX maturity

CX maturity level
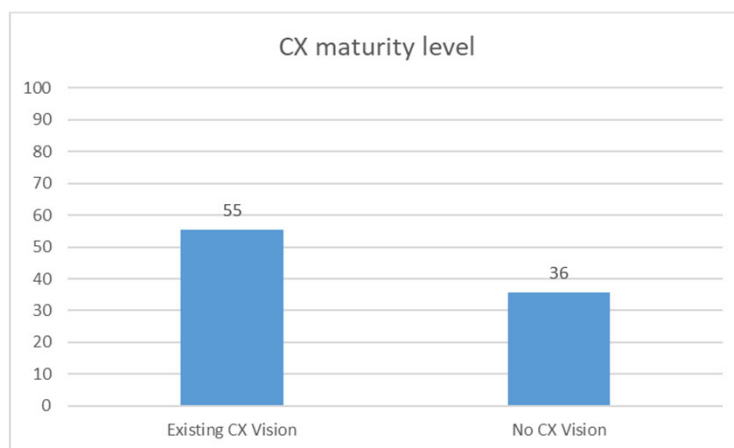
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Longterm observation #8

Tendency towards dedicated CX responsibilities

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CX responsibilities

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2023 observation

AI might be everywhere – but not with focus on CX

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AI and CEX

Status of AI implementation with CEX focus

Projects live already; 8%

Projects not implemented yet; 11%

No AI projects yet; 39%

Ongoing evaluation; 42%

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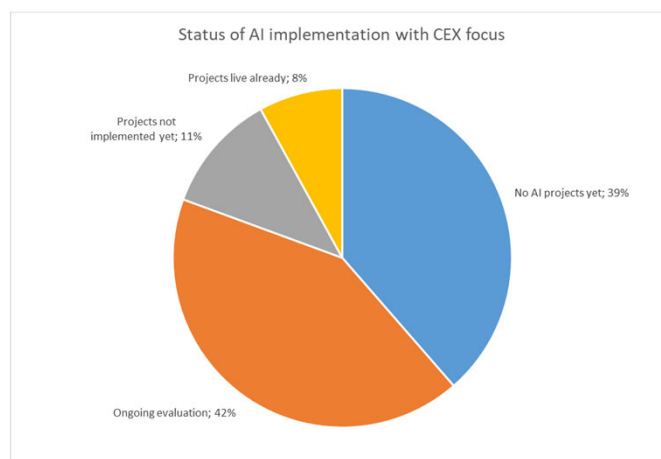
Questions?

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THANK YOU...

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