



Overview



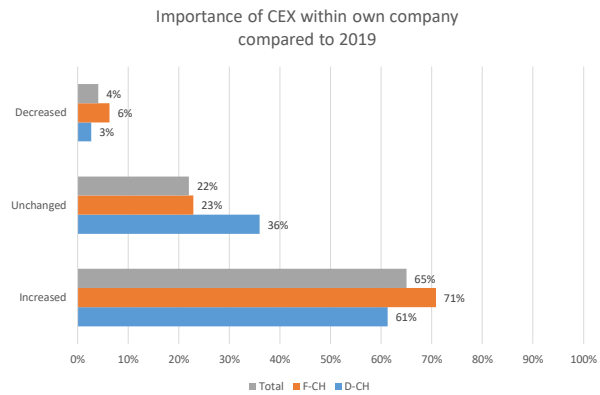
- Fourth survey – yearly since 2017
- Companies in German-CH (D-CH) and French-CH (F-CH)
- Field time: 29.06. bis 30.9.2020
- Total 229 answers (companies)



Development 2019/2020



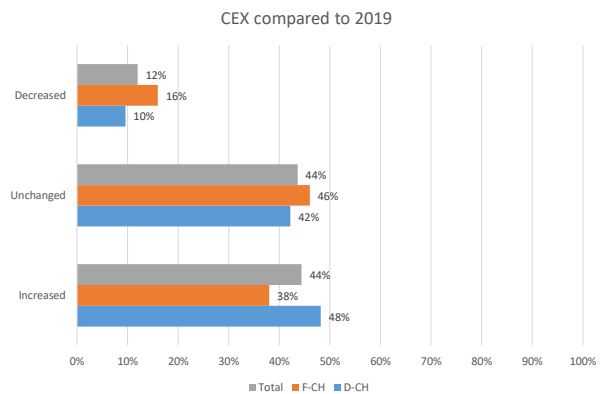
- The awareness, that CEX is an important topic, has increased once more
- The trend continues since several years



Development 2019/2020



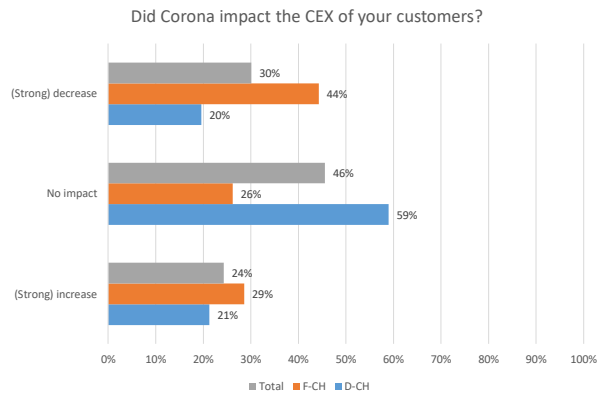
- Nearly half of the companies see CEX for their customers improved compared to 2019 (↓ ggü. 2018/19)
- Also in 2020 companies are optimistic that the higher internal importance of CEX is also visible for the customers



Corona-Impact

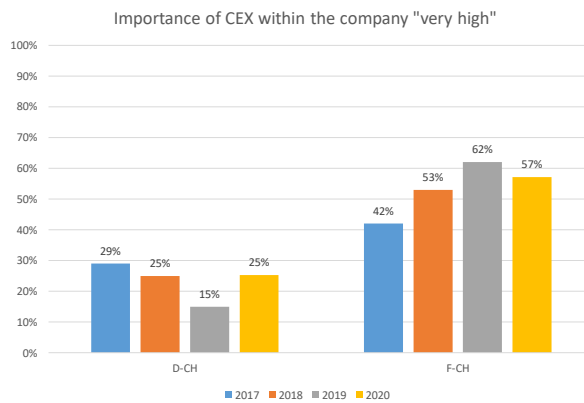


- 1/4 of the companies see a positive development of CEX in Corona times
- While the majority of companies in German speaking CH see no impact, nearly half of the companies in French speaking CH see a negative impact of Corona on CEX



Importance of CEX within the company CX DAY

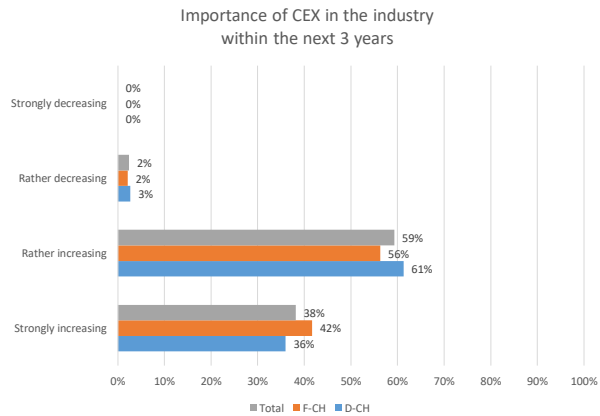
- The gap between D-CH and F-CH in terms of a «very high» importance of the topic CEX within the company is still huge
- The negative trend in D-CH seems to be broken



Importance of CEX in own industry



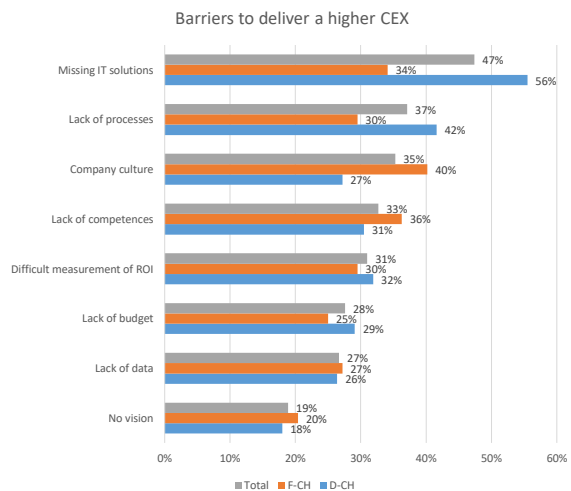
There is a strong trend, that companies expect an increasing importance of CEX within the industry in the near future.



CEX challenges 2020



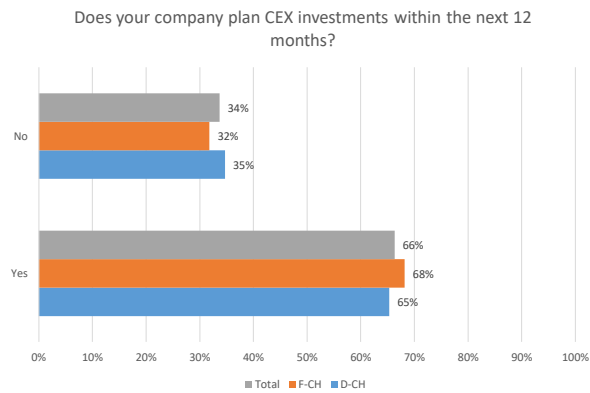
- Missing IT solutions as most important reason overall – with significant regional differences
- «Company culture» is part of the Top 3 since first survey (2017)
- «Lack of processes» is part of the Top 3 for the third time since 2017
- In almost all companies there is more than one reason



Planned investments



- 2020 about 2/3 of all companies have investments planned for the next 12 months
- The share is lower than 2019 (overall and in both regions)



Questions?



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

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THANK YOU...

...UND STAY TUNED!

HWZ
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in Zürich

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CEX 2020
STUDY

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an experience ahead