

The Challenges and Opportunities for Today's Chief Executive Officer

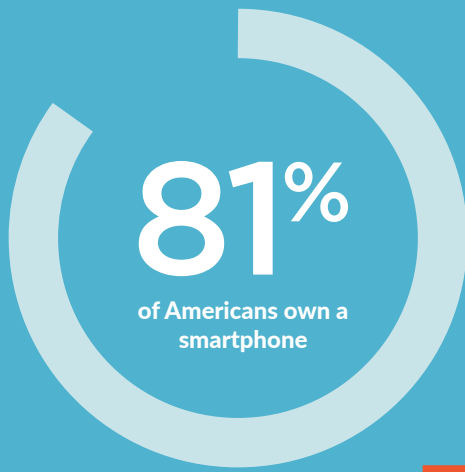
In today's constantly changing world, executives face an increasingly challenging landscape. They must always be attentive keepers of their customer while at the same time making important strategic decisions to modernize their company to drive growth. Perhaps no other member of the executive team faces more pressure than the Chief Executive Officer. In fact, 78% of executives think their work is going to change dramatically over the next five years because of new digital business trends.⁽¹⁾

At the heart of the trends in 2020 is rising customer expectations. According to a recent study from NNT Data, 9 in 10 executives think this is the year for a full-scale digital transformation.⁽²⁾

Today's ever changing environment puts even more pressure on the customer service experience, where companies have a distinct opportunity to differentiate themselves from the competition. The days where customers are willing to wait for services are long gone. Companies must zero in on the needs of the customer in every single meeting and transaction.

Increasingly, CEOs are turning to a newly created executive role, the Chief Experience Officer, to help them accelerate digital transformation, while maintaining the focus on the all-important customer experience as they navigate the change. These newly created roles are having some very early success.





The challenges and opportunities facing Chief Experience Officers have them championing fresh ideas, for example, utilizing proven personalization technology to improve customer experience.

By demand sensing and generating leads Chief Experience Officers reduce the barriers and time it takes to deliver new products and services to customers, helping them make informed decisions. A click to bricks approach leverages all sales and service channels — marketing, sales and operational assets to generate more satisfied customers.

