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BRAND



# **CXO Priorities omnichannel communications trends survey (UK and Benelux)**

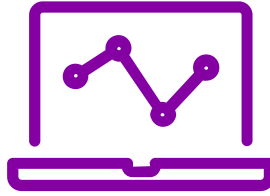
In partnership with



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# 1. Introduction

**CUSTOMER** experience and engagement have risen to the top of the priority list for all organisations today, driven by increased demands from the end user.

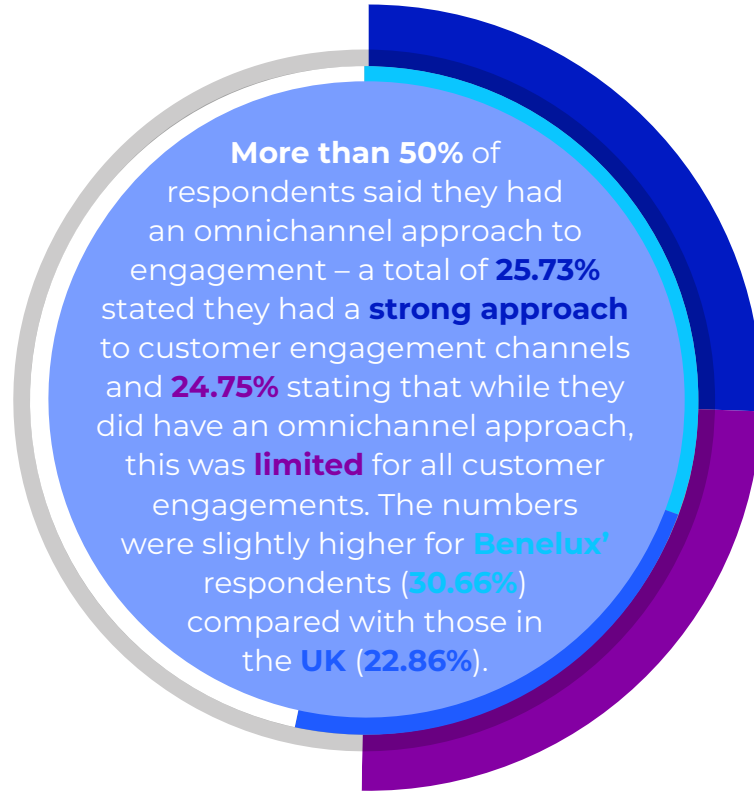
Consumers expect seamless experiences and interactions with brands that keep them returning for more. Crucially, they also want these experiences to be secure.

As organisations navigate the challenges of providing these exceptional customer experience while also keeping security and trust at the forefront, we wanted

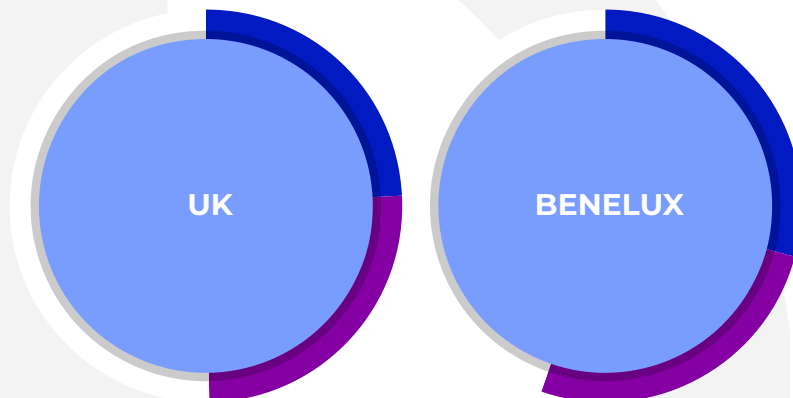
to find out more about the importance of an omnichannel communications strategy for enabling greater customer engagement and experience.

Through this market research, we wanted to discover whether organisations currently have an omnichannel approach to customer engagement; the importance of building a reliable and scalable customer communications program that delivers a trusted experience and the greatest barriers to streamline communication experiences for organisations.

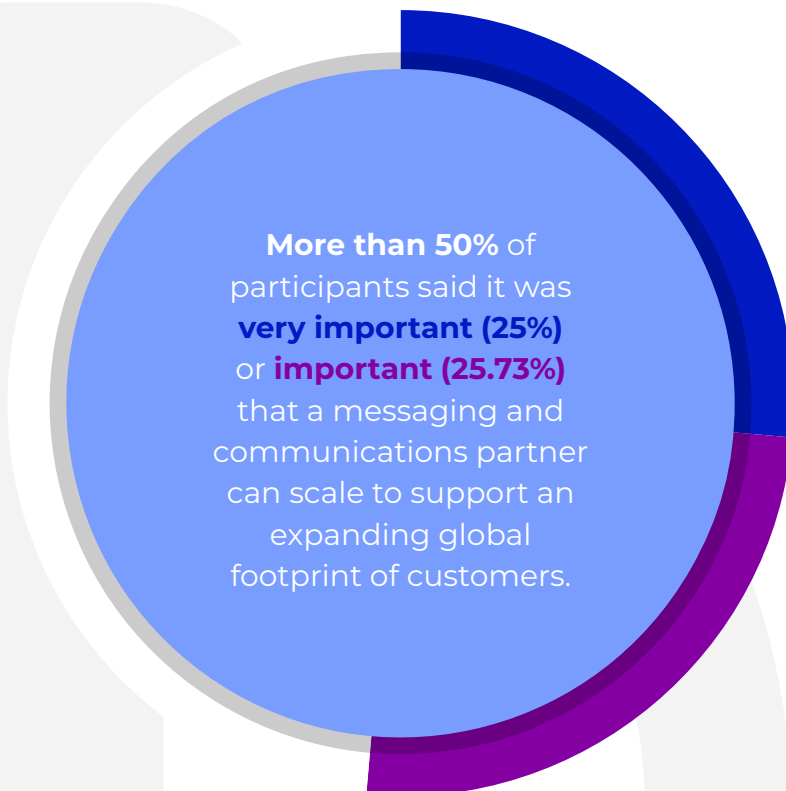
## Summary of findings 1-2



**Just over 50%** of respondents said it was important for their organisation to build a reliable and scalable customer communications program that delivers a trusted experience – in the **UK 24.41%** said this was **very important** and **25.58%** said this was **important**, while these percentages were **29.33%** and **26%**, respectively, for **Benelux**.



## Summary of findings 3-4



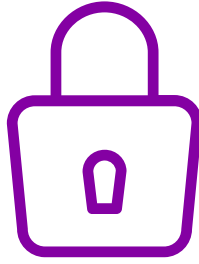


## Methodology



We surveyed C-level executives and product managers from **UK and Benelux** for this study. A total of **57.2%** of respondents were managers, while the remaining **42.9%** were C-level executives.





## 2. Reliable, scalable and trusted

**CENTRAL** to an effective customer communications program is a reliable, scalable and trusted experience.

An omnichannel approach is one such solution to this strategy, providing a streamlined model of engagement, providing users with a greater choice of communication method and enabling insights for organisations.

We wanted to ascertain how organisations currently assessed their approach to customer engagement, as well as the greatest barriers to streamline communication experiences in their organisation.

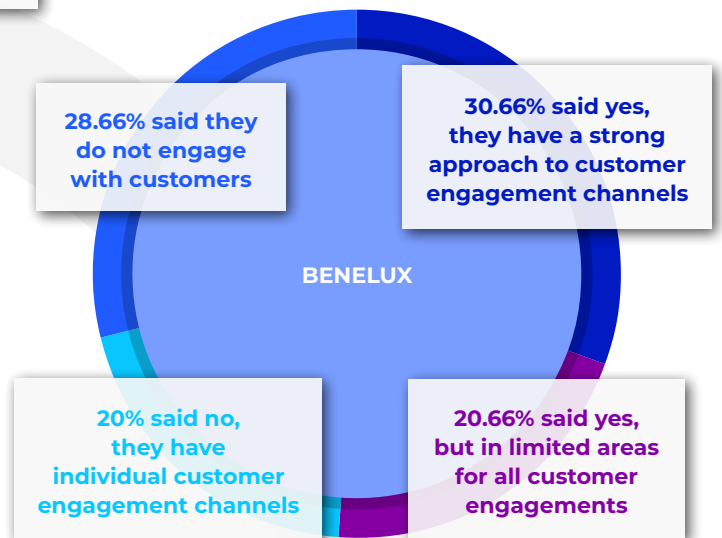
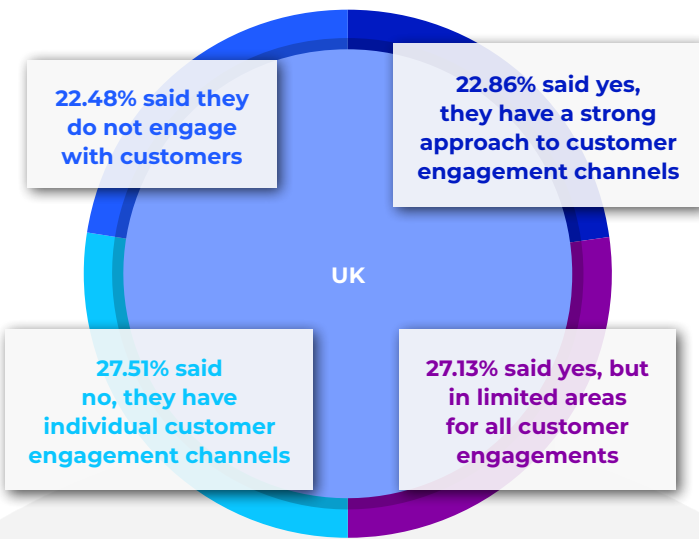
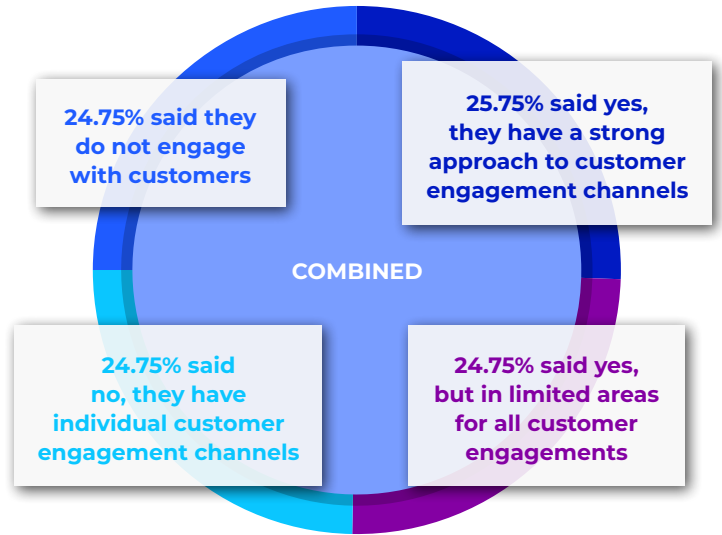
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# Question 1



Does your organisation have an omnichannel approach to customer engagement?



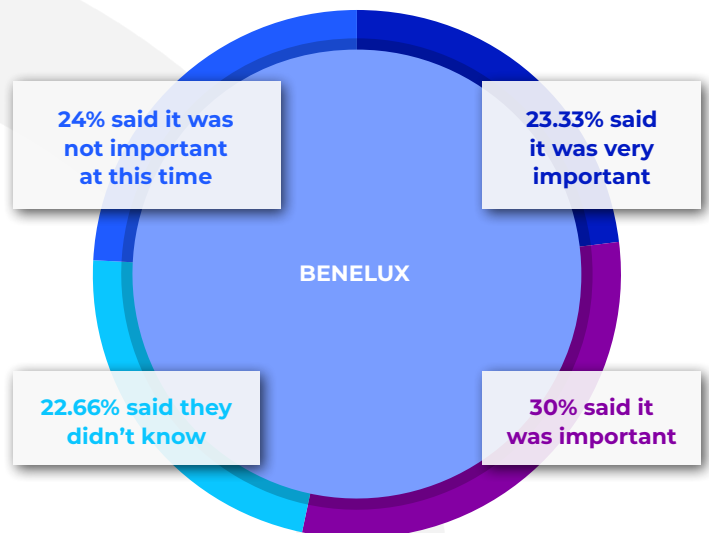
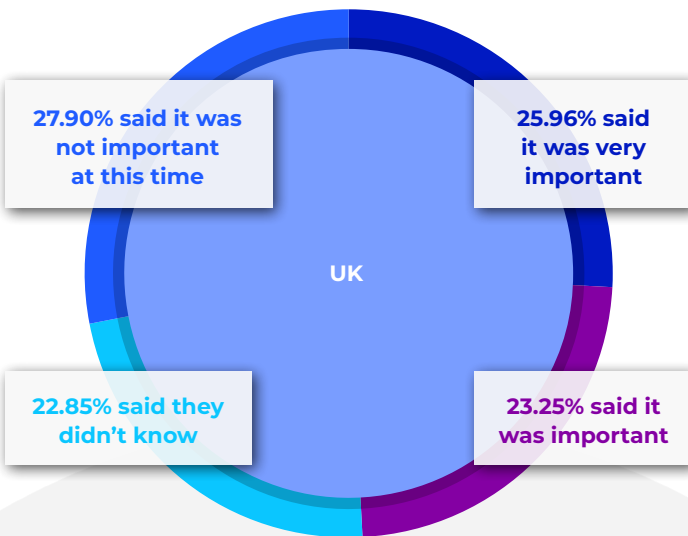
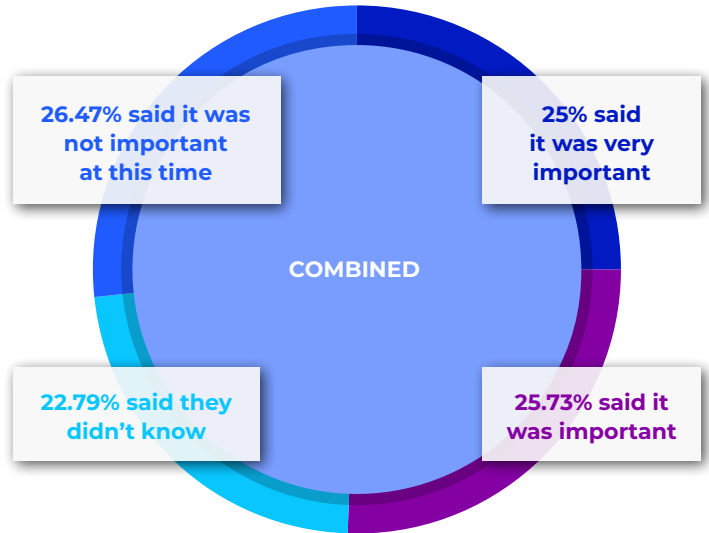




## Question 2



How important is it for your organisation to build a reliable and scalable customer communications program that delivers a trusted experience?

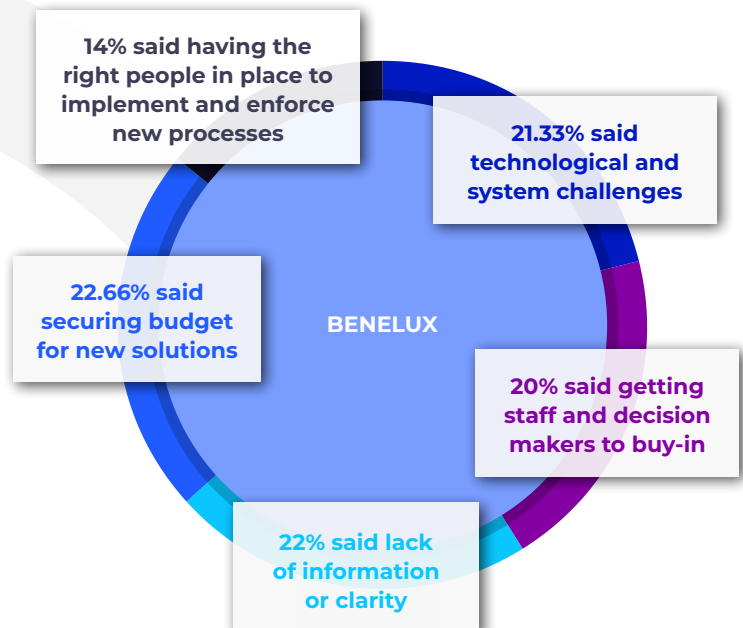
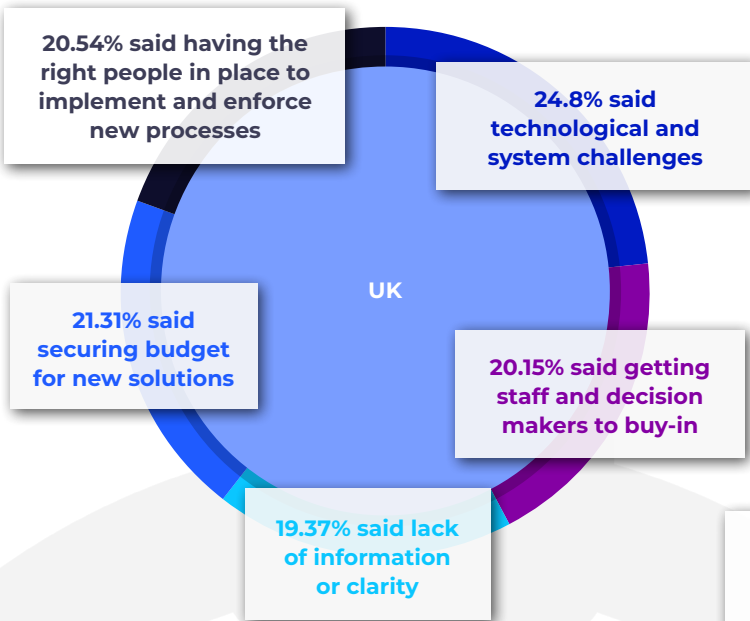
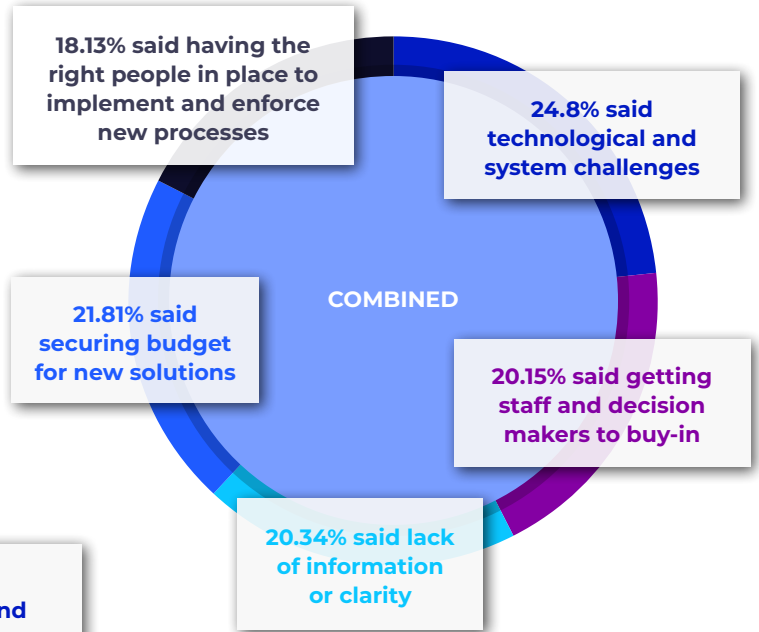




### Question 3



What are the two greatest barriers to streamline communication experiences in your organisation?

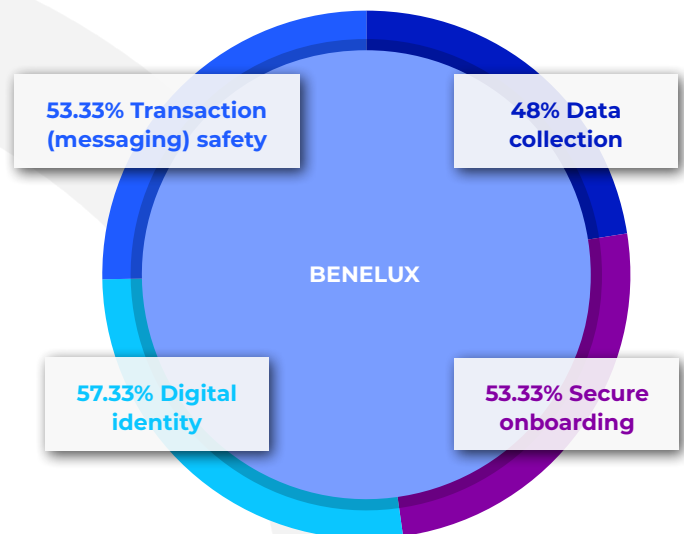
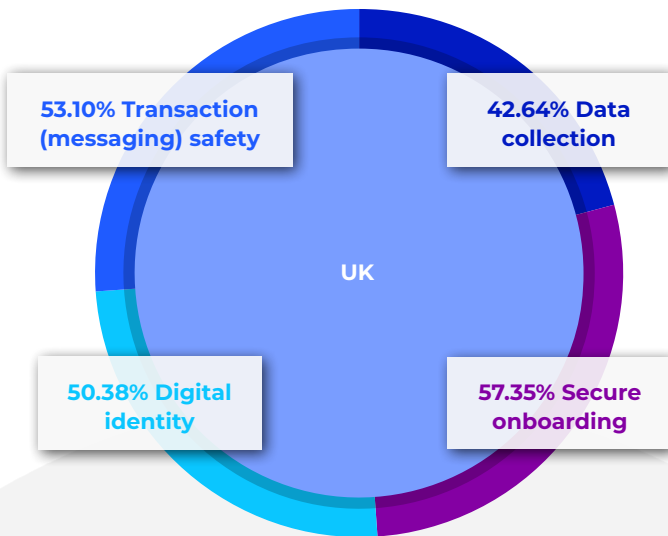
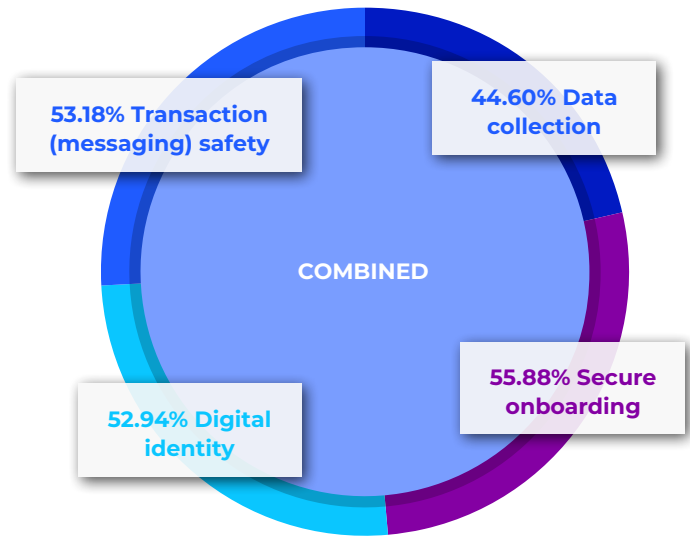




## Question 4



Which of the following areas are a focus to expand trust across your customer journey and experiences. Please note, respondents could select 'all that applied'. Percentages relate to the total number of respondents who selected each answer.





## 3. Assessing a partner

FOR organisations looking to make investments in a new or improved customer communications program, a strategic technology partner will be critical.

And for organisations which are rapidly digitalising and expanding geographically, it will be important for partners to be able to meet demands now and into the future.

We wanted to assess some of the key considerations for organisations, as well as how they are planning their messaging and communications strategy looking ahead.

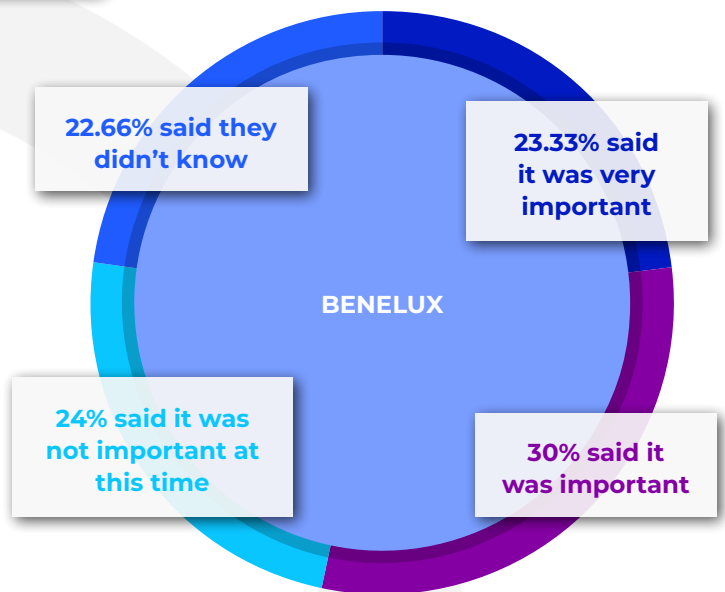
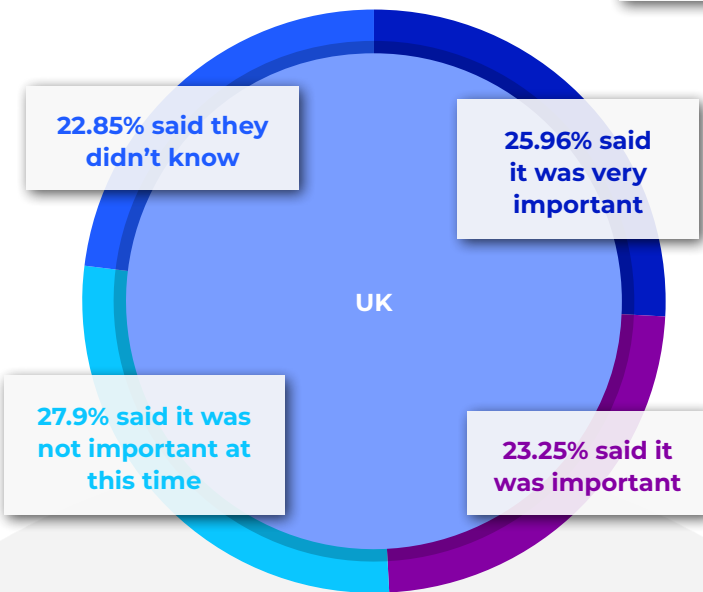
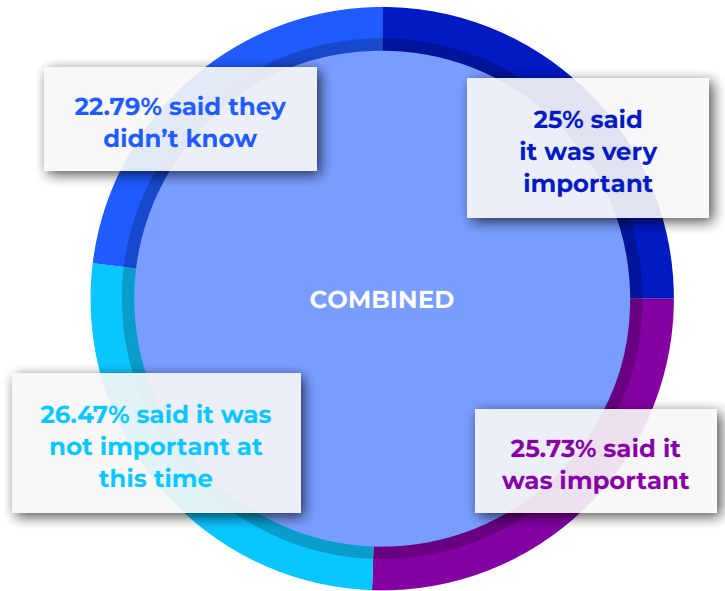
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# Question 1



How important is it that a messaging & communications partner can scale to support an expanding global footprint of customers?

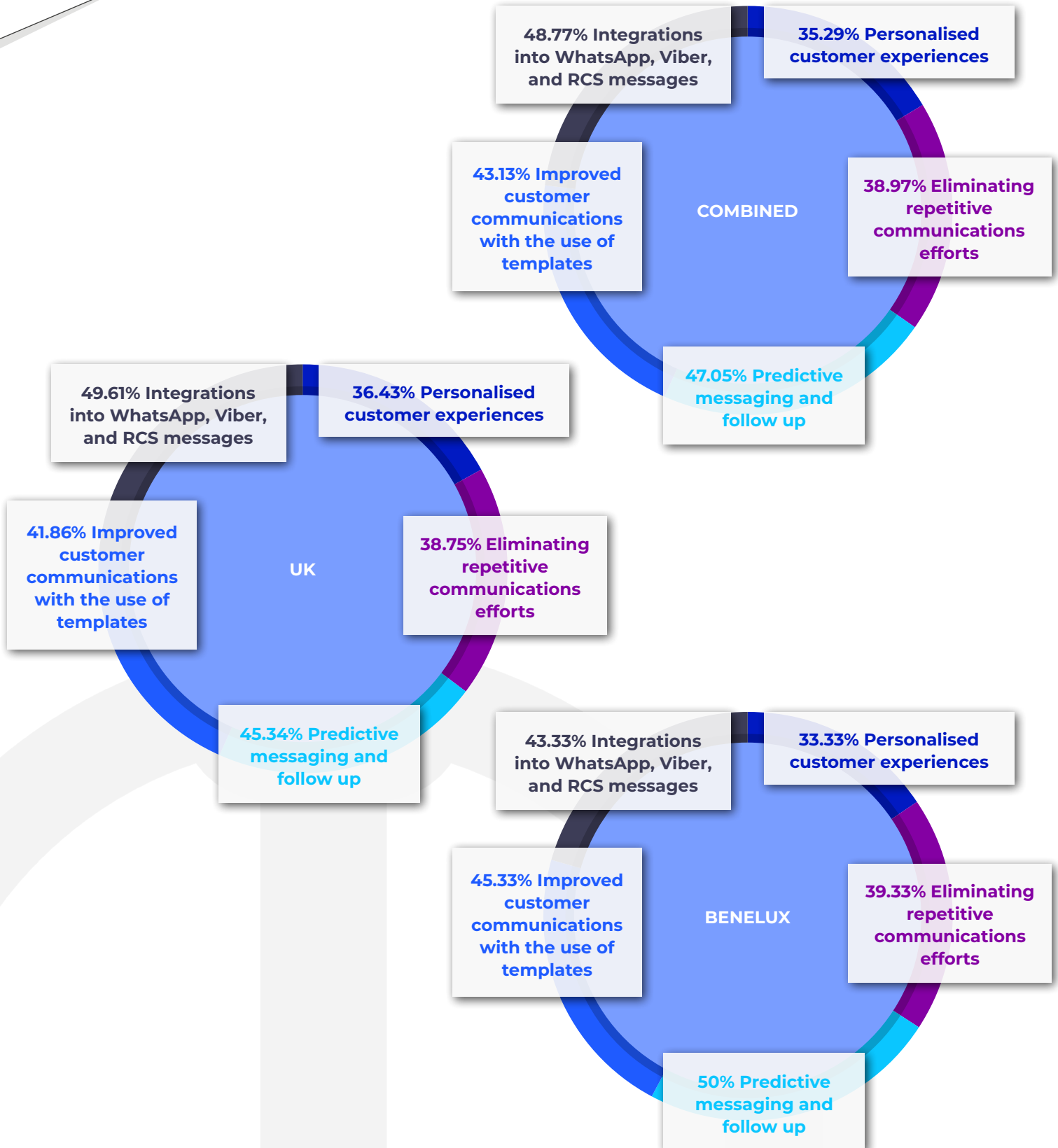




## Question 2



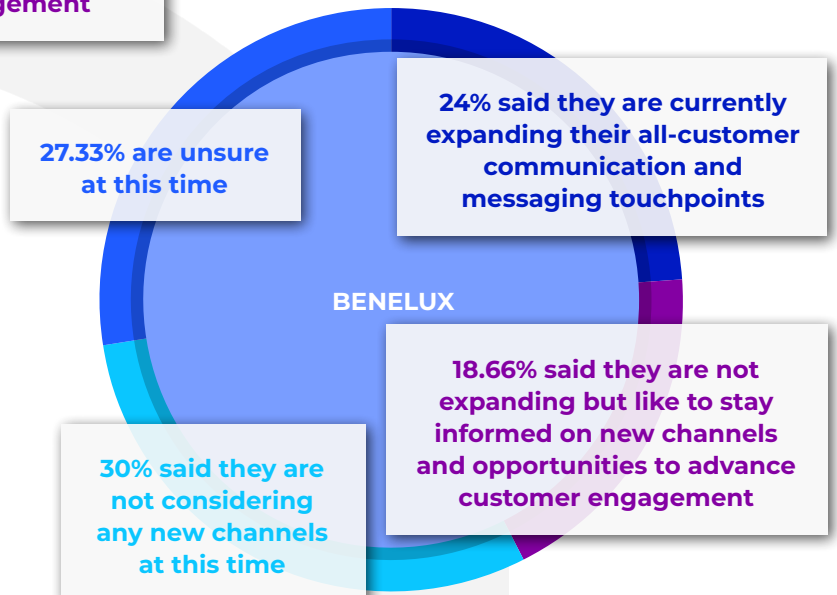
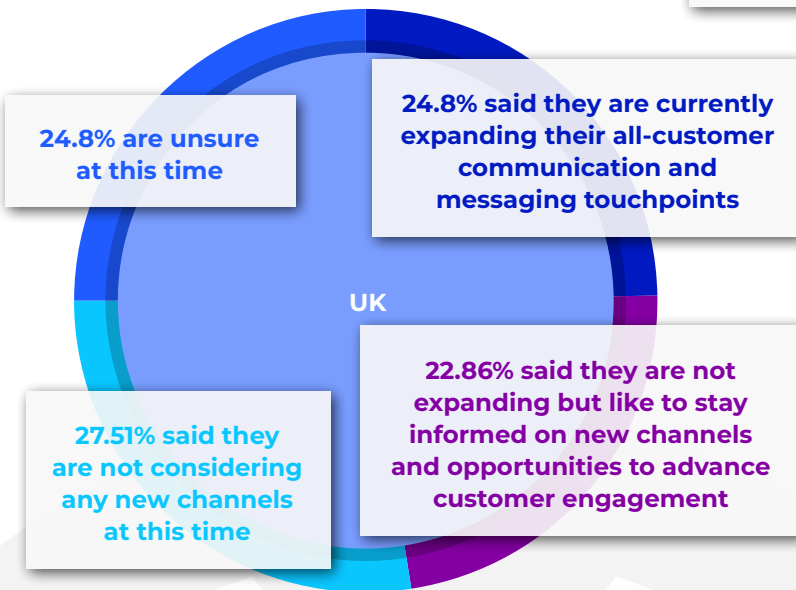
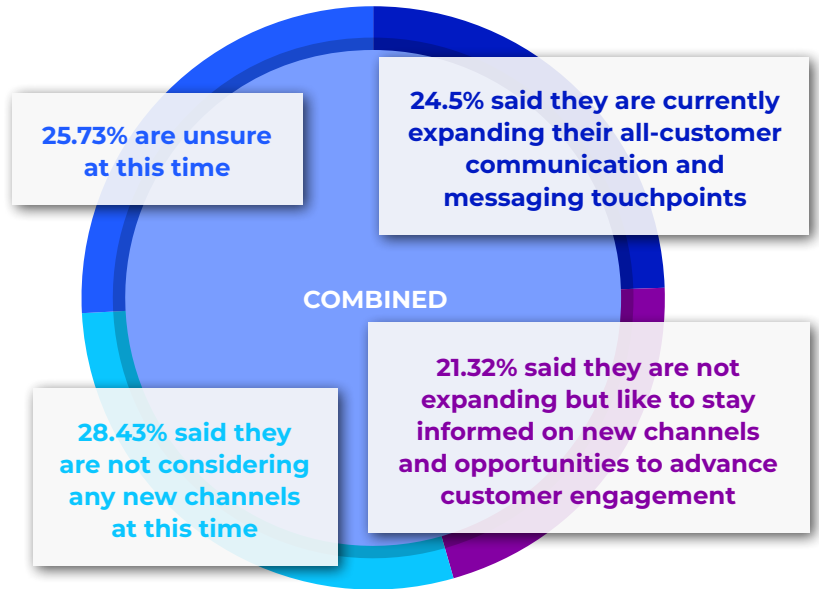
Other than SMS, which of the following criteria are important when evaluating a messaging API partner. Please note, respondents could select 'all that applied'. Percentages relate to the total number of respondents who selected each answer.



### Question 3



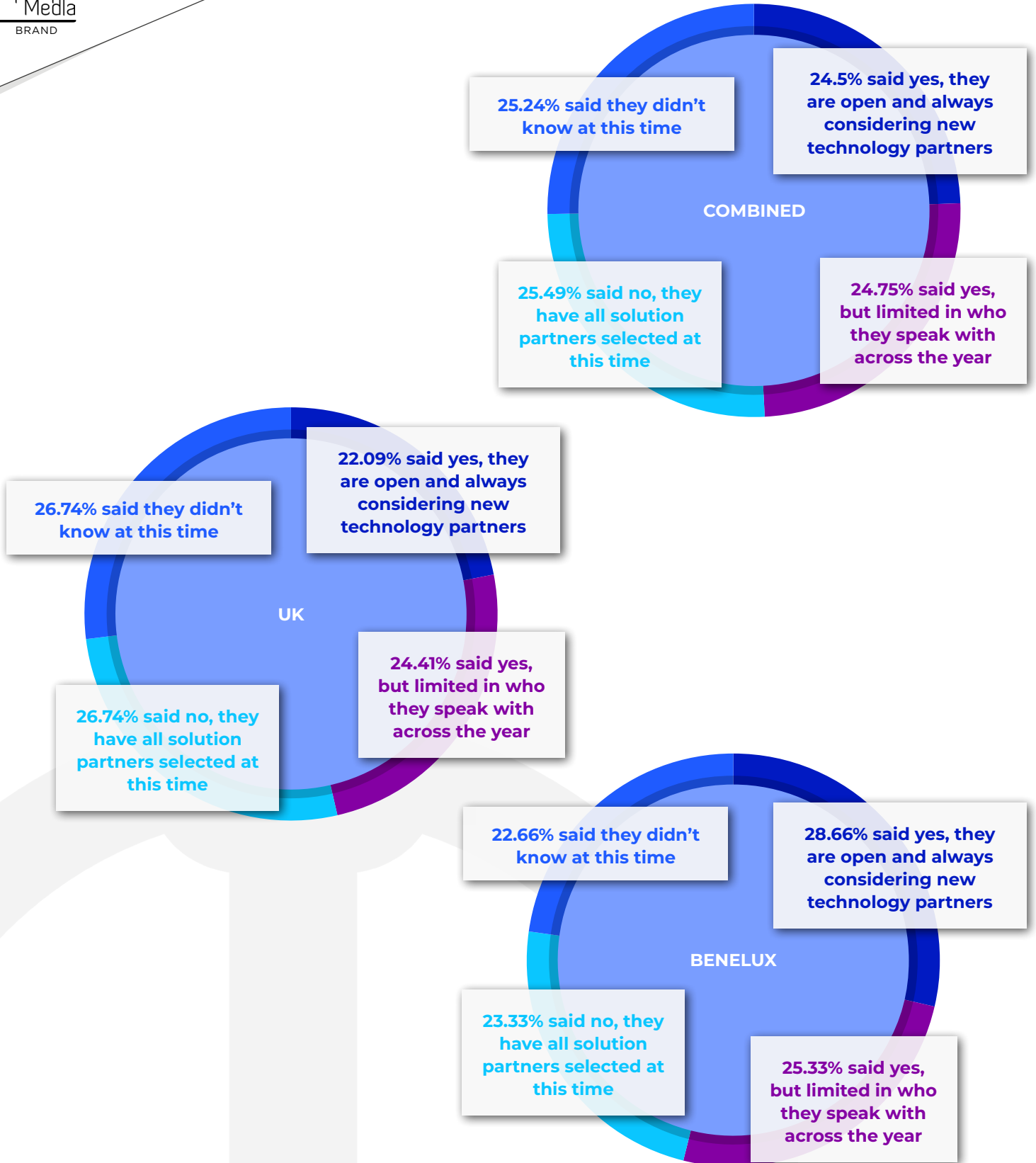
How would you describe your organisation's current search and consideration of new communication channels to support customer service and relationships?



## Question 4



Are you currently evaluating new Technology partners that improve effective customer communications?

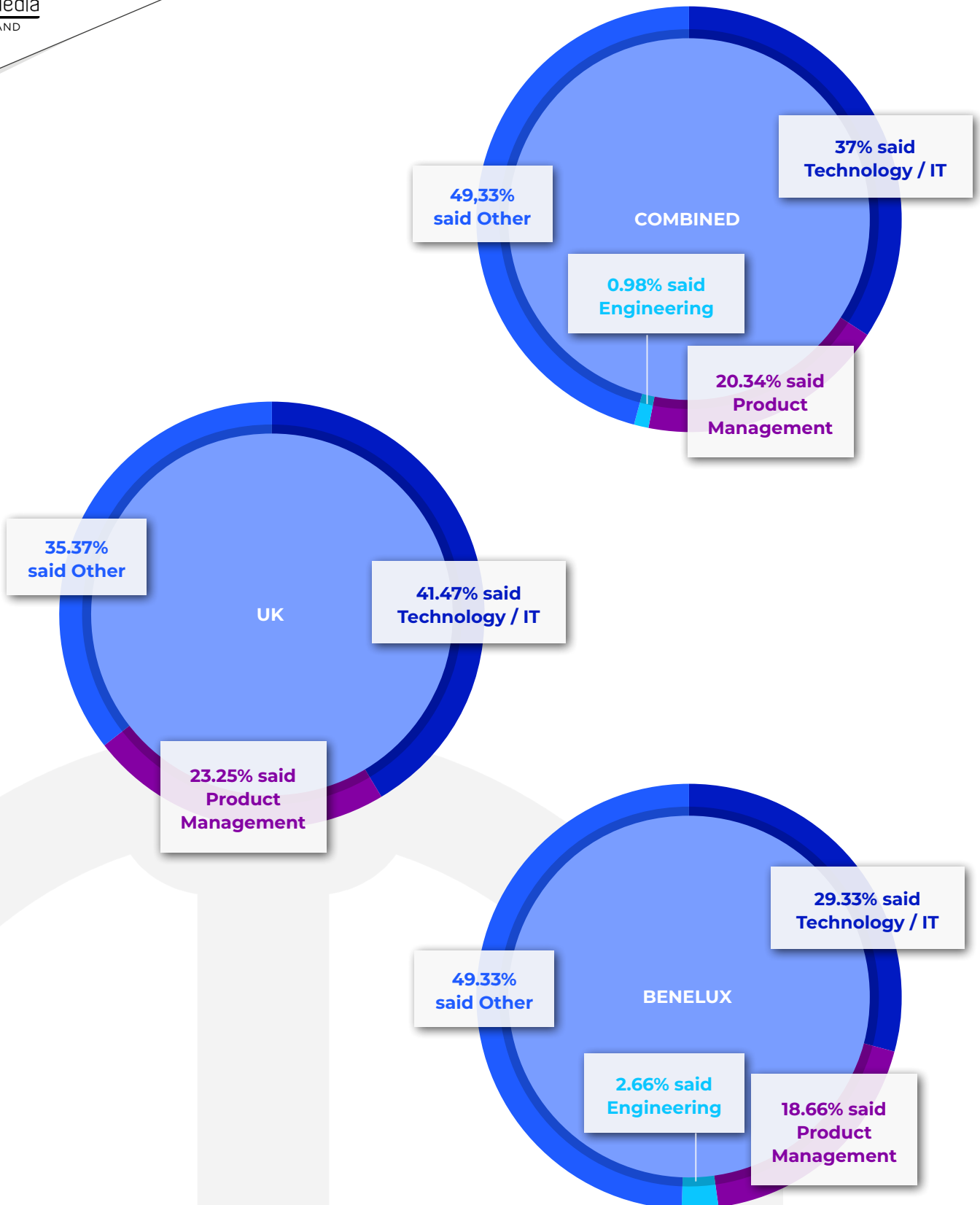


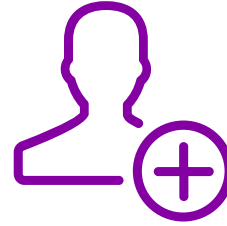
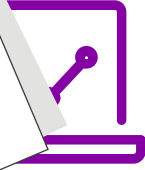


## Question 5



What department in your organisation is responsible for leading an omnichannel communications strategy?





More than 50% of all respondents said it was either important or very important that a messaging and communications partner can scale to support an expanding global footprint of customers.

## 4. Conclusion

THE survey findings shine a light on the key trends and challenges that organisations are navigating when it comes to omnichannel communications.

A majority of respondents highlighted that it was important for their organisation to build a reliable and scalable customer communications program that delivers a trusted experience, technological and system challenges and securing budget for new solutions the greatest barriers to streamline communication experiences.

To expand trust across their organisations' customer journey and experiences, respondents highlighted secure onboarding and transaction (messaging) safety as the two key factors.

Almost one quarter of respondents said they were currently expanding their all-customer communication and messaging touchpoints while an additional 21.32% said that although they were not expanding, they liked to stay informed on new channels and opportunities to advance customer engagement.

And for those evaluating a messaging API partner, integrations into WhatsApp, Viber and RCS messages, and predictive messaging and follow up, were considered key criteria, aside from SMS.

Scalability was also a key factor, with half of respondents stating it was either important or very important that a messaging and communications partner can scale to support an expanding global footprint of customers.



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