

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











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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.





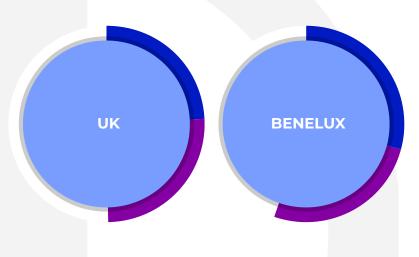


#### **Summary of findings 1–2**



More than 50% of respondents said they had an omnichannel approach to engagement – a total of 25.73% stated they had a strong approach to customer engagement channels and 24.75% stating that while they did have an omnichannel approach, this was limited for all customer engagements. The numbers were slightly higher for Benelux' respondents (30.66%) compared with those in the UK (22.86%).

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**



The two greatest
barriers to streamline
communication experiences in
respondent organisations were
highlighted as technological and
system challenges (24.8%) and
securing budget for new
solutions (21.81%).

More than 50% of participants said it was very important (25%) or important (25.73%) that a messaging and communications partner can scale to support an expanding global footprint of customers.







#### 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.

57.1% 42.9%
PRODUCT MANAGERS C-LEVEL EXECS

PARTICIPANTS



# 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.

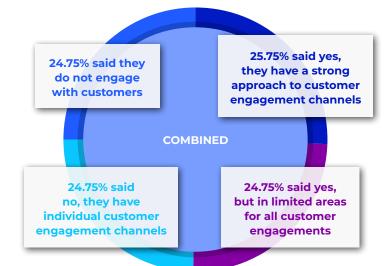








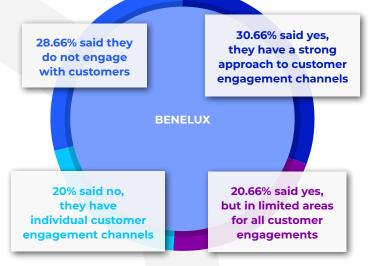
Does your organisation have an omnichannel approach to customer engagement?



22.48% said they do not engage with customers

27.51% said no, they have individual customer engagement channels

27.13% said yes, but in limited areas for all customer engagements



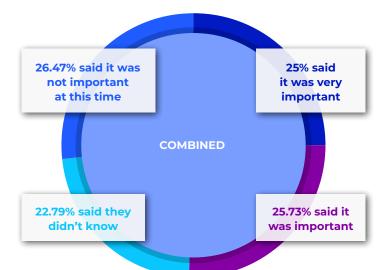








How important is it for your organisation to build a reliable and scalable customer communications program that delivers a trusted experience?



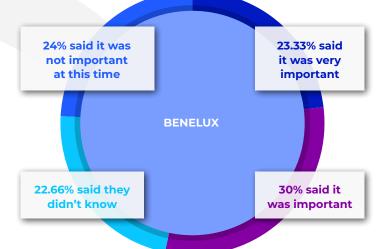
27.90% said it was not important at this time

25.96% said it was very important

UK

22.85% said they didn't know

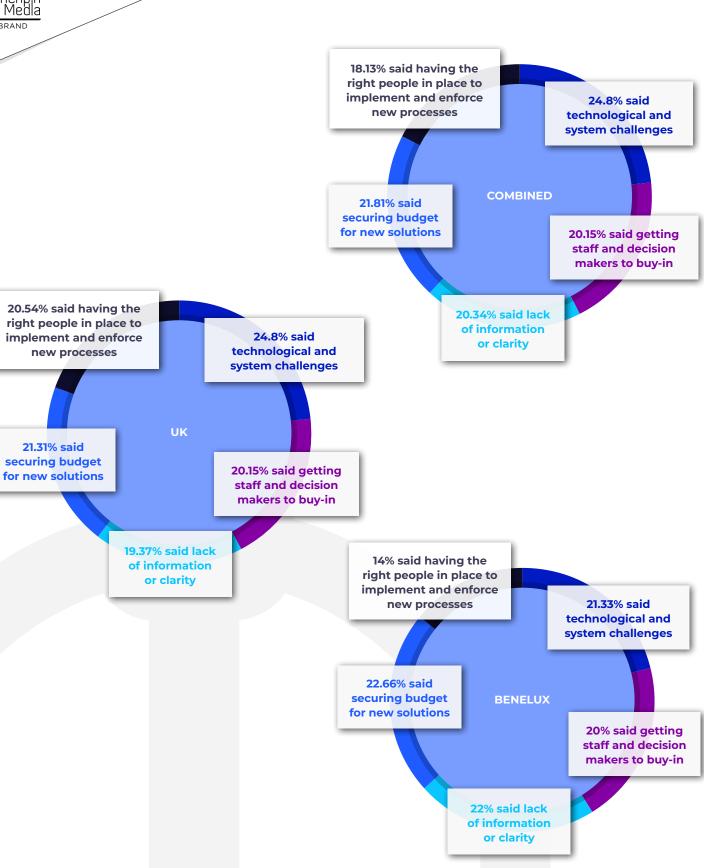
23.25% said it was important







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



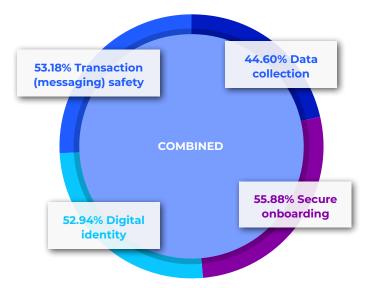








Which of the following areas are a focus to expand trust across your customer journey and experiences. Please note, respondents could select 'all that applied'. Percentages relate to the total number of respondents who selected each answer.

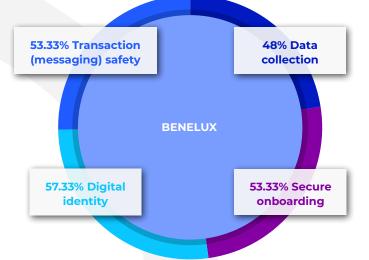


53.10% Transaction (messaging) safety

UK

50.38% Digital identity

57.35% Secure onboarding











## 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.

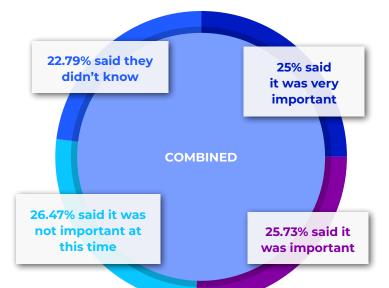








How important is it that a messaging & communications partner can scale to support an expanding global footprint of customers?



22.85% said they didn't know

25.96% said it was very important

UK

27.9% said it was not important at this time

23.25% said it was important

22.66% said they didn't know

23.33% said it was very important

BENELUX

24% said it was not important at this time

30% said it was important

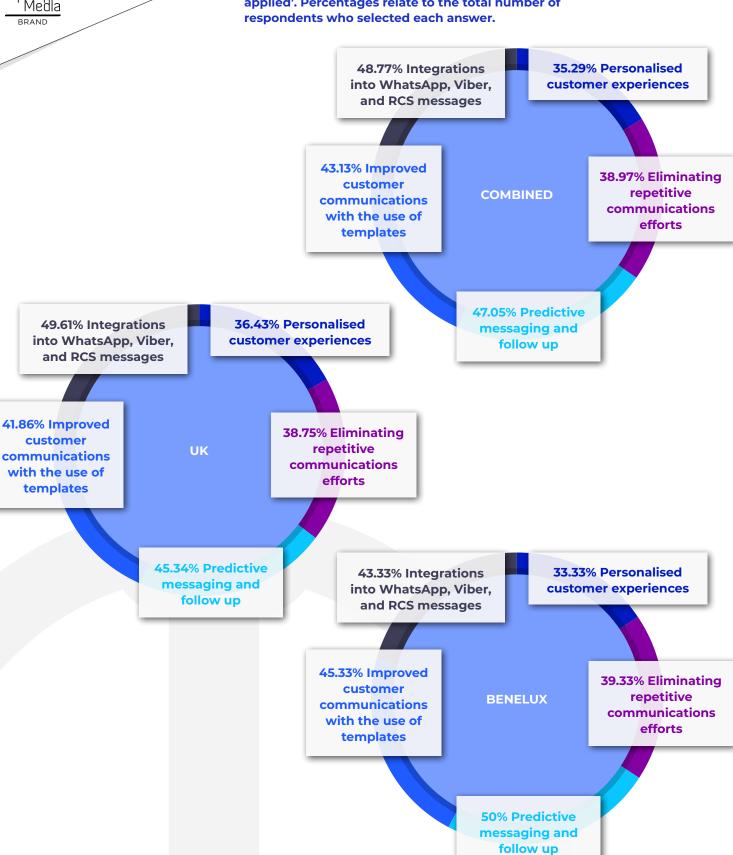








Other than SMS, which of the following criteria are important when evaluating a messaging API partner. Please note, respondents could select 'all that applied'. Percentages relate to the total number of respondents who selected each answer.









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



25.73% are unsure at this time

24.5% said they are currently expanding their all-customer communication and messaging touchpoints

COMBINED

28.43% said they are not considering any new channels at this time

21.32% said they are not expanding but like to stay informed on new channels and opportunities to advance customer engagement

24.8% are unsure at this time

24.8% said they are currently expanding their all-customer communication and messaging touchpoints

UK

27.51% said they are not considering any new channels at this time 22.86% said they are not expanding but like to stay informed on new channels and opportunities to advance customer engagement

27.33% are unsure at this time

24% said they are currently expanding their all-customer communication and messaging touchpoints

**BENELUX** 

30% said they are not considering any new channels at this time 18.66% said they are not expanding but like to stay informed on new channels and opportunities to advance customer engagement

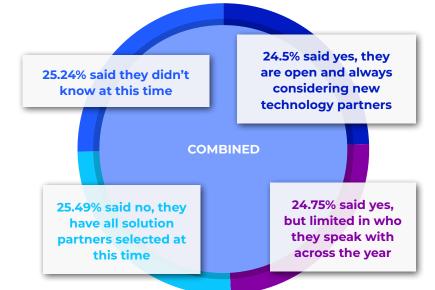








Are you currently evaluating new Technology partners that improve effective customer communications?



26.74% said they didn't know at this time

22.09% said yes, they are open and always considering new technology partners

UK

26.74% said no, they have all solution partners selected at this time 24.41% said yes, but limited in who they speak with across the year

22.66% said they didn't know at this time

28.66% said yes, they are open and always considering new technology partners

**BENELUX** 

23.33% said no, they have all solution partners selected at this time

25.33% said yes, but limited in who they speak with across the year



### **6** telesign

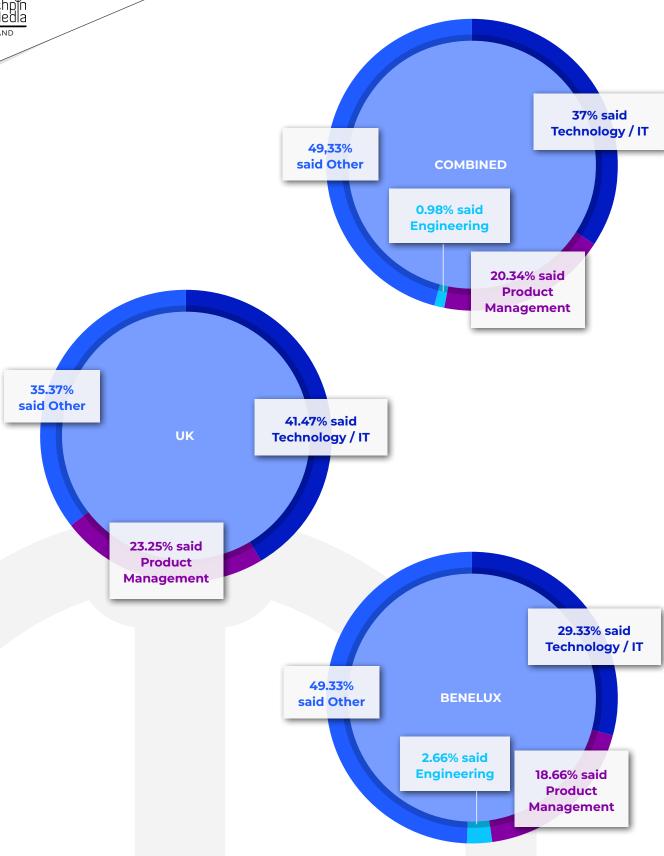




#### **Question 5**

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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