When a great CX meets or exceeds customer expectations, brands

increase customer satisfaction by	can lift revenue by up to	and lower the cost of serving customers by as much as
20% ⬆	**15%** ⬆	**20%** ⬇

Fast Fact: Nearly half of brands have implemented digital transformation strategies across parts of their business, but this year, 25% of brands plan to adopt a strategy across their entire business moving forward.

— *Tech Republic*

IN THIS ISSUE

What We're Reading

Digital Transformation is Key to Securing a Competitive Edge

Today, the imperative for brands to come out on top and establish themselves as digital leaders is becoming even more urgent. In fact, 62% of brands have seen more competitors enter the market as a result of emerging technologies. Still, many brands worry about the costs associated with overhauling a large portion (if not all) of their digital strategy, and risk falling behind. While 70% of CEOs believe that a focus on digital transformation improves CX, most businesses do not have an organization-wide strategy or executive support for digital transformation, causing 84% of these efforts to fall short of expectations. At this stage, failing to invest in digital transformation is a risk most brands cannot afford. Visit Diginomica for tips on keeping pace with the evolution of digital.

IoT Takes Seamless Digital Transactions Beyond Mobile Wallets

This year, the Internet of Things may begin to create a new avenue for digital payment success. So far, digital payments have taken off primarily with millennials and only 31% of users use m-payment options consistently, but the opportunity to innovate is ripe. According to Avin Arumugan, Visa's senior VP for IoT, "as devices begin to get more connected, the point of sale [will be] everywhere." Already, IBM and Visa have teamed up to enable digital payment technology in a multitude of connected devices. Meanwhile, GM and Mastercard are working to integrate digital wallets into cars. Looking ahead, the IoT will create the truly seamless transactional experiences today's mobile payments lack and are poised to spark long-awaited, widespread adoption. More about the future of payment innovation here.

The Native App vs. Responsive Design Debate Continues in 2017

With consumers torn on their preferred channel, brands continue to struggle to decide which channels to invest in when building out their mobile experience. Today, nearly one-third of app and mobile-friendly website users do not prefer one or the other, but rather, both at different times. Apps can allow users to access site pages without a network connection, and provide push notifications, strong personalization and great loyalty programs. Still, cost and OS guidelines often force brands to look for additional options, such as responsive web design. Ultimately, the decision should come down to which channel will best fit customers' needs. Tools like customer journey maps can allow brands to uncover the gaps a mobile channel must fill, and may ultimately make the decision more clear. More insights on choosing between a native and hybrid app, or responsive design here.

Resources

Get insights on the impact of digital transformation on QA testing

Not sure if your website is compliant? Find out using our web accessibility checker.

In case you missed it: Read our February edition of Industry Bites

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