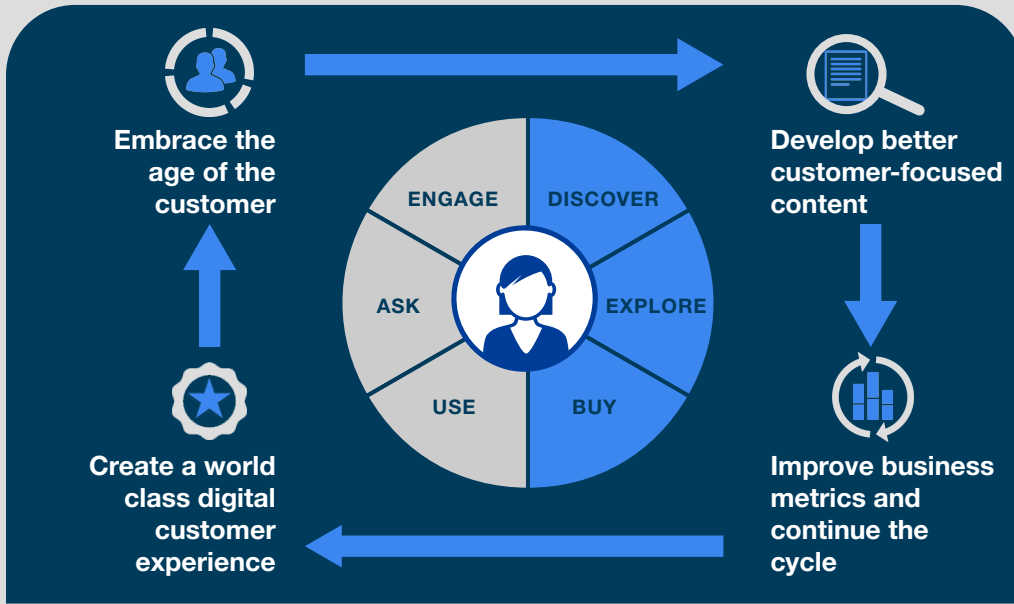


# Digital Experience Changes Everything

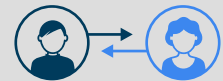
Firms Must Align Technology and Culture to Serve Customers

## THE BUSINESS VISION OF INTEGRATED DIGITAL EXPERIENCE

Integrating digital experiences leads to:



Relevant personalized digital experiences  
60%



Increased customer engagement  
52%



Increasing revenue  
48%

### KEY CHALLENGES

Companies struggle to get business and tech to collaborate and communicate effectively



Only 47% of developers say they have a good relationship with other parts of the company



Only 28% of companies share funding for development of customer facing apps



Only 33% of companies currently manage content across channels with integrated processes

### MOVING FORWARD

Where companies are investing for the future

### Digital Experience Leaders are Moving Forward in the Next Year:

25%



Implementing personalized content consistently across channels

23%



Investing in cognitive and artificial intelligence capabilities



Read the full study

**Methodology:** In this study, Forrester conducted a global online survey of 247 customer service professionals who are key decision-makers or influencers for eCommerce customer service strategies for their company.

**Source:** A commissioned study conducted by Forrester Consulting on behalf of SAP, May 2016.

**Base:** 247 customer service professionals in the US, the UK, Germany, China, India, Brazil, and Mexico.