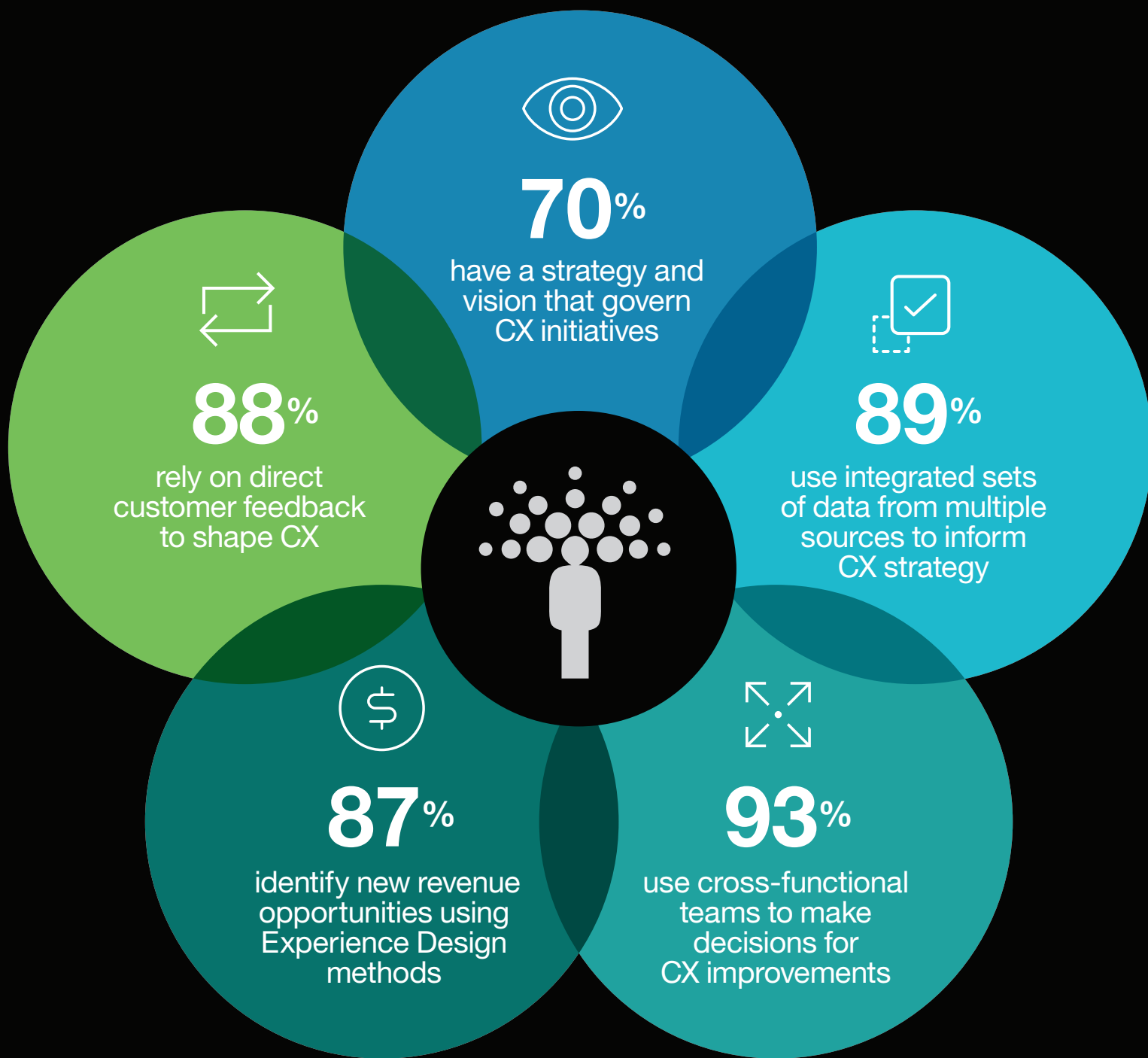


# Mobilizing to win – are you ready?

## The experience revolution

Customer experience (CX) has been a strategic priority for quite a while. But only 16 percent of companies are pulling all the levers. These *Elites* are distinguished by their mindset – they put CX at the core of their business.

### Percentage of Elites who share these characteristics



## Learn from the Elites

A customer experience approach that is strategic, collaborative, design-driven, data-rich and tightly integrated will provide more utility to customers and generate more value.

\*2016 IBM Institute for Business Value, The experience revolution: Mobilizing to win – are you ready? N = 501 CEOs, CMOs, Chief Customer Officers and others (82 Elites)