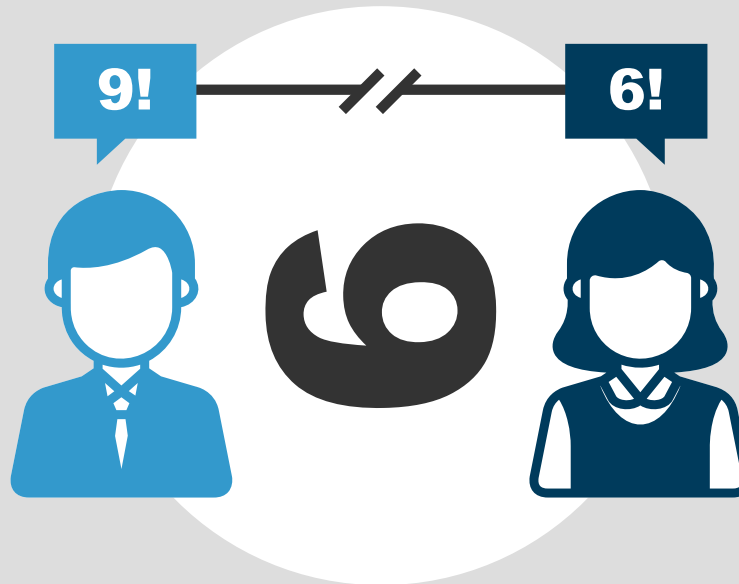


Digital Experience Excellence Requires Alignment Between IT & LOB

FIRMS ARE ADVANCING THEIR DX STRATEGY

IT AND LOB SEE DIGITAL EXPERIENCE FROM A DIFFERENT PERSPECTIVE

This makes enterprisewide integration and multichannel integration more critical than ever.



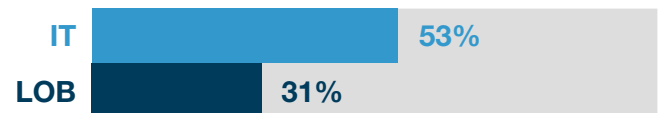
52% Expanding or upgrading implementation

43% planning in the next 12 months or implemented

5% Decreasing/removing or no plans to implement

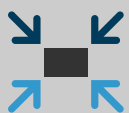
LOB IS LESS CONFIDENT IN DX THAN IT

More than half of IT teams believe their DX capabilities can win, build, and convert customer loyalty **very well** compared to less than a third of LOB.



CROSS-CHANNEL INTEGRATION IS CRITICAL

After taking basic steps on the DX journey, it's time to think about innovating the delivery of world-class DX by:



Aligning IT and LOB teams to see DX from the same perspective.



Allowing each function to work independently, supporting mutual goals.



Focusing on innovation once the basics are in place.



Methodology

Source: A study conducted by Forrester Consulting on behalf of IBM, September 2018

Base: 509 professionals with responsibility for or influence over digital experience in NA and EMEA

Read the full study