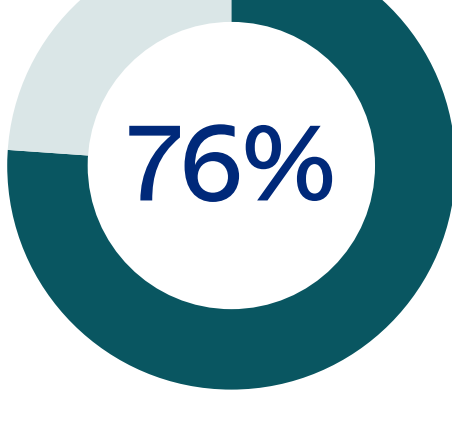


# What's shaping the future of customer experience?



As customers, our appetite for secure, frictionless digital experiences is growing. Delivering on these expectations is critical to success – so how are IT leaders responding to the challenges, and what solutions are they investing in to build the standout experiences of tomorrow?

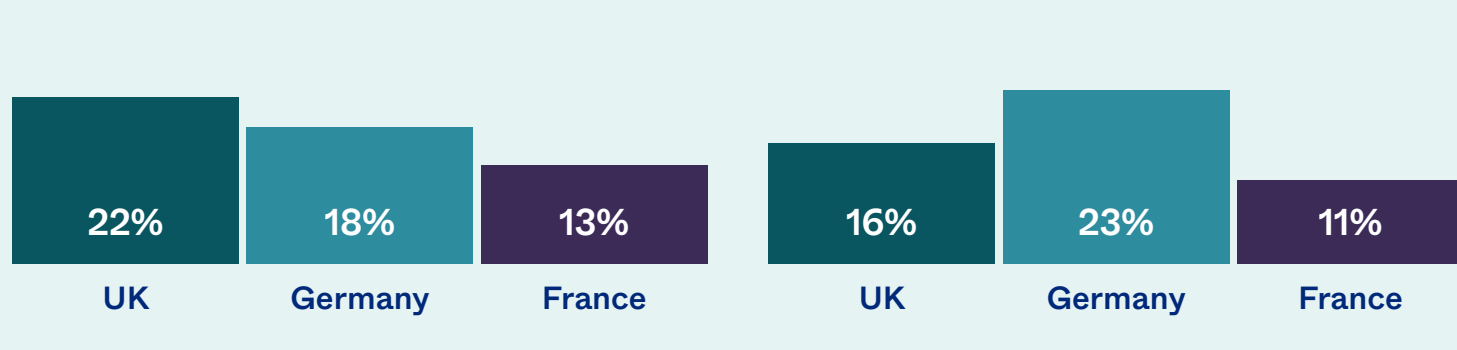
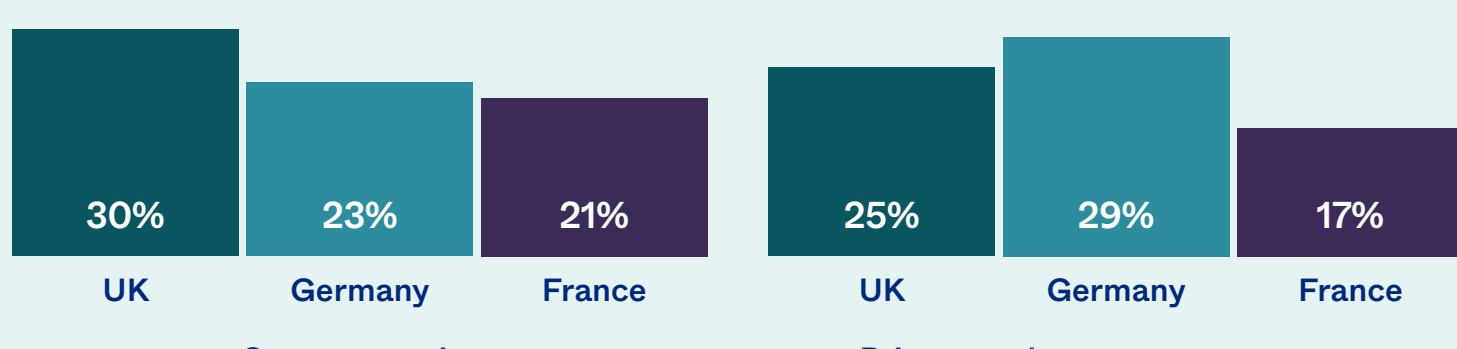
To find out, we gathered key insights from the **451 Research Custom CX Study** commissioned by Okta and carried out by 451 (part of SPGMI) between September and October 2021. Using an online survey, the study questioned 750 (including 300 EMEA) enterprise-level customer experience (CX), IT, and business decisions makers operating in 9 separate industries across the globe.



**76%** of UK businesses say building and delivering digital customer experiences is a high priority

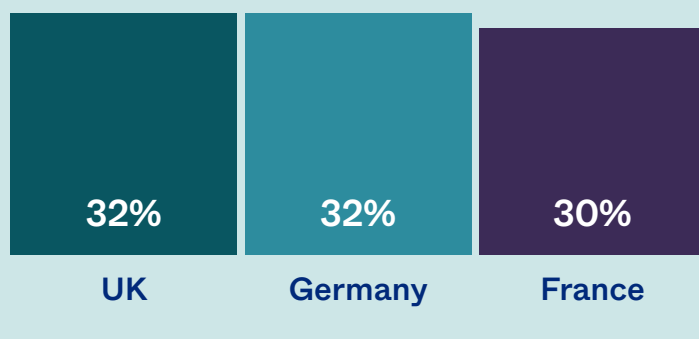
## Security is critical to a successful CX

Rated 10/10 for impact on CX:

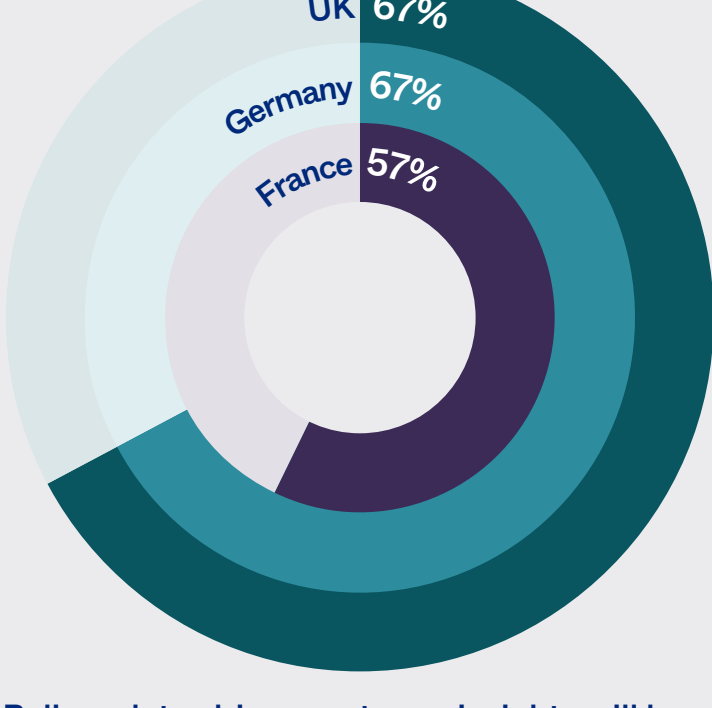


## Most have yet to implement advanced security and privacy

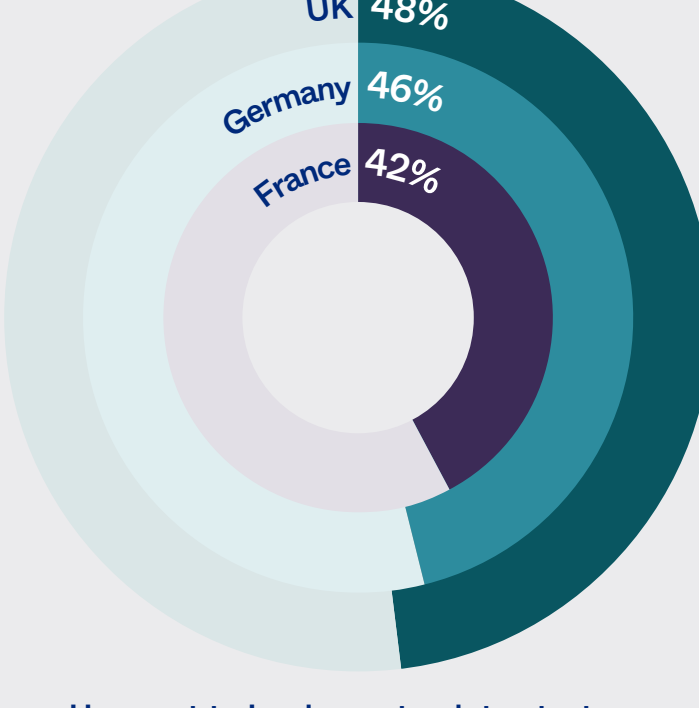
Less than a third have invested in advanced security technology and automation of incident response flows



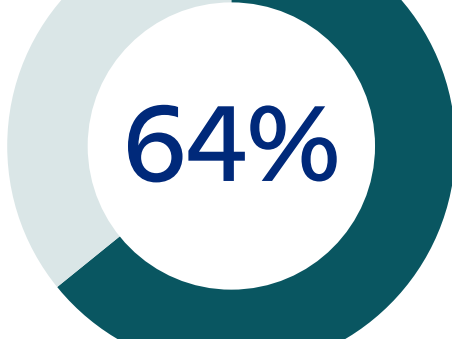
## The future of CX is data-driven



Believe data-driven customer insights will have the greatest business impact in next 3 years



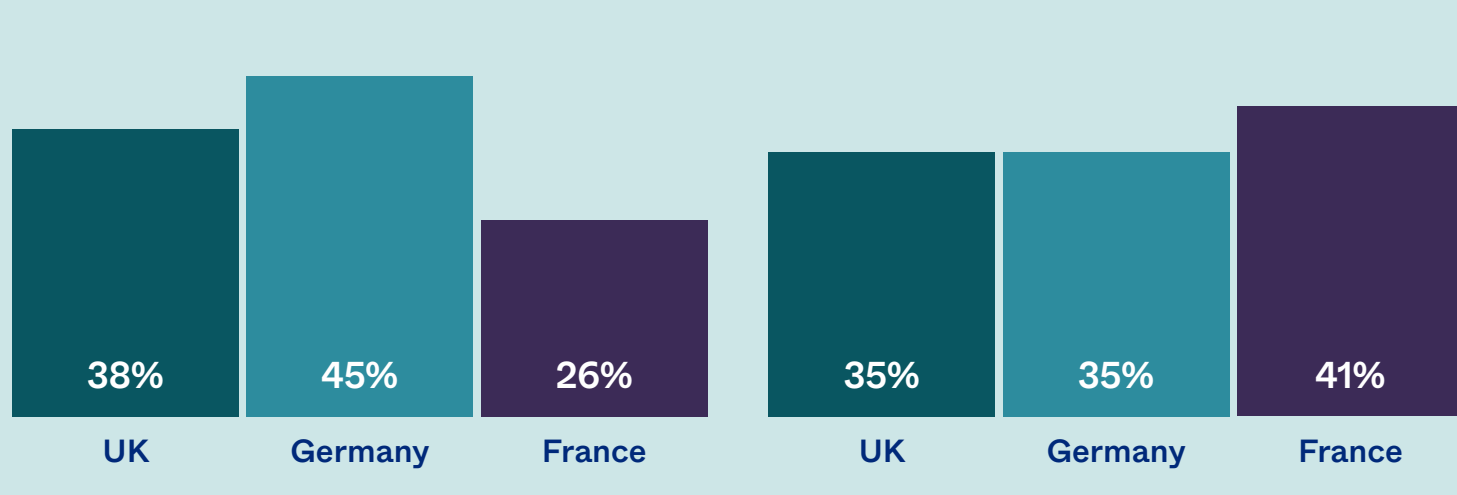
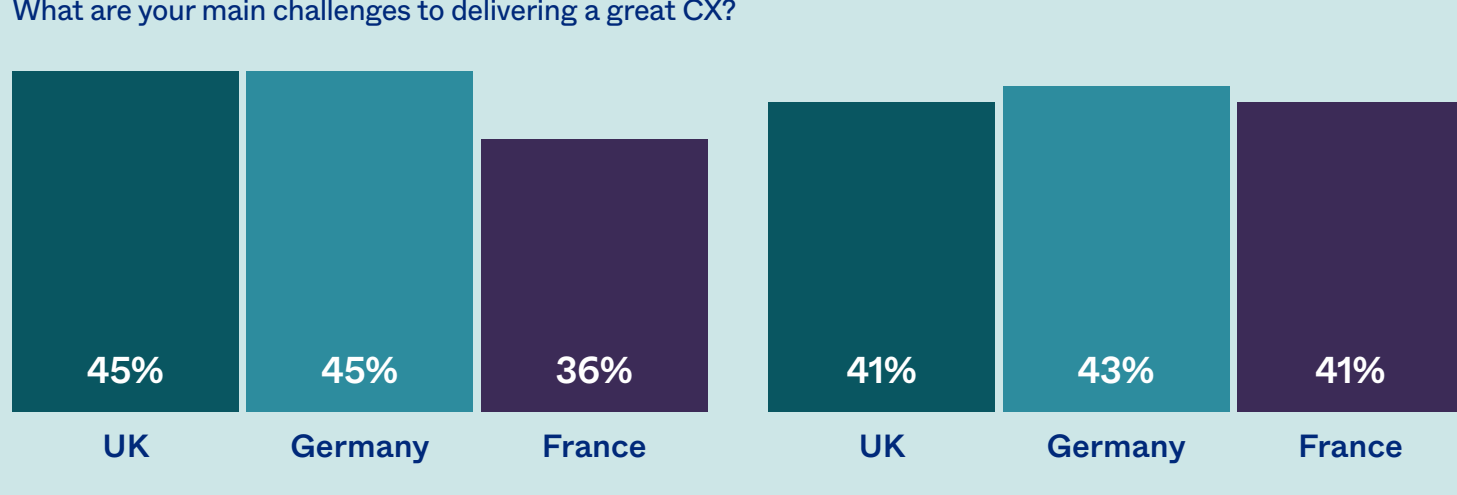
Have yet to implement a data strategy



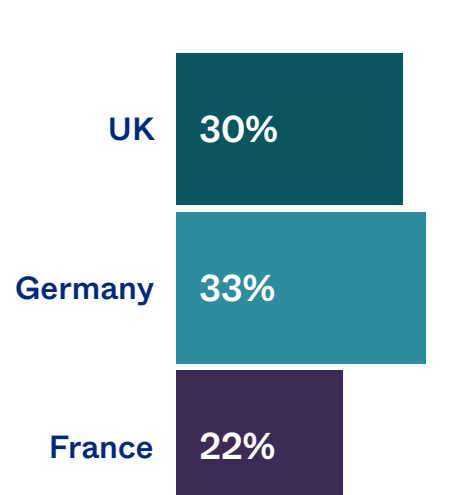
**64%** of UK businesses say the top benefit of a superior CX is to reach and retain more customers

## Compliance and legacy systems are key barriers

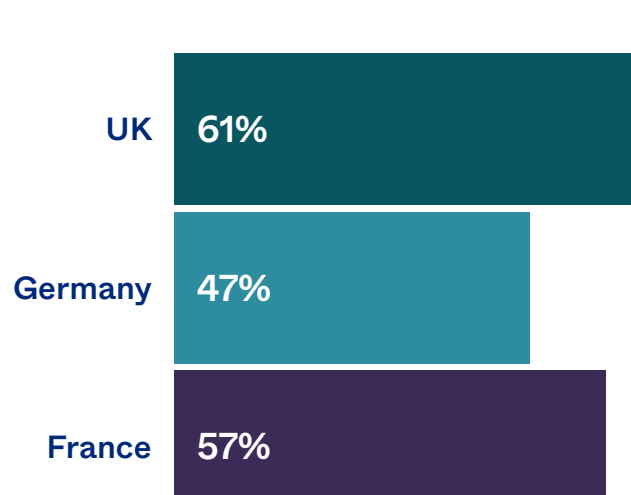
What are your main challenges to delivering a great CX?



## One customer, one identity



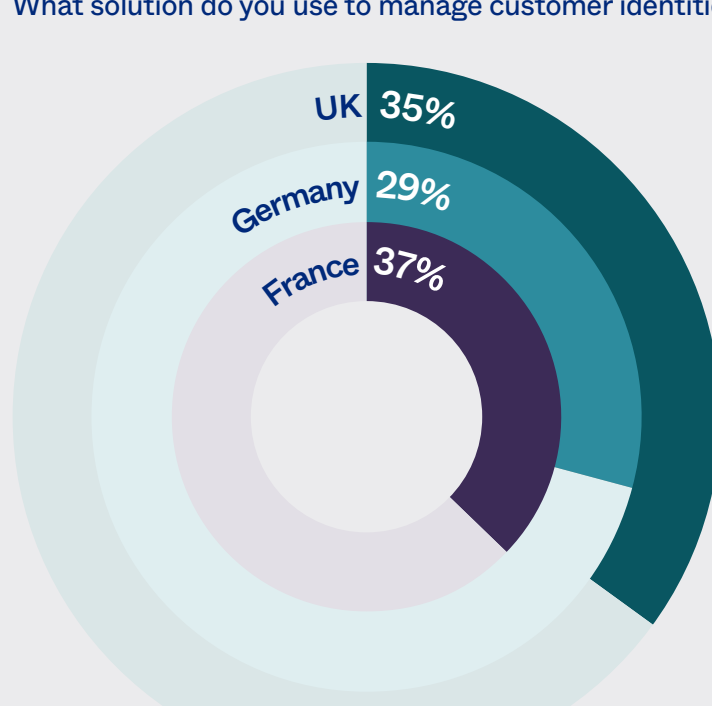
Currently have a complete, 360 view of their customers



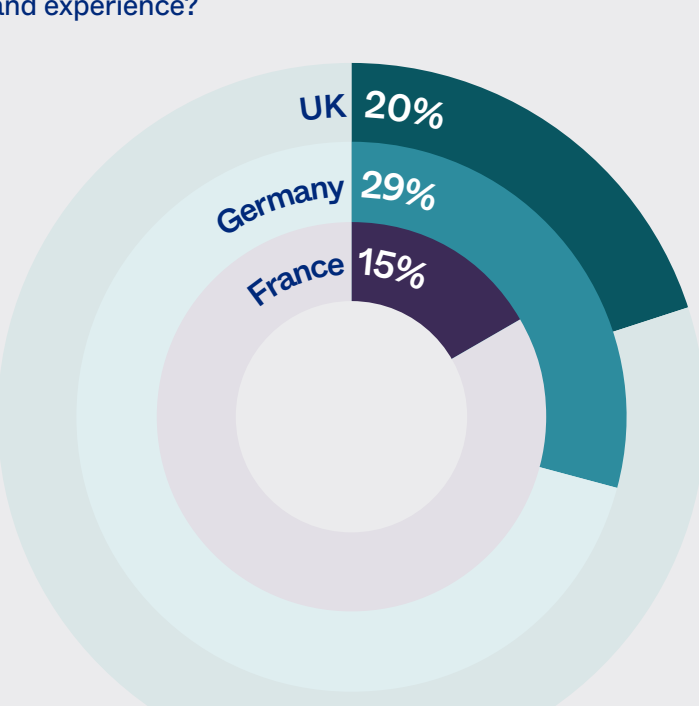
Say integrating customer data across apps is a key IT priority

## Build vs buy

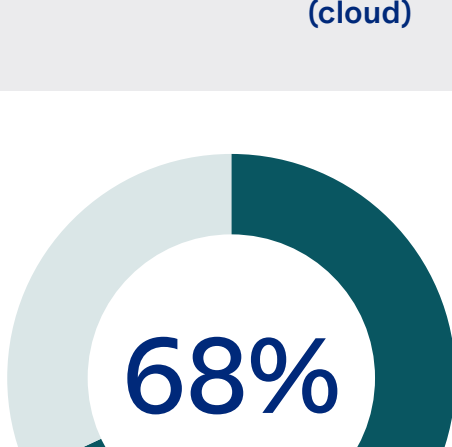
What solution do you use to manage customer identities and experience?



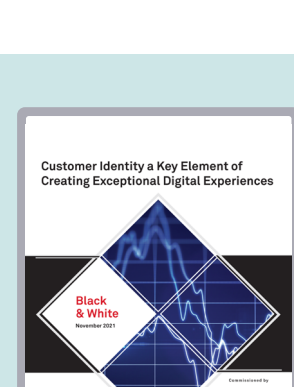
Software as a service (cloud)



Built in-house (on prem)



**68%** of UK businesses say customer satisfaction has improved as a result of their digital experience initiatives



To learn how to build great identity-centric customer experiences, [see the full report](#):

## Build trusted digital experiences with Okta

Identity is the foundation for exceptional customer experiences. Use Okta's customer identity solutions to build frictionless login and registration experiences that your customers and developers will love. With more than 7,000 pre-built integrations to applications and infrastructure providers, Okta provides simple and secure access to people and organisations everywhere.