How is the CIO role expanding into the customer experience?

A lot has changed over the past year and with CIOs taking on more responsibilities, CX will be a main focus in the immediate future according to the 2021 State of the CIO research.

57% of CIOs say that improving the customer experience increased in priority due to current socio-economic pressures.

PANDEMIC'S IMPACT ON IT BUDGETS

82% of CIOs have implemented new technologies, IT strategies and/or methodologies due to the pandemic.

IN ORDER TO SUPPORT NEW TECHNOLOGY REQUESTS, TECH BUDGETS ARE INCREASING.

- 73% of CIOs say their IT budgets increased or stayed the same in 2020.
- 88% expect their IT budgets to increase or remain the same in 2021.
- 30% say that customer experience technologies (chatbots, mobile apps, etc.) will drive the most IT investment at their organization in 2021.

96% of CIOs say their role is expanding beyond traditional IT responsibilities.

CIOs ADD A CUSTOMER EXPERIENCE HAT

96% of CIOs say their role is expanding beyond traditional IT responsibilities.

- One area being customer experience.
- 49% for financial services CIOs.
- 38% say that customer experience technologies (chatbots, mobile apps, etc.) will drive the most IT investment at their organization in 2021.

Customer-focused practices in place to become more revenue-driven and support the creation of new products/services have increased in importance over the past 6-12 months:

- Interacting directly with customers: 78%
- Developing customer journey: 75%

81% of CIOs have implemented new technology to enable better customer experiences and interactions due to the impact of the pandemic.

BUSINESS INITIATIVES EXPECTED TO DRIVE IT INVESTMENT

- Transform existing business processes
- Increase cybersecurity protections
- Improve customer experience
- #1 BUSINESS INITIATIVE FOR RETAIL ORGANIZATIONS: Transform existing business processes

ENHANCING THE CUSTOMER EXPERIENCE

- Providing alternatives to face-to-face communication increases to 76% for healthcare organizations: 65%
- Adapting products/services to meet changing demand: 47%
- Delivering products/services in new ways: 45%
- Improving the security of customer data: 37%
- Analyzing customer needs and behaviors: 34%

WHAT ARE ORGANIZATIONS DOING FROM A TECHNOLOGY PERSPECTIVE TO IMPROVE CX?

- Providing alternatives to face-to-face communication:
  - 65% receiving.
- Adapting products/services to meet changing demand:
  - 47% improving.
- Delivering products/services in new ways:
  - 45% enhancing.
- Improving the security of customer data:
  - 37% focusing.
- Analyzing customer needs and behaviors:
  - 34% evaluating.

CONTINUE LEARNING:

To discover more about the CIO role and their involvement in the customer experience, download the 2021 State of the CIO white paper and executive summary. To better understand how you can connect with senior IT leaders, contact us at www.idg.com/contact-us or connect with your IDG sales representative.