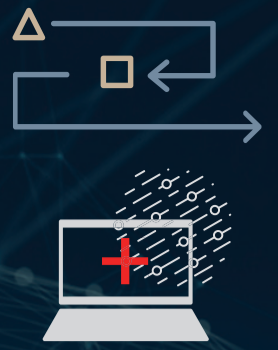
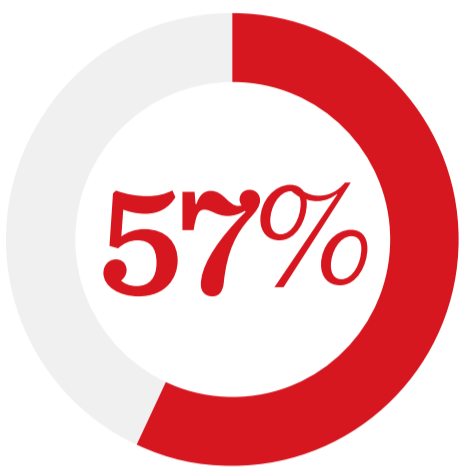


HOW IS THE CIO ROLE EXPANDING INTO THE CUSTOMER EXPERIENCE?



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.



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

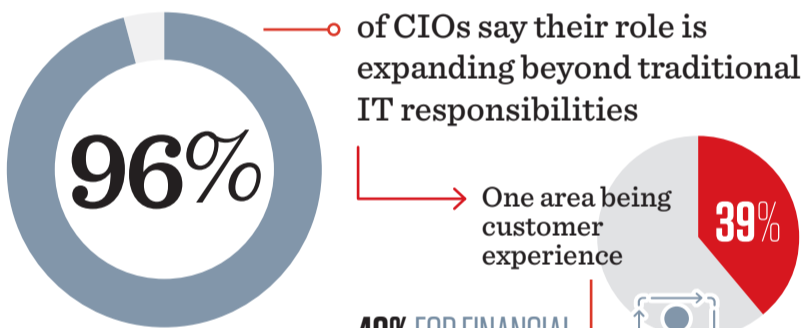
IN ORDER TO SUPPORT NEW TECHNOLOGY REQUESTS, TECH BUDGETS ARE INCREASING

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

CIOs ADD A CUSTOMER EXPERIENCE HAT



of CIOs say their role is expanding beyond traditional IT responsibilities

One area being customer experience

39%

49% FOR FINANCIAL SERVICES CIOs

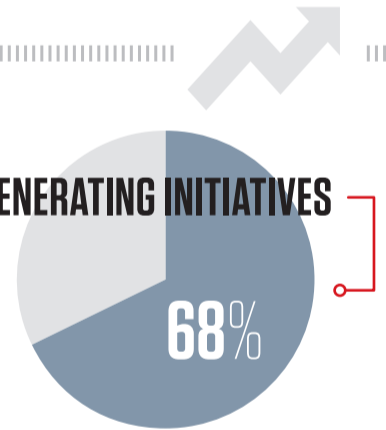


CIOs ARE COMMONLY TASKED WITH CREATING REVENUE-GENERATING INITIATIVES

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:

78% Interacting directly with customers

75% Developing customer journey



ENHANCING THE CUSTOMER EXPERIENCE

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

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

65% Providing alternatives to face-to-face communication
INCREASES TO 75% FOR HEALTHCARE ORGANIZATIONS

47% Adapting products/services to meet changing demand

45% Delivering products/services in new ways

37% Analyzing customer needs and behaviors

34% Improving the security of customer data



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.