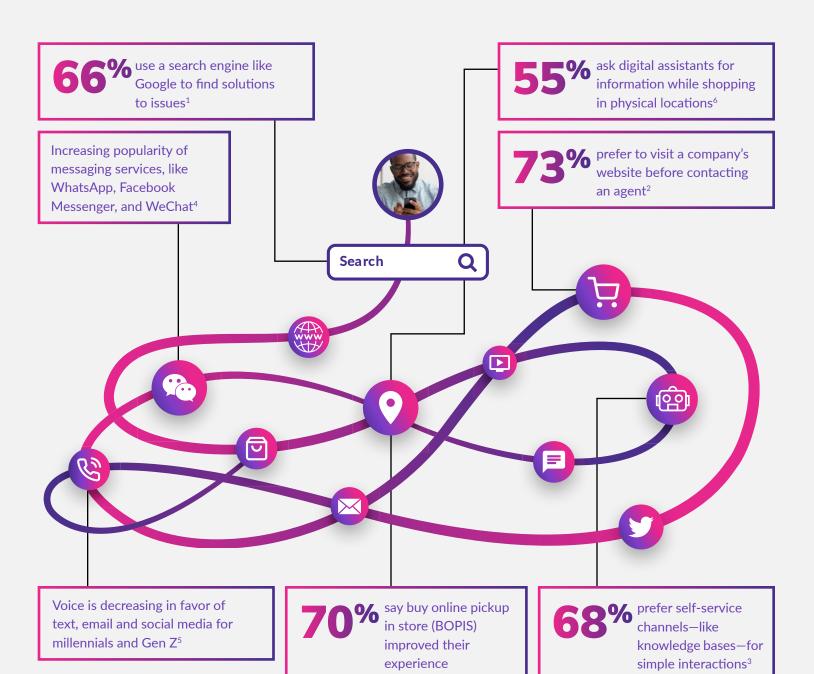# Customer journey map:
The new digital-first CX

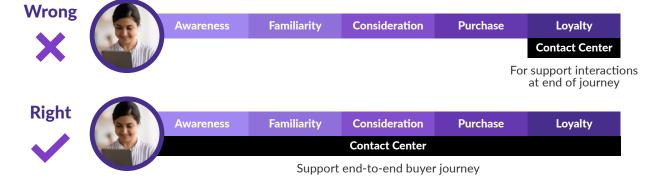## The linear, predictable customer journey is obsolete.

Today's customer journeys begin with web search, and long before they initiate contact with an agent, they're self-serving their needs via the web and your digital—and physical—channels.

66% use a search engine like Google to find solutions to issues[1]

Increasing popularity of messaging services, like WhatsApp, Facebook Messenger, and WeChat[4]

55% ask digital assistants for information while shopping in physical locations[6]

73% prefer to visit a company's website before contacting an agent[2]

Search

Voice is decreasing in favor of text, email and social media for millennials and Gen Z[5]

70% say buy online pickup in store (BOPIS) improved their experience

68% prefer self-service channels—like knowledge bases—for simple interactions[3]

From the digital front door across the entire journey.

The contact center is the hub that enables exceptional customer experience throughout the full journey—not just one touchpoint.

Wrong ✕

Awareness	Familiarity	Consideration	Purchase	Loyalty
				Contact Center

For support interactions at end of journey

Right ✓

Awareness	Familiarity	Consideration	Purchase	Loyalty
Contact Center				

Support end-to-end buyer journey

Does your experience meet today's 7 customer expectations?

Today's consumers have an abundance of choice in a borderless and boundless digital landscape. They're increasingly impatient with brands that don't deliver on their expectations:

E X P E C T S

Effortless

Consumers should be able to complete interactions with little friction and effort.

97% of customers have backed out of a purchase because it was inconvenient to them[7]

Xenial

Xenial means being a good host. Customers expect empathy and want to be known and understood. Companies should strive to anticipate their needs and customize with real-time, contextually relevant content and responses according to customer preferences and needs.

87% of companies say customers expect omnichannel personalization[8]

Purpose-driven

Consumers want to support brands that support what they value. Companies should stand for more than just the products or services they sell, and the brand promise needs to directly connect to customer experience.

80% consumers say purpose is at least as important as CX[9]

Efficient

Consumers want a company accessible when they need help. They expect simple and quick resolution, minimal wait or hold times.

82% of customers expect to solve complex problems by speaking with one person[9]

Consistent

Consumers expect the same quality across channels.

80% of customers expect the same level of service regardless of where they engage[11]

Transparent

Consumers want to trust that companies are who they say they are, that their private data is safe, and the information they receive is accurate.

86% of consumers want more transparency over how their personal information is used[12]

Seamless

Consumers want a connected cross-channel journey where they don't have to start over or repeat information in each channel. Interactions should easily elevate to agent, customer historic data should travel with customer, and the customer should be able to jump from various channels as they prefer.

96% of customers expect companies to make it easy without the need to repeat information[13]

Impact the entire journey to survive and thrive.

Contact centers have the power to create lasting customer relationships and can drive larger business outcomes than ever before. Accommodating messy end-to-end journeys and customer expectations determines if businesses survive or thrive:

32% will walk away from your business if you can't deliver[14]

91% say good service makes them more likely to make another purchase[15]

Cultivating a future-proof customer journey strategy

Integrating changing customer preferences into a seamless digital-first experience

NICE · CXone

Transform every experience throughout the entire journey

Make better sense of today's new reality and future-proof for tomorrow. Leading CX experts will help you understand and integrate changing digital-first customer preferences to build relationships that last.

Get your copy

[1] Accenture: Next Generation Customer Service (2019)
[2] Accenture: Next Generation Customer Service (2019)
[3] Salesforce: State of the Connected Customer – Third Edition (2019)
[4] Statista: Mobile messenger apps – Statistics and Facts (2019)
[5] NICE: CXone Transformation Benchmark, Consumer Wave (2020)
[6] Futurum Research/SAS: Experience 2030: Pulse Report (2020)
[7] National Retail Federation: NRF's Winter 2020 Consumer View (2020)
[8] Deloitte: 2020 Update: A promise of growth and a path of complexity (2020)
[9] Accenture: Growth: It Comes Down to Experience (2021)
[10] Salesforce: State of Service, 4th Edition (2020)
[11] Salesforce: Trends in integrated customer experience (2020)
[12] Salesforce: State of the Connected Customer, 4th Edition (2020)
[13] NICE CXone: Customer Experience (CX) Transformation Benchmark (2020)
[14] PWC: Experience is Everything: Here's How to Get it Right (2018)
[15] Salesforce: State of the Connected Customer, 4th Edition (2020)