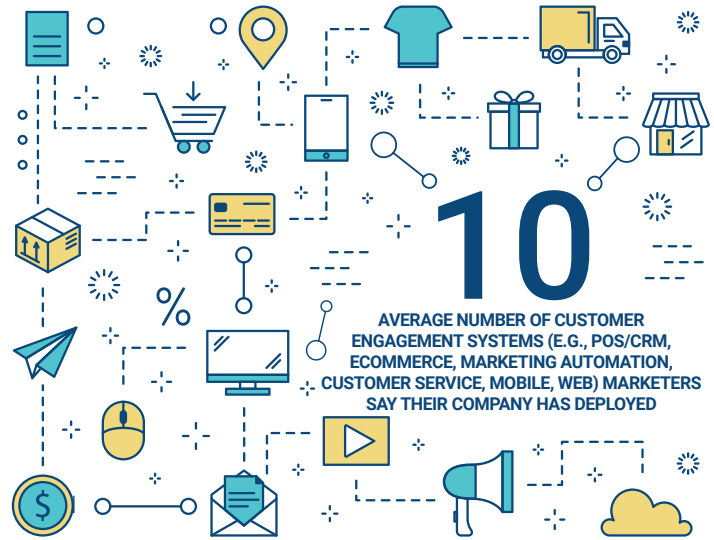# Is Technology Improving the CX? Marketers Tell All

Findings from an online survey among over 450 marketers across the U.S., Canada, and the U.K. reveal key MarTech insights

Marketers continue to invest in technology to improve the customer experience, but encounter challenges that keep them from maximizing its potential.

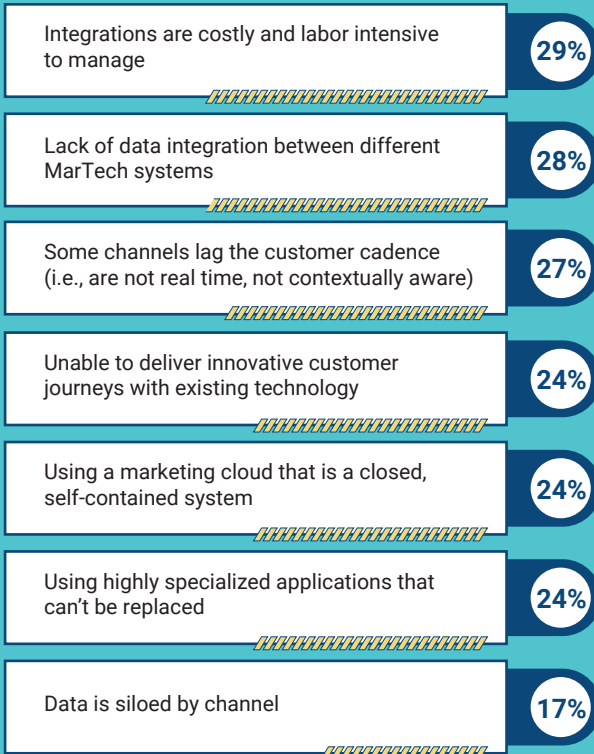**3 in 5** Marketers have over **5** customer engagement systems deployed

10 AVERAGE NUMBER OF CUSTOMER ENGAGEMENT SYSTEMS (E.G., POS/CRM, ECOMMERCE, MARKETING AUTOMATION, CUSTOMER SERVICE, MOBILE, WEB) MARKETERS SAY THEIR COMPANY HAS DEPLOYED

91% The overwhelming majority of marketers say that investing in MarTech (marketing technology) is a key initiative for their company.

1 in 5 Marketers have over **20** customer engagement systems deployed

---

The vast majority of marketers **(86%)** say their existing MarTech stack is currently preventing them from **managing an omnichannel customer experience** for at least one of the following reasons:

Reason	%
Integrations are costly and labor intensive to manage	**29%**
Lack of data integration between different MarTech systems	**28%**
Some channels lag the customer cadence (i.e., are not real time, not contextually aware)	**27%**
Unable to deliver innovative customer journeys with existing technology	**24%**
Using a marketing cloud that is a closed, self-contained system	**24%**
Using highly specialized applications that can't be replaced	**24%**
Data is siloed by channel	**17%**

While individual marketing solutions provide benefits, there are often challenges in utilizing them together in a technology stack.

65% Say the number of customer engagement systems they have makes it harder for them to **provide a seamless customer experience**
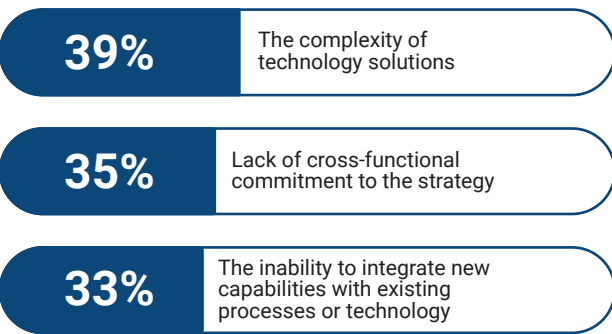
61% Say it is increasingly difficult to **manage the number of customer touchpoints they have**

Despite challenges, marketers are optimistic about CX transformation.

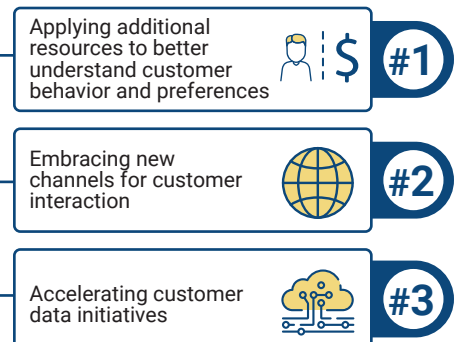### TOP 3 CHALLENGES PREVENTING COMPANIES FROM BRIDGING THE DISCONNECT BETWEEN STRATEGY & EXECUTION
(among marketers who say there is a disconnect between their CX strategy and execution)

- **39%** The complexity of technology solutions
- **35%** Lack of cross-functional commitment to the strategy
- **33%** The inability to integrate new capabilities with existing processes or technology

96% BELIEVE CX STRATEGY WILL EVOLVE IN THE NEXT YEAR

TOP 3 WAYS CX STRATEGY WILL EVOLVE

- **#1** Applying additional resources to better understand customer behavior and preferences
- **#2** Embracing new channels for customer interaction
- **#3** Accelerating customer data initiatives

WHAT CAN BE DONE?

Marketers today realize that they need to meet the customer when and where they are in their overall customer journey. Doing this has meant reaching multiple channels, finding ways to maximize technology investments and optimizing across data silos. Creating a single point of control over all data and interactions that can pull information from all these systems is what will make omnichannel customer experience possible. Doing this with an open garden approach, requires marketing technology designed to help marketers retain their legacy solutions while also counteracting entrenched data silos. It's time for marketers to overcome closed systems so their technology tools can work in harmony, not against each other.