

# Reality bites: Capita CX event

In our session, CX leaders from across sectors met to share challenges and ideas on 'data, vulnerability and the opportunity for growth'.

## We explored:

- Consumer reaction to cost of living
- Organisations' response to cost of living
- The transformative role of data & AI

Even though we have technically avoided a recession, in real terms we are all still paying more, and businesses are needing to get more sophisticated to deliver the best CX.

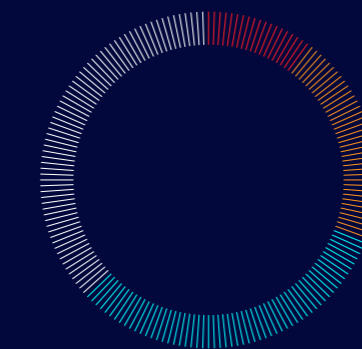
## Key takeaways:

Across both the private and public sectors, there were seven key takeaways

1. Behaviour changes can help sustainability
2. While many still struggle, more of us are learning to cope
3. The current crisis effects everyone, but there are degrees
4. Companies are targeting long-term growth, even if it means taking a short-term hit
5. We can't make assumptions about people – we need firm data and tech
6. Empathy is the present and the future
7. Improvement is coming, but slowly

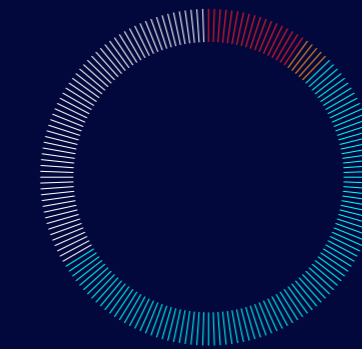
## Poll results: Asked before the event

What will best improve your business' CX and help positive growth right now?



- AI and automation: 10%
- Data and analytics: 19%
- Customer journeys and NPS: 29%
- Employee Experience: 42%

Which one of these areas will you focus on to improve your organisation's CX and help positive growth?



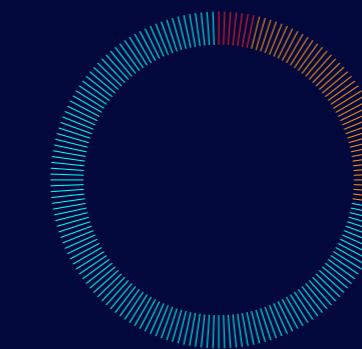
- AI and automation: 9%
- Data and analytics: 3%
- Customer journeys and NPS: 56%
- Employee Experience: 32%

### Call outs:

- Brands will need to work harder to get that growth. Brands are trying to find ways to sell more, lock people in for a longer time with a better value deal and CX.
- What's really meant today by 'good customer service' is that the organisation understands me and provides me the right product.

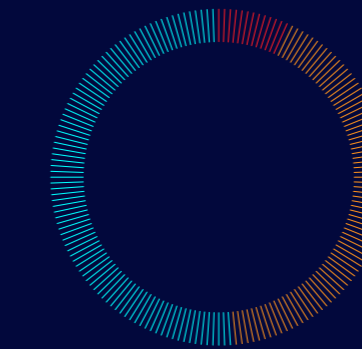
## Asked during the event

How has the impact of cost of living on customers changed since the end of last year?



- Decreased: 3%
- Stayed the same: 27%
- Increased: 70%

What are you expecting between now and the end of summer in terms of the impact of cost of living on customers?



- It will decrease: 6%
- It will stay the same: 41%
- It will increase: 53%

### Call outs:

- We are still paying more: grocery price inflation rose again to reach 17.1% in the four weeks to 19 February 2023.
- The wider issues affecting the economy are unlikely to be resolved by the end of the year.

Do you segment customers by type/degree of vulnerability?

- Intending to: 36%
- No: 36%
- Yes: 28%

- While the current crisis effects everyone, there are degrees, with factors including living area, affluence and age.

## Be curious

You might find these recent reports and opinion pieces helpful:

[Practical plans for managing experience in challenging times](#)

[Redefining our strategies for CX in challenging times](#)

[Delivering service with sincerity](#)

Or head to [capita.com](https://capita.com) for independent consumer research, thought leadership and market insights.