Customer Experience & Commerce

Covering the rapid evolution of customer experience applications and how they drive business outcomes in a digitally transformed world.

The Customer Experience & Commerce Channel covers the many aspects of digital transformation that impact business outcomes. We provide insight into the technologies and applications having a profound effect on employees, customers and partners as businesses transition from digitization to true transformation. Advertising and marketing technology research explores how businesses are creating richer, more personalized (even one-to-one) experiences that enhance the customer relationship. Research into commerce and payments tech explores how optimizing transactional experiences also increases revenue and reduces friction for customers. Coverage of sales and customer service technology tracks the essential tools that allow for tighter integration of internal processes and the reduction of data silos that impede progress. Key vertical markets that lead this transformation form the heart of our coverage, including telecommunications, financial services and retail.
Introduction

The coronavirus pandemic is changing the face of customer experiences while igniting dramatic shifts in consumer spending patterns, economic confidence and trust. For businesses, this has altered strategic priorities and related technology spending trends. Specifically, the widespread economic and societal impacts have accelerated enterprise adoption of digital technologies in order to stay relevant in the eyes of their customers. As the world continues to grapple with changing market dynamics and on-going uncertainty, businesses will find themselves planning for a variety of scenarios dependent upon how persistent or temporary economic recovery is.

The empowered customer is, in effect, forcing evolution of the entire technology stack to enable real-time, contextually relevant experiences. We have witnessed dramatic changes as a result, with the relationship between IT and line of business evolving to embrace and capitalize on this disruption. Whether through contextual experiences, pervasive intelligence or emerging cloud models, it is clear that technology plays a pivotal role in determining long-term trends and driving changes in human behavior.

As the pace of technology, innovation and competitive pressures accelerate, business leaders who ignore this new reality do so at their own peril. Experiences, not products, will be the battleground of the future, and data plays a powerful role in improving the context of those experiences. Organizations must digitally transform their businesses to best attract, win, retain and support customers by leveraging the latest applications, analytics and infrastructure to deliver a differentiated experience. Doing so is not a luxury, but a necessity for survival.

Upcoming Research on Customer Experience & Commerce

DEMAND-SIDE RESEARCH: VOICE OF THE CUSTOMER
The Voice of the Customer product suite provides survey-based insights from our global panels of IT purchasing decision-makers across enterprises, service providers and technology consumers.

MACROECONOMIC OUTLOOK
Through quarterly survey-based data and insight from our Leading Indicator panel of technology users, Macroeconomic Outlook examines global macroeconomic conditions and factors such as employment trends, price pressures and credit availability to monitor the state of corporate fitness.

VOICE OF THE ENTERPRISE (VOTE)
Combining 451 Research's industry-leading analysis with data from The 451 Alliance, a global community of IT professionals, Voice of the Enterprise tracks adoption across thousands of organizations and exposes the major opportunities for enterprises, IT vendors, suppliers and investors. The following VotE products are part of the Customer Experience & Commerce Channel.

Customer Experience & Commerce

Quarterly survey-based data and insight on how real-time, contextually relevant experiences help effectively engage customers
Digital Pulse
Survey-based data and insight collected six times per year from our global panel of enterprise IT decision-makers, providing a unified, top-level view of enterprise IT strategies and initiatives and the underlying business and technology drivers.

VOICE OF THE SERVICE PROVIDER (VSP)
Through semiannual surveys and in-depth interviews with a curated global service provider panel, 451 Research’s Voice of the Service Provider helps to qualify and quantify buying behaviors, business drivers and strategic priorities for the expanding universe of public cloud providers, hosters, MSPs, telcos, systems integrators, SaaS companies and colocation providers. Each survey has a focused theme.

VOICE OF THE CONNECTED USER LANDSCAPE (VOCUL)
451 Research leverages its Leading Indicator panel of business and technology professionals, who are vetted through an application process that admits those with the lifestyle and professional attributes that provide a forward-looking view of technologies, companies and the macro economy well in advance of other sources. These insights are analyzed against companion results from quarterly, population representative surveys of US consumers based on Census Bureau statistics, which confirm how the leading indicator trends are unfolding in the mass market. Together, they provide a multidimensional and comprehensive package of survey insights that is unique in the marketplace.

Endpoints & IoT
Quarterly strategic insight on consumer behavior including customer satisfaction, intent to buy and shopping preferences for smartphones, tablets and PC; wearable devices; smart home devices; and connected cars.

Connected Customer
Quarterly strategic insight on consumer trends including spending, shopping expectations, trust and privacy, demand for new customer touchpoints, and millennial usage and customer service behaviors.

SUPPLY-SIDE RESEARCH
MARKET MONITOR & FORECAST
Understanding the pace of growth and identifying the segments and industries driving value in the market is the focus of 451 Research’s market tracking and forecasting methodologies. Through regular updates, 451 Research delivers its tracking and forecasting of the supply of key business application market indicators by region and country.

Global Unified Commerce Forecast
Proprietary forecast delivers a view into the evolution of consumer spending patterns at worldwide, regional and country levels; delivers a five-year view into overall retail transaction volume and dollar value growth, drilling down into purchase activity across in-store, mobile contactless, e-commerce and m-commerce.
TECHNOLOGY & BUSINESS INSIGHT REPORTS

FRAUD PREVENTION: A HIGH-PRIORITY CX BATTLEGROUND

Analyst: Jordan McKee
Publication Date: Q1 2021

Fraud prevention and customer experience priorities are often in direct opposition of each other. More often than not, the customer experience takes a backseat to preventative measures, resulting in a variety of unintended and undesirable consequences. This report discusses the business case for deploying a fraud prevention strategy that reduces friction across the customer journey. We will identify key strategies and vendors that can help B2C companies optimize payment acceptance and the customer experience while simultaneously driving fraud and chargeback mitigation.

CUSTOMER VOICE: MEASURING CUSTOMER EXPERIENCE

Analysts: Haley Brown, Jessica Montgomery, Sheryl Kingstone
Publication Date: Q2 2021

Understanding the strategies and technologies that drive engagement and loyalty among brand advocates or consumers who will prioritize a particular brand ahead of price or convenience and are willing to pay a premium helps to chart a path for brands and merchants to deliver on their retention-oriented customer experience (CX) business objectives. In doing so, businesses stand to claim a piece of (or ultimately miss out on) the growing retention-centric market opportunity. As we plan for the new normal, long-term behavioral shifts greatly depend on consumers’ attitudes toward, and continued adoption of, new experiences. Depending on the situation, certain segments of consumers will adopt more enduring behavioral shifts while others will revert to pre-pandemic behaviors. With the rise in digital experiences, businesses are expected to reshuffle the proverbial deck of priorities to implement technologies that drive stickier relationships and competitive differentiation.

B2B SALES AND MARKETING MARKET MAP 2021

Analyst: Sheryl Kingstone
Publication Date: Q3 2021

B2B sales and marketing technology is a fragmented market highlighted by tremendous innovation. The vendor landscape, famously exploding with startups, is balanced between small vendors focusing on solving tight business problems and larger platform vendors that supply the ‘glue’ and the enterprise-wide value. Journeys can be complex, demanding digital strategies similar to business-to-customer approaches to help the sales and marketing teams execute in the digital era. New advancements in machine learning and artificial intelligence show promise in augmenting the team with actionable insight and intelligent automation.

PREVIEW: TRENDS IN CUSTOMER EXPERIENCE & COMMERCE 2022

Analysts: Sheryl Kingstone, Jordan McKee, Haley Brown, Jessica Montgomery, Scott Denne
Publication Date: Q4 2021

This report provides a view of key trends that will affect the market in 2022. It details the top trends, likely impact and recommendations for each.
SPOTLIGHT REPORTS

Q1 2021
Embedded payments: why payments are moving from bolted-on to baked-in (Jordan McKee)
Trust & privacy trends (Haley Brown)
The future of customer intelligence data management (Sheryl Kingstone)

Q2 2021
Installment payments market update (Jordan McKee)
AI & ML customer experience trends (Haley Brown)
SMB CX trends (Sheryl Kingstone)
About 451 Research

451 Research is a leading information technology research and advisory company focusing on technology innovation and market disruption. More than 100 analysts and consultants provide essential insight to more than 1,000 client organizations globally through a combination of syndicated research and data, advisory and go-to-market services, and live events. Founded in 2000, 451 Research is a part of S&P Global Market Intelligence.