of CEOs agree that their company will fundamentally change the way it engages and interacts with its customers. As organizations pivot from pandemic recovery back to growth, many are realizing their strategy needs to be redesigned.

The question is how? The answer: become a Business of Experience (BX)

This allows organizations to become customer-obsessed and reignite growth.

BX leaders differentiate themselves around four winning ways.

**Obsess about customer needs**
- and use that as your compass

55%* vs 26%**

have the ability to translate customer data into actions and identify target segments, leveraging advanced customer analytics.

**Make experience innovation**
an everyday habit

79%* vs 52%**

have the ability to attribute/explicitly link investments in relevant customer experience to business results.

**Expand the experience remit**
across your organization

57%* vs 25%**

have the ability to infuse customer experience thinking across organization and partners, at all levels.

**Sync the tech, data and human agendas**

58%* vs 25%**

have the ability to define and deliver new digital capabilities at the right speed and with sufficient agility.

It pays off... On average, BX leaders outperform CX-oriented companies in year-on-year profitability growth by 6x.

From insights to action, the path to extraordinary value starts here.