

Experience: The New Boardroom Metric

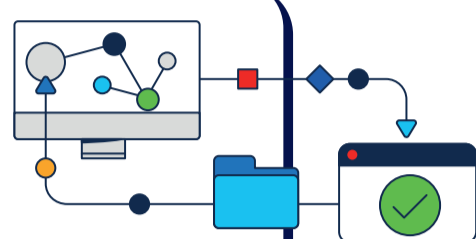


Applications and digital services are now the front door for organizations in all sectors. As a result, digital experience has become mission-critical, core to attracting and retaining customers, growing revenues and building brands.

Within boardrooms across the world, experience has become a key strategic focus:

75% of business leaders report that digital experience has become a significantly more critical issue for C-level executives over the last three years.

The three top reasons for this are:



1



Most customer engagement is now via applications.

2



A significant proportion of revenue now comes through applications.

3

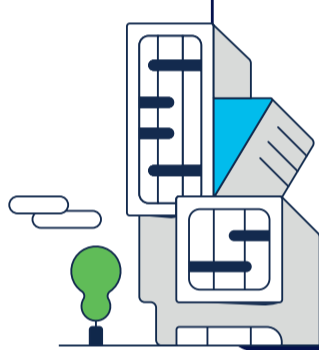


Applications are now the most important interface with customers and employees.



80% of organizations are now consistently reporting on the performance of business-critical applications to C-level executives.

And the most common ways for doing this are:



1



At dedicated meetings for digital experience.

2



At board meetings.

3



Through dashboards and digital displays.

The top five reasons why visibility and insight into application performance, and the impact of applications on the business, are now so critical to C-level executives are:



1



To understand the experience that customers/employees enjoy from their brand.

2



To prioritize resource and investment to solve performance issues.

3



To detect and mitigate risks to revenue and reputation from poor digital experience.

4

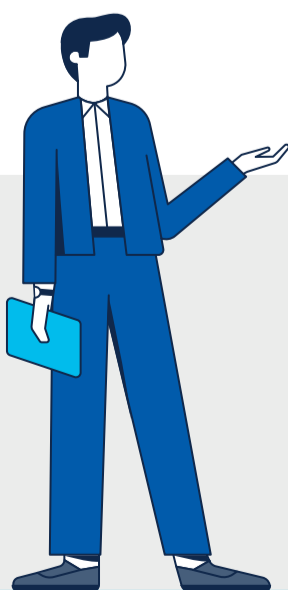


To inform future investment decisions around digital transformation and innovation.

5



To understand the impact of poor digital experience on the business.



Overall, 98% of business leaders expect demand from C-level executives for visibility into digital experience to increase over the next two years.

Cisco commissioned research amongst 1,000 global business leaders (Director level through C-level) in organizations with more than \$50 million turnover (across a representative range of industries). The research was conducted by Insight Avenue in January 2024.

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