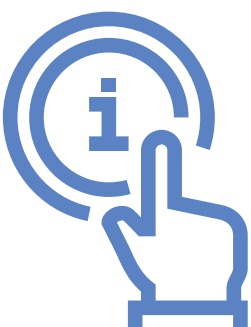


How customer expectations are forcing companies to adapt

The consumer journey map is being redrawn...but not by you — by your customers. Their reasons for engaging with your brand (or not) are changing, and so are their service expectations. What could this mean for your business? Our 2018 Consumer Experience Survey says: a lot.



The rise of the self-help consumer

More consumers are opting to resolve challenges on their own. They expect brands to provide the knowledge, but not necessarily do the work.



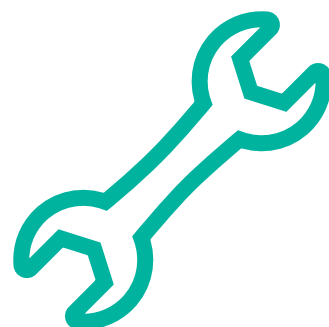
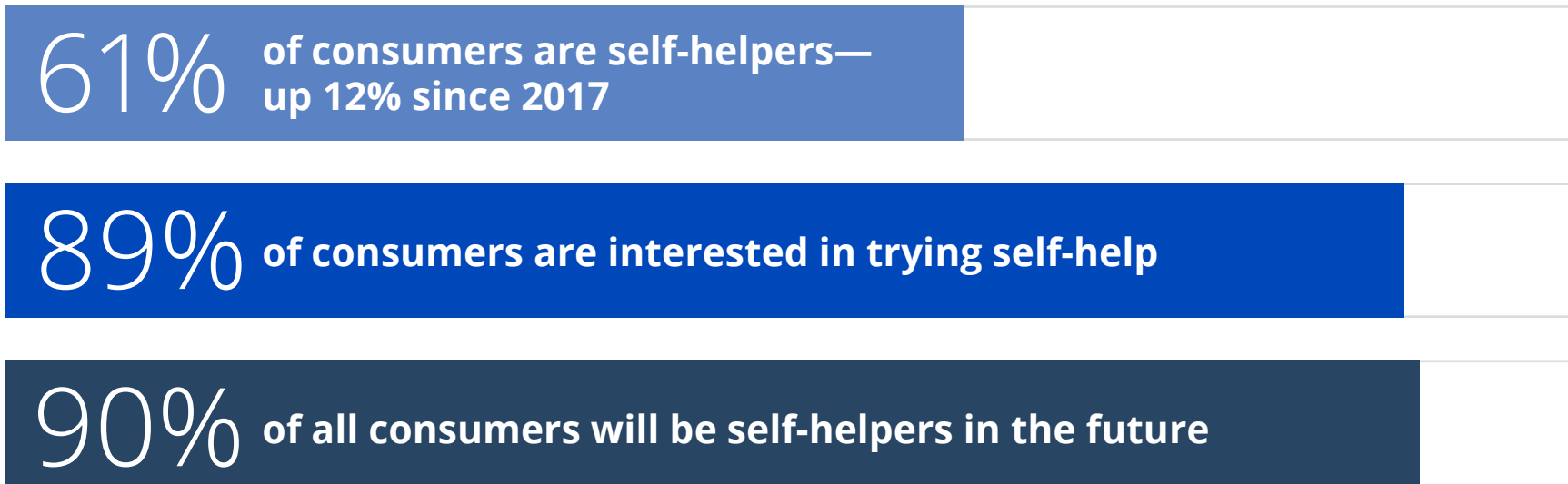
26% believe **brand experiences haven't improved** in the last 10 years



58% say they **have not had** an exceptional customer experience



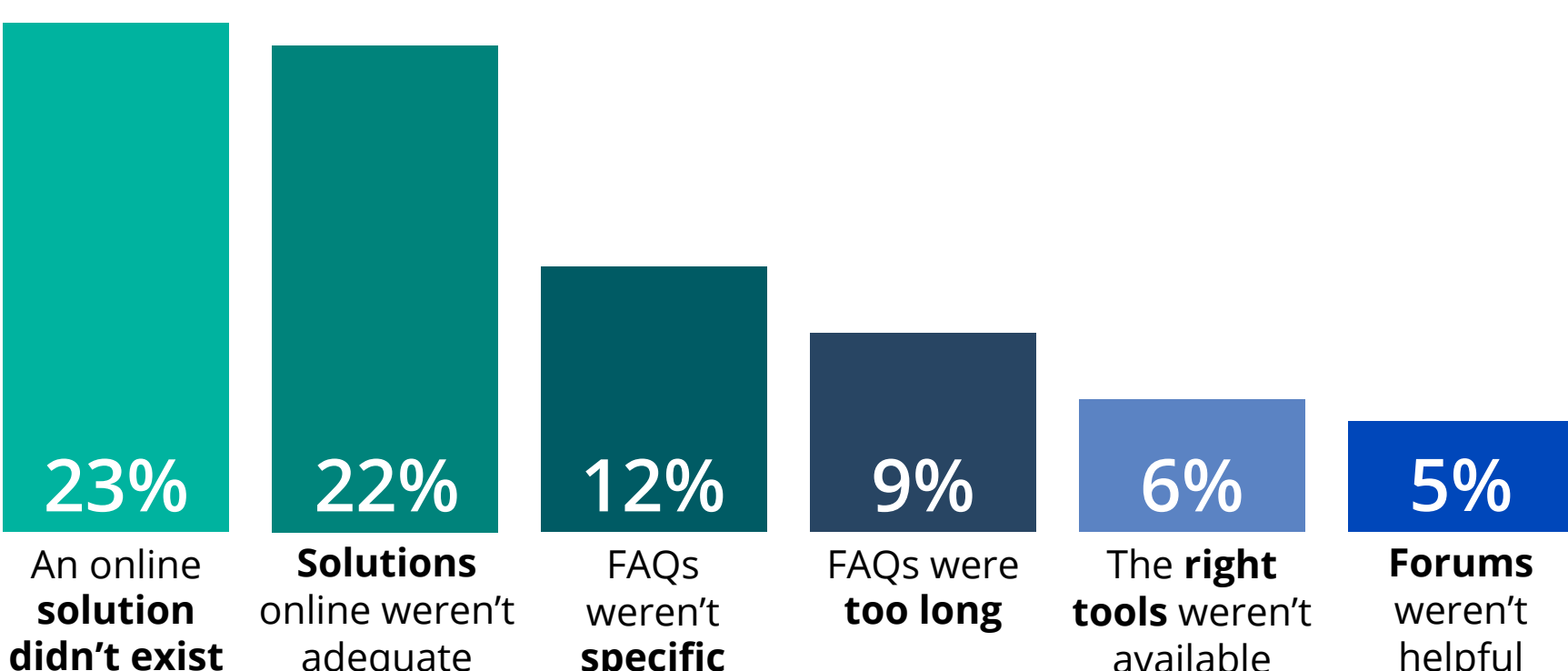
32% are **unable to engage** using their preferred channel, contributing to rising frustration



Helping them help themselves

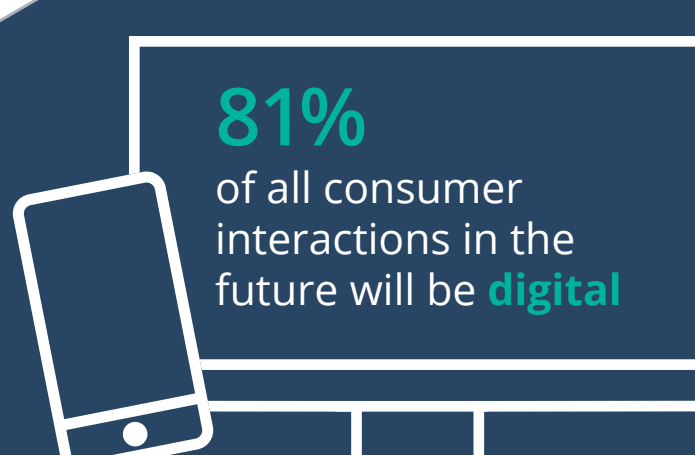
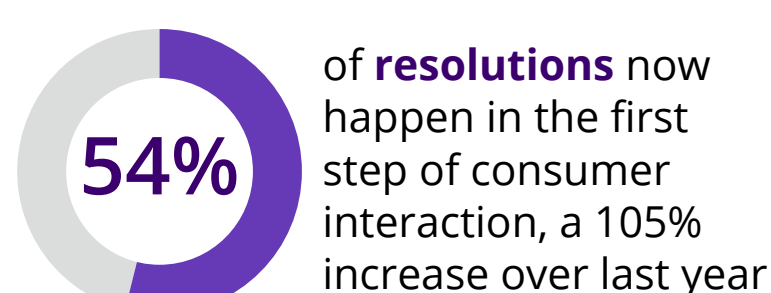
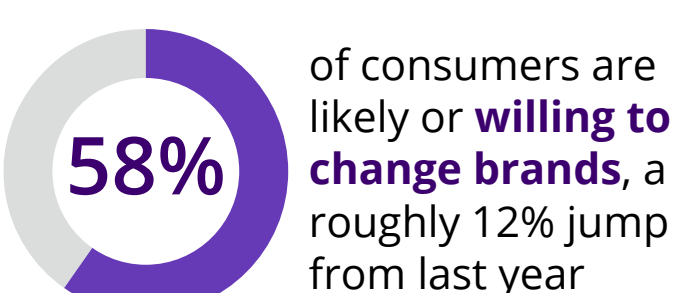
There are more self-helpers than ever, but a growing number of digitally-savvy consumers are unable to locate the information they need, and that's a problem brands can't afford to ignore.

Roadblocks in the self-help consumer journey



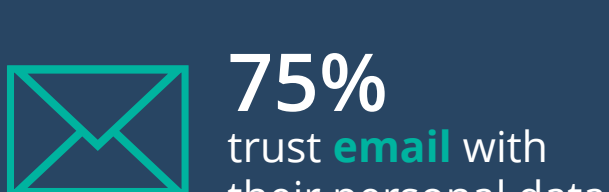
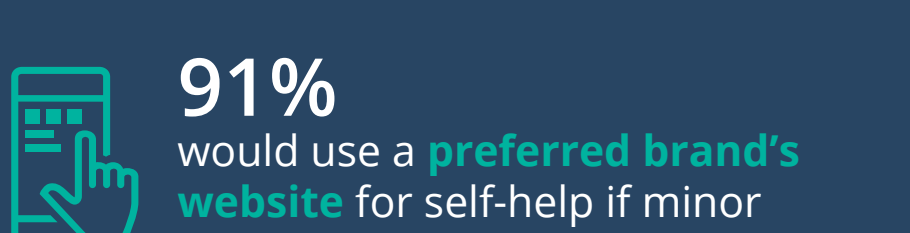
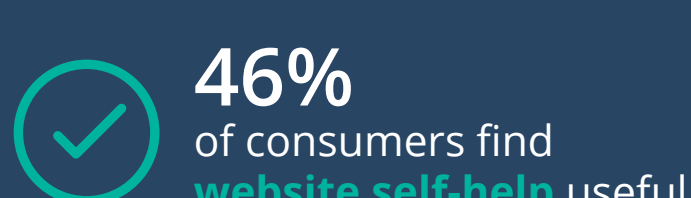
Closing the OmniChannel experience gap

To turn the tide, you must expand your digital strategy across established and emerging channels effectively — and provide solutions for your consumers in the fewest steps possible.



Charting the course to an improved consumer experience

Consumers are rewriting the rules. Now, you must provide them with the means to engage on their terms — through an OmniChannel strategy that enables self-help, utilizes new and traditional platforms and fosters trust.



Read Conduent's 2018 State of Consumer Experience Reports to learn more.

The 2018 State of Consumer Experience explores how retail, technology, media and communications brands are performing compared to consumer expectations. Read on to learn how every element of interaction impacts your customers' experience and how your brand can craft a strategy that puts you ahead of the competition.