

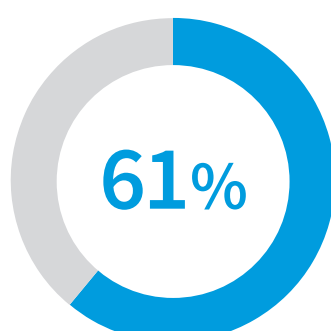
# The Growing Impact of CX on Supply Chain Innovation

Businesses are investing to raise service performance

Cost, not the customer, has driven supply chain innovation for decades. No longer. Businesses are prioritizing the customer experience (CX) over cost to create competitive advantage through frictionless service delivery.



This year, CX finally surpassed cost reduction as the No.1 driver of supply chain innovation (30% vs. 29%)



61% of supply chain professionals believe CX will overtake price and product as the No. 1 brand differentiator in the next five years



Cost is still a top driver overall, but for innovation laggards, it remains the top driver

## CX WISH LIST

More visibility, insight, and control



**NO. 1** More real-time visibility into orders, shipments



**NO. 2** Better time-definite delivery capabilities



**NO. 3** Proactive notifications regarding orders and shipments

### Top 3 Supply Chain Investments

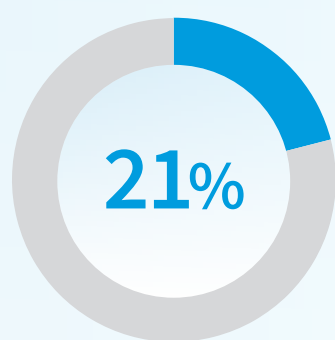
1 BI/Analytics

2 Visibility

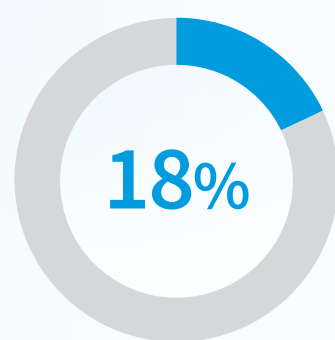
3 Transportation Management

## What's Holding Back CX Innovation?

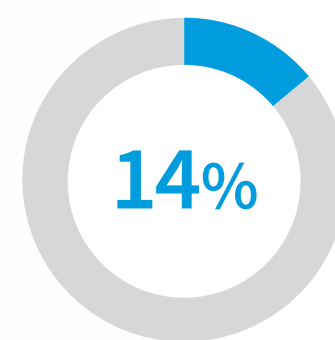
There is no overall consensus, but supply chain professionals cite these top factors...



21% siloed systems/processes



18% outdated IT systems



14% lack of funding and resources still hold them back

### Above-Average Performers vs. Average or Below-Average Performers

#### Innovators/Early Adopters and Above-Average Performers Excel:

	Innovator/ Early Adopter	Above-Average Performer
Focus more on enhancing CX	32%	28%
More often prioritize trading partner connectivity (TPC)	56%	36%
Work with better quality data	55%	21%
Rely more on EDI than email for exchanging data with partners	36% EDI 28% email	35% EDI 39% email
Have upper management support	90%	80%

#### Average and below-average performers, on the other hand:

- Are mainly focused on cost reduction
- Rely on email over EDI to work with partners
  - Need better quality data
- Lack upper management support

Learn more about how CX will shape your supply chain and differentiate your business.

[Read the report](#)

