



DISRUPT

20
22





JONATHAN GALE

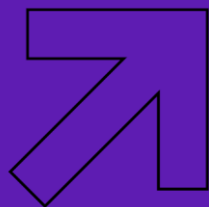
CEO
SABIO GROUP



358 ATTENDEES



25 SPEAKERS



11 PARTNERS





People Matter.



New Day



Hastings DIRECT

VOLKSWAGEN
FINANCIAL SERVICES
THE KEY TO MOBILITY



THE
Ardonagh
GROUP

HARGREAVES
LANSDOWN



SAGA



Kraft Heinz



Sainsbury's
Argos



Rentokil
Initial

Atos



SYKES
United Kingdom



MARKS &
SPENCER



£15,000

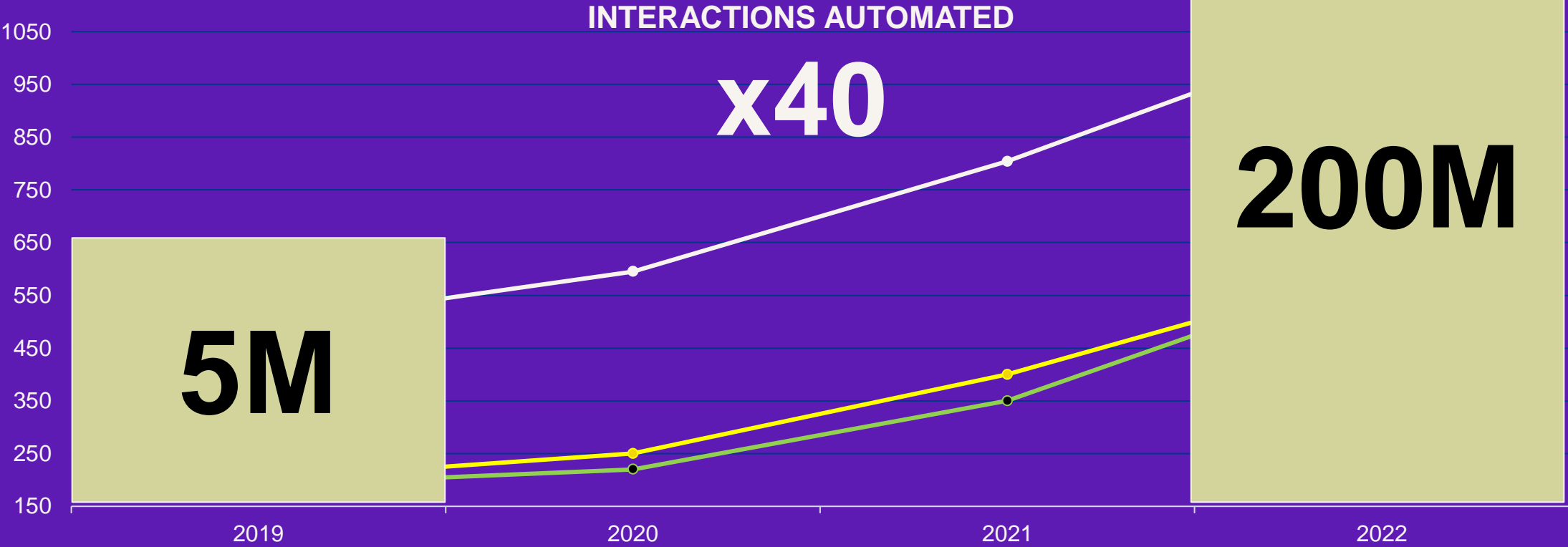
£20,000

TODAY

HORIZON
CAPITAL

£2,500

SABIO NOW & THEN



DISRUPTCX 2019

AVAYA Gamma NUANCE
VERINT semafone

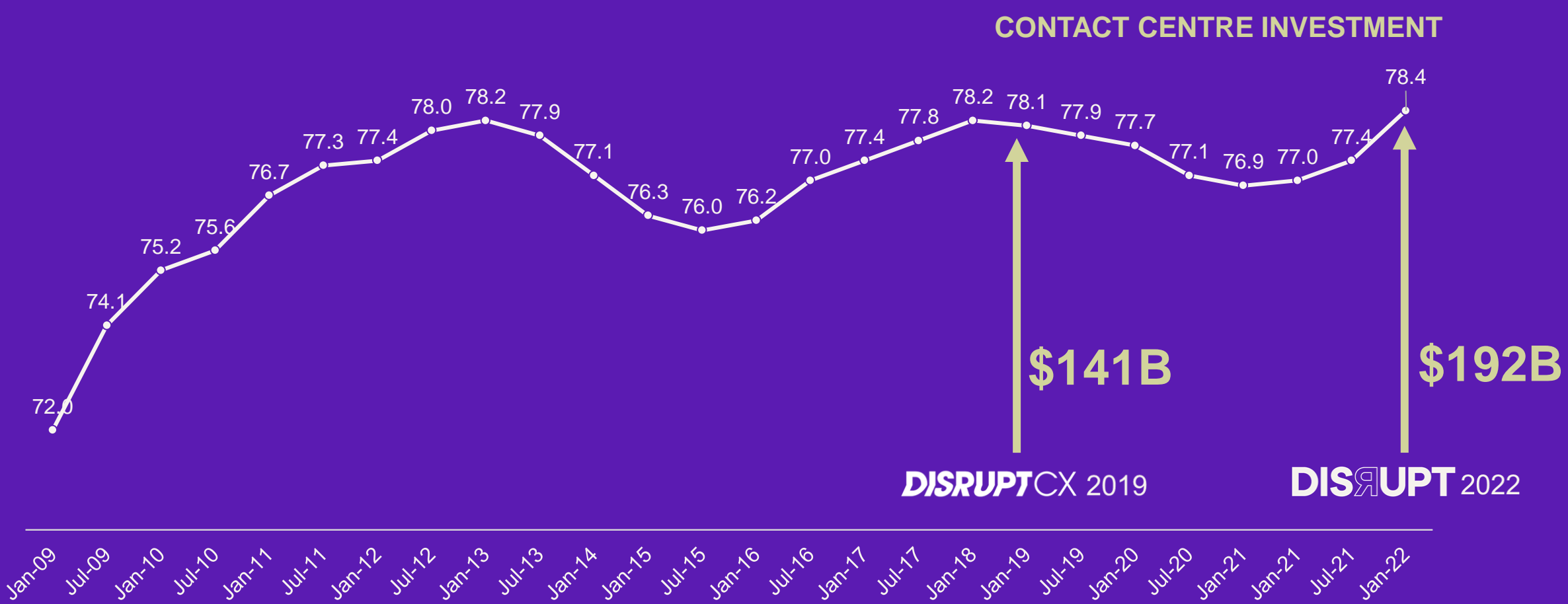


DISRUPT 2022

twilio Google Cloud aws
GENESYS colt salesforce



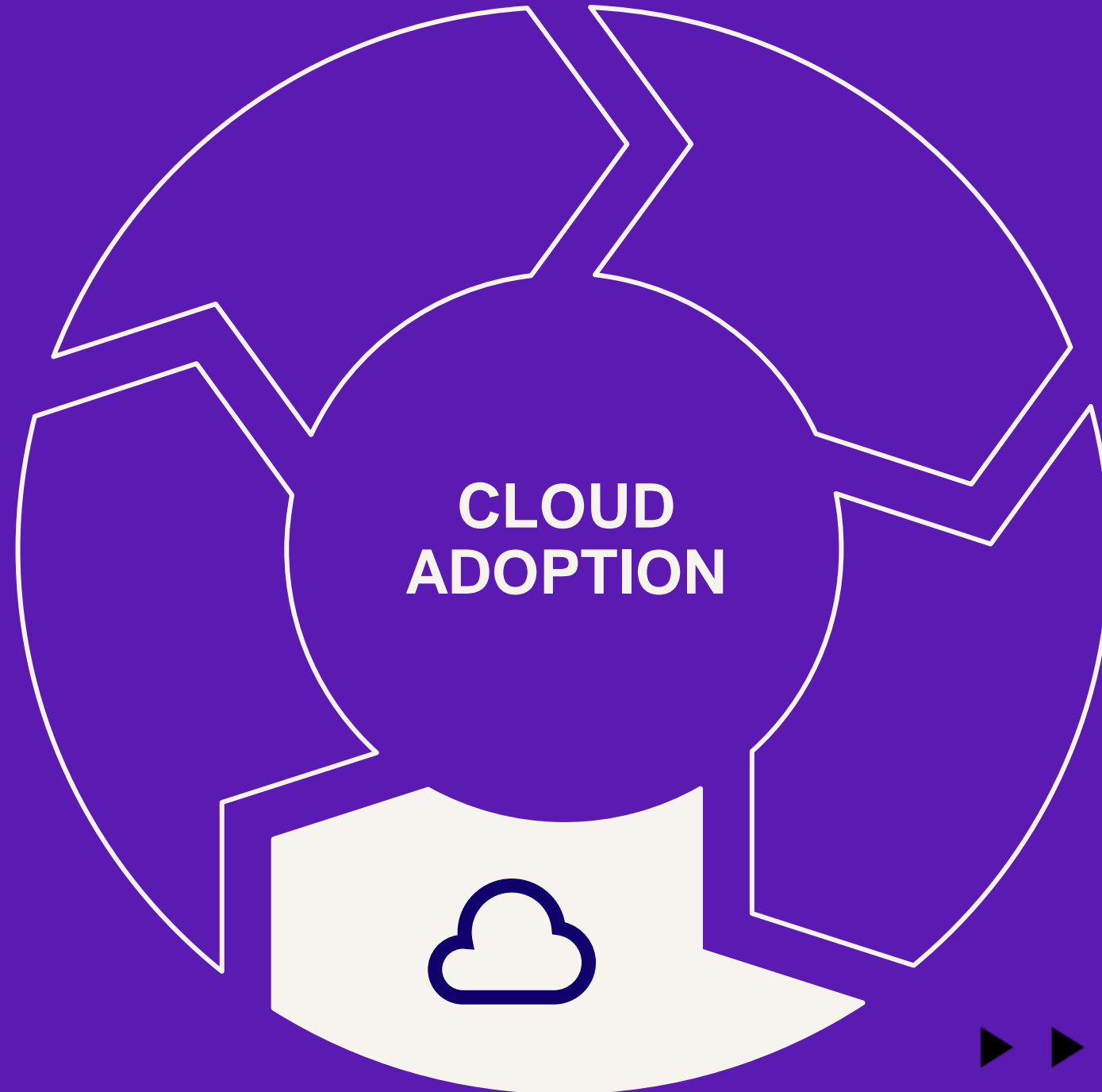
CUSTOMER SATISFACTION



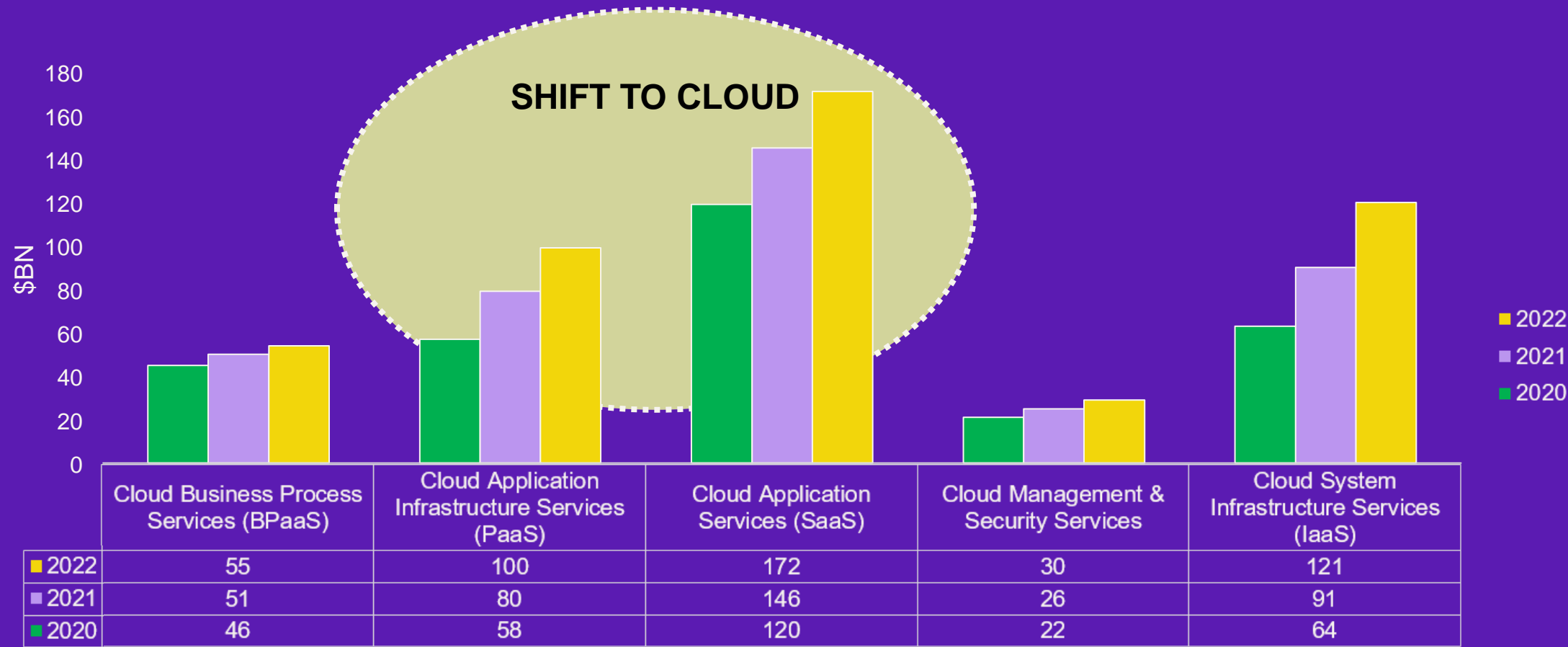
The January 2022 UK Customer Satisfaction Index (UKCSI) is 78.4 (out of 100, up 1.6 points compared to a year ago)

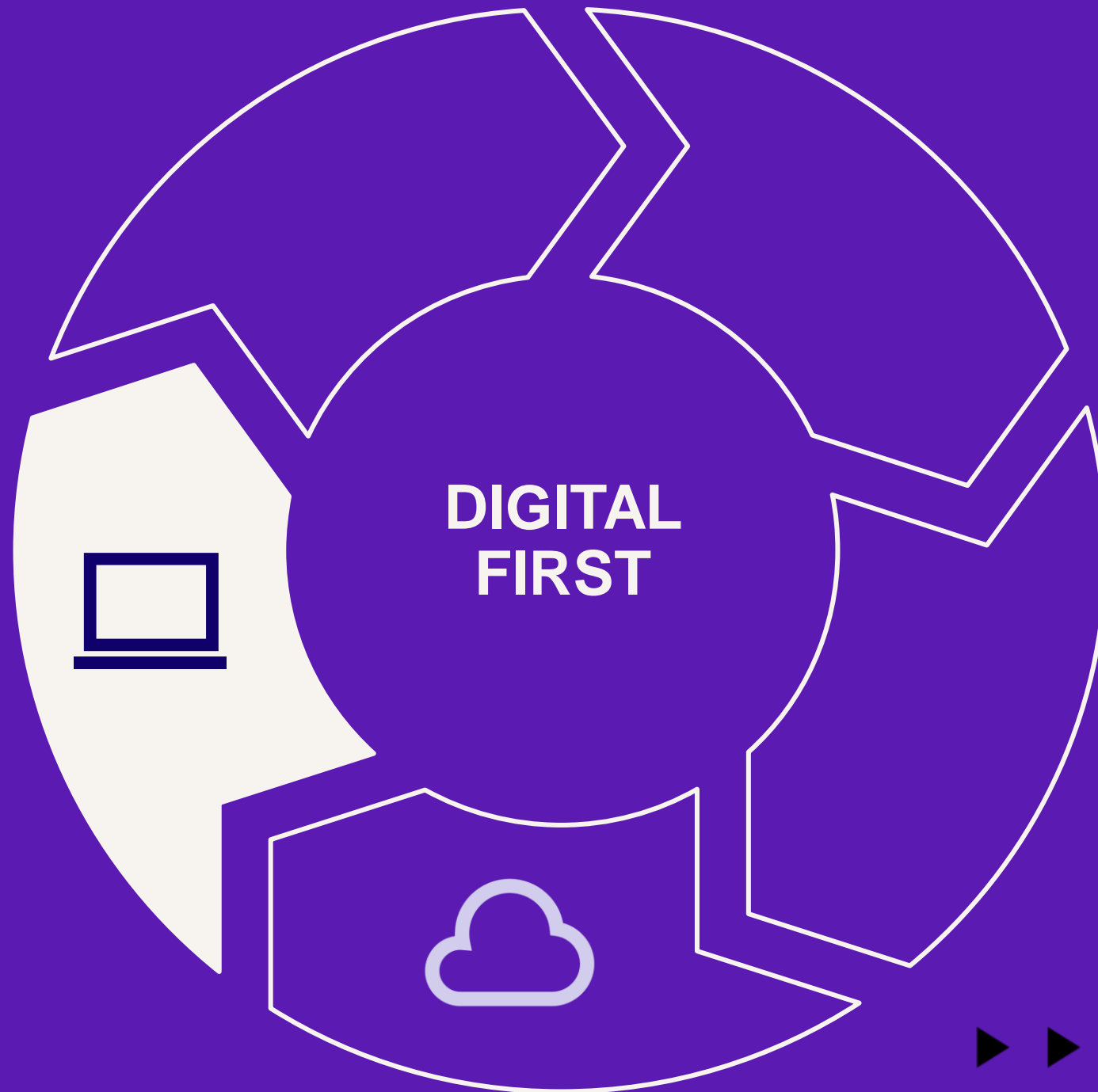






CLOUD ADOPTION





DIGITAL CHANNELS

61%

Average increase in the number of digital touchpoints with customers during pandemic

Average increase in digital interactions by country:

77% Spain
68% Italy
63% United Kingdom
53% France
49% Germany

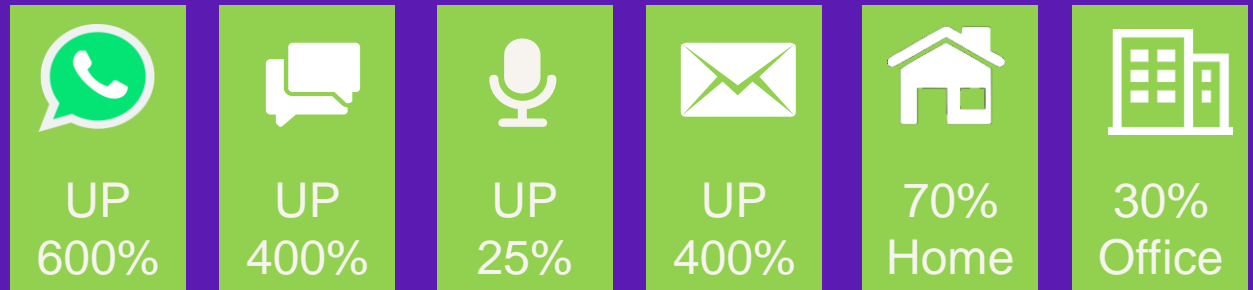
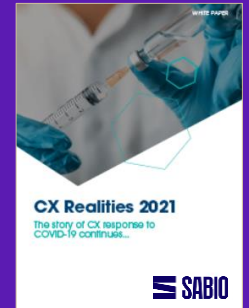
63% Global Average

Over half of organisations report the number of digital interactions with customers increased 50% or more during the pandemic.

Source – Twilio Inc, 2021

“Voice technology is key when identifying customers, so we added this to the mobile app. As a result, 80% of our customers now interact with us via smartphone. Two years ago, only 40% of customers did.”

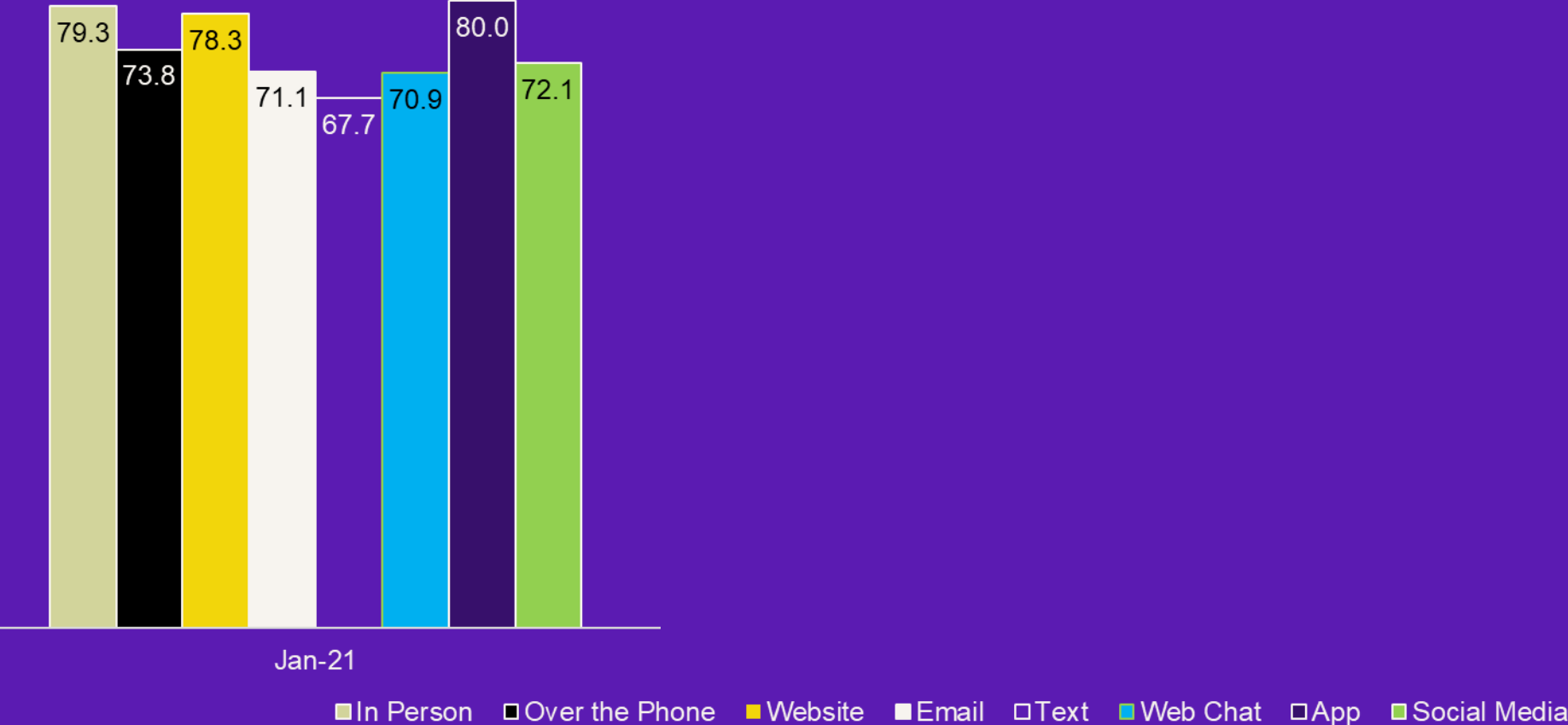
Sabio Enterprise Customer, CX Realities 2021



Sabio, CX Realities 2021, Inbound Digital Channel Adoption



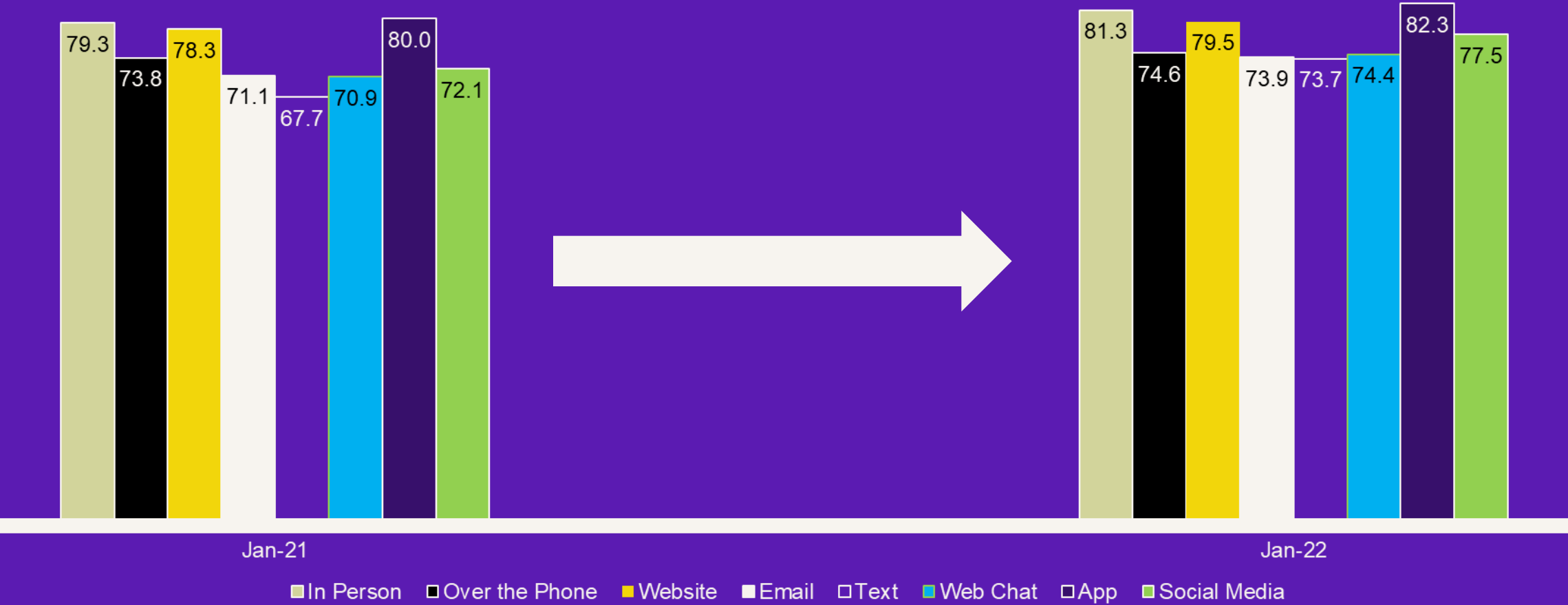
AVERAGE CUSTOMER SATISFACTION



Index Scores out of 100
Source – Twilio Inc, 2021



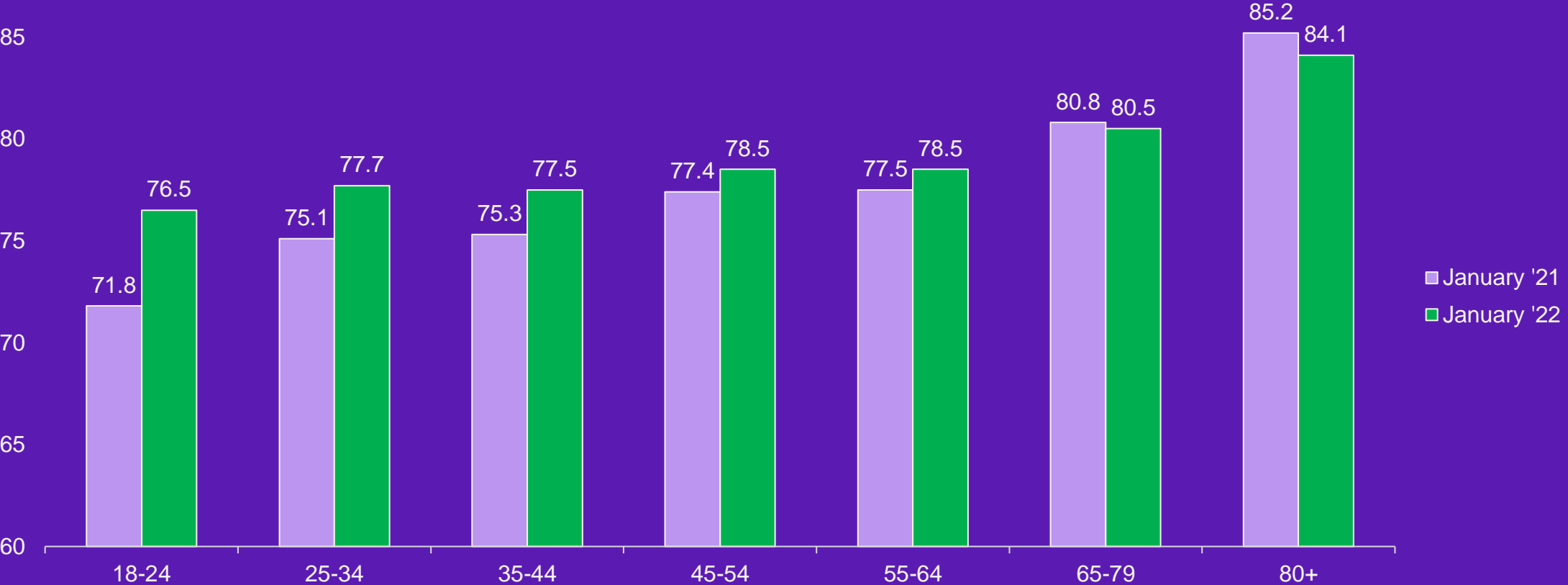
AVERAGE CUSTOMER SATISFACTION

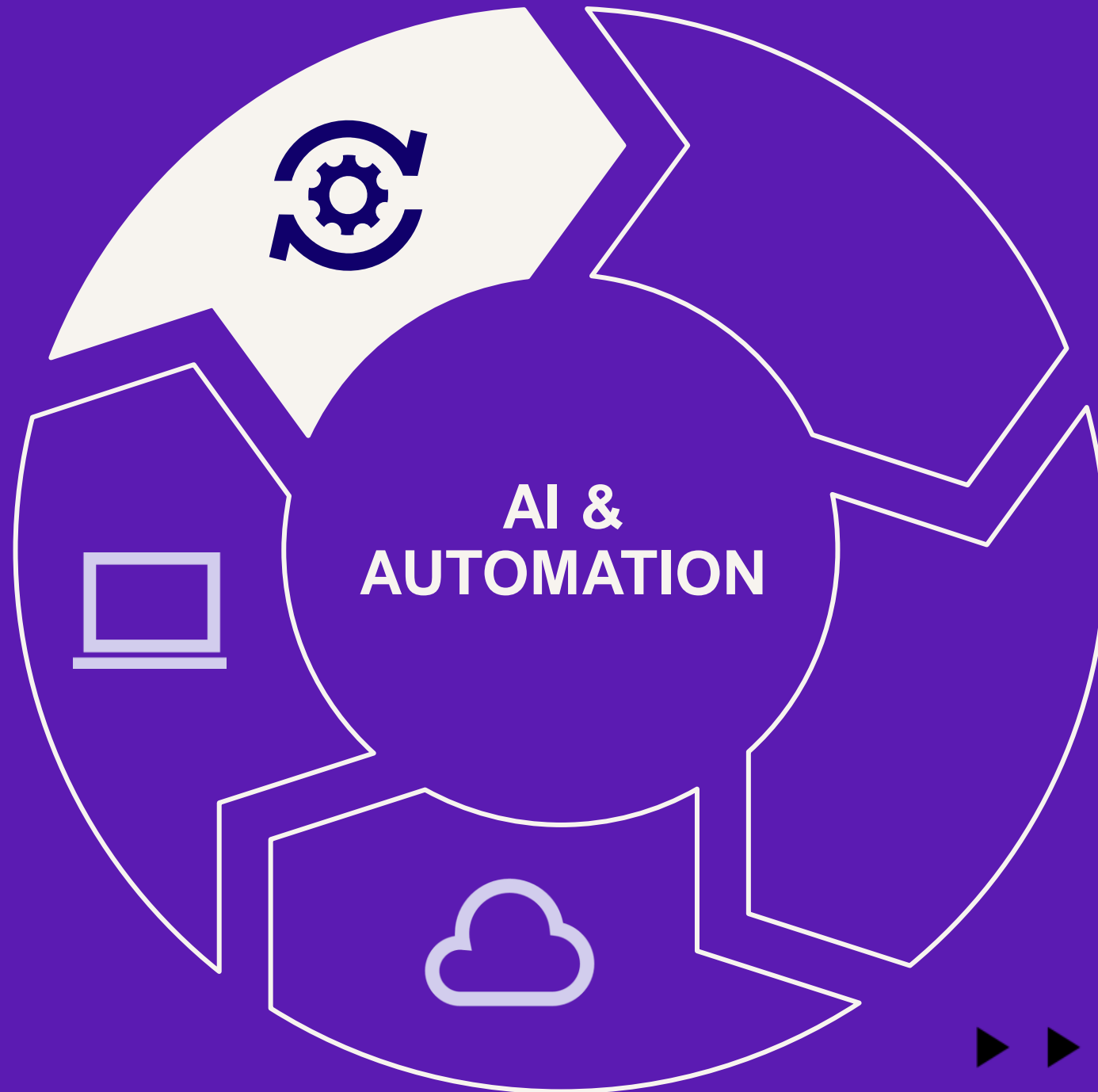


Index Scores out of 100
Source – Twilio Inc, 2021

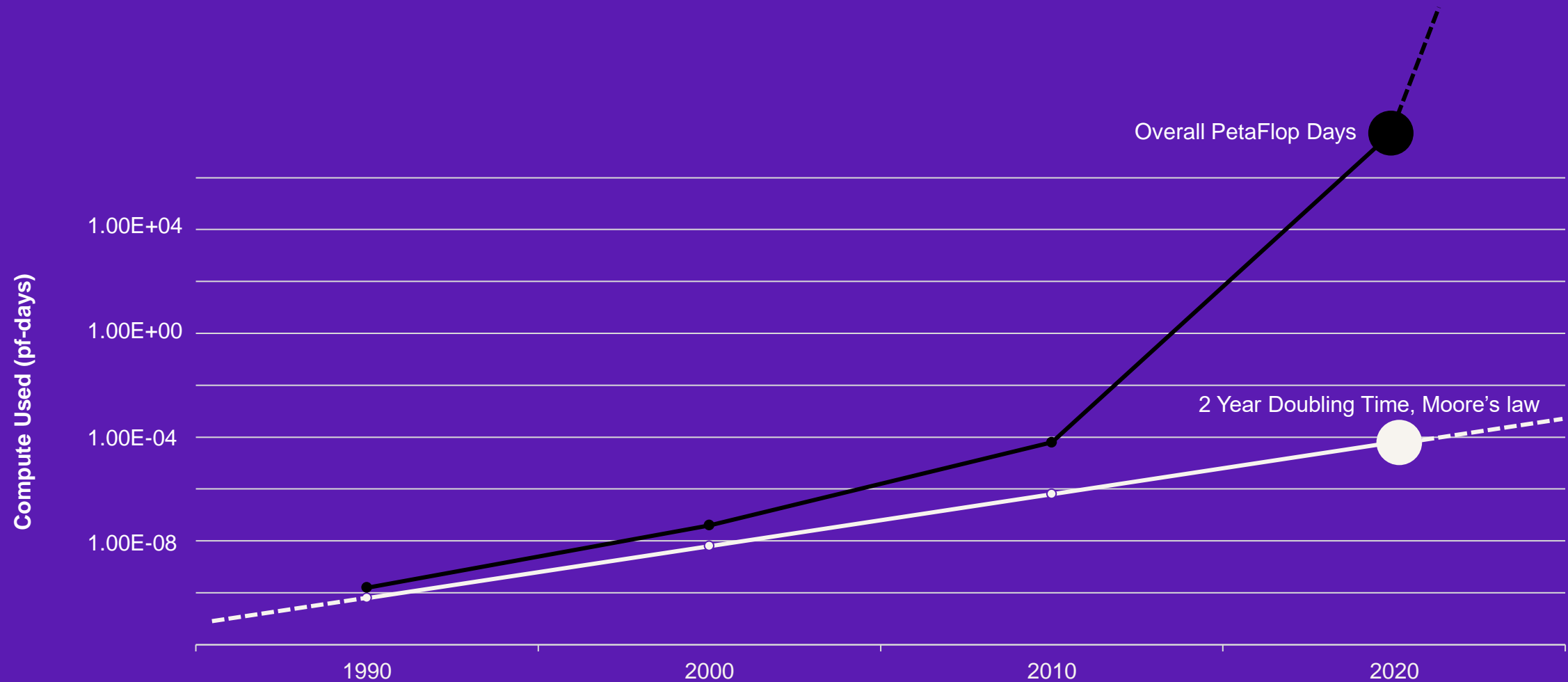


CUSTOMER SATISFACTION BY AGE





AI & AUTOMATION ADOPTION



AI and Compute (log scale) 1990 to present
Source OpenAI, 2019



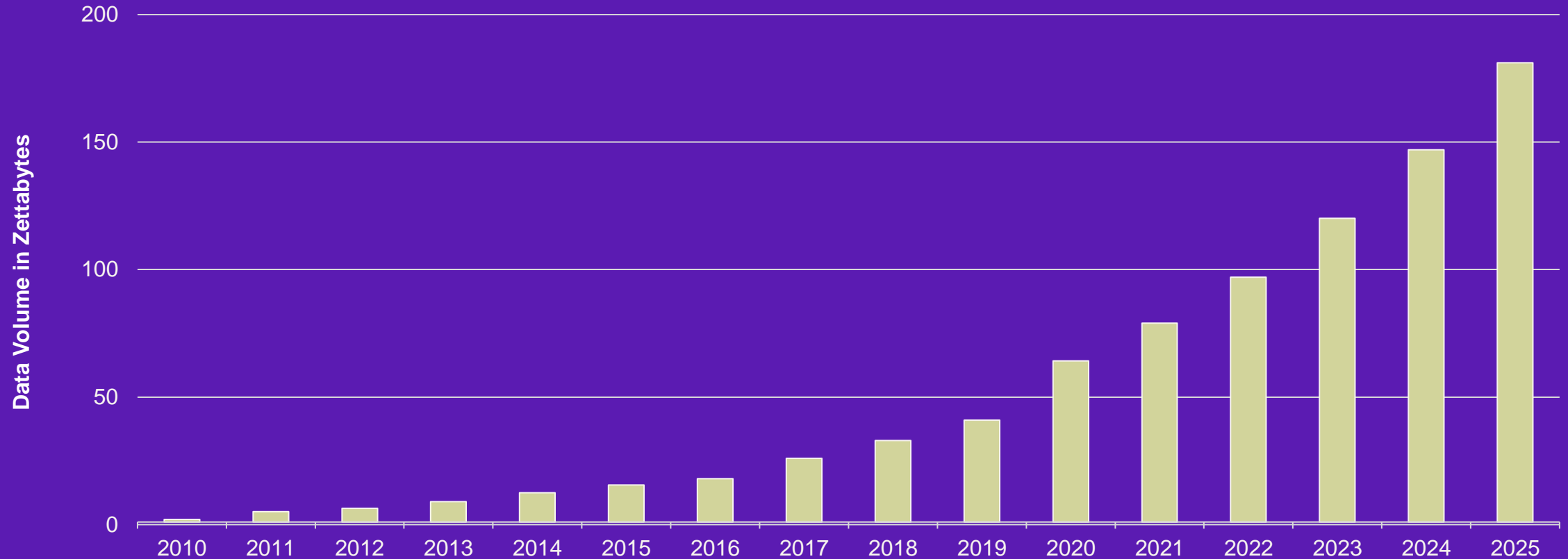


HUMAN SERVICE



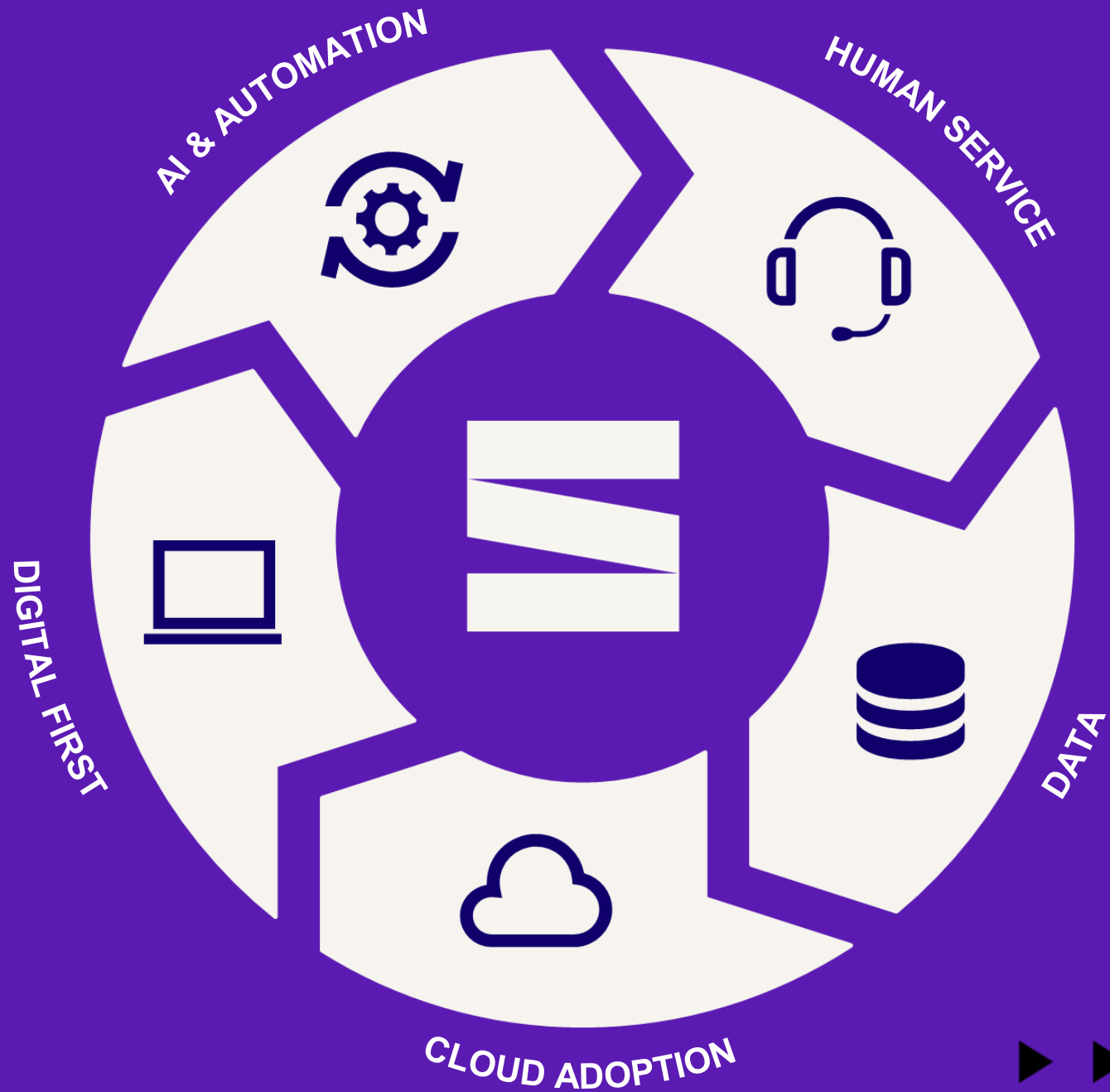


BIG DATA



The volume of data generated, consumed, copied and stored is projected to exceed 190 Zettabytes by 2025
Source – Satista.com

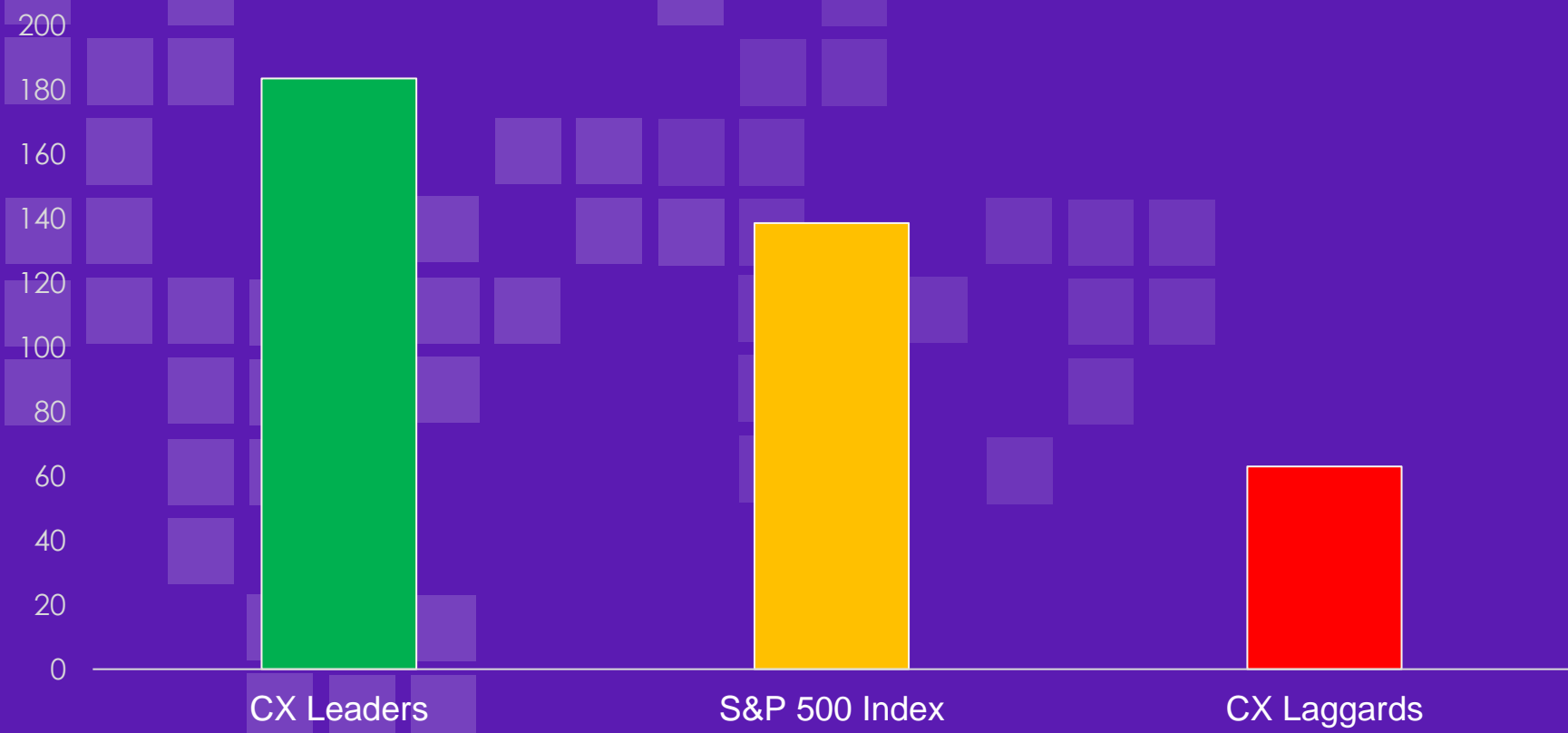




CX LEADERS OUTPERFORM THE MARKET

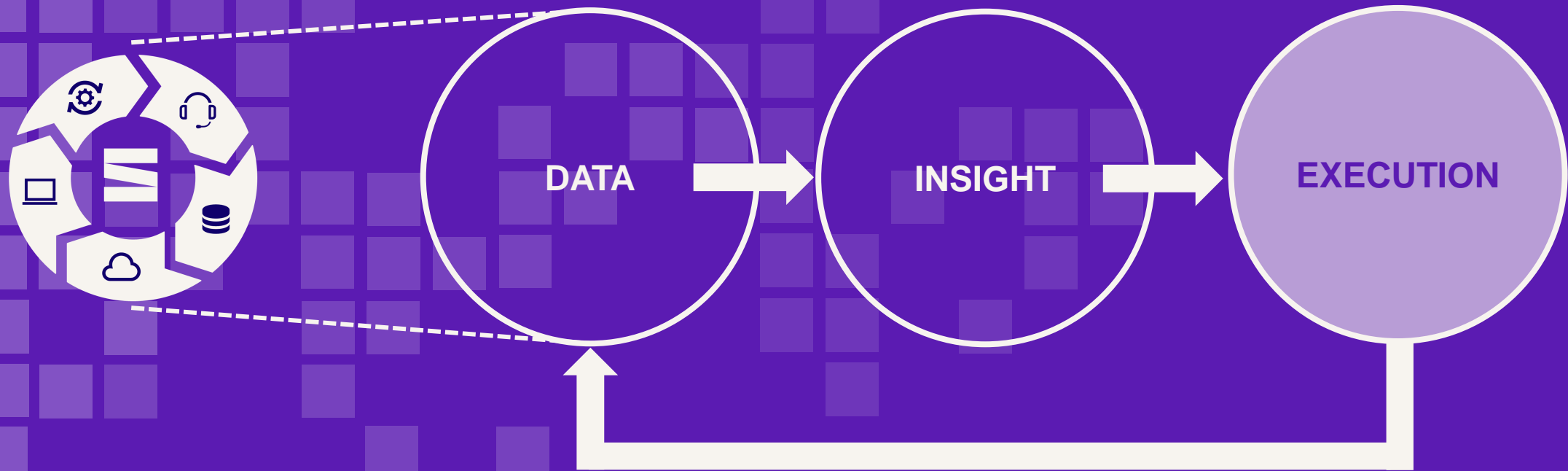


% 10-Year Stock Performance of CX Leaders vs. Laggards (2007-2017)

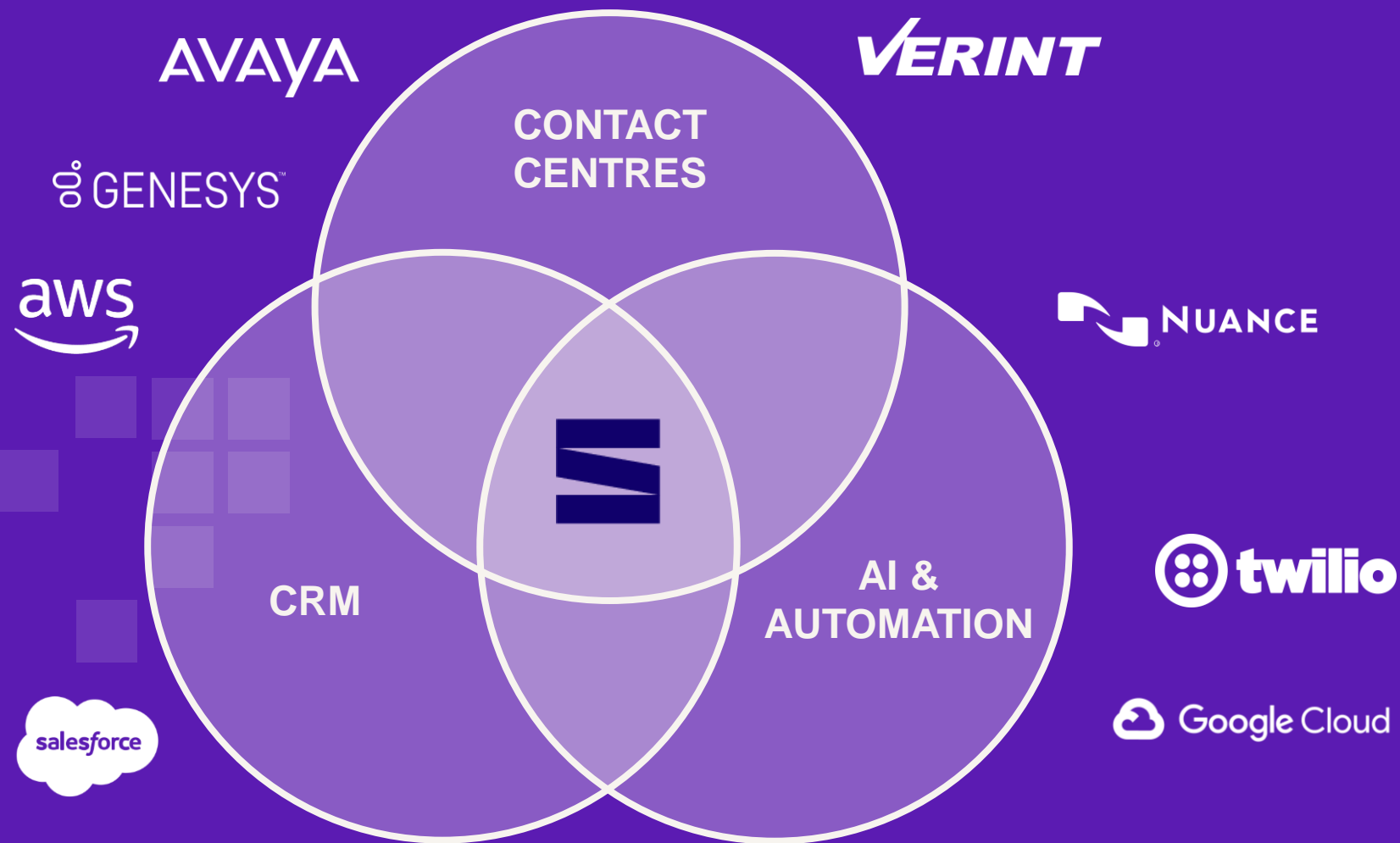


Source: Customer Experience ROI Study, Watermark Consulting, 2019

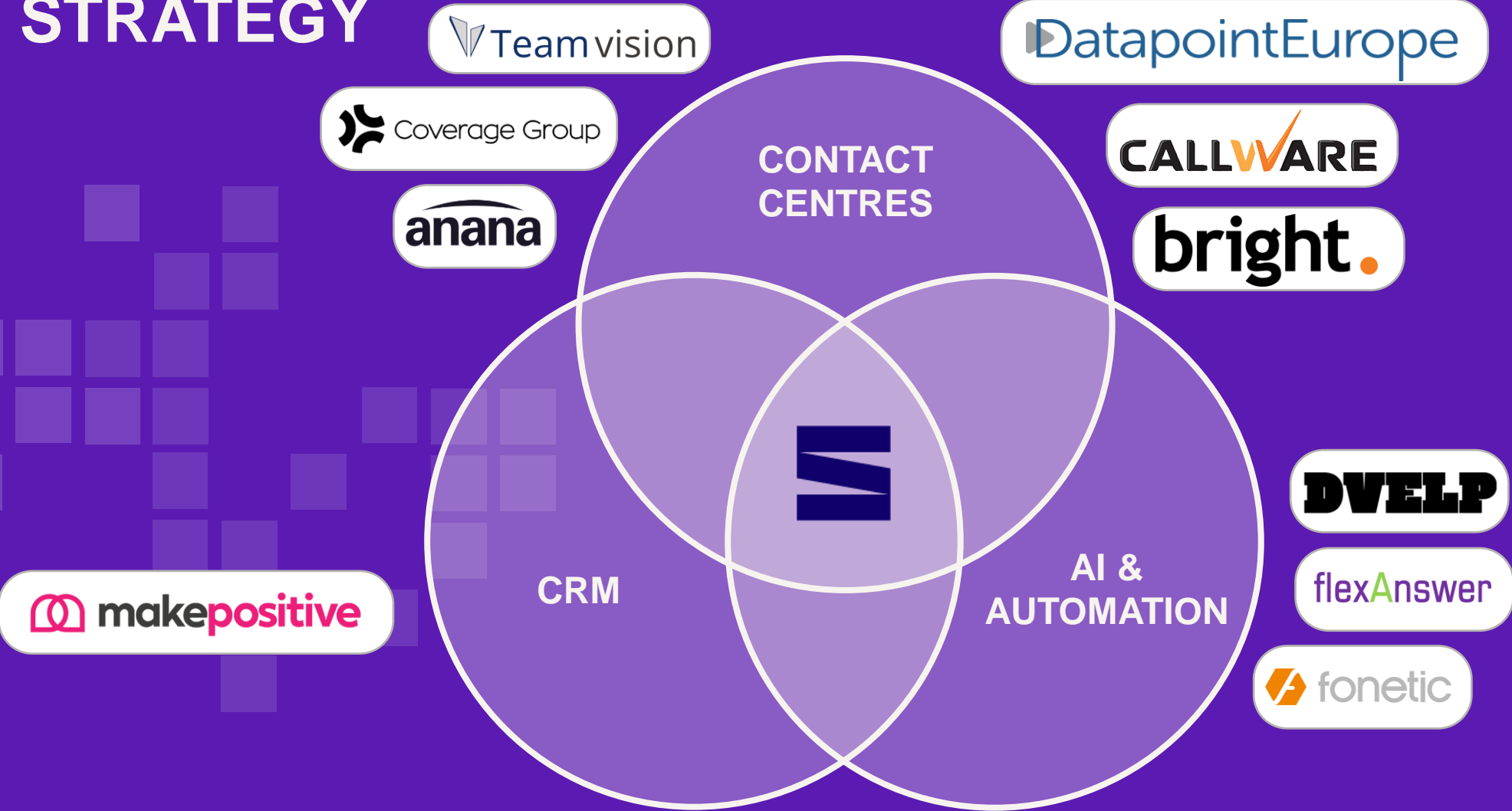
THE OPPORTUNITY AHEAD



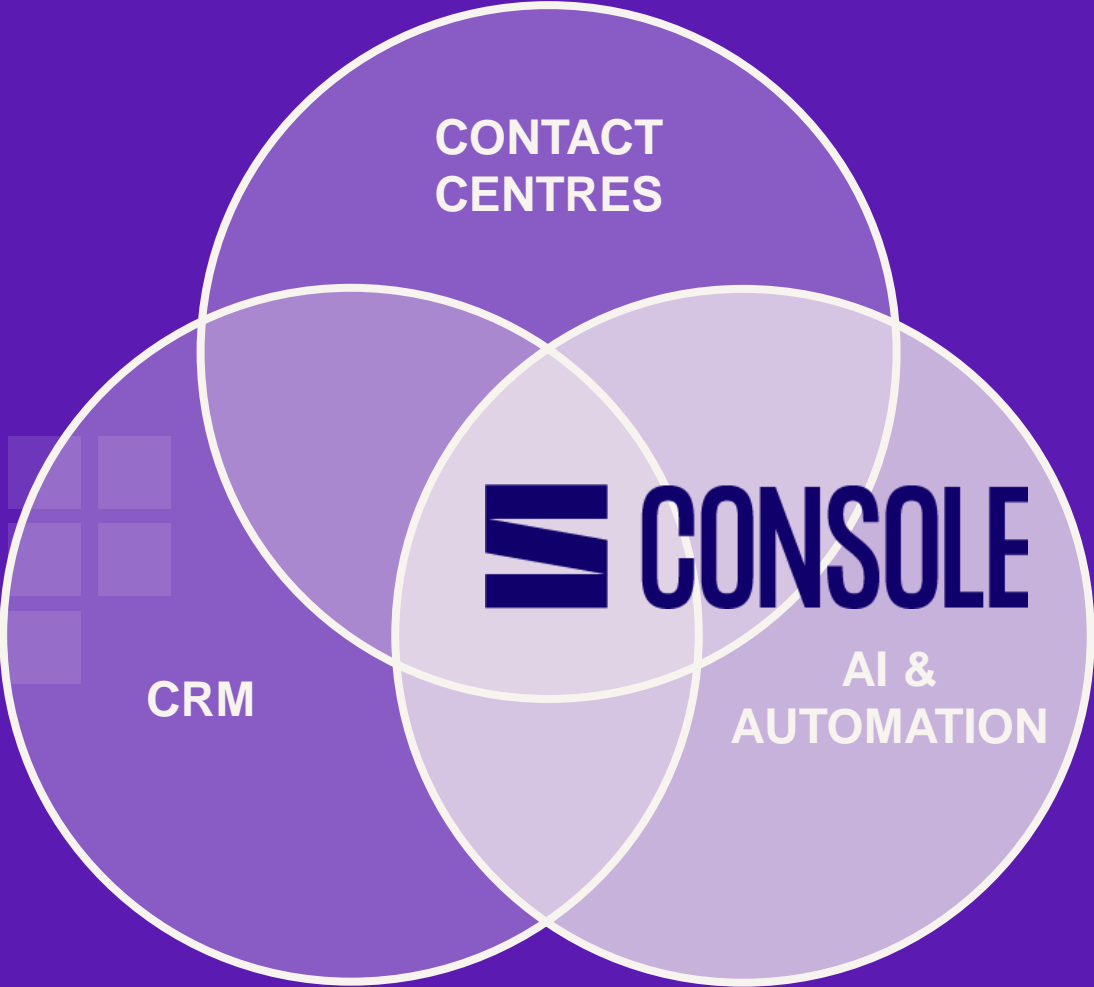
CX STRATEGY



CX STRATEGY



CX STRATEGY



 **makepositive**
part of SABIO Group

AVAYA  GENESYS  Google Cloud  NUANCE  twilio **VERINT**  Gamma semafone  colt

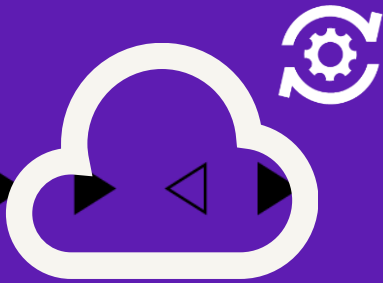




CUSTOMER EXPECTATIONS



ADVISOR EXPECTATIONS



TECHNOLOGY IS THE ENABLER



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