

Creating Exceptional CX

A dynamic case management (DCM) platform delivers great customer experience (CX) across all customer interactions.

99% say that using a single case management system can considerably improve CX*, and yet:



Just 2% use a single case management platform to support multiple case apps



46% use 2 to 4 unique case management apps



33% use 5 to 9



18% use 10 or more

FORRESTER®

TOP DCM CAPABILITIES FOR IMPROVED CX



Business process management



Data discovery



Advanced data management and visualization



Social collaboration



Mobility

CUSTOMER JOURNEY CHALLENGES

Disconnected systems and processes risk **disrupting customer journeys**

52% Too much time spent resolving ad hoc events

38% Too many disparate systems for customer touchpoints

36% Difficulty in determining next best action

32% Lack of customer data integration

DCM ENSURES SEAMLESS CX

A DCM platform drives value across multiple customer journey use cases

71%

Customer service

53%

Client onboarding

52%

Sales and sales operations



Read the full study

Methodology:

Source: A study conducted by Forrester Consulting on behalf of Appian, September 2016

Base: 130 professionals responsible for their organization's business process, customer experience, or case management solutions

*Base: 127 professionals responsible for their organization's business process, customer experience, or case management solutions and use multiple case management applications