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UK Business Says It's Good to Go with Experience Management, But Brexit and Coronavirus May Derail Plans

- Research shows majority of UK firms are successfully collecting experience data from their stakeholders, in particular employees
- But businesses are struggling with multiple obstacles, as well as the challenges of Brexit and Coronavirus

New survey findings on the status of digital transformation and experience management in the UK highlight multiple challenges plaguing on-going digitisation on customer and other key stakeholder experience efforts — but also show a reassuring level of digital maturity.

The data has been released by EASY SOFTWARE, one of Europe's foremost suppliers of document management solutions, and it displays a high level of digitisation success. When we asked about businesses' satisfaction with how well they are using IT to manage end-to-end processes that start and end with the customer, the majority claimed to be 'completely' or 'somewhat' digitised (83%). Challenges to digitisation are budgetary (47%), related to complex or rigid legacy IT (39%) and lack of management understanding/support (38%).

The research shows that the majority of UK firms are doing well in terms of capturing experience data, namely employee, other key partner and stakeholder sentiment. There is mature use of 360-degree-style overview of stakeholders by the majority of UK businesses who regularly collect experience-related data (76%). In fact, the main group which UK businesses now poll data from is the employee (60%) reflecting the importance placed on retaining talent, addressing productivity gaps and meeting growing workplace expectations from younger demographics.

This is important, say respondents, as using experience data means businesses can interact better with customers, employees and partners (84%) while applying experience data to optimise operations was identified as a KPI by a similarly high proportion (82%). When asked about the perceived greatest advantage of a 360-degree approach, responses included, "You should collect data in order to improve your services both for customers and staff as companies can get a tunnel vision," and, "To tailor our procedures to give a bespoke experience to our customers, suppliers and our staff (all the better to retain the best qualified staff)".

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The major challenges confronting those responsible for experience data collection were identified as:

- Multiple regulatory problems, e.g. data protection and the on-going impact of GDPR (35%)
- IT Infrastructure, systems and tools being missing or insufficiently developed (31%)
- Poor data quality (29%)

External factors are clearly weighing on the UK c-suite. Asked about what they see as their greatest challenges over the next 12 months, respondents list the aftermath of Brexit (65%), the impact of coronavirus (49%) and cybersecurity threats/data breaches (47%) as their top three worries. On how vulnerable they are to losing customers from these challenges, businesses are not strongly pessimistic, but are worried nonetheless (45% are somewhat concerned, 17% are very concerned).

EASY SOFTWARE's Andy Boulton believes that the survey demonstrates the UK's increasing comfort levels with experience data, despite the challenges: "This survey has highlighted the fact that for UK firms, experience management is a well understood and utilised concept, despite regulatory challenges, and digitisation is firmly under way despite budgetary constraints," EASY SOFTWARE's Head of UK states. "Notably, the high number of respondents recording employees as the key source of experience data shows the rise of employee experience in the age of the 'Glassdoor effect'. But our findings also show a challenging business outlook in the UK, given Brexit looming and Coronavirus changing the business climate so dramatically. To keep the digitisation and experience momentum accelerating, some radical process overhaul and technology spend needs to be set in motion."

About the research

The UK study was conducted online by independent research specialists Censuswide during March 2020, covering middle and senior management in 500-plus companies with at least 100 employees in the Technology, Telecommunications, Finance, Manufacturing and Retail sectors. The full UK survey report is available, register to [receive your free copy here](#).

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About EASY SOFTWARE AG

EASY SOFTWARE AG, with its headquarter in Mülheim an der Ruhr, Germany, is developing intuitive and customized software products and services for customers for the digitization of business processes for since 1990. These products can be seamlessly integrated into existing systems and automate, mobilize, and optimize their customers' workflows worldwide. EASY provides these solutions on-premises, in the cloud and mobile.

With over 13,600 cross-industry installations, EASY SOFTWARE AG is one of the market leaders for software products and solutions in Germany. Since its foundation in 1990, the company has been active in 60 countries and currently has 393 employees. The EASY SOFTWARE has a network of around 100 partners. Its international subsidiaries are located in Europe, Asia and the USA.

At the end of 2018, EASY SOFTWARE AG made the significant technology acquisition of Apinauten GmbH from Leipzig, which offers the multi-experience ApiOmat platform. It will provide access to new customer segments in the attractive and fast-growing cloud business.

Following the merger of Apinauten GmbH with EASY ENTERPRISE SERVICES GmbH in August 2019, the ApiOmat platform operates under the EASY APIOMAT GmbH banner.

In fiscal year 2019, the EASY SOFTWARE Group generated revenues of EUR 50.6 million.

Please find more information on www.easy-software.com.



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