Enterprise Fusion Varies by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Siloed</th>
<th>Converged</th>
<th>Fused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities/Retail</td>
<td>59%</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>53%</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>51%</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>48%</td>
<td>12%</td>
<td>29%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>50%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Transportation/Logistics</td>
<td>58%</td>
<td>45%</td>
<td>21%</td>
</tr>
</tbody>
</table>

The Fusion Disconnect: Most Enterprises Aren't Built to Excel at Customer Experience

- Fused Organizations are in the Minority
  - 24% are experiencing double digit growth.
  - 50% are experiencing growth of over 10%, on average.
  - 62% are experiencing revenue growth of over 10%, on average.

**Fused Organizations:***

- Converged Organizations: *90%
- Siloed Organizations: *10%

**Converged Organizations:***

- 40% are experiencing double digit growth.
- 52% are experiencing growth of over 10%, on average.
- 72% are experiencing revenue growth of over 10%, on average.

**Siloed Organizations:***

- 5% are experiencing double digit growth.
- 12% are experiencing growth of over 10%, on average.
- 22% are experiencing revenue growth of over 10%, on average.

**The Takeway:**

- Those that fall short can take dramatic steps to improve their customer experience vision.

**Recommendations:**

- **For Siloed Organizations:**
  - Operate in a continuous improvement mode.
  - Invest in the human side — people and change.
  - Engage a network of partners to deliver new operational capabilities fast.

- **For Converged Organizations:**
  - Embrace partners to accelerate the AI rush.
  - End-to-end customer journeys.
  - Take a more holistic approach to digital that is grounded in Ideas and modern practices.

- **For Fused Organizations:**
  - Digitally fused enterprises make CX a focal point.
  - Bring customers directly into the decision-making process.