Raise Your Game by Going ‘All In’ on Total Experience

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TX is not just about technology. It’s about how to use the technology and interactions to enhance, empower, and embolden both customers and employees. Executive leaders should evaluate how TX interlinks these experiences, increasing both customer and employee confidence and lifetime value.

What Is Total Experience (TX) and How Is It Different?

You may be wondering, “Why do we need TX?”

Total experience will elevate your connection to customers and your own employees by refining each experience and tying them together so that gaps that cause digital products to fail are closed. But it's not just seeking continual refinement on digital product design. This is about how these technologies impact the customer and employee — and it’s more than efficiency. It's about how these make the customer and employee feel about themselves and the decisions they have to make.

Many organizations are already working on making experiences better — from the customer, employee, user and multiexperience (MX) perspective. But these are traditionally siloed and business sponsors are all in different departments.

Creating better individual experiences is definitely a great step, but the next step is to interlink and continually refine to create a holistic approach, as shown in Figure 1.
UX and MX are not the same. While they both are centered around technology, they are actually very distinct. The UX is more about the device where MX is focused on how the customer or employee interacts across multiple modalities.

Why Should Executive Leaders Care?

Simply stated, it’s not enough to just say you value customers or employees. TX takes the words of appreciation and transforms them into acts of appreciation.

The 2021 Gartner CEO and Senior Business Executive Survey listed the top priority focus areas, as shown in Figure 2. The top priority areas you see below: growth, technology-related, corporate, financial, workforce and customer are all focus areas of TX.
The survey includes open-ended text fields for top priorities. The answers were analyzed and aggregated into main and sub-categories. The following is a representative list, but does not include every response in each subcategory:

- **Growth:** Sales revenue, geographic, earnings/profits, market share, new markets, organic and current customers, customers, sustainable.

- **Technology:** E-commerce/omnichannel, digitalization, digital transform/grow, technology innovation (general), business apps/ERP/core IT, digital products and services, artificial intelligence (AI), improvement, and integration, info, analytics, and big data, automation, cybersecurity, workforce productivity, digital marketing, Internet of Things (IoT)-related, cloud-related, ecosystem, platform.

- **Corporate:** Mergers/acquisitions, social responsibility/ESG, agility/speed, business partnerships, culture change/maintain, business strategy, globalizing the business, business diversification, business models, competitive performance, new business ventures.

- **Financial:** Profitability improvement, cash-flow-related, management and stability, return on capital/investment.

- **Workforce:** Attract/retain, training, upskilling, development, people, engagement, motivation, satisfaction, talent management/improvement, increase/hiring, remote working, better conditions/pay, diversity/inclusion.
Executive leaders understand that a bad experience with technology can drive customers, consumers or constituents away. But equally, we found how much employees depend on technology in the 2021 Gartner Digital Workplace Survey, as shown in Figure 3.

**Figure 3. Gartner 2021 Digital Worker Experience Survey Shows How Critical Technology Is to the Workforce**

**Demand for UX and MX in Employee Technology**

<table>
<thead>
<tr>
<th>My work involves very little use of digital technology.</th>
<th>Halfway Mark</th>
<th>Digital technology is essential: I could not get any of my job done without it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>79%</td>
<td></td>
</tr>
</tbody>
</table>

why Does This Matter Now More Than Ever?

You can see the direct connection between a great CX, UX, MX and growth. “Customer lifetime value” is a term well understood.

However, it’s important to see the connection to employees. Yet, still some organizations think, “We pay them, they’ll use what we pick for their work applications/devices.” That philosophy not only will drive talent away, but will create significant rip and replace costs for the future.

As with customers, there is an actual financial repercussion for employee attrition:

- Initial hit to knowledge loss and productivity when employee leaves
- Impact to existing team members — increased workload and morale hit
- Cost of recruiting, onboarding and training new talent with no guarantee of productivity

In addition, we see that 54% of companies report talent shortages, which has nearly doubled over the last decade. 1
TX is not just a strategic theory. The deck includes real world examples, like Domino’s shown in Figure 4. These are meant to be inspiration and kick off brainstorming sessions in your organization.

Figure 4. Total Experience Inspiration From Domino’s

**Domino’s**
Total Experience Opportunities

![Total Experience Inspiration From Domino's](image)

- **CX**: Easier access to placing and tracking orders.
- **MX**: Enable multiple ordering options with the ability to connect to multiple other customers (family dinner time bell).
- **EX**: Reduce potential errors in order takings, increase visibility to demand, provide traceability for better order management.
- **UX**: Design intuitive interface for faster orders, storing payments and simplifying reorders.

**How to Use**

Readers can download the deck to use for internal presentations, particularly when discussing “future state” or their organization. (This may also be called “art of the possible” discussions.)

The deck has 5 distinct parts:

1. **Overview**: What is TX?
2. **Why It Matters**: Includes multiple data points to show why TX is needed.
3. **Real World Examples**: Four examples to inspire other organizations of how TX can be used.
4. **Industry Contextualization**: Examples across industries to provide additional inspiration.
5. **Exercise**: Handouts that can be distributed digitally for your next team meeting. Includes one slide for team members who prefer to write vs. input ideas.

This slide deck includes notes throughout the deck, where applicable for additional context.
Note: Inclusion in the real-world examples section does not imply Gartner endorsement or testimonial, but is a representation for inspiration.

Workshops to Follow Up This Presentation Include

- How to Run a Virtual or In-Person Customer Journey Mapping Workshop
- Toolkit: Stop Firefighting and Start Trailblazing Digital Initiatives — Virtual Edition
- Ignition Guide to Creating and Communicating a DevOps Strategy

Recommended by the Authors

- Use Decision Modeling to Capitalize on Business Moments
- 2021 Gartner CEO Survey: The Year of Rebuilding
- Top Strategic Technology Trends for 2021
- Build Links Between Customer Experience, Multiexperience, User Experience and Employee Experience

Evidence

Gartner 2021 CEO and Senior Executive Survey

Gartner conducted this research from July 2020 through December 2020, with questions about the period 2020 to 2023. One-quarter of the sample was collected in July and August, three-quarters from October through December.

In total, 465 actively employed CEOs and other senior executive business leaders qualified and participated. The research was collected via 390 online surveys and 75 telephone interviews.

By job role, the sample mix was:

- 287 CEOs
- 115 CFOs
- 29 COOs or other C-level
- 34 chairpersons, presidents and board directors

By geographic region, the sample mix was:

- 183 North America
By enterprise revenue, the sample mix was:

- 46 $50M to <$250M
- 122 $250M to <$1B
- 226 $1B to <$10B
- 71 $10B or more

The survey was developed collaboratively by a team of Gartner analysts that examines technology-related strategic business change, and was reviewed, tested and administered by Gartner's Research Data and Analytics (RDA) team. The results of this study are representative of the respondent base and not necessarily business as a whole.

**Gartner 2021 Digital Worker Experience Survey**

Conducted online during November and December 2020 among 10,080 respondents from U.S., Europe and APAC.

Participants were screened for full time employment, in organizations with 100 or more employees and required to use digital technology for work purposes.

Ages range from 18 through 74 years old, with quotas and weighting applied for age, gender, region and income, so that results are representative of working country populations.

1. [Closing the Skills Gap: What Workers Want](#), ManpowerGroup.