



From Silos to synergy

Why Total Experience (TX) is
the key to strengthening your
business and brand



In today's digital-first, hyper-competitive landscape, businesses face an unprecedented challenge of meeting the expectations of customers, employees, and users all at once. Total Experience (TX) is a holistic strategy that unifies User Experience (UX), Customer Experience (CX), and Employee Experience (EX) to deliver seamless interactions across all platforms and touchpoints.¹

TX isn't just a buzzword; it's a paradigm shift that enables organisations to thrive by connecting people, processes, and technology in innovative ways while simultaneously shaping and strengthening a brand.

79%

A recent survey of GCC CIOs and technology executives found that 79% of respondents plan to increase their investment in TX solutions, citing its transformative potential.²

51%

The data in support of TX is clear: according to Forrester's 2024 Customer Experience Index, companies that prioritise CX report 51% higher customer retention than those who don't.³

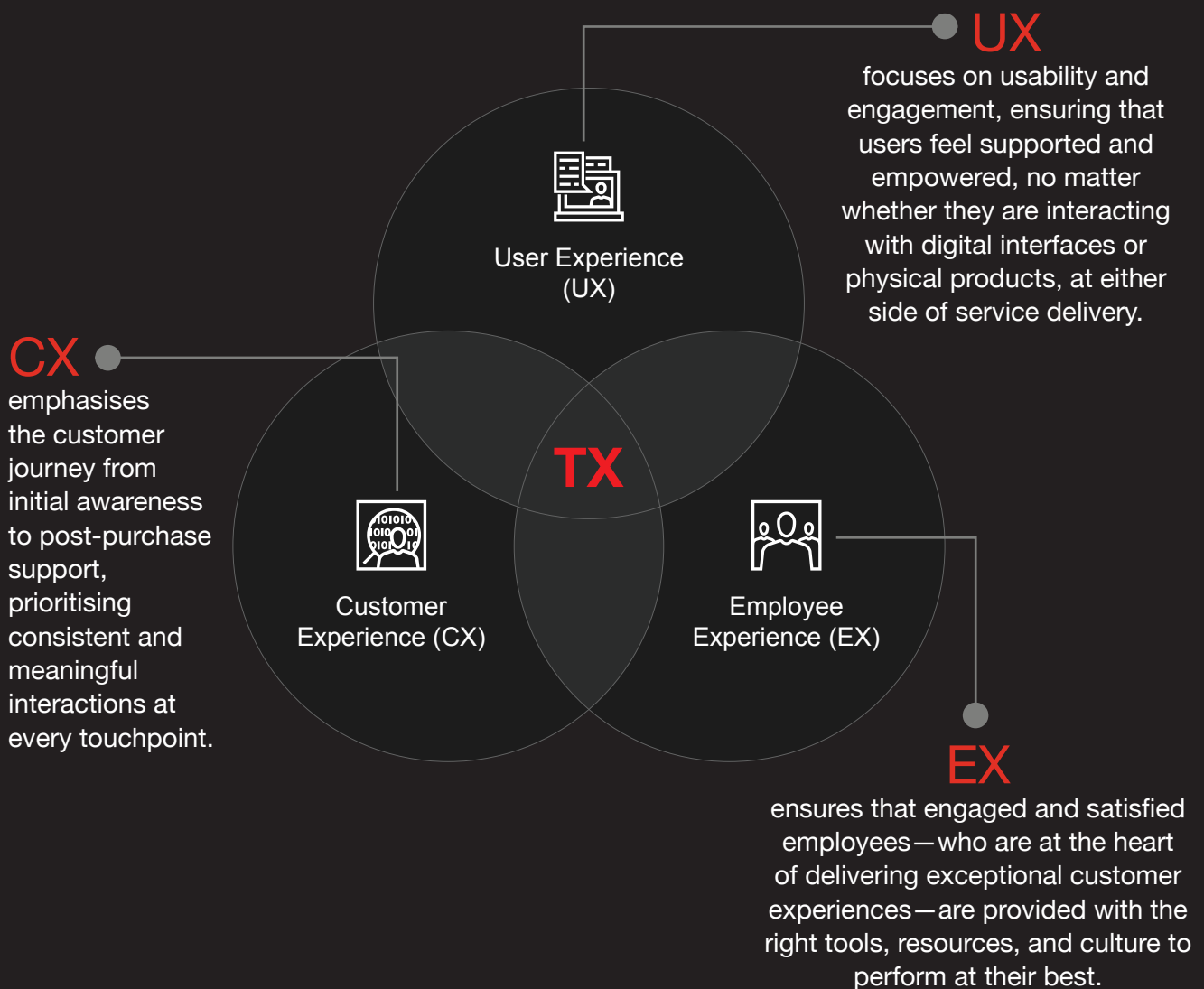
50%

The Harvard Business Review reports that companies excelling in EX see about a 50% increase in revenue and profits, indicating a strong link between EX and customer satisfaction.⁴

Yet, many organisations still operate in silos, addressing UX, EX, and CX as separate challenges. Siloed approaches to experience management often lead to disengaged employees, poor customer interactions, and fragmented user journeys that create inefficient experiences for all.

TX bridges the gap between disconnected corporate departments and technical systems, enabling businesses to foster collaboration and deliver more value to their customers. This integration also ensures a unified brand identity, with every interaction reflecting the organisation's core values and messaging, ultimately enhancing trust and driving loyalty.

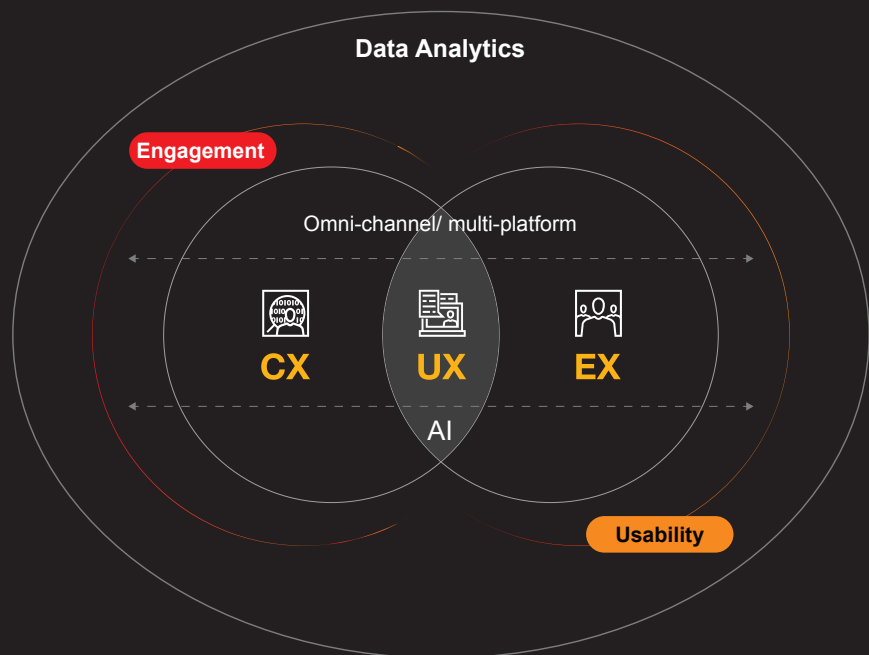
Integrating UX, EX, and CX through a TX strategy allows organisations to capture multifaceted insights on changing market dynamics, as well as improve customer loyalty and satisfaction by offering personalised and consistent experiences across channels.



Together, these pillars demonstrate that Total Experience is greater than the sum of its parts: happy employees are more likely to deliver outstanding customer experiences, streamlined UX reduces friction for both employees and customers, and positive CX generates actionable insights to enhance internal processes. A strong TX strategy also transforms employees into brand advocates, reinforcing the brand's identity and building its reputation.

Technology serves as the backbone of TX, with artificial intelligence (AI) and data analytics playing key roles in creating seamless experiences. AI-powered tools can predict customer preferences, automate repetitive tasks, and offer tailored recommendations for both employees and customers.

For example, AI chatbots can provide instant customer support, improving productivity by up to 30%, while predictive analytics help businesses anticipate and proactively address user needs.⁵ Data analytics further enhances TX by compiling information from sources such as user interactions, customer feedback, and employee performance metrics, to generate actionable insights.



To build trust and reduce friction, organisations must deliver consistent experiences across all digital touchpoints, such as:



Mobile apps



Websites



In-store kiosks

Ensuring seamless integration and continuity in service quality.



The effectiveness of this approach can be measured using key performance indicators (KPIs) like:



Customer satisfaction (CSAT)

Evaluates interaction satisfaction



Net promoter score (NPS)

Assesses customer loyalty through their likelihood to recommend the business



Employee engagement scores

Measure how aligned and motivated employees feel within the organisation, which translates to better customer interactions



Retention rates for both customers and employees

Demonstrates how well the TX strategy fosters repeat business

These metrics reflect how TX can enhance a brand's perception, setting it apart in a competitive market by offering consistent and seamless experiences and interactions.

Gartner projects that companies implementing a TX strategy outperform competitors in CX and EX satisfaction metrics by **25%.**⁶



Return on investment (ROI) of a TX strategy can be calculated through:



**Productivity
gains**



**Cost
savings**



**Ultimately,
revenue growth**

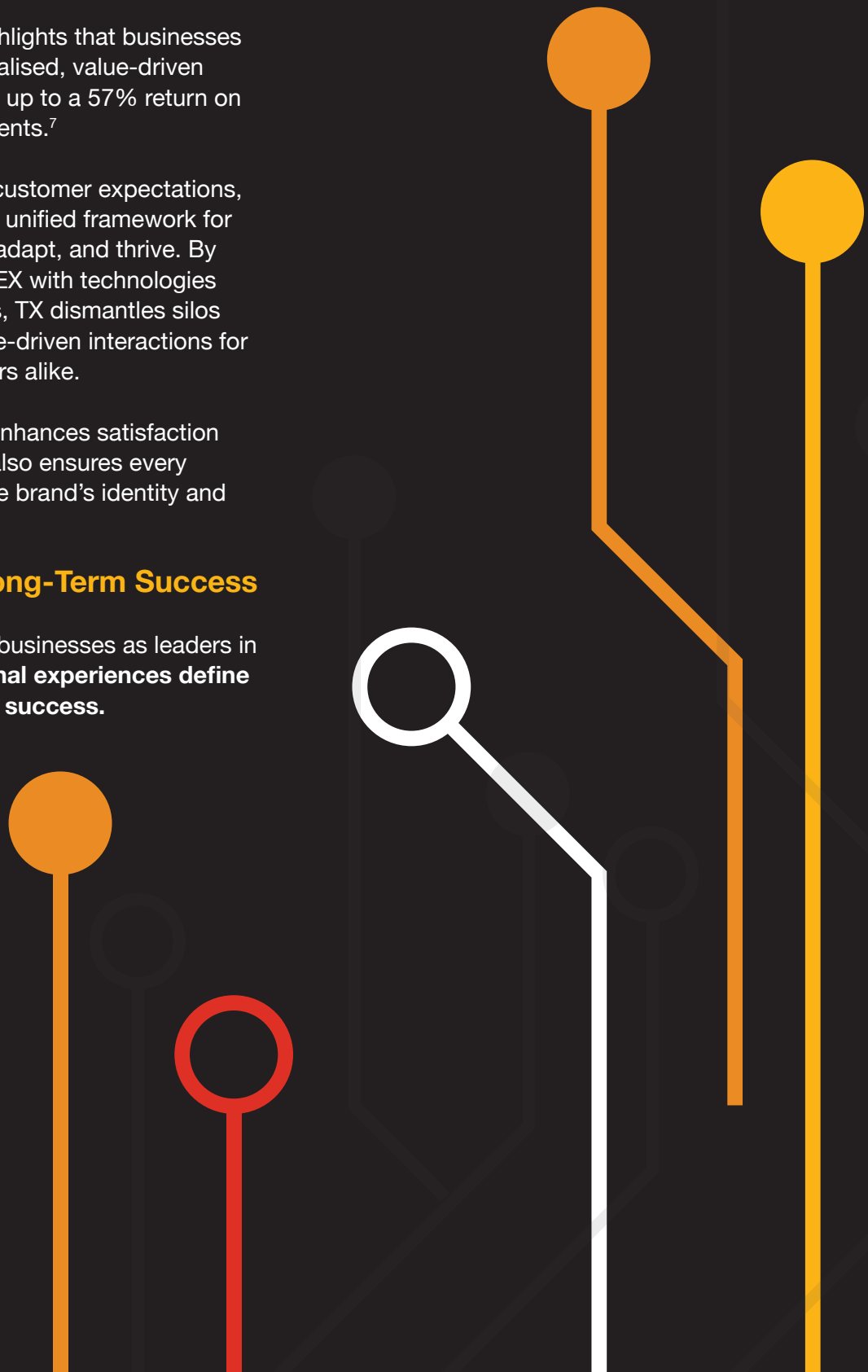
A report from Forbes highlights that businesses leveraging TX for personalised, value-driven experiences can achieve up to a 57% return on their experience investments.⁷

At a time of heightened customer expectations, Total Experience offers a unified framework for businesses to innovate, adapt, and thrive. By integrating UX, CX, and EX with technologies like AI and data analytics, TX dismantles silos to create seamless, value-driven interactions for employees and customers alike.

This approach not only enhances satisfaction across touchpoints but also ensures every interaction aligns with the brand's identity and values.

Leadership and Long-Term Success

Embracing TX positions businesses as leaders in a future where **exceptional experiences define a company's long-term success.**



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