



# Predictions for 2021

## The Future of Market Research

According to Forrester's 2021 Predictions report, organizations will need to double-down on technology-fueled experiences, operations, products, and ecosystems in the coming year. Additionally, their success will depend on how swiftly they harness tech to enable their workforce and build platforms that differentiate them from competitors. Investing in new technology, realizing the value of existing technology, and retiring outdated technology will be critical to gaining a sustained business advantage.

*"The current economic climate has only increased the urgency for every enterprise, not just digital experts, to embrace technology as a strategic asset. Our 2021 predictions clearly indicate a trend toward technology acceleration."*

Sharyn Leaver  
Sr. VP of Research, Forrester

## Accelerated Technology for All

### CMOs

Chief Marketing Officers (CMOs) will drive customer obsession at their companies by putting the customer at the center of everything they do, including:



Leadership



Strategy



Operations

If they haven't already done so, CMOs will integrate marketing and CX. Spend on loyalty and retention marketing will increase by **30%**.

### CIOs

Chief Information Officers (CIOs) will embrace cloud-first and platform strategies for increased speed and adaptiveness.

**30%** of businesses will continue to accelerate their spend on:



Cloud



Mobility



Security & Risk



Networks

CIOs who are slow to adapt will get bogged down with short-term fixes that achieve only baseline digital capabilities.

## Fewer, Better Tools

Firms are predicted to cut CX technology spend but improve CX simultaneously. As organizations tune their CX efforts for greater impact, one voice-of-the-customer program will surface as the most all-encompassing and centralizing, leading to the consolidation of CX tools and technologies. This will:



Save organizations  
hundreds of thousands  
(or millions) of dollars



Help them realize the  
value of the remaining  
technologies



**25%**

of brands will achieve statistically significant  
advances in customer experience quality

## Shift to Remote Work

Remote work is expected rise to 300% of pre-COVID-19 levels

Most companies will likely employ a hybrid work model:



Fewer people  
in-office



More full-time employees  
who work remote

Employees will come to expect their companies to provide a work-from-anywhere strategy, rather than an exception-driven remote-work policy.



As a result, we'll see **2x** the  
regulatory and legal activity  
related to employee privacy  
infringements

The pandemic affirmed the need for digital transformation. The pandemic has forced organizations to pivot in the following ways:



Shift to  
remote work



Set up eCommerce  
platforms



Organize  
virtual events

*"The silver lining from the pandemic is that firms accomplished tasks that once seemed impossible or were not even on their roadmap – sometimes overnight."*

Sharyn Leaver  
Sr. VP of Research, Forrester

Agility, creativity, and customer obsession shine a light on our path forward. Spurred by profound disruption, the rapid adoption of these principles will continue to differentiate successful organizations.

To discover more about agile technology for customer and employee experience management, visit [www.fuelcycle.com](http://www.fuelcycle.com)