UX/CUSTOMER EXPERIENCE
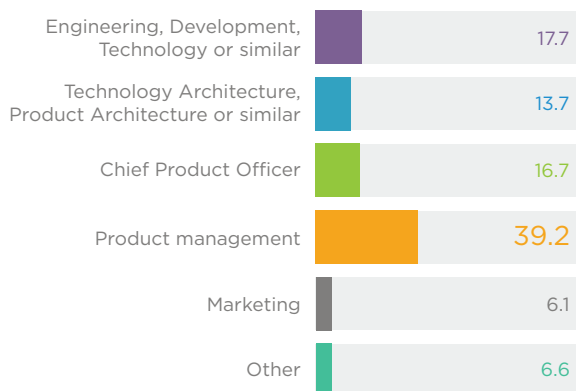
The importance of user experience to an organization's products grows each year. Customers want to be heard and savvy organizations are listening.

42.1 Customer satisfaction

31.2 Our product managers are not held accountable
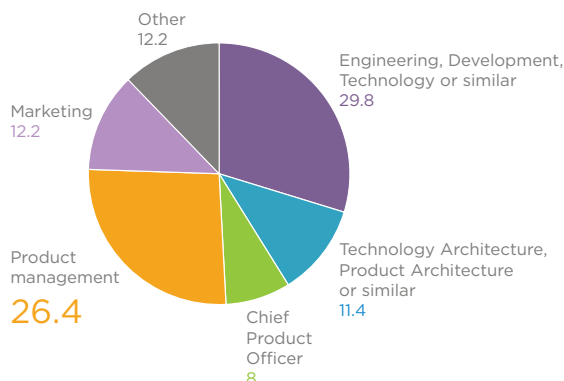
The Rise of Customer Satisfaction

Nearly 42% of survey respondents report that customer satisfaction, more than any other metric, is the standard to which product managers are held accountable. 31.2% of product managers are not held accountable in any measurable way.

Time in Field

40%

40% of product team members perceive that product managers spend more than 15% of their time directly engaging with customers.

However, the majority of product managers (44%) say that they *actually spend between 1% to 15% of their time directly engaging with customers.*

User Experience Reporting

Engineering, Development, Technology or similar	17.7
Technology Architecture, Product Architecture or similar	13.7
Chief Product Officer	16.7
Product management	39.2
Marketing	6.1
Other	6.6

39.2% of survey respondents BELIEVE UX professionals should report to Product Management.

However, the REALITY IS that only slightly more than a quarter (26.4%) of companies represented in the survey actually place this responsibility with Product Management. In fact, most UX professionals currently report into Engineering or Development (29.8%).

Other 12.2

Marketing 12.2

Engineering, Development, Technology or similar 29.8

Technology Architecture, Product Architecture or similar 11.4

Chief Product Officer 8

Product management **26.4**

With product managers only able to spend 1% to 15% percent of their time directly engaging with customers, user experience professionals are becoming increasingly relied upon by high performance product teams.

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