

# Current Trends and Customer Experience Statistics



# ABOUT THIS RESEARCH

This research explores current trends and customer experience statistics from CX leaders and consumers. This is the second global survey conducted by an independent research firm between April and May 2022.

This research includes insights from 2,629 consumers and 690 CX executives across multiple industries drawn from Latin America, the Middle East, and North America. The research was first conducted in 2017, and this study compares trends over time to determine how consumers prefer to interact with businesses and what they value in customer experience.

It presents trends in the CX function, including key strategic priorities and the current challenges faced by the leading CX executives. Additionally, this research explores the transformations in consumers' channel preferences and satisfaction, the devices they are using to interact with businesses, trends in personalization, and how consumers advocate for businesses that provide excellent service using social media.



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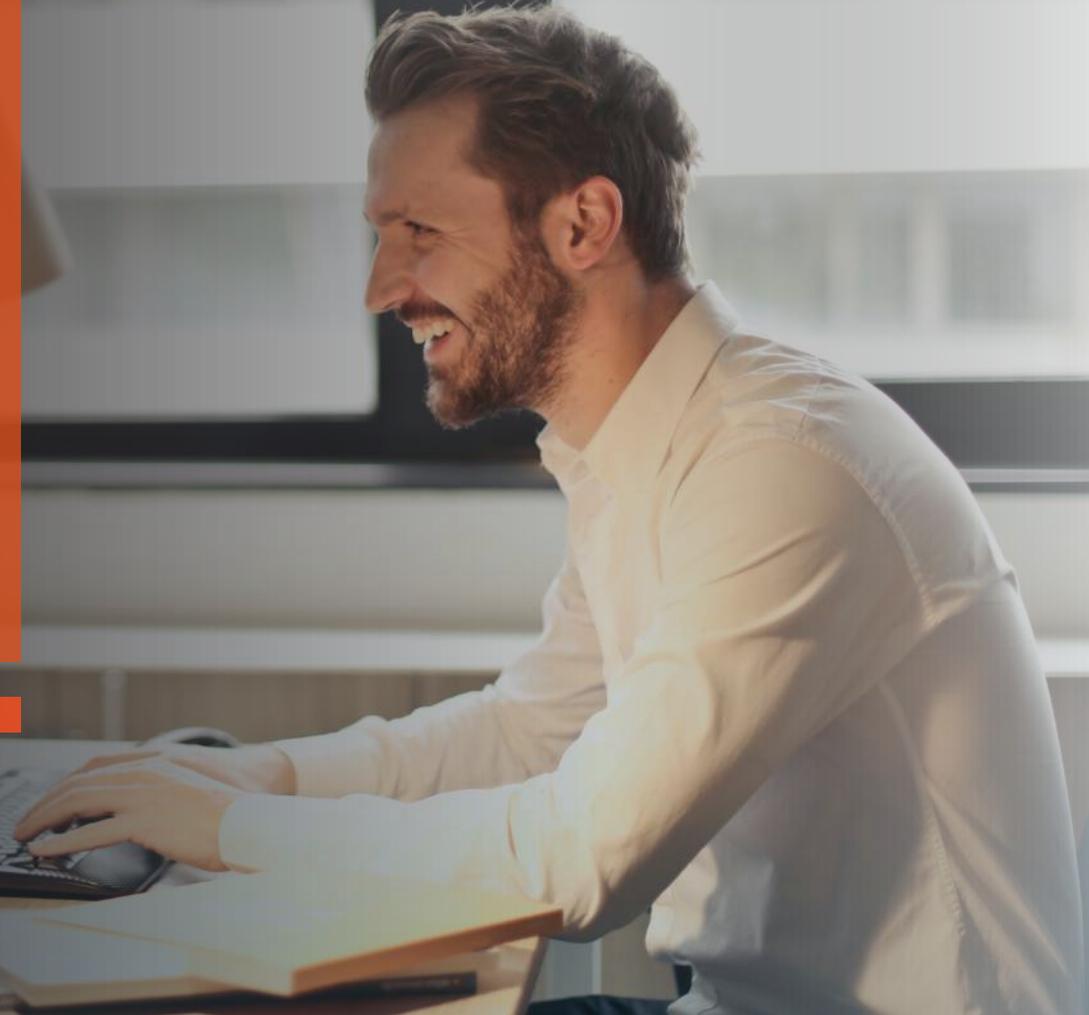
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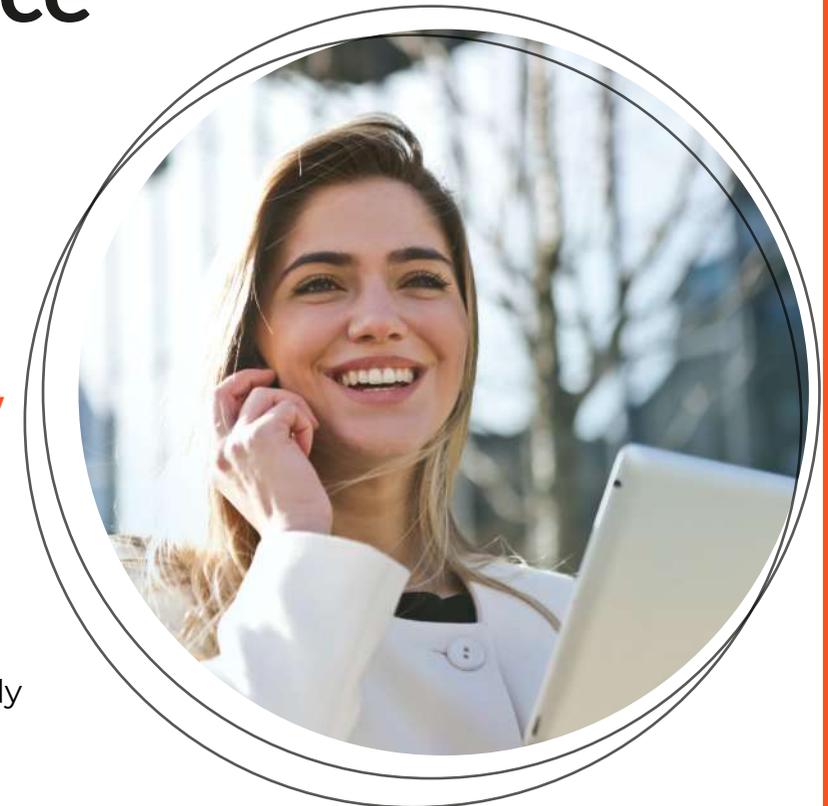


# Chapter 1: Current Trends Shaping Customer Experience

Times have changed. In 2017, digitalization was at a growing stage, where just one in six customers may use messaging or bots for service interactions. But, COVID-19 marked a turning point in human history. With the growth in transaction volume and complexity, many CX organizations need help to cope with digital channels. According to this study, we are entering a new era.

Five major trends shaped CX:

- 1. Companies aim to win on CX:** The pandemic has augmented the importance of customer experience as an organizational differentiator. Nearly two-thirds of CX leaders surveyed said that headcounts were increased in 2022, and three out of four have increased budgets than they did in 2020.
- 2. There is an increase in digital adoption and transaction volume:** Due to the pandemic, people have been forced online, and consumer behaviors have changed rapidly.





Hence the survey taken shows that the use of chatbots, social media, and mobile apps have been doubled since 2017. Moreover, according to the data from GTS, interaction volumes across voice, email, and live web chat have doubled from 2020 to 2022. But the biggest gap that remains and the organizations must close is the first-contact resolution (FCR).

**3. Employee experience brings center stage:** In 2022, two of the top three significant challenges that CX leaders face are related to the workforce, including engagement, training, quality control, and monitoring compliance in new and distributed work environments.

As part of their efforts to manage customer experience, CX leaders said agent-assist technology, quality management tools, and workforce optimization tools are among the most valuable new features.

**4. Personalization increases ROI:** Data and artificial intelligence will be the top strategic priority for CX leaders in 2022 to understand customer insights and personalization.

Survey data also shows that personalization efforts are paying off — consistently personalized experiences are potent drivers of wallet share and peer advocacy. Compared to 2017, today, social media users are more likely to share positive than negative reviews about their customer experiences.

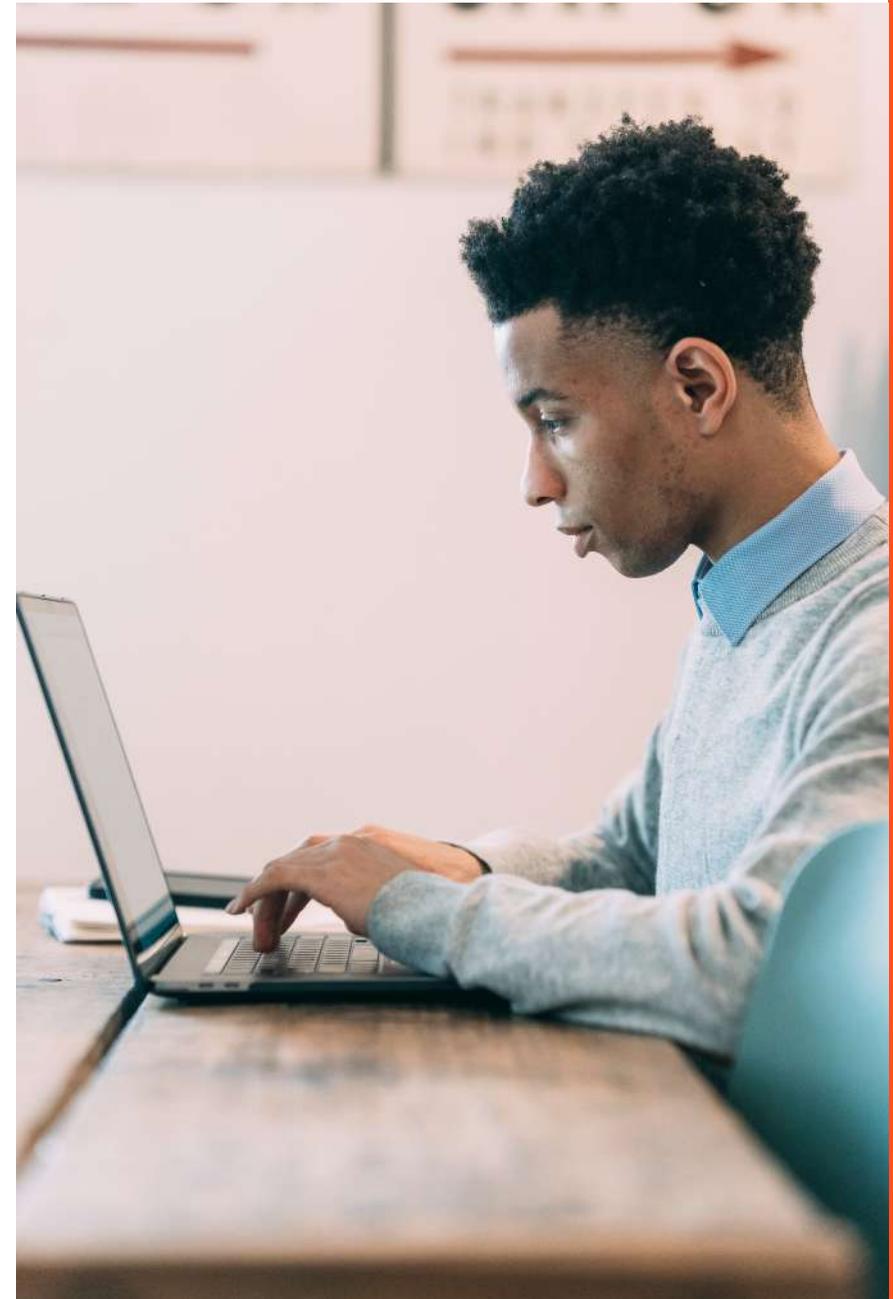
**5. Innovation driven by cloud platform:** With the increasing number of cloud-based platforms, the ability to quickly test new technologies has turned CX into an innovation hub.

The Survey respondents found value in various new features and capabilities - quickly deploying new solutions and tracking the impact on customer satisfaction, employee engagement, and operational efficiency.

As a result of these trends, organizations are becoming more concerned about how they orchestrate the overall customer experience.

Although, if executed properly, digital experiences can bring greater customer insight, personalization, and satisfaction, they can also lead to better efficiency and self-service. However, dissatisfying digital experiences can lead to a worrying source of consumer frustration.

Hence, this report presents how consumers and companies are interacting in 2022. It shows the good, the bad, and the ugly sides of customer experience and explores where CX leaders can win in today's experience economy.



# Adaptability of CX Leaders to the New Normal

## 1. It's all about CX

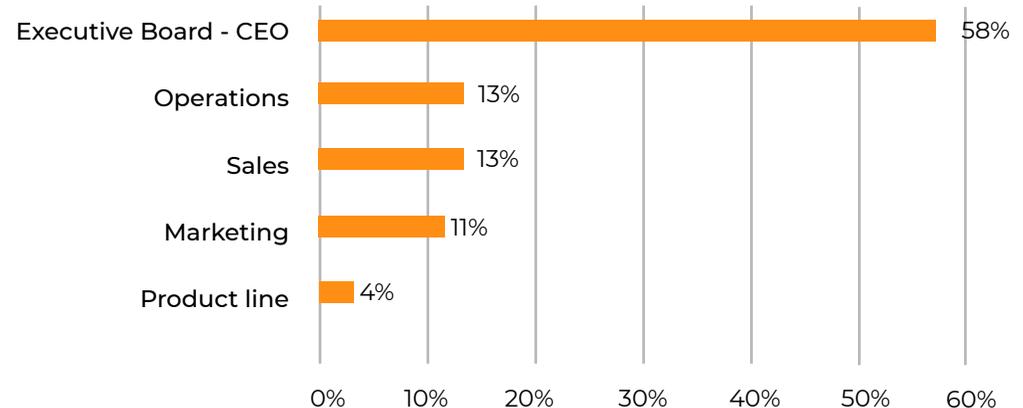
For more than half of surveyed companies, customer experience is their top-level priority.

CX functions are more focused on the customer's overall experience, as well as service interactions and quality. Survey respondents said the Chief Experience Officer (23%) generally leads the CX function, followed by the Head of Customer Service (22%) or Chief Customer Officer (20%). At 58% of surveyed companies, these leaders report to the Executive Board or CEO, while the rest are accountable to either sales, operations, marketing, or product organizations.

CX leaders: Who leads the customer experience function?



CX leaders: Which department does customer experience report to?



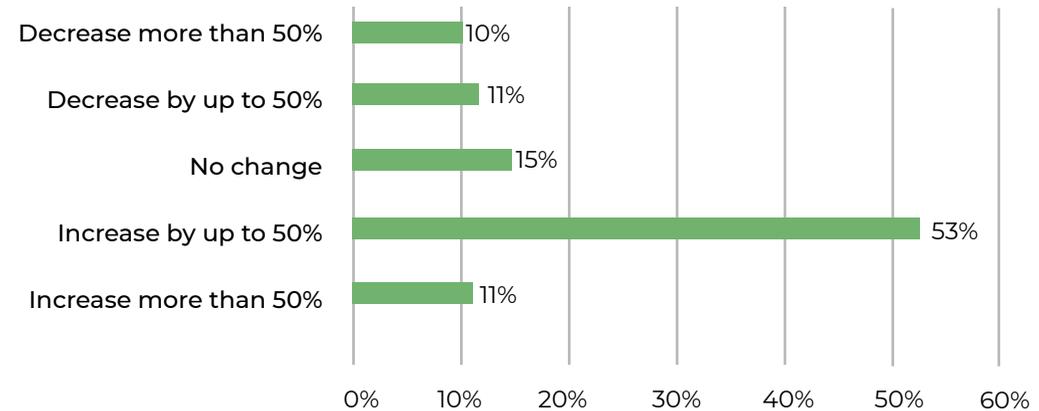
## 2. Increase in headcounts and budgets

### CX functions are acquiring additional resources and investment.

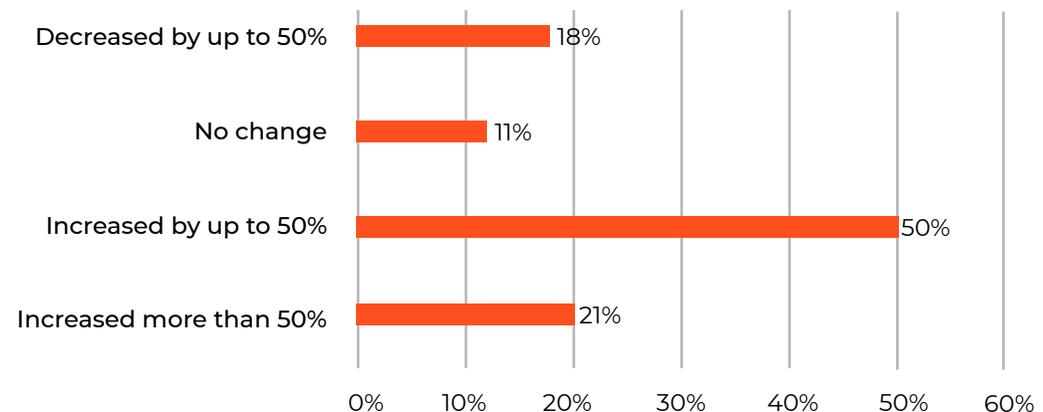
Almost two-thirds of surveyed CX leaders report that their headcounts are growing in 2022. And 11% of survey respondents said they'll increase seats by more than 50% this year. However, the CX data from GTS shows that, despite growth in digital channels, the number of calls to contact centers doubled from 2020 to 2022 (Will discuss more in Chapter 3).

The same trend is true when it comes to customer experience budgets. While 18% said budgets would be reduced and 11% said their budgets would remain flat, 71% of participants reported receiving a budget hike in 2022. About one-fifth gained a budget increase of 50% or more.

CX leaders: How do you expect headcount in your contact center to change over the next 12 months



CX leaders: How has your customer service budget changed from 2020 to 2021?



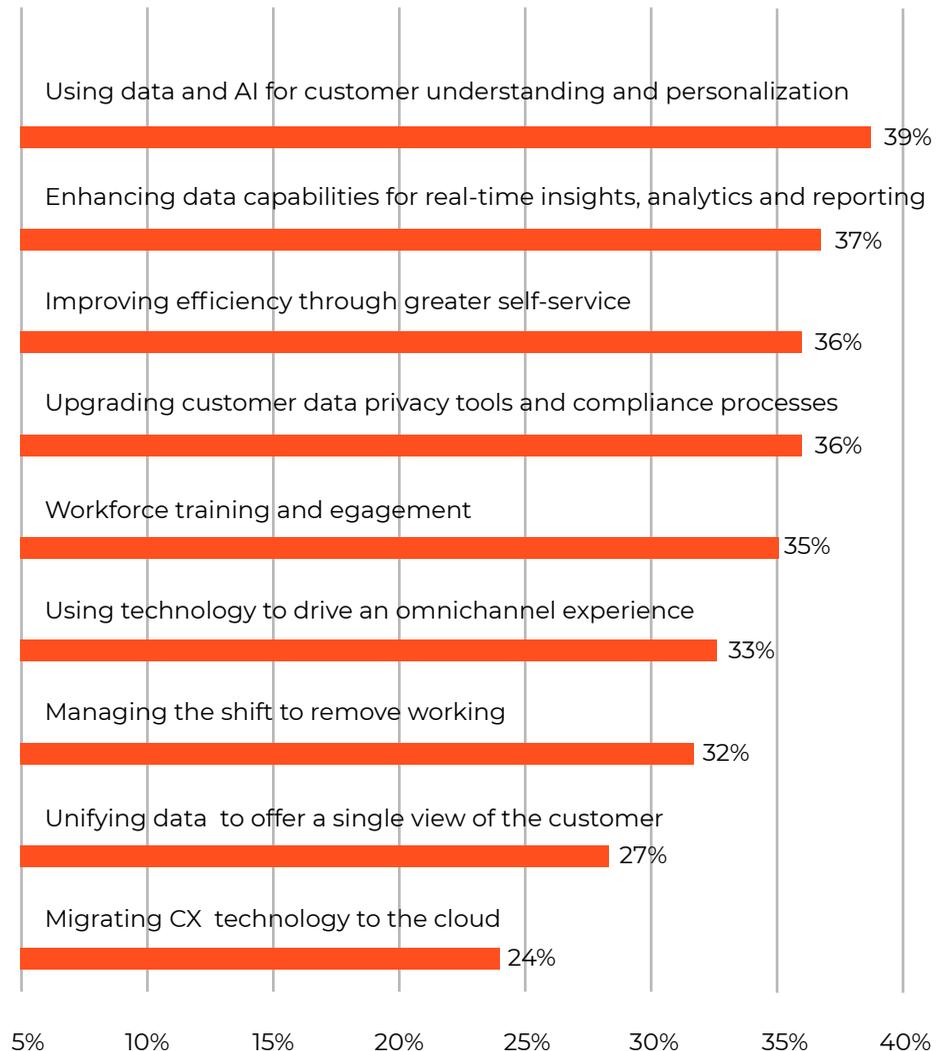
### 3. Planning Strategic priorities for the next years

**Driving customer-centricity through data, insights, and AI is at the heart of CX's strategy.**

The key theme for CX leaders worldwide is leveraging better use of data. As part of this strategy, initiatives are being undertaken to leverage data to gain deeper insights about customers and enhance their personalized experiences.

It also includes using data to understand the performance of the CX function better and locate pain points or bottlenecks. The essential strategic priorities for CX leaders in 2022 are: using data and AI for customer insights and personalization; improving insights, analytics, and reporting; driving efficiency through self-service; and upgrading customer privacy and compliance tools.

CX leaders: What are your company's greatest strategic CX priorities for 2021?



#### 4. Performance must be measured

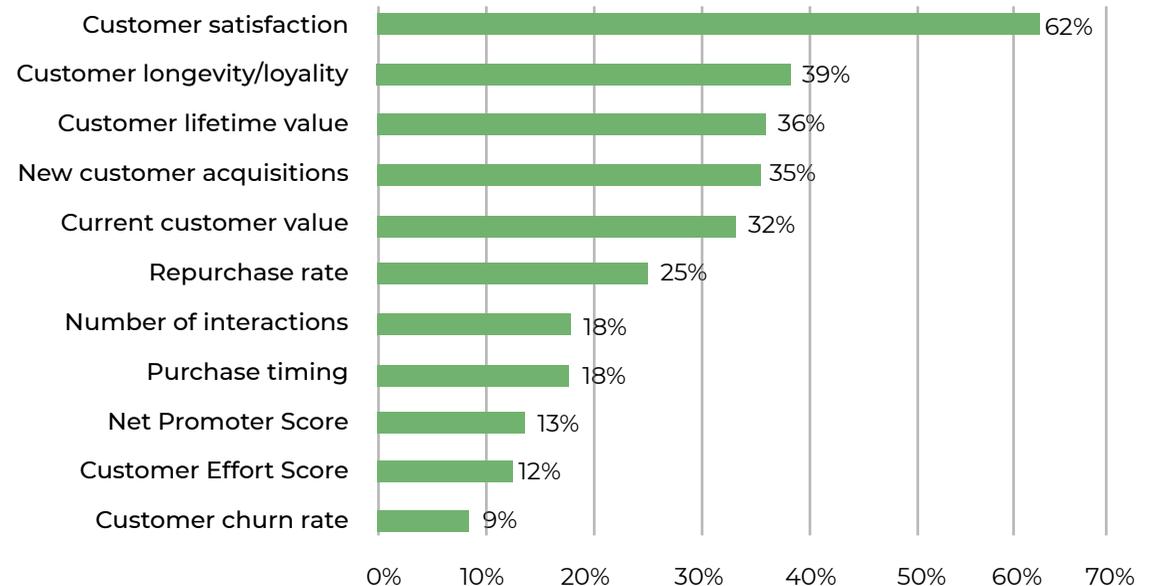
The greatest organizational barriers to success are considered a lack of shared metrics and ongoing data silos.

About two-thirds of surveyed companies said that customer satisfaction is the most important CX metric; it stands on top of all other customer success measures. Other key metrics include customer loyalty, customer lifetime value, and new customer acquisitions — indicators of customer-led revenue growth.

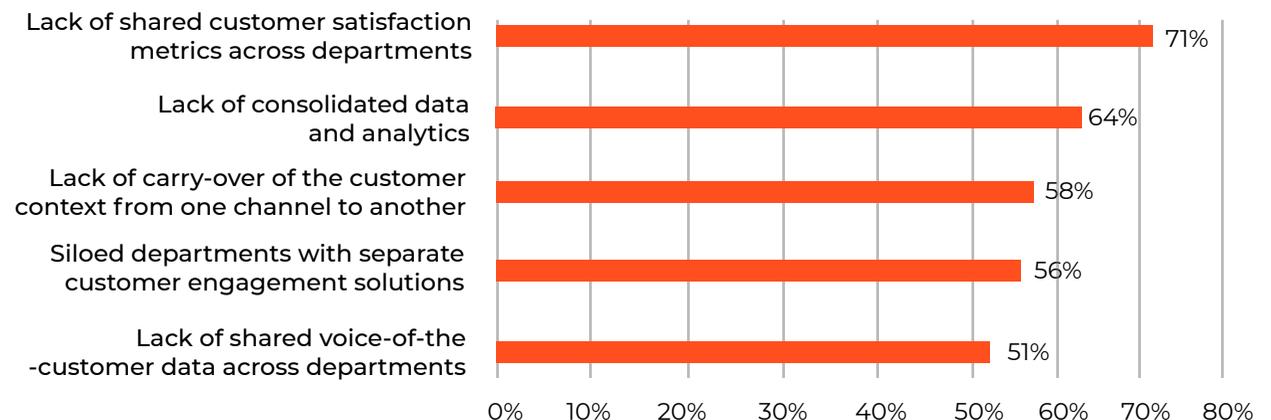
On the other hand, few CX leaders said Net Promoter Score (13%) and Customer Effort Score (12%) as critical to business strategy. To successfully drive organizational performance, metrics must be shared — CX leaders reported this is a gap in their organizations.

CX leaders cited a lack of consistent metrics, along with a lack of consolidated data and analytics, as the most significant organizational barriers to success. Another key challenge is insufficient customer context being carried from one channel to another.

CX leaders: Which CX metrics are most critical to your business strategy?



CX leaders: Which organizational issues impact your ability to deliver a seamless customer experience?



## 5. Challenges faced by CX leaders

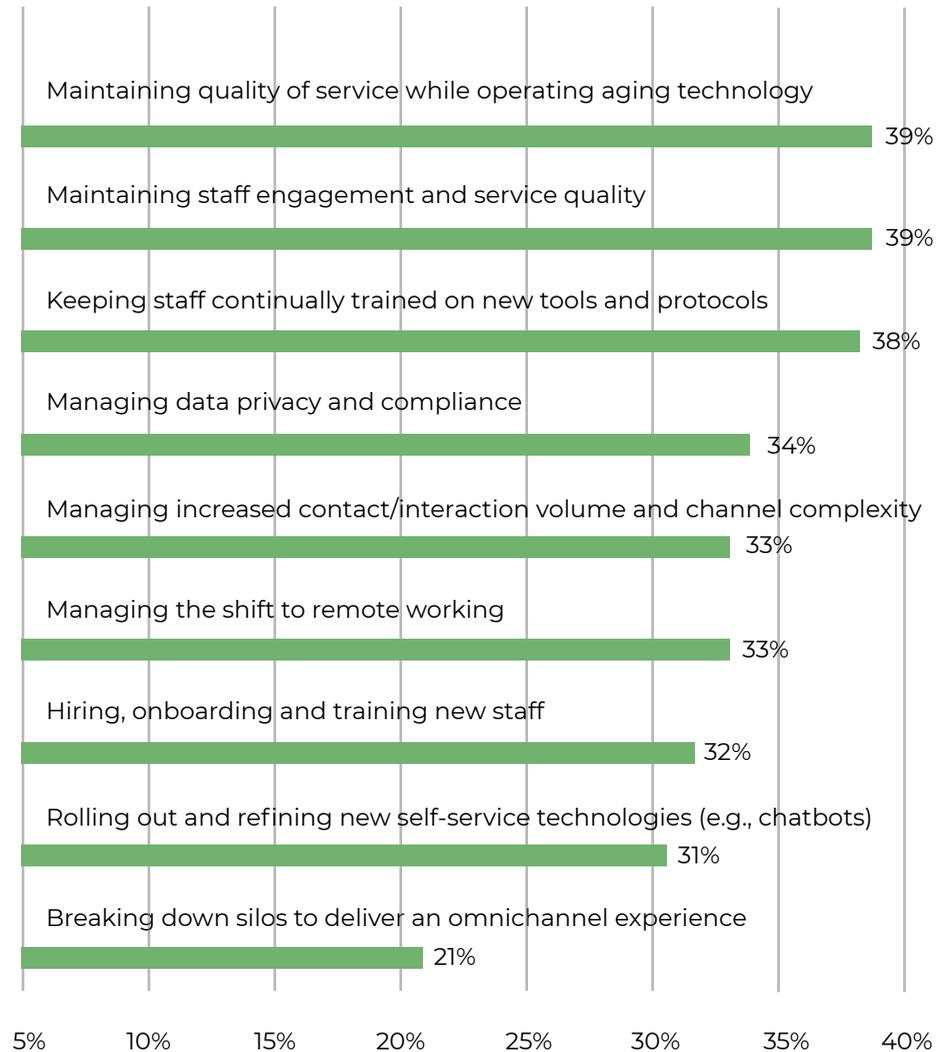
### Aging technology and workforce challenges are top of mind for CX leaders.

The rapid shift to remote working in 2020 has created numerous challenges for CX executives. The challenge relates both to employees and the technology being used to deliver seamless customer experiences.

Businesses are more focused on how to maintain staff engagement and service quality, as well as how to keep workers consistently trained on new tools and protocols. Compliance and privacy are also ongoing concerns, likely heightened in an environment of remote supervision and disruption to standard working practices.

The other key concern for CX leaders is the ability to age technology to deliver high-quality service. The pandemic highlighted many of the limitations of existing platforms as businesses needed to scale quickly, innovate with new channels and services, and support home-based working.

CX leaders: What are the top three challenges facing your CX function in 2021?



# Key Takeaways

## 1. Expansion and refresh of technology should be driven with urgency:

The pandemic highlighted many of the limitations of aging technology, especially rigidity and inability to scale. CX leaders must also understand how aging technology decreases their ability to enhance staff engagement and service quality. Cloud and AI-based technology can improve teams with rich data and dashboards, support them at the moment, offload administrative tasks, and gain quality and consistency.

## 2. Need for training and engagement:

CX teams have undergone a period of enormous personal and professional transformation. Almost two-thirds of survey respondents said that headcounts are growing and will increase contact center seats by 50% more this year. It's also necessary for them to focus on training and workforce engagement to improve these teams to provide exceptional customer experiences.

## 3. Break down data silos:

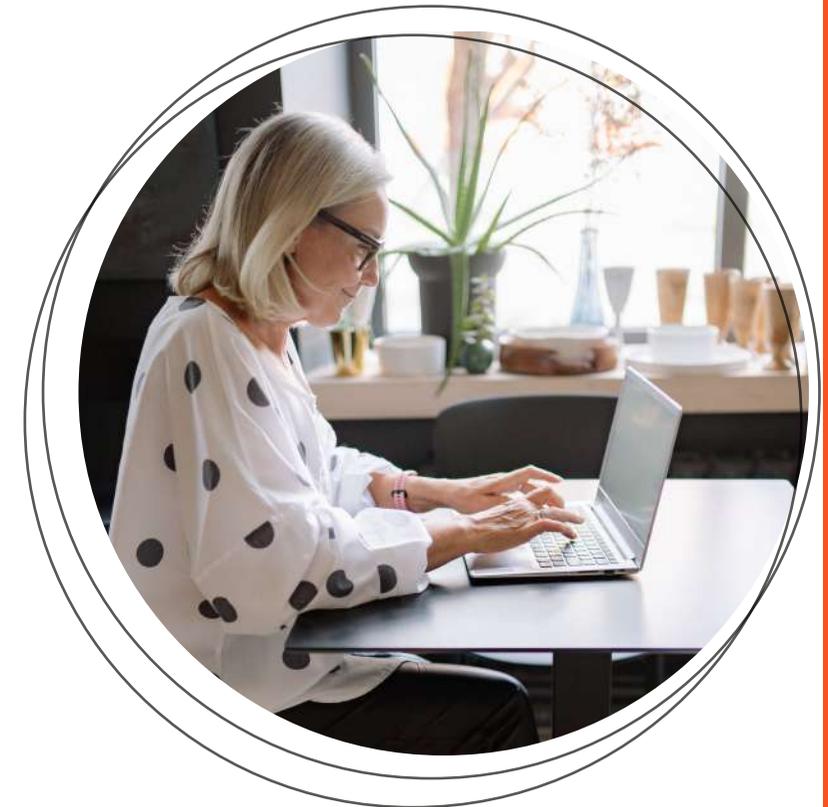
The top two strategic initiatives for CX functions in 2022 relate to data: using data and AI to understand the customer and their personalization, gaining deeper insights and driving performance improvement. Still, organizational silos that restrict data sharing are barriers to CX's success. Businesses must break down those silos to get a complete perspective of the customer journey and the effectiveness of distinct interactions.

# Chapter 2: Providing “Exceptional” Customer Service

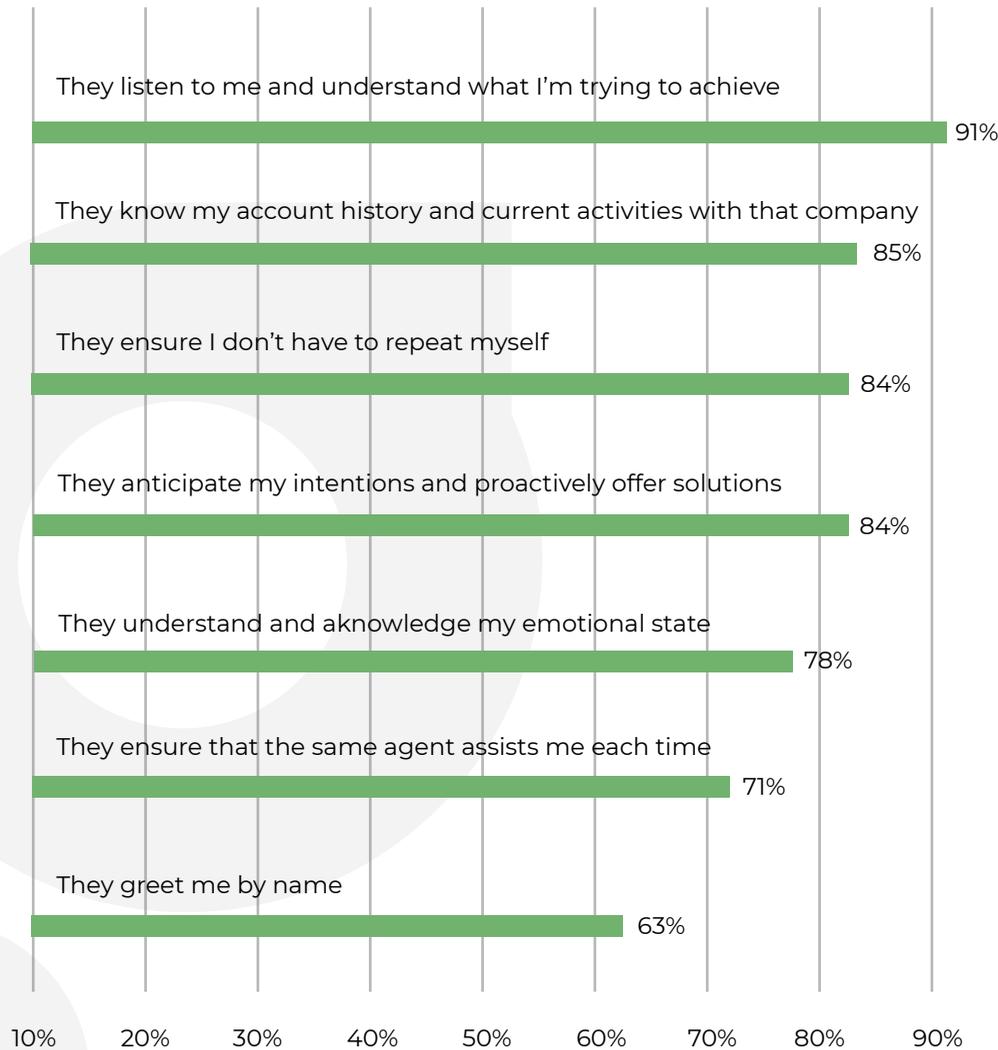
In this chapter, we'll look at how consumer preferences have changed over time and how well businesses listen to their preference and respond to the shifts in activity and behavior. However, to provide exceptional services to consumers, companies should first be clear on what customers consider as "exceptional."

The survey identifies some significant disconnects between the service criteria consumers find most valuable and what businesses focus on delivering. One of the biggest gaps is around FCR. While more than half of consumers explicitly said what they value in a service interaction, only a third of businesses give it the same level of priority.

Additionally, compared to 2017, CX leaders give their organization a lower FCR effectiveness rating today. However, consumer feedback points to a positive trend in customer experience in most industries. Furthermore, several industries have leveraged huge profits in consumer perception since 2017, which, in turn, clearly shows that CX strategies and investments are paying off.



Consumers: For the companies you do repeat business with, what are the most important attributes of customer service?



## 1. Loyalty begins with empathy

**Customers want to be heard, listened to, and understood.**

As a result of the survey, it is evident that businesses that listen to and understand customer needs are more likely to develop loyal customers.

When asked consumers specifically about companies they do business with, nine out of 10 consumers said being listened to their needs - and having the agent understand their goals- are the most important service criteria for companies they do business with again and again.

The key for CX employees to deliver an empathetic experience is having customer context transferred across channels so that they can view all the interaction history. This also means customers don't need to repeat themselves.

Companies that assign skilled and knowledgeable employees to address customer issues also ensure that customers are understood. Therefore, to gather data on customer intent and proactively offer solutions, most companies use digital engagement platforms.

Consumers and CX leaders: Which of these do you/does your company value the most in a customer service interaction?



## 2. The most prominent disconnect

**Businesses most often give less importance to what matters most to consumers.**

The biggest disconnect between what customers care about and what businesses prioritize is. The top criterion for consumers globally in a service interaction is FCR, followed by a fast response.

When asked CX leaders what matters most in customer interaction, almost two-thirds of the business reported that they generally prioritize professionalism, speed, and trustworthiness as factors. Whereas one-third of CX executive respondents chose FCR as the service criterion their organization values most, and just 41% said their company is highly effective in providing FCR.

By focusing more on speed rather than issue resolution, businesses may require their consumers to call back or interact with multiple channels before meeting their needs — creating a time-consuming customer experience.

However, there are regional differences in consumer priorities. Consumers in North America said that having a knowledgeable agent is much more important, whereas consumers in Latin America place more importance on friendliness and professionalism.

CX leaders: How effective is your organization on each of the following service criteria? (% selecting “highly effective”)

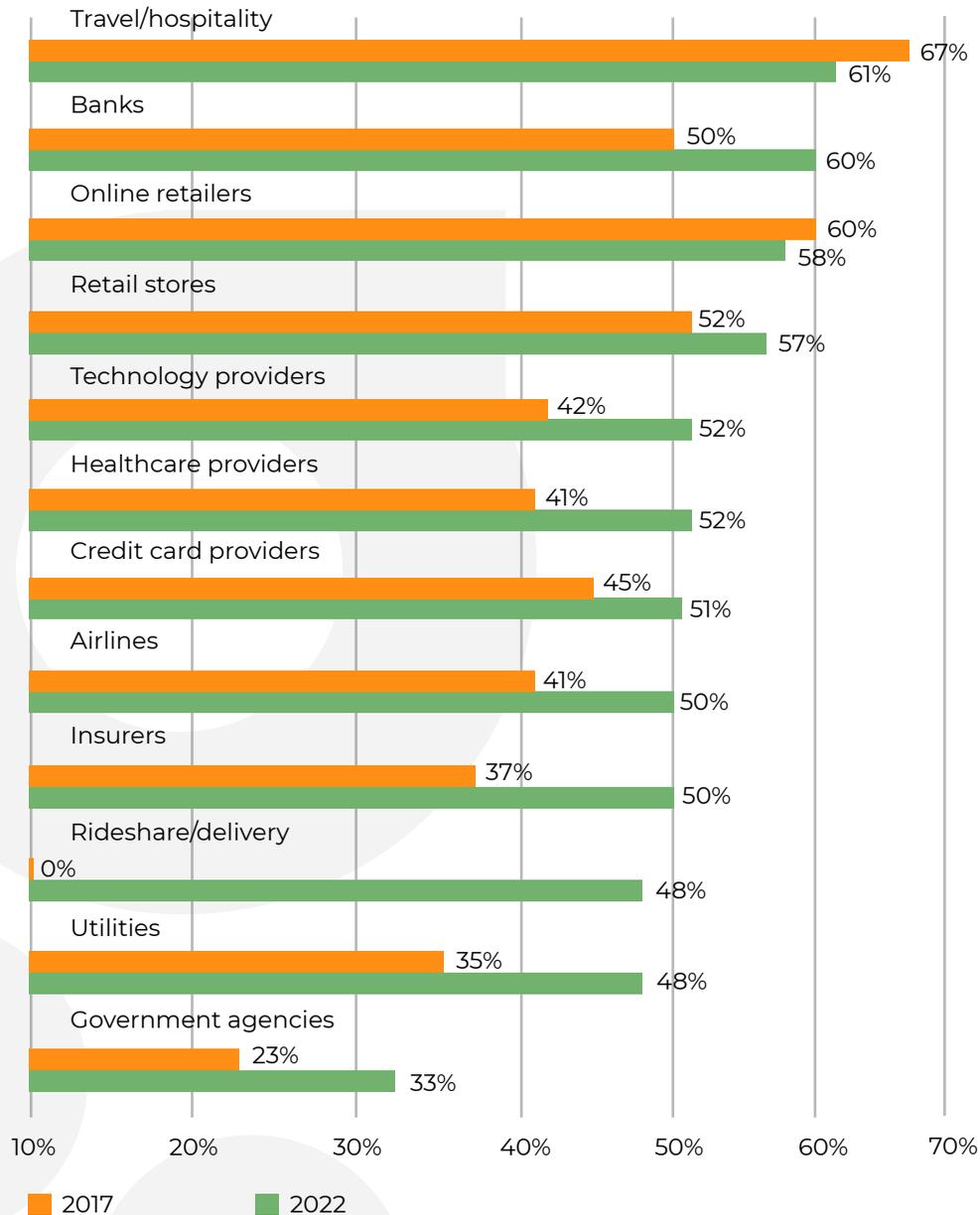
### 3. CX Effectiveness

**Businesses are becoming more effective at offering service criteria.**

In the survey taken, the effectiveness in delivering these criteria has drastically improved between 2017 and 2022- said CX leaders. However, the profits are small, and they are more valuable than FCR. One of the reasons can be an increase in email volume; consumers often include multiple intents that need to be clarified.



**Consumers: Companies in which industries provide the best customer experiences?**



**4. How industries can stack up**

**Financial services, technology providers, and healthcare companies to achieve consumer perception.**

When asked by the consumers which industries provide the best customer experiences, the survey indicates gains for various sectors.

Travel and hospitality companies are still considered to provide the best customer experience, although the gap with other industries has narrowed. Banks were ranked fourth in 2017 and second in 2022. Technology providers, healthcare providers, airlines, insurers, and utility companies were rated more highly in 2022 than in the previous survey.

# Key Takeaways

## 1. Listen and understand what the customer says:

With so many methods available for companies to collect the voice of customer data, including metrics and surveys, sentiment analysis, social listening, and focus groups. This is the beginning point for empathy.

But this research identifies an alignment gap — companies aren't taking consumers' top concerns as a priority. CX leaders must answer the following question: "Do we understand and work on our customers' top priorities?"

## 2. Close the first-contact gap:

The biggest gap to close is in providing FCR. This failure not only depresses customers and wastes their time but also increases transaction volume and costs.

The only solution to close this gap lies across the whole customer journey and in the platforms and infrastructure used to provide customer experience:

- Using digital engagement and artificial intelligence to gather customer information and predict the next-best actions.
- Providing CX employees with the knowledge and skills they need to resolve issues correctly.
- In CX interactions, reward thoroughness, completion, and schedule adherence.

## 3. Learn from best practices:

Companies in various industries have significantly improved consumer perception about the quality of their service. For example, banks in many regions have made significant strides in digitalization that have delivered improvements in consumer access and self-service.

The healthcare industry is transforming to deliver new and improved patient journeys — including telehealth — that increase accessibility and convenience. There are best practices in CX transformation across multiple industries that others can learn from.

# Chapter 3: Evolution of Interaction Channel

In 2017, it is reported that more than half of consumers used a landline to contact customer service — in 2022, that number dropped to one in four. Today, the most frequently used devices for CX interactions include smartphones, laptops, and desktops. And that significantly affects channel preferences.

The most popular channel is still voice; however, email has grown significantly in recent years. On the other hand, consumers are also becoming increasingly confident using a range of digital channels, such as chatbots, video, and messaging. And the fundamental reason is that these channels are available 24/7 for asynchronous interactions.

Simultaneously, satisfaction with those channels hasn't grown. Between 2017 and 2022, consumer satisfaction with mobile apps, voice channels, and messaging has been highly plateaued. According to this survey, consumers rate voice bots and web chat more highly than they did before but give chatbots - now ubiquitous - the lowest satisfaction scores. Over half of CX leaders believe their chatbots do not meet customer expectations, and less than half rate them highly effective.



## 1. Digital channels gained tremendous success

### The Use of messaging and chatbots have more than doubled.

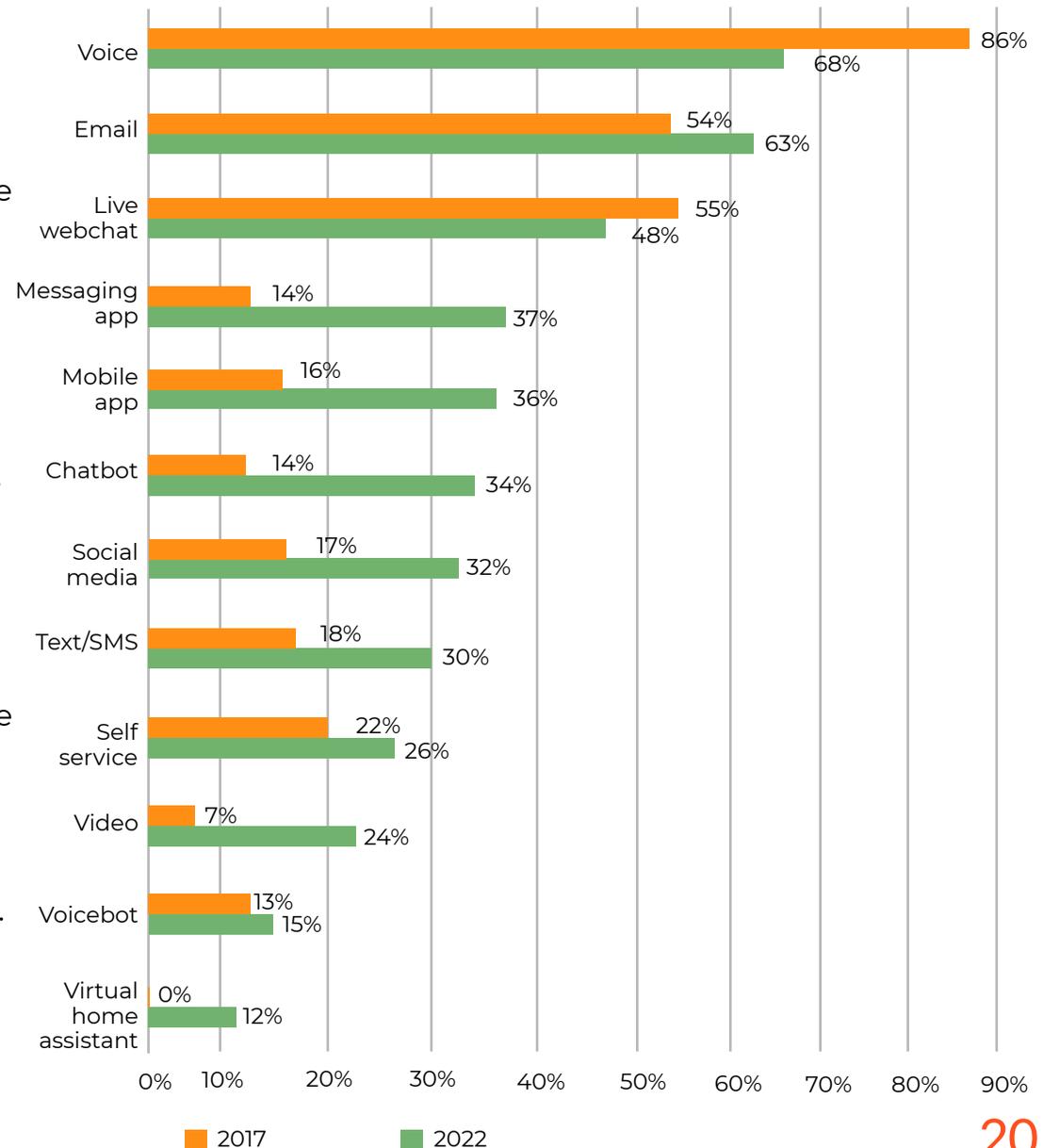
Since 2017, it is noticeable that consumer behavior has changed significantly. Until 2017, the voice remained one of the most used channels for contacting customer service for consumers worldwide, while digital channels are growing rapidly. Almost two-thirds of surveyed consumers have interacted with businesses via email, and nearly half have used live web chat.

From the survey, it is found that between 2017 and 2022, the number of consumers interacting with customer service through messaging, chatbots, social media, mobile apps, and video calls doubled.

Comparing text and voice-based channels, voice bots have gained less traction. New since 2017, more than one in 10 consumers worldwide have used a virtual home assistant such as Amazon Alexa or Google Home to interact with customer service.

The usage of digital channels varies for different regions. For Latin America, messaging is the most popular channel (From the survey, it is found that in the past 12 months, 60% of consumers have used a customer experience messaging channel).

Consumers: Which of the following have you used in the past 12 months for a customer service interaction?



## 2. Consumers increase the (contact) volume

The shift to digital has boosted transaction volumes across channels.

GTS data shows the increase in volume that companies are experiencing in their voice and digital channels. Comparing May through July 2020 with the same period in 2022, transaction volume doubled in voice, email, and web chat. SMS/MMS volume almost quadrupled.



1.6 x

growth in social and web messaging volume



2 x

growth in voice and email volume



2.2 x

growth in live webchat volume



3.8 x

growth in SMS/MMS volume

### 3. Trends in channel satisfaction

**Consumers are more satisfied with web chat and email, whereas experienced less satisfaction with chatbots.**

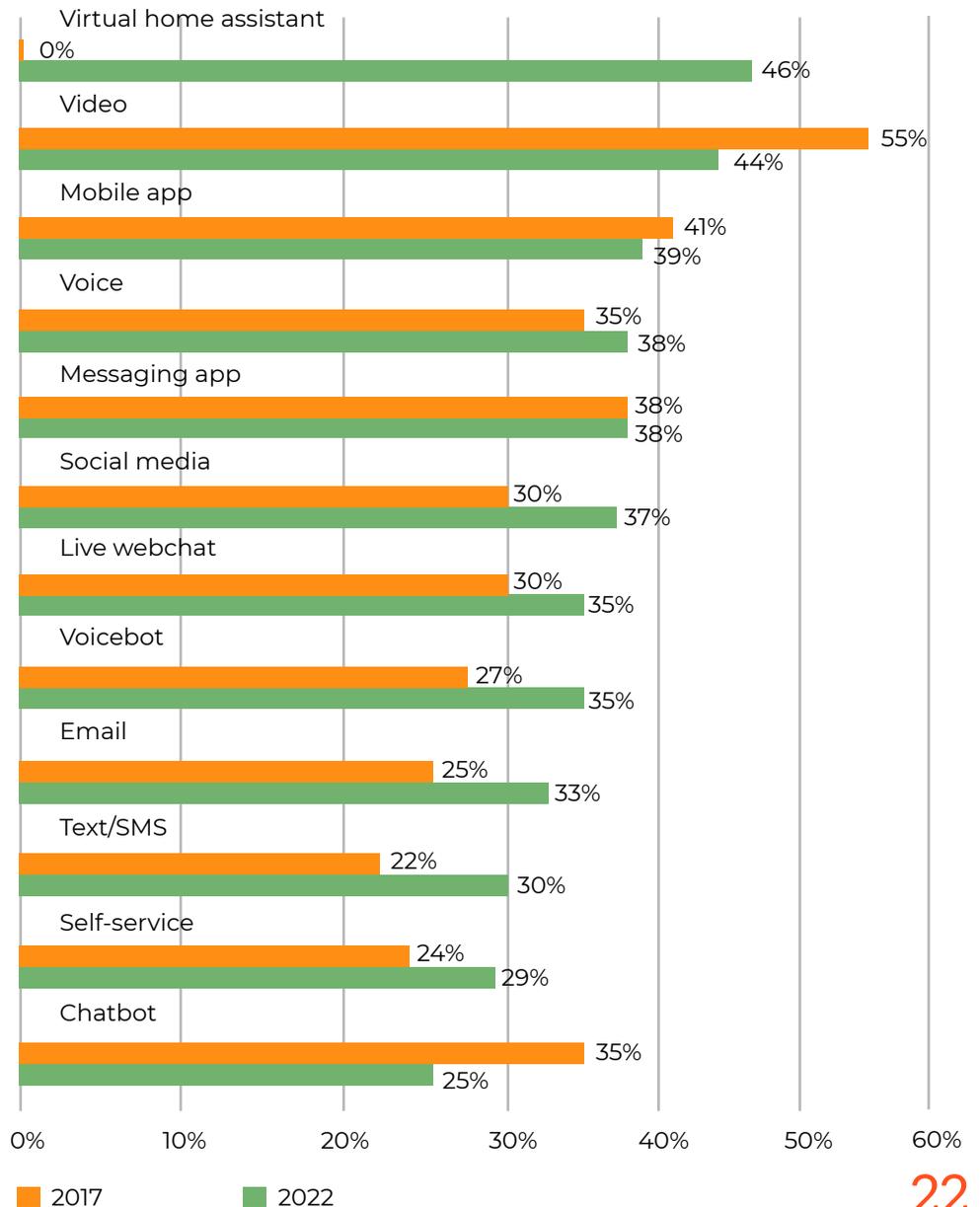
Since 2017, customer satisfaction with CX channels has enhanced in some areas, notably social media, live webchat, email, and text/SMS.

The channels with the highest satisfaction ratings overall are virtual home assistants (46% of users said they were highly satisfied), followed by video calling, mobile apps, and voice.

However, with the significant advancements in technology and the increase in customer use, there is a decrease in satisfaction with chatbots. The survey indicates In 2017, 35% of consumers said they were highly satisfied with chatbots; in 2022, just 25% said the same.

CX leaders were more satisfied with the performance of their company's channels, representing the highest confidence in their voice channel, video calling, email, and webchat. On the other hand, the recent poll conducted reported that only one-third of CX leaders believe their chatbots are highly effective at meeting customer expectations.

Consumers: Rate your overall satisfaction with each of the methods you use to interact with customer service (% selecting "highly effective")



#### 4. The shift from desktop to mobile phones

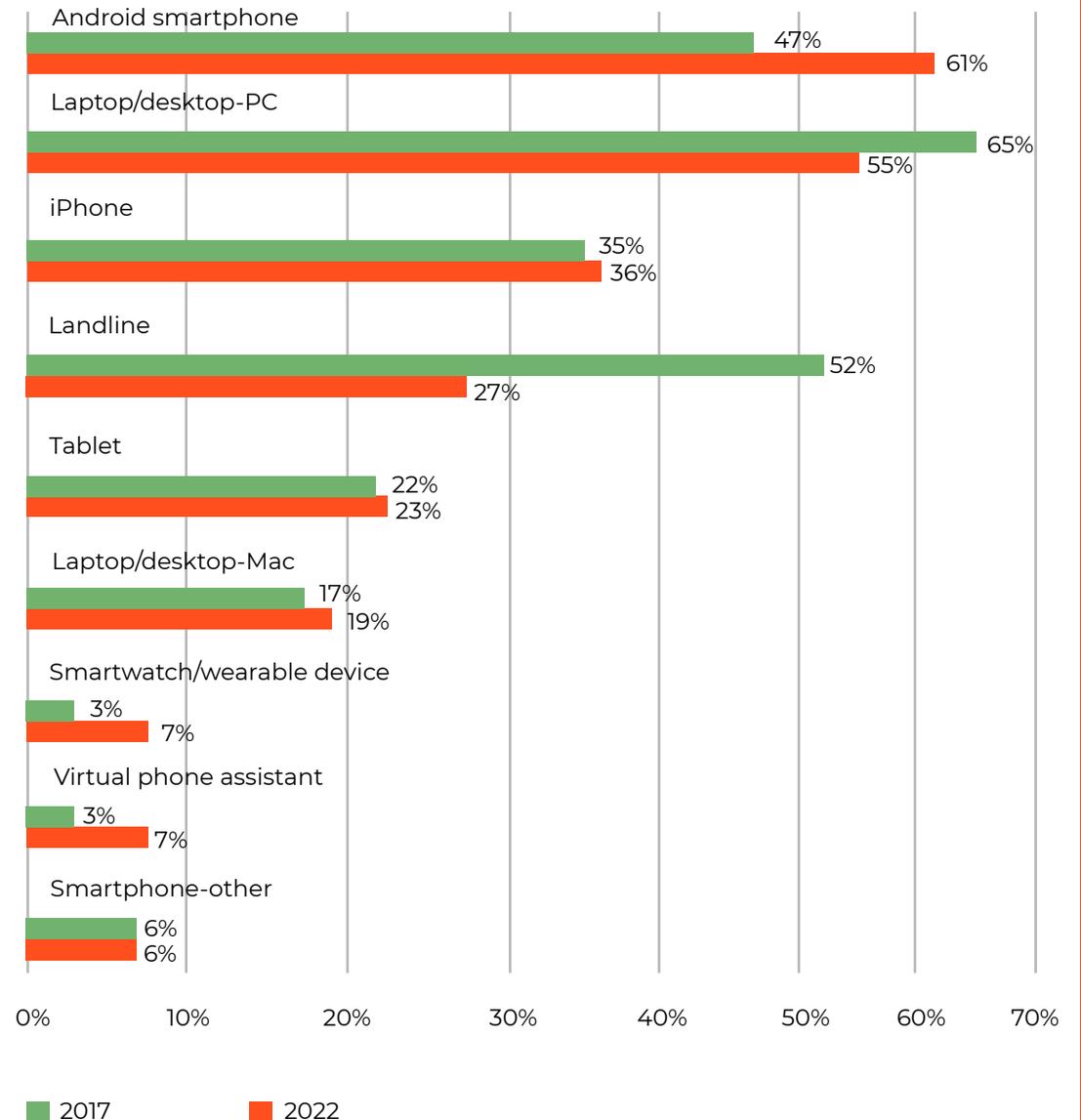
**Today smartphones are the number one device for CX interactions.**

Compared with laptops and PCs, today, smartphones have replaced their place and become the leading device for interacting with customer service globally.

From the survey, it is reported that almost 97% of consumers have used either an Android device or an iPhone to interact with a business. In Latin America, 80% or more of consumer respondents said that they used Android smartphones to interact with companies.

In contrast, only 55% of consumers said they used a laptop or PC. There is one thing we must note here: usage of landlines as an interaction channel dropped the most overall. In 2017, more than half of consumers used a landline for CX interactions compared with just one-quarter in 2022.

Consumers and CX leaders: Which of these do you/does your company value the most in a customer service interaction?



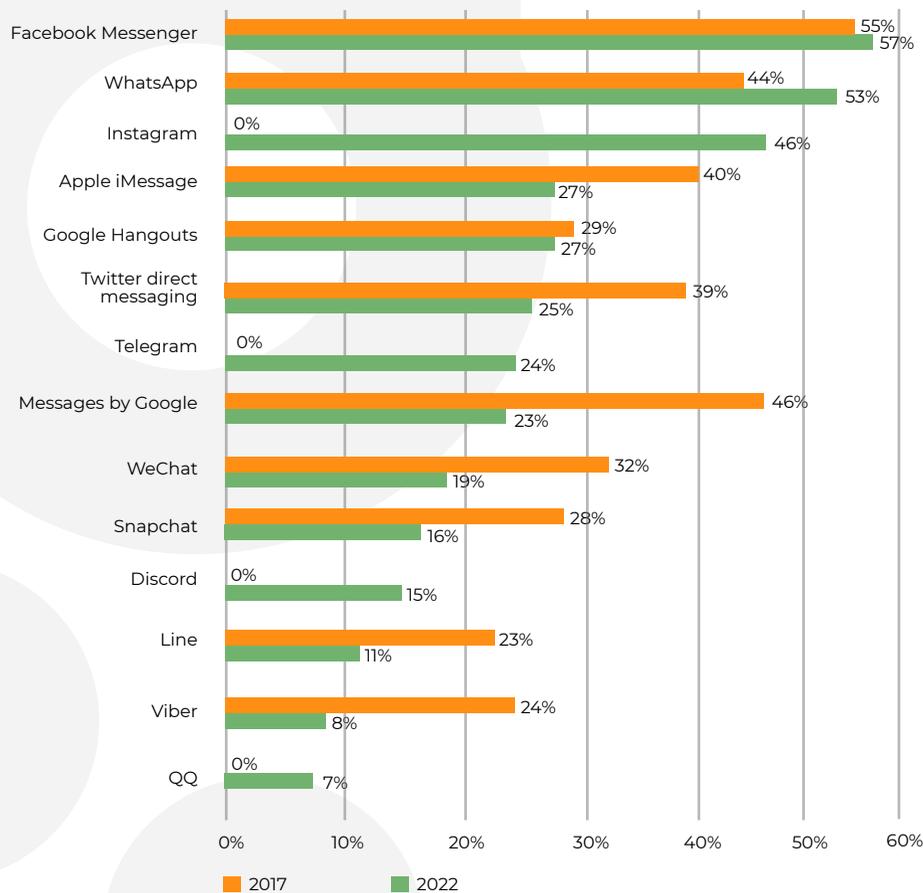
## 5. The heights and falls of social and messaging platforms

Facebook Messenger and WhatsApp are considered the top messaging platforms globally.

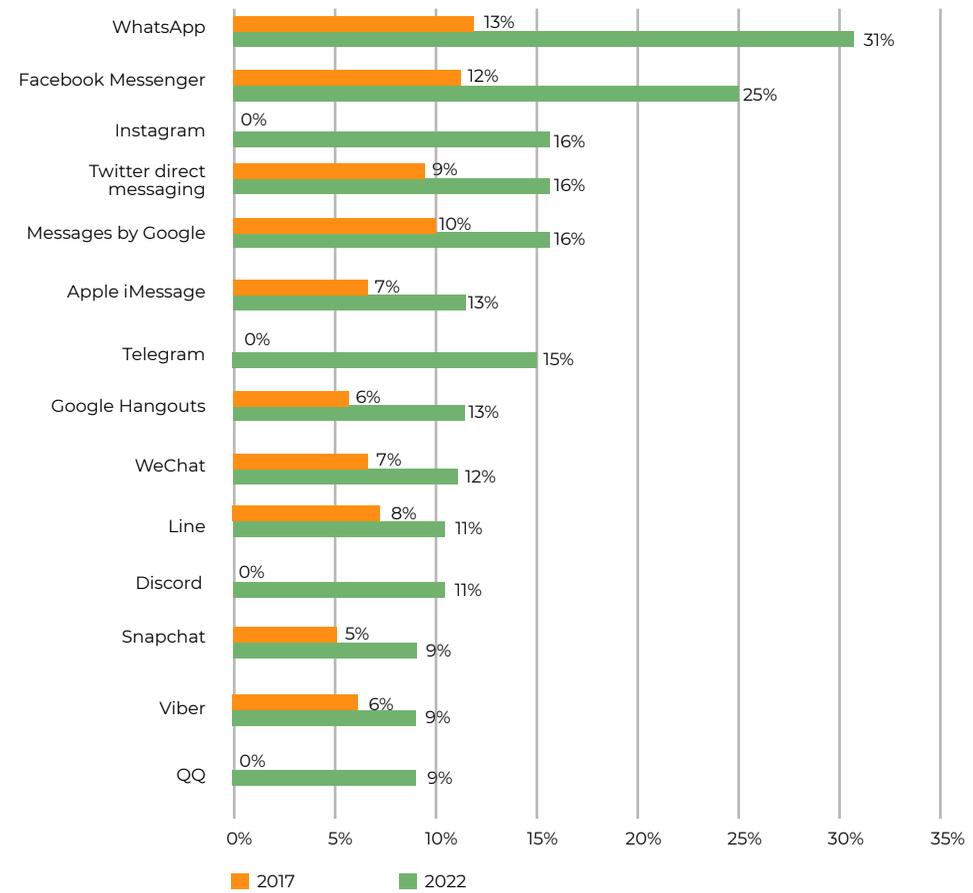
According to the survey, more than half of CX leaders use Facebook Messenger or WhatsApp for customer service. Also said, Instagram was their third most frequently offered messaging platform and wasn't even considered as an option in 2017.

Apple iMessage, Twitter direct messaging, and Messages by Google have all declined and are now offered by about a quarter of companies. Consumers are also using WhatsApp and Facebook Messenger more than other platforms.

Consumers: Rate your overall satisfaction with each of the methods you use to interact with customer service (% selecting "highly effective")



Consumers: Which messaging apps do you use for customer service interactions?



## 6. Decreasing the call queue number

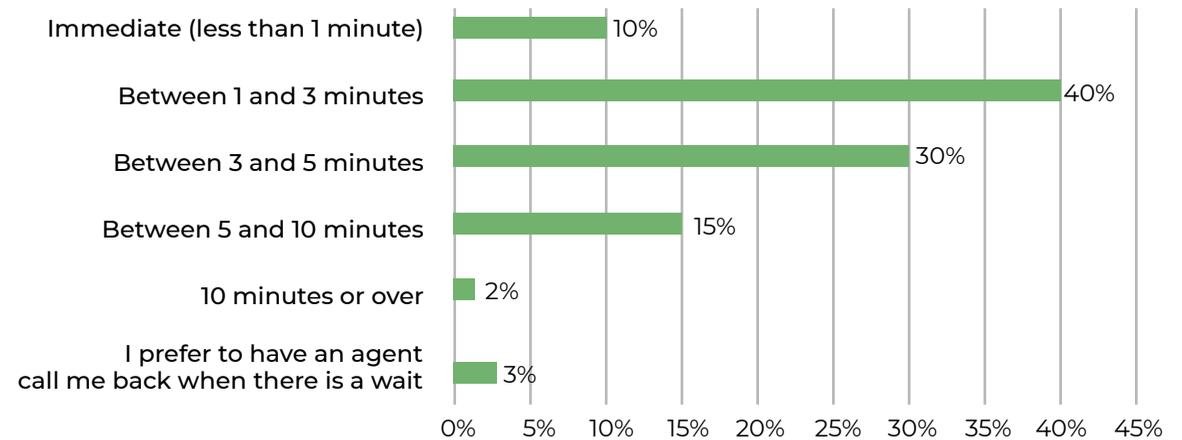
**Consumers are waiting longer on hold than they consider acceptable.**

The survey found that between 2017 and 2022, there was a huge increase in consumer satisfaction with live agents. Customers, however, still complained that they had to wait a long time in the queue.

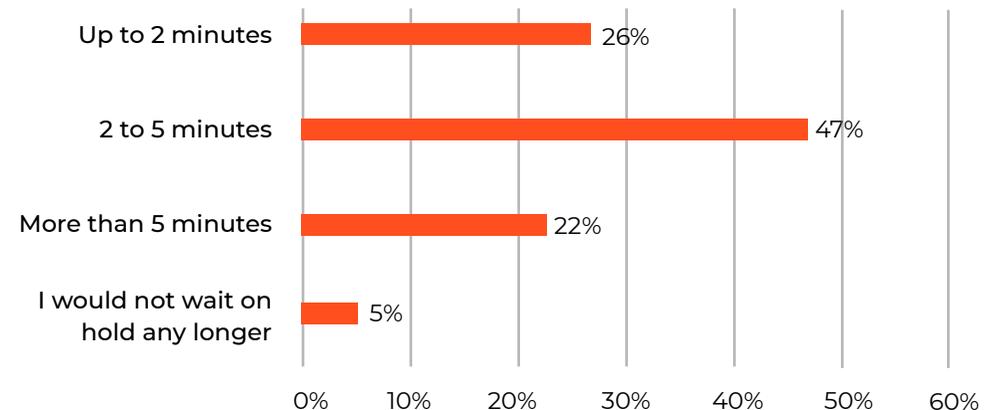
Only 20% of survey respondents said that waiting in a queue for more than five minutes is considered to be acceptable. For companies, though, that's routine.

On the other hand, CX leaders reported an average wait time during normal hours of 10 minutes, falling to just 8.4 minutes in off-peak hours. While these numbers seem high, the survey data showed that the responses were relatively consistent across geographies and industries.

Consumers: What is an acceptable length of time to wait to speak to an agent?



Consumers: How many extra minutes would you wait to speak to a more knowledgeable agent?



# Key Takeaways

## 1. Avoid the queue:

No one likes to waste their time on hold. So, along with the standard messages prompting customers to self-serve on the website, companies can also use these types of tools to reduce call waiting times or extend the customer's willingness to wait:

- AI-powered voice bots to enhance self-service
- Predictive routing to better match agents and customers, shortening resolution time
- Tailored in-queue messaging that indicates you understand the customer's purpose and redirect them to a specialist representative.
- Improved forecasting and scheduling to skillfully manage increased volume.

## 2. Abandon bad bots:

Earlier, customers were required to interact with the chatbots for customer service, which gave a less rewarding experience. And according to this research, it doesn't appear to substantially improve FCR. Therefore, to further improve the customer experience, conversational bots can use AI to collect the purpose of the customer and streamline CX processes.

This can include leveraging the customer's profile and prefilling forms or transferring data — demonstrating a level of understanding and relevance as the bot enters a conversation. For example, instead of starting with "How may I help you?" be specific and start "I see you got an error on the previous page. Would you like assistance with that?"

# Chapter 4: Personalization, Genuine, and the Rise of Customer Advocacy

## 1. Personalization increases ROI

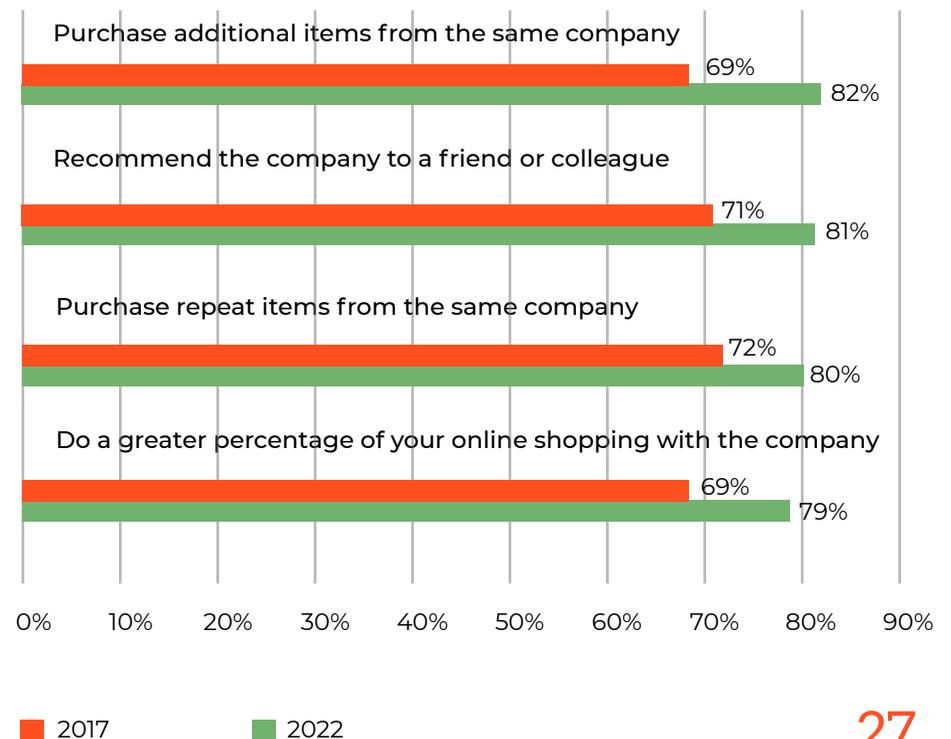
**Personalization is a strong driver of the share of wallet and customer advocacy.**

From the survey, it is found that companies that devote time, effort, and resources to create meaningful and customized experiences are more likely to increase their ROI.

In 2022, consumers also reported that the companies that consistently personalize their experiences are where they buy additional items, recommend them to friends, and spend more money.

Some 45% of CX leaders said their companies offer customers an incredibly personalized experience. However, in one-quarter of surveyed companies, the customer experience is still "somewhat" or "not at all" personalized.

Consumers: If a company assured you a personalized experience in every transaction, how likely would you be to take these actions?



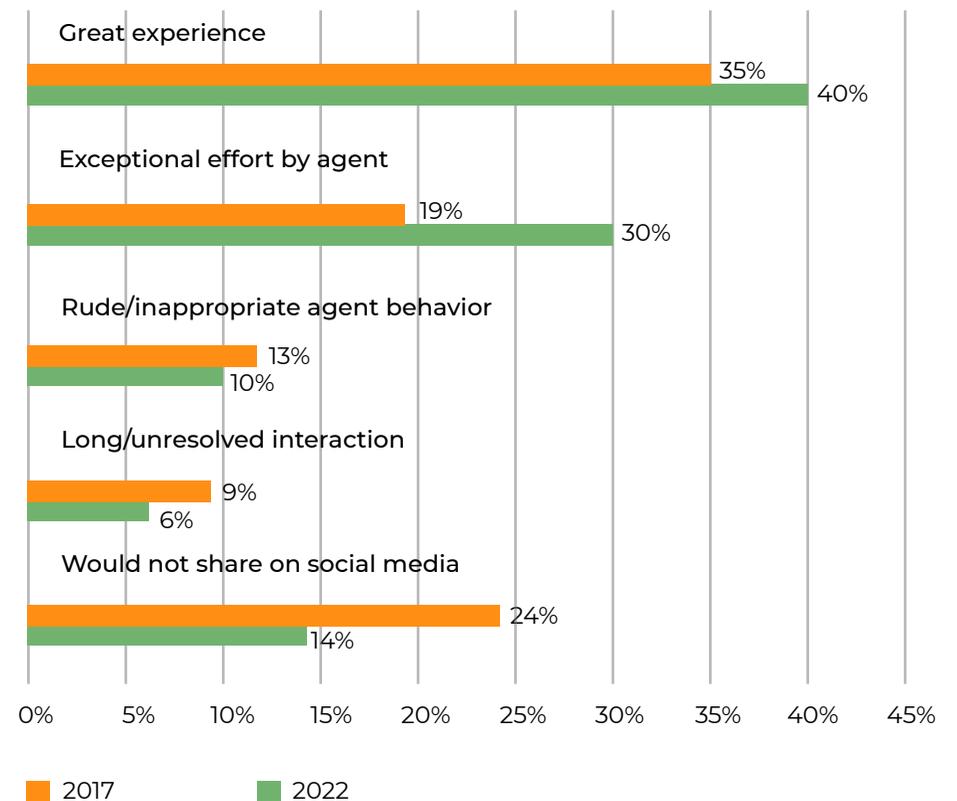
## 2. Positive experiences are shared more than Negative

### Positive advocacy outranks complaints on social media.

Nowadays, customers often use social media to complement great experiences rather than complain about bad service. It means customers have become even stronger advocates for companies that offer positive experiences and may even praise an agent's exceptional efforts.

Consumers polled in 2022 are less likely to call out poor customer experiences than those surveyed in 2017.

Consumers: Which service experiences would you be likely to share on social media?



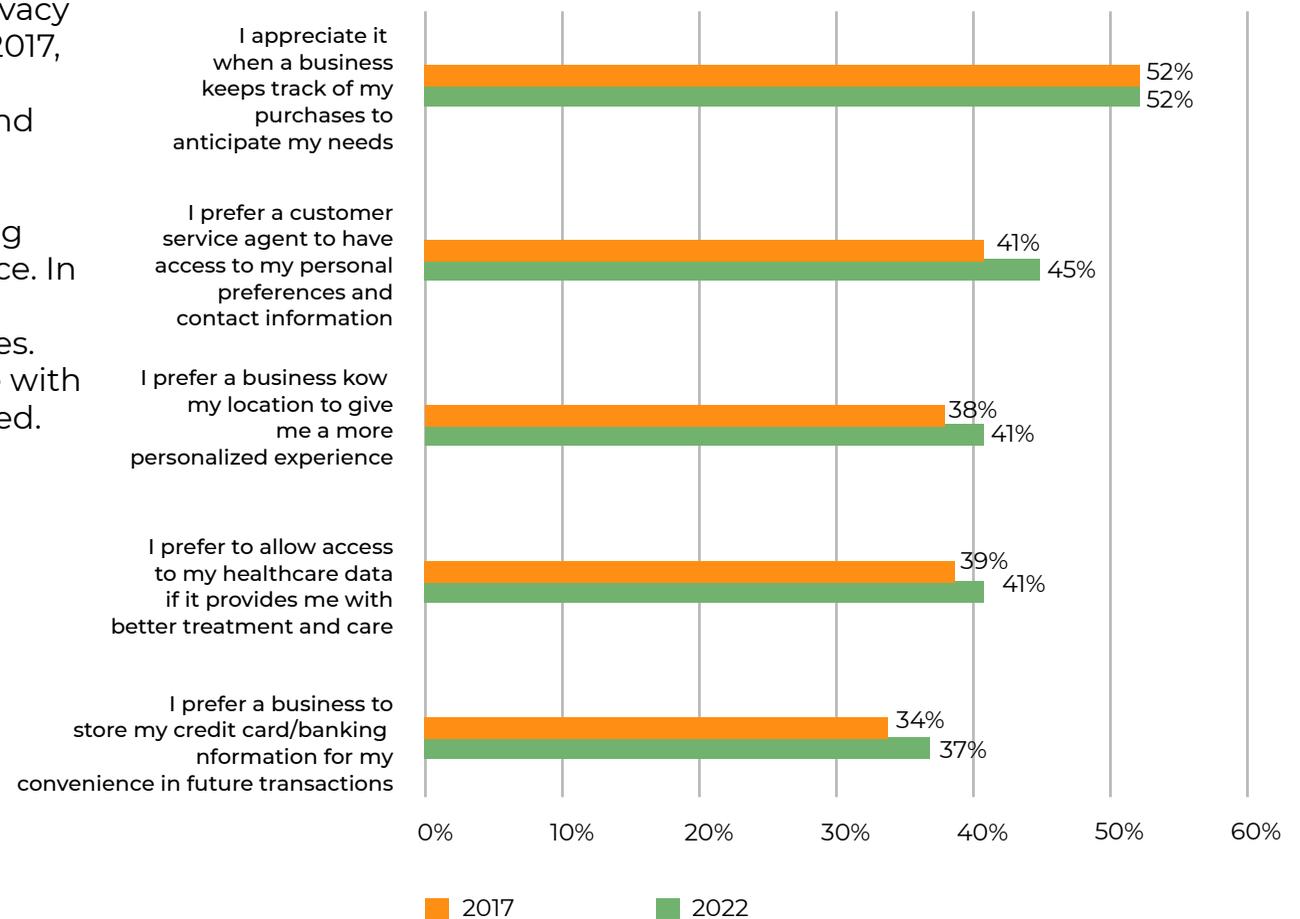
### 3. Attitudes toward data sharing

#### Customers are slowly achieving confidence in data-driven personalization.

Although consumer attitudes towards privacy have largely remained unchanged since 2017, consumers are slowly becoming more comfortable with companies accessing and using their purchase history or location.

Consumers appreciate companies keeping their purchase histories for future reference. In addition, nearly half appreciate an agent having access to their personal preferences. However, consumers are less comfortable with their credit card information being retained.

Consumers: To what extent do you agree with the following statements regarding personalization and data privacy? (% agree or strongly agree)



## 4. Human values should be shared

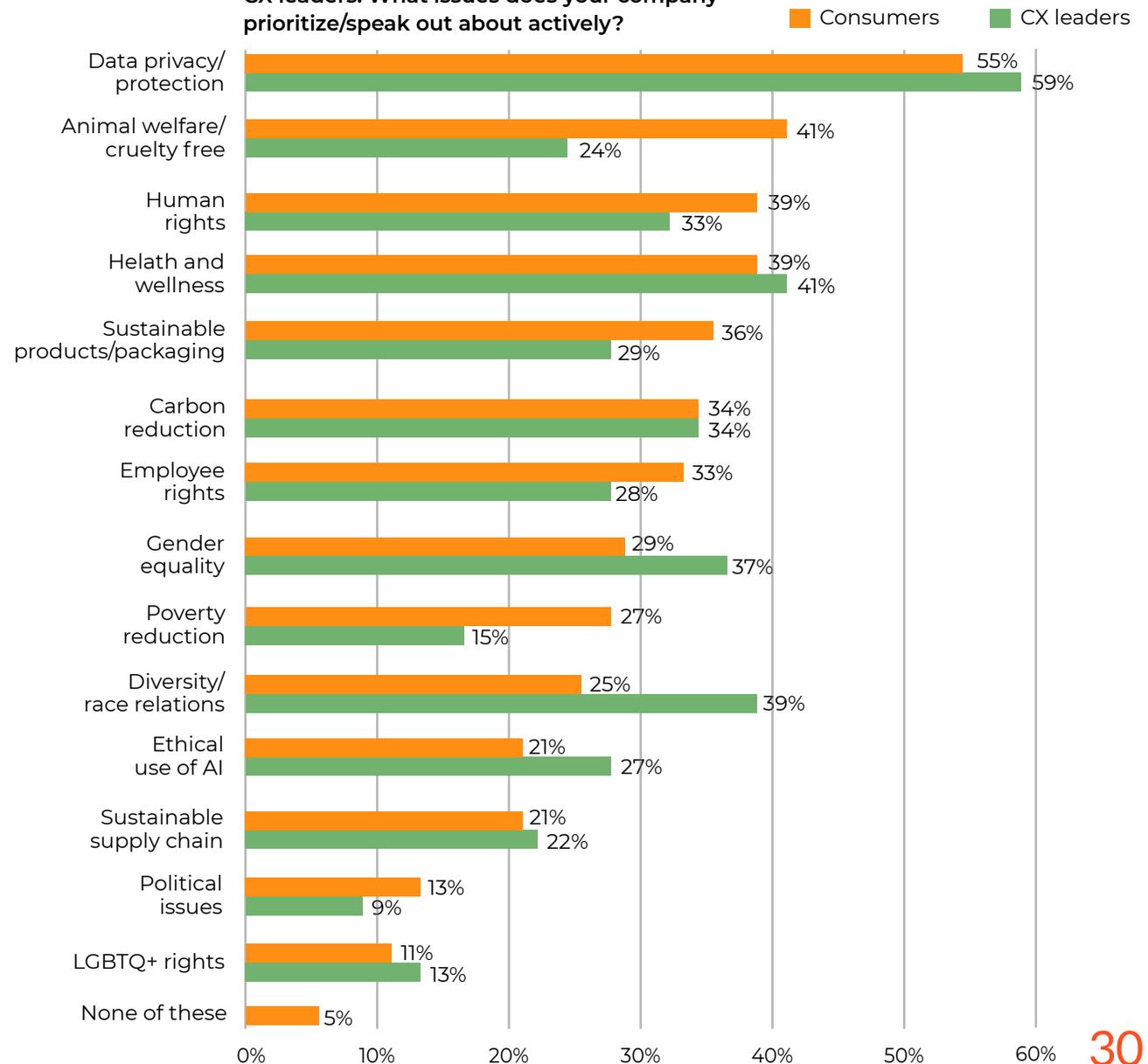
### Consumer data protection is top-priority for businesses today.

Consumers worldwide expect companies to care and advocate for their data privacy and personal information. Across all age groups and geographies, this was consistent. Consumers also care about animal welfare, human rights, health and wellness, and sustainable products.

Businesses are committed to protecting consumer data. Almost 60% of CX leaders said this is an ongoing topic their company prioritizes and evangelizes. Other key social, ethical, and environmental issues businesses focus on include health and wellness, diversity, and gender equality. As a result, there's an opportunity for businesses to express increased care and concern for the natural world.

Consumers: What social, ethical or environmental issues do you care about most and expect companies to care about and advocate for?

CX leaders: What issues does your company prioritize/speak out about actively?



# Key Takeaways

## 1. Offering personalization shows empathy

The most effective way for companies to provide empathetic customer experiences is to understand their customer's expectations, needs, and preferences. This, in turn, requires increasing listening channels, whether it's using digital engagement to understand the purpose, real-time sentiment analysis to adjust at the moment, or AI across digital channels to collect information.

AI also increases voice channels with natural language processing, speech-to-text, and sentiment analysis. As a result, companies are rewarded for providing personalization with increased loyalty, stronger advocacy, and higher wallet share.

## 2. Should not misuse data

Consumers are willing to share their data when companies are more empathetic, personalized, and provide relevant experiences. So, it is critical for companies to actively communicate with consumers about the steps they take to protect consumers' data, have strict data governance policies, and provide ongoing compliance training and monitoring. Other tools that can increase customer trust include data consent and preference centers.

## 3. Drive a sustainable agenda:

Consumers want their purchasing to positively impact the social, ethical, and environmental issues they care about. Three out of four Generation Z and millennial consumers are willing to pay more to purchase from a company with a sustainable agenda that aligns with their own. Data protection, animal welfare, health, human rights, and environmental protection are top consumer concerns worldwide.

# Chapter 5: Latest Technologies in CX

The power to quickly introduce new technologies, specifically with the rise of cloud-based platforms, has turned CX into an innovation hub for organizations worldwide. Survey respondents are finding value in a wide range of new features and capabilities, including

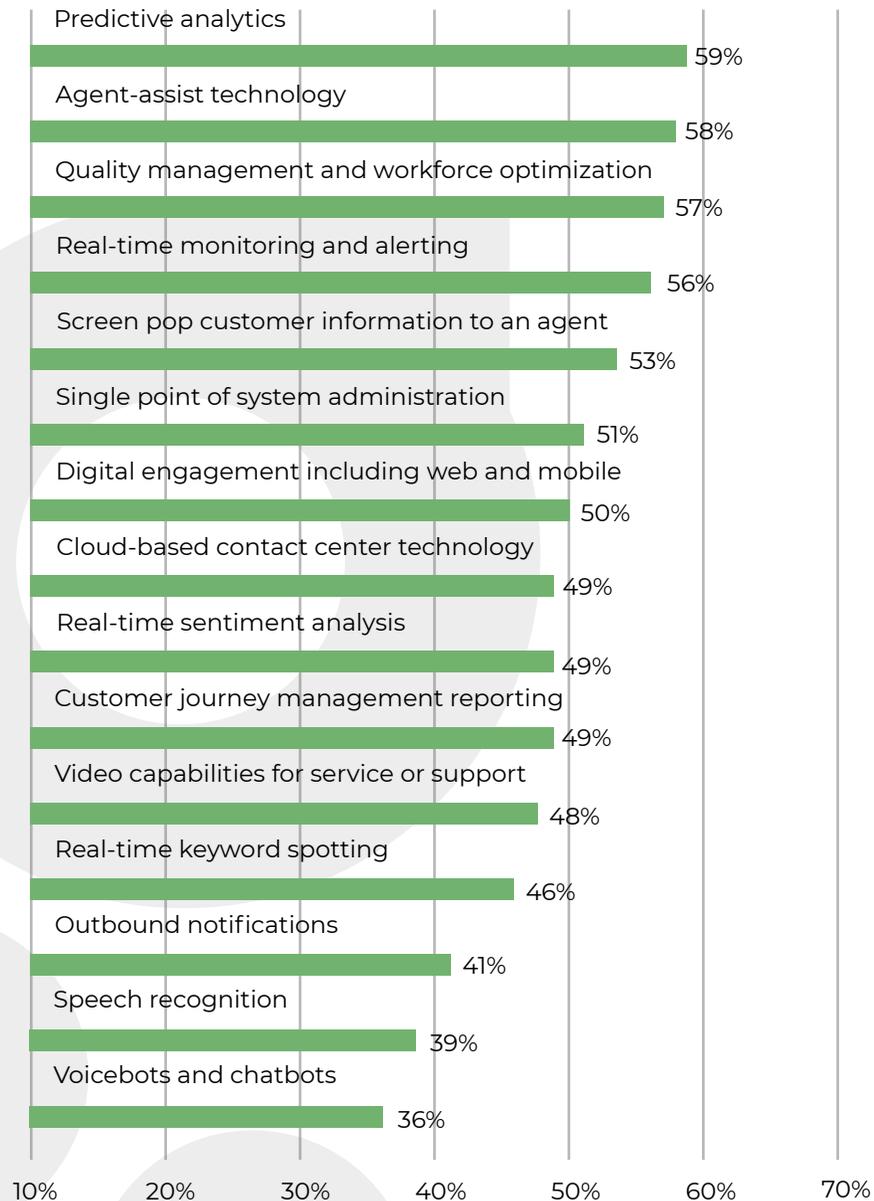
1. Quickly deploying new solutions such as AI;
2. The internet of things (IoT), or detailed analytics; and
3. Measuring their impact on customer satisfaction, employee engagement, and operational effectiveness metrics.

They're also exploring new features across the length of the customer journey and finding the most excellent value in tools that drive real-time insights and performance improvements. Smart home assistants are increasingly becoming increasingly popular, aligning more closely with consumer lifestyles and home environments. While just one in 10 consumers has used a virtual home assistant to interact with customer service, those who have reported high satisfaction levels. CX leaders are paying attention; 30% already provide integration with these home devices, and a further 29% have plans in place.

CX leaders are also focused on how well new technologies can deliver results. For example, they said chatbots are an effective way for customers to begin self-service interactions but less so to complete them. This might be because of insufficient training data, lack of language support across geographies, or poorly defined intents. There are significant opportunities for businesses to meaningfully reduce customer effort.



**CX leaders: How valuable are each of the following features for managing your customer service/support need? (% selecting “extremely valuable”)**



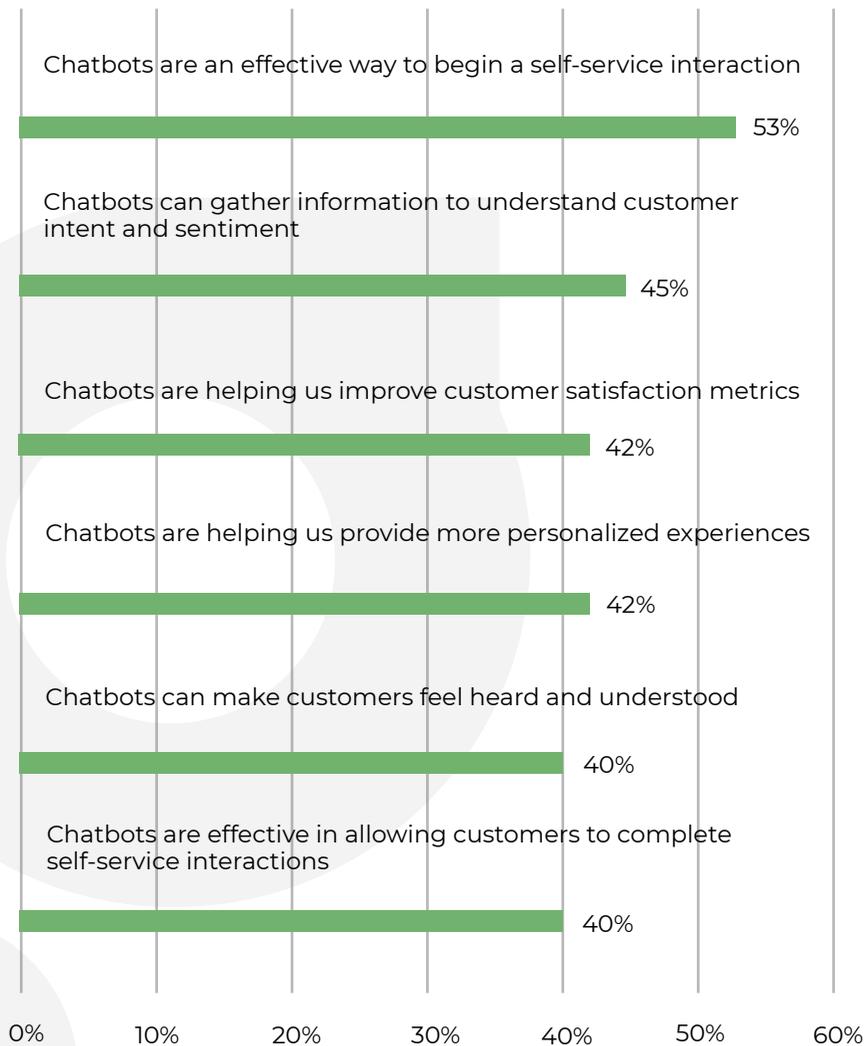
## 1. Orchestrating the customer journey The most powerful feature to improve CX is Predictive analytics.

CX leaders are exploring a range of new technologies to orchestrate the customer experience better. Data and insights are significant themes in the features that businesses think will be most valuable for improving CX.

Some 59% of executive survey respondents consider predictive analytics (to predict outcomes and prompt next-best actions in real-time) and agent-assist technology to be "extremely valuable" features for managing the customer experience.

Three of the five most valuable new CX management features relate to supporting and improving the ability of agents to deliver excellent service. More than half of CX leaders consider agent-assistance technology, quality management, workforce optimization tools, and screen pops as unique features for providing agents with customer information.

CX leaders: To what extent do you agree with the following statements about chatbots? (% respondents "strongly agree")



## 2. Chatbots and the way to self-service Chatbots collect customer intent and allow them to do self-service.

More than half of surveyed CX leaders said their chatbots are an effective way to begin a self-service interaction. But a smaller percentage agreed that bots allow consumers to complete those interactions effectively.

The data shows that less than half of CX leaders consider chatbots to substantially help improve customer experience metrics, drive personalization, or make customers feel heard and understood. Consumers agree: Just 25% are "highly satisfied" with their chatbot experiences.

Despite the challenges, businesses are gaining many benefits from their chatbot deployments, including offloading calls, reducing average handle time, lowering costs, and reducing customer effort. Yet, only 15% said they have no plans to use chatbots.

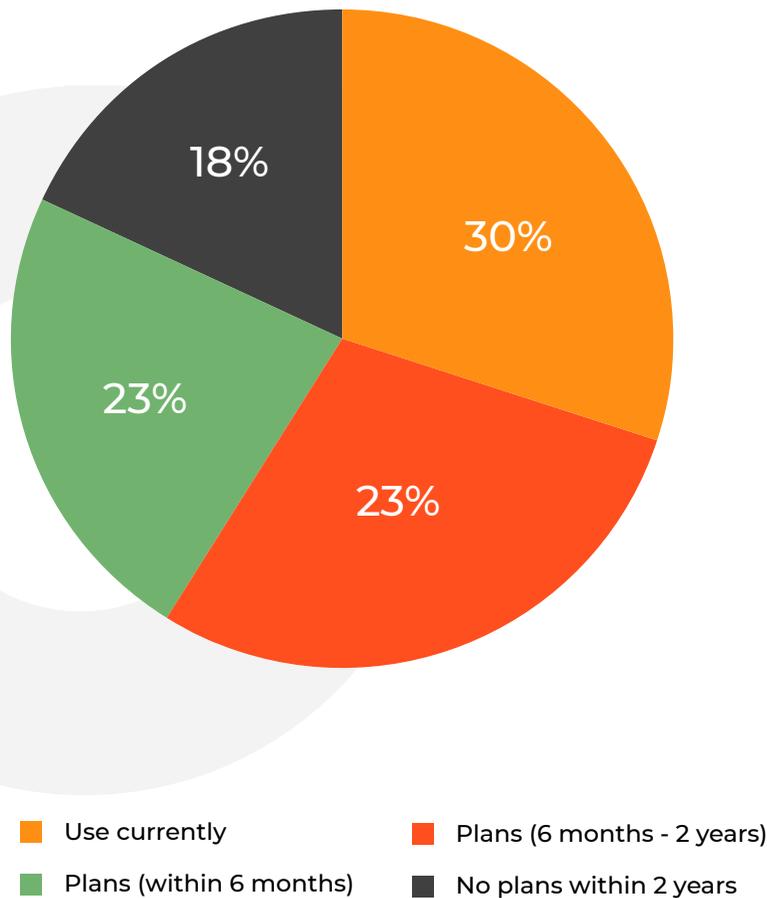
The survey results show that while chatbots and self-service are a major trend in CX, there is still a significant opportunity to reduce customer effort. Some 35% of CX leaders said their business reduces customer effort "somewhat" or "not at all."

### 3. Amazon and Google's Virtual home assistants

#### Consumers are more satisfied with CX and virtual home assistants.

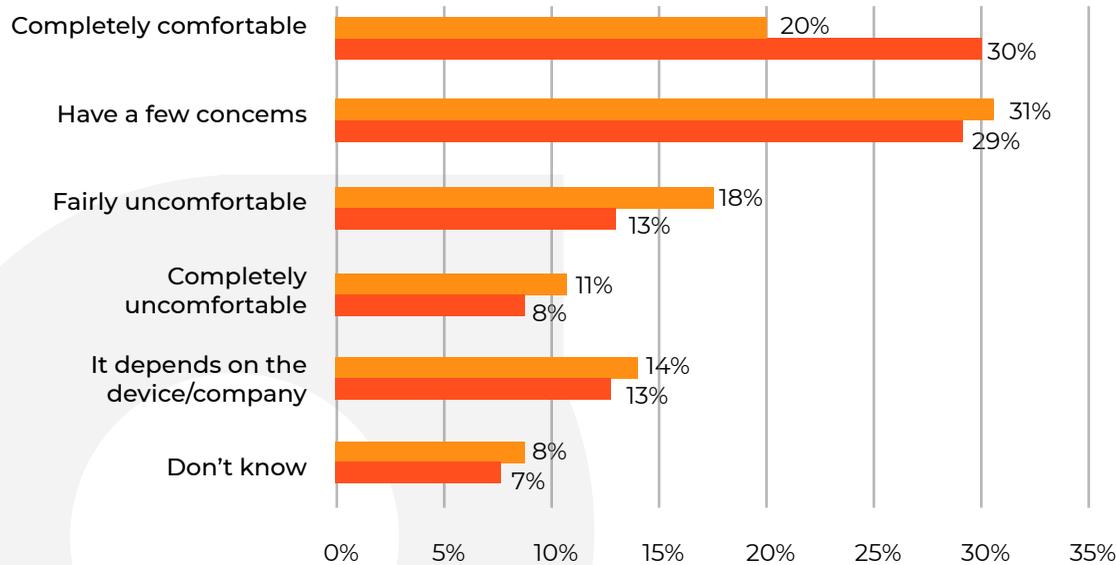
Virtual home assistants from Amazon and Google were new to the market and still needed to be a channel for CX integration during the 2017 research. However, in 2022, 12% of consumers worldwide reported using a virtual home assistant to interact with customer service, of which almost half were "extremely satisfied."

One-third of business respondents said their companies offer CX through virtual home assistants; it's also reported to be one of the most effective channels in satisfying customer expectations. So expect to see virtual home assistants gain popularity as more companies integrate with them as CX channels.



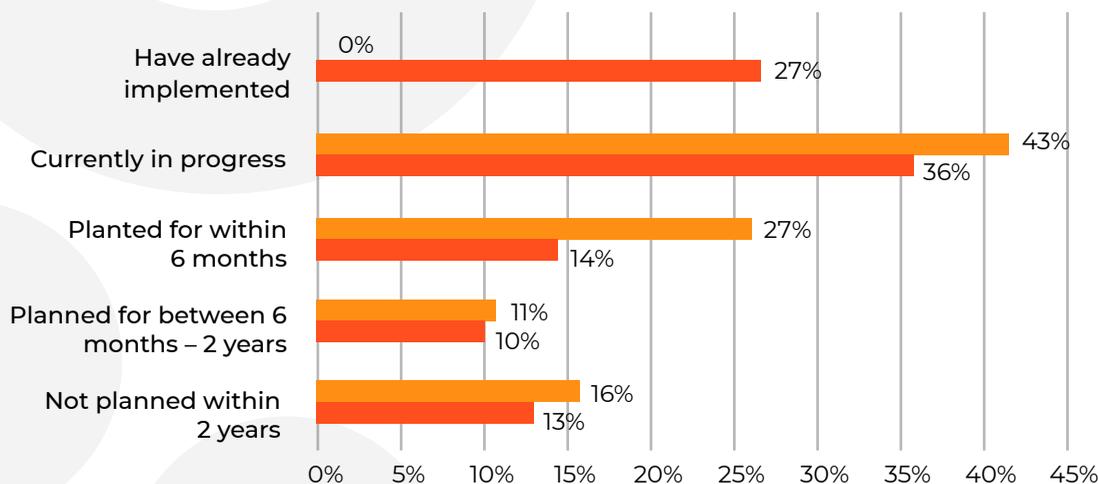
Consumers: How do you feel about devices communicating on your behalf to provide proactive customer service?

2017  
2022



CX leaders: What best describes your organization's plans for sensors and devices (IoT) that communicate with customer service?

2017  
2022



#### 4. IoT deployments are slow Many CX-driven IoT projects have remained in the planning phase.

Many organizations are developing sensors, devices, or other technologies that can communicate independently with customer support. However, the deployment of these devices has been slower than anticipated in 2017.

One-third of CX leaders said their organizations had implemented IoT capabilities for CX, and a quarter is in the process of developing them. In addition, consumers have grown more confident in the ability of IoT technology to communicate autonomously on their behalf as they become more familiar with innovative technology, including devices and appliances. Some 30% are "completely comfortable" with companies using IoT devices to provide proactive customer service — up from 20% in 2017.

# Key Takeaways

## 1. Orchestrate the journey:

Consumers need a fully conversational interface to keep them engaged and feel heard and understood. Clunky bots frustrate customers and could damage your brand. Businesses can start with a narrow scope of queries for bots to resolve and increase the number of use cases as they enhance their understanding of customer behavior and bot effectiveness. Bots can scale from handling simple questions to common transactions and, eventually, providing recommended resources or products based on contextual data.

Companies need to break down silos and unify data to orchestrate bots seamlessly across the customer journey to benefit sales, marketing, and service. This will enable tailored web experiences according to the specific customer, match customers with employees, and support employees with context and next-best actions.

## 2. Gain the power of CX analytics:

Companies can leverage the rich data that digital channels generate to inform strategy across sales, marketing, and service. Robust analytics enable organizations to better understand which customers are driving interaction volume, their intents, and how to engage them in the future. These analytics will also allow companies to listen more carefully, align around consumer preferences and eliminate pain points in the journey. Empathy begins with listening.

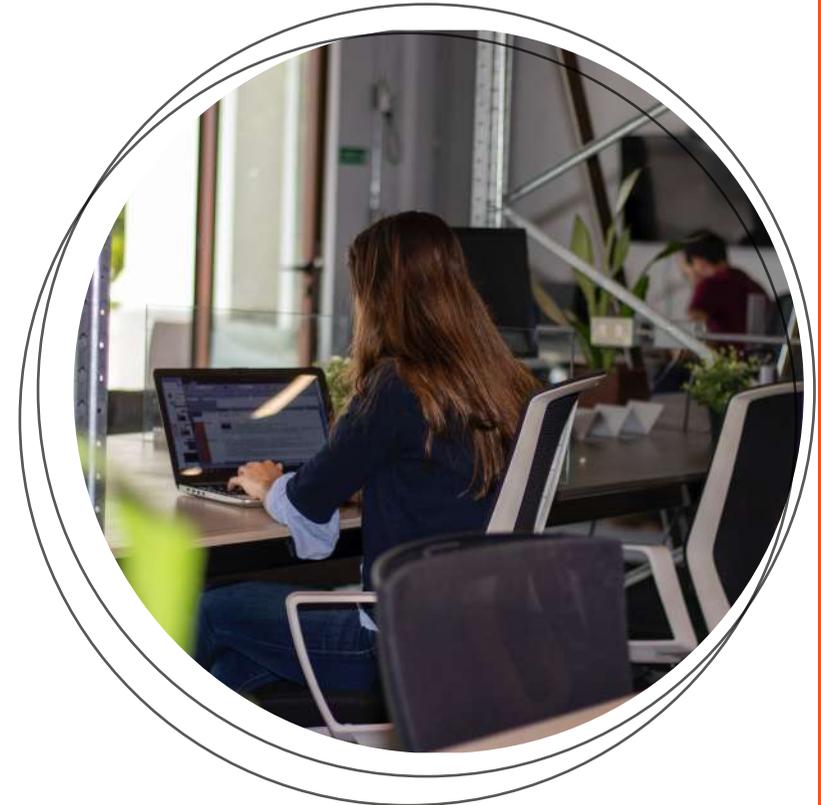
## 3. Improve the performance of your agents:

Among the capabilities considered most valuable for improving customer experience are several that empower employees to provide better service. These include agent-assistance technology to provide knowledge and prompts with the next-best actions in real-time. Quality management and workforce optimization tools can also identify training needs, give staff deeper insights into their performances, and offload time-consuming administrative tasks.

# Chapter 6: The Journey to the cloud

The scale, flexibility, efficiency, and innovation of cloud platforms offer to transform modern customer experiences. For example, organizations can increase efficiency by scaling resources on demand and adding new services without incurring high overhead costs. And they can improve customer empathy by unifying services and orchestrating experiences. However, most survey respondents said the greatest benefits come from improved decision-making, better performance, and more robust risk management resulting from access to rich data across these channels.

Companies surveyed said they're using a mix of all-cloud, hybrid cloud, and on-premises technologies, along with fully on-premises applications. Digital engagement and chatbots are most likely to be deployed using cloud solutions. More than two-thirds of CX leaders using on-premises technology are considering migration to the cloud.

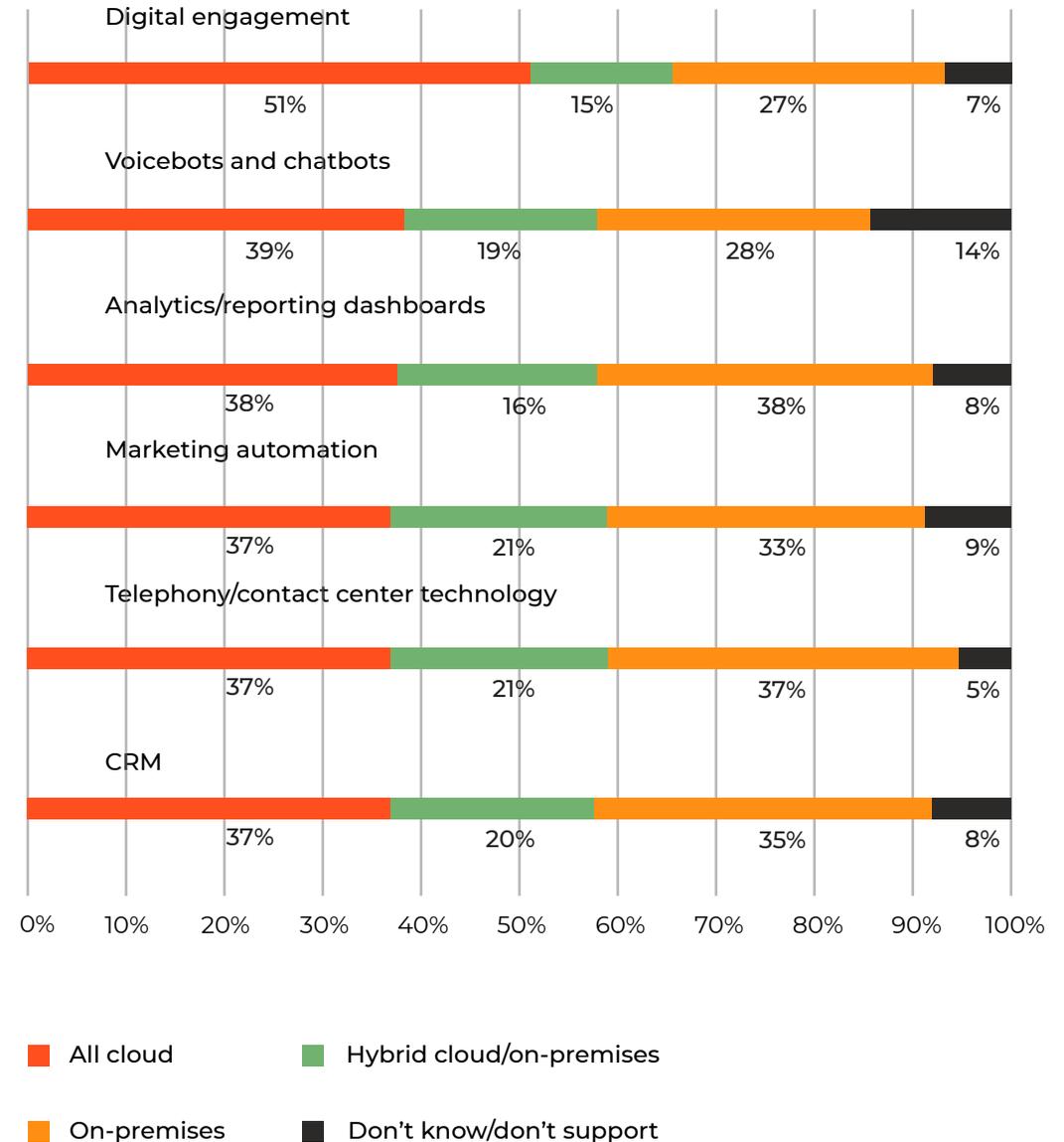


## 1. Cloud architectures

Companies use the cloud, hybrid models, and on-premises technology for customer care.

Cloud models prevail for most companies' customer care technology, whether in all-cloud solutions or through a hybrid cloud/on-premises approach. Digital engagement, chatbots, and analytics and reporting dashboards are most likely to be deployed in the cloud. Of those using on-premises technology, approximately 70% are considering moving to cloud-based platforms.

CX leaders: What are the greatest benefits of migrating CX technology to the cloud?

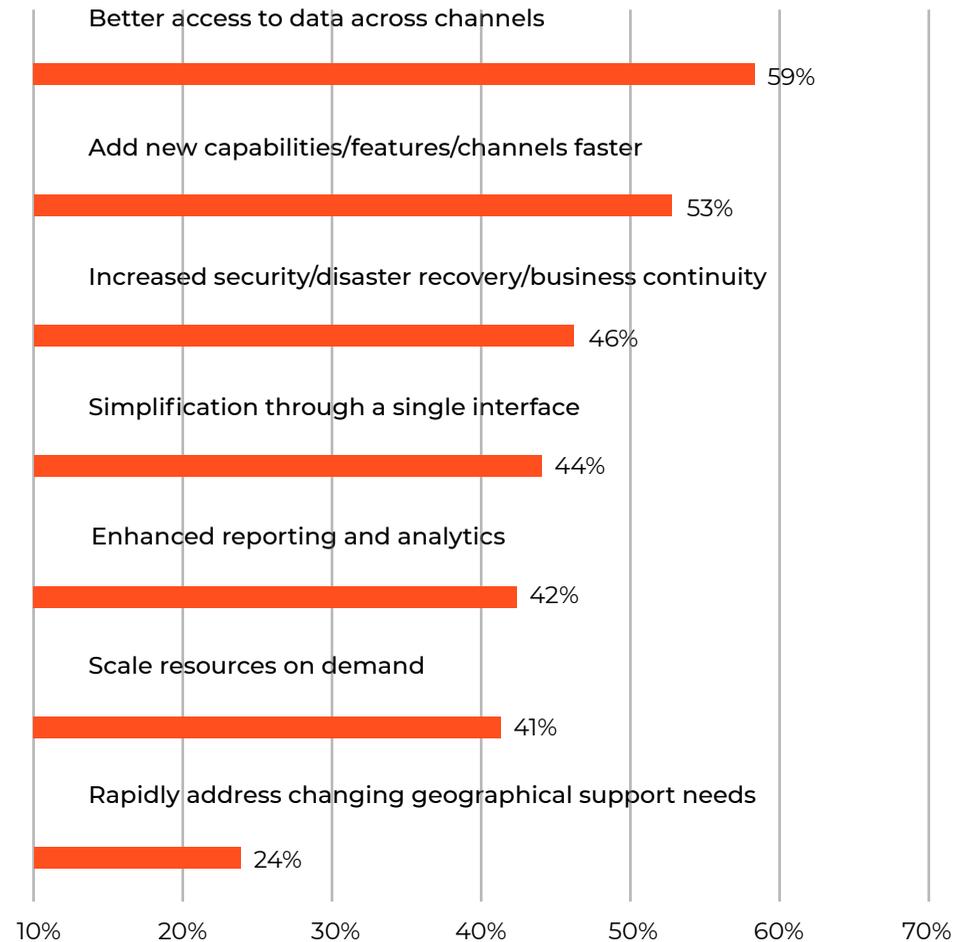


## 2. Advantages of cloud

Data, innovation, and security are considered the greatest advantages of the cloud.

Survey respondents said the most incredible benefits of moving to the cloud are the ability to view data, gather insights across channels, and add new features or capabilities more quickly. Improved security and business continuity are also leading benefits.

CX leaders: What are the greatest benefits of migrating CX technology to the cloud?



# Key Takeaways

## 1. Use CX as an innovation zone:

Cloud platforms allow CX leaders to rapidly innovate and test new capabilities to learn what works best in their operational environments. They allow CX teams to try new ideas, perform controlled experiments, switch on new services, connect with leading third-party applications and turn the customer experience into an innovation hub.

## 2. Plot your path to the cloud:

Survey data shows that CX leaders who aren't considering a cloud migration for their customer technology are in the minority. Cloud migration has numerous benefits, including better access to data, faster innovation, a simplified user experience, and agility in resource management. The key question is which cloud model best fits your organization and its business strategy.

## 3. Offer a seamless and rewarding customer experience:

Cloud platforms allow companies to benefit from industry-leading security, innovation, and scale. They're also much more energy efficient than on-premises technology. GTS analysis estimates that where every on-premises hardware deployment generates 38.99 metric tons of carbon dioxide, a cloud customer will generate just 4.3 metric tons — almost 90% less!

While consumers increasingly prioritize sustainability, a company's environmental impact will significantly influence its brand perception.

## CONCLUSION:

"Current Trends and Customer Experience Statistics" explores the customer experience from consumer and business perspectives, providing actionable insights to guide the next phase of CX transformation.

The greatest change from 2017 to 2022 was the scale of the shift from physical to virtual, which has affected organizations differently based on their digital maturity.

While some organizations struggle with complexity, aging technology, resource constraints, and lack of agility, others are exploring how to capitalize on their digital advantage — using data, best-in-class technology, and intelligent orchestration to deliver seamless experiences.

How they move forward is based on their industry, competitive landscape, existing technology environment, and CX strategy. But some of the findings are universal:

**CX leaders win:** Customer experience is a major business differentiator for companies today. In almost 60% of surveyed organizations, customer experience reports to the executive board or CEO. And two-thirds of CX leaders say both budgets and headcounts are increasing. The challenges involve keeping up with consumers' growing expectations for convenience and service quality while using CX to drive competitive advantage.

**Digital interactions have increased:** The pandemic has accelerated shifts in consumer behavior, more than doubling consumers' use of chatbots, social media, and mobile apps for service interactions since 2017. And interaction volumes across voice, email, and live web chat doubled from 2020 to 2022. But FCR — customers' top preference for general interactions — remains inaccessible and deserving of greater strategic focus.

**Employee experience is a top priority:** Engagement, training, quality control, and compliance are among the top challenges CX leaders face in today's distributed work environments. The solutions are agent-assist technology, quality management, and workforce optimization tools. Polled CX leaders cited these as the most valuable new features for managing customer experience today.

**Personalization achieves profit:** Organizations that provide a personalized customer experience are reaping the rewards: A consistent personalized experience drives wallet share — about 80% of consumers say they'll recommend and buy more from companies that personalize their interactions. So, it's no surprise that "using data and AI for customer insights and personalization" is the number one strategic priority for CX leaders in 2022.

**Cloud platforms improve innovation:** One benefit of the fast-growing shift to cloud platforms is the ability to rapidly test new technologies — transforming CX into an innovation hub.

Survey respondents are leveraging the benefits of rapidly deploying new solutions and measuring the impact on customer satisfaction, employee engagement, and operational effectiveness.

The days of disjointed customer experiences and demotivating employee experiences are necessarily coming to an end. As organizations become increasingly thoughtful about how they orchestrate the customer experience, they're using data and digital interactions to drive more meaningful insights, personalization, and satisfaction — and customers are showing their appreciation by spending and recommending more.

**CX leaders have countless opportunities to win in today's experience economy. The paths toward loyalty and growth involve**

- Meeting customers on their journey by aligning with their preferences.
- Prioritizing customer and employee engagement.
- Harnessing the plethora of cloud-based technologies will enable them to do both.

## ABOUT GLOBAL TECHNOLOGY SOLUTIONS, LLC

Global Technology Solutions, LLC refuels the customer experiences through the power of cloud and AI. Understanding the customers pain points and taking a CX centric approach, GTS is known for its Cloud Migration and Solution Implementation/Integration practice. Executing the project and then setting best practices for the organization to move to the platform is where we invest our efforts.

When you work with us, we come ready with battle-tested processes, preparation drills, critical checklists, and comprehensive training services. Our core focus is to make your transition as frictionless and effective as possible.

To learn more about Global Technology Solutions, please visit  
[www.globo-tek.com](http://www.globo-tek.com).