

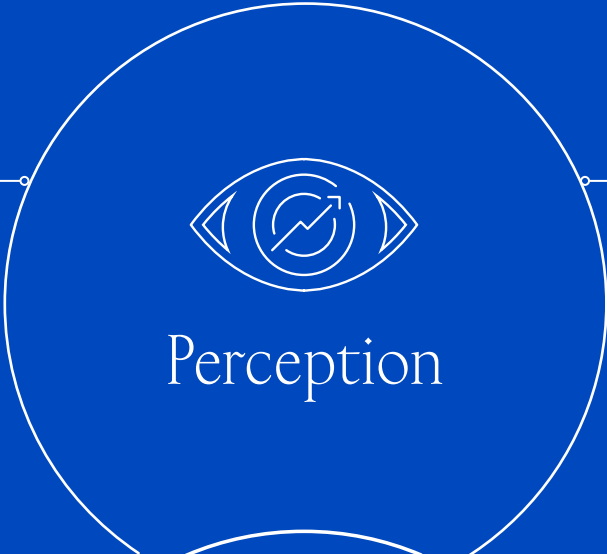
Discover the latest trends shaping the future of customer service experience.



59%

Customer expectations

59% of consumers now care more about customer experience post COVID19 than before. Some of the new expectations to keep in mind include an insistence on ethical practices, convenience, and purpose. Consequently, you need to prioritize convenience, 24-7 availability of products and information, next-day delivery, and unmatched customer service.



+50%

Proactive customer service

The new norm in customer care is to adopt a more proactive than reactive customer service. Over 50% of consumers will shift to another brand if companies don't routinely anticipate their needs, there is a need to predict customer needs and arrest potential problems before they become major complaints.



+60%

Customer experience automation

A study of Millennials and Gen Z found over 60% of individuals in those age groups prefer the help of a virtual assistant or AR/VR support rather than speaking to a live agent via telephone whenever they encounter software-related issues. As technology delivers more convenience to our daily lives, virtual assistants such as Alexa and Siri will continue to optimize interactions your brand has with customers.



Customer data protection

Transparency and security are integral parts of the individualized experiences that you wish to provide to your clients. With rising hacking cases, customers are ever security conscious and are much savvier than ever when regarding potential threats to their security. Sanitize all personal information for security to ensure you deliver personalization without compromising personal privacy.



A holistic approach

61% of customers would now defect to a competitor after just one bad experience. Two negative experiences, and

76% of customers are jumping ship, demonstrating a need to integrate diverse customer-focused functions to better nurture the total customer journey.

A holistic approach to CX means transforming your customer experience into multilingual, multi-market support. As more brands make this shift, there is a need to integrate diverse customer-focused functions to better nurture the total customer journey. This future trend demands robust internal communications to guarantee an end-to-end process improvement.



79%

Customer experience roles

Happy agents translate to happier customers. The future points to a higher prioritization of teams that leverage well-trained professional agents in addition to digital tools and predictive technology. 79% of contact center leaders plan to invest in greater AI capabilities within two years.

Engaged employees produce 17% more than their disengaged co-workers.

Companies that invest in employee training and have highly engaged employees see 24% higher profits and a 20% increase in sales than those that don't.

The Bottom Line



96%

of customers say customer experience is their prime motivator when choosing the companies to support.



86%

of buyers would pay more for a better customer experience.



73%

of business leaders report a direct link between their customer service and business performance.



14%

Customer engagement is up 14% compared to last year, which means more work, but also more opportunities to upsell or cross-sell in ways that better serve customers.

[Learn more about Customer Experience and discover our Service Excellence Toolkit](#)