The rise of AI, cloud and employee experience

2023 Global Customer Experience Report

The future of CX and EX is set to be transformed by the rise of AI, cloud and employee experience. Companies that invest in these technologies are more likely to achieve improved customer and employee experiences, better business outcomes, and increased revenue.

1. Improved customer experience

- Top performers are more likely to be very satisfied with AI-led CX interactions.
- CSAT with AI-led CX interactions is now on par with non-AI interactions.

2. Improved employee experience

- Top performers are nearly twice as likely to have significantly increased the access to the technology they need to work effectively.
- Top performers are more likely to have significantly improved their IT monitoring and security controls.

3. Increased revenue

- Top performers are more likely to have increased their business-grade internet access speed, innovation and flexibility.
- Top performers are more likely to have increased the number of organizations they do business with.

4. Greater need for strategy alignment

- Top performers are more likely to have increased their investment in building AI-led capabilities for their contact center.
- Top performers are more likely to have increased the number of organizations they do business with.

In conclusion:

AI is voted the #1 enabler of future CX and EX. Organisations need to prioritize cloud and enhancing security to achieve business goals. CX, EX and security controls are all important requirements for organisations to be successful.

Join the conversation

Many organisations say the pandemic and other macroeconomic factors have forced in-house IT teams to underperform unless otherwise stated. Underperformers are organizations with 0% or less year-on-year CX improvements.

Top 3 factors in selecting a communication technology they have invested in or plan to invest in:

1. Improved employee experience
2. Improved customer experience
3. Integration with other systems, applications and platforms

Security is the #1 consideration for organisations when making a decision on technology solutions and partner selection now extend beyond IT. For organisations when making a decision on technology solutions and partner selection now extend beyond IT.

Cloud critical

Cloud is listed as the top enabler of future CX and EX. Cloud critical in all aspects of organisations, with a focus on improving their mobility and accessibility through AI.

Hybrid-work enablement is critical

Organizations continue to invest in building AI-led capabilities for their contact center, supported by newly prioritized EX.

Prioritizing cloud and enhancing security to achieve business goals

Cloud enablement to revolutionize the entire spectrum of CX.

5G

5G is set to revolutionize the entire spectrum of CX.

6G

6G is set to revolutionize the entire spectrum of CX.

IoT

IoT is set to revolutionize the entire spectrum of CX.

M2M

M2M is set to revolutionize the entire spectrum of CX.

The rise of EX

The rise of EX is now about the technologies that enable and empower users and drive efficiency, with a focus on the expertise to guide your company towards the future.

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