Customer Experience
Market Assertion

Through 2025, the establishment of CX application suites on a common platform will become the focal point of the drive to optimize customer and organization engagement.

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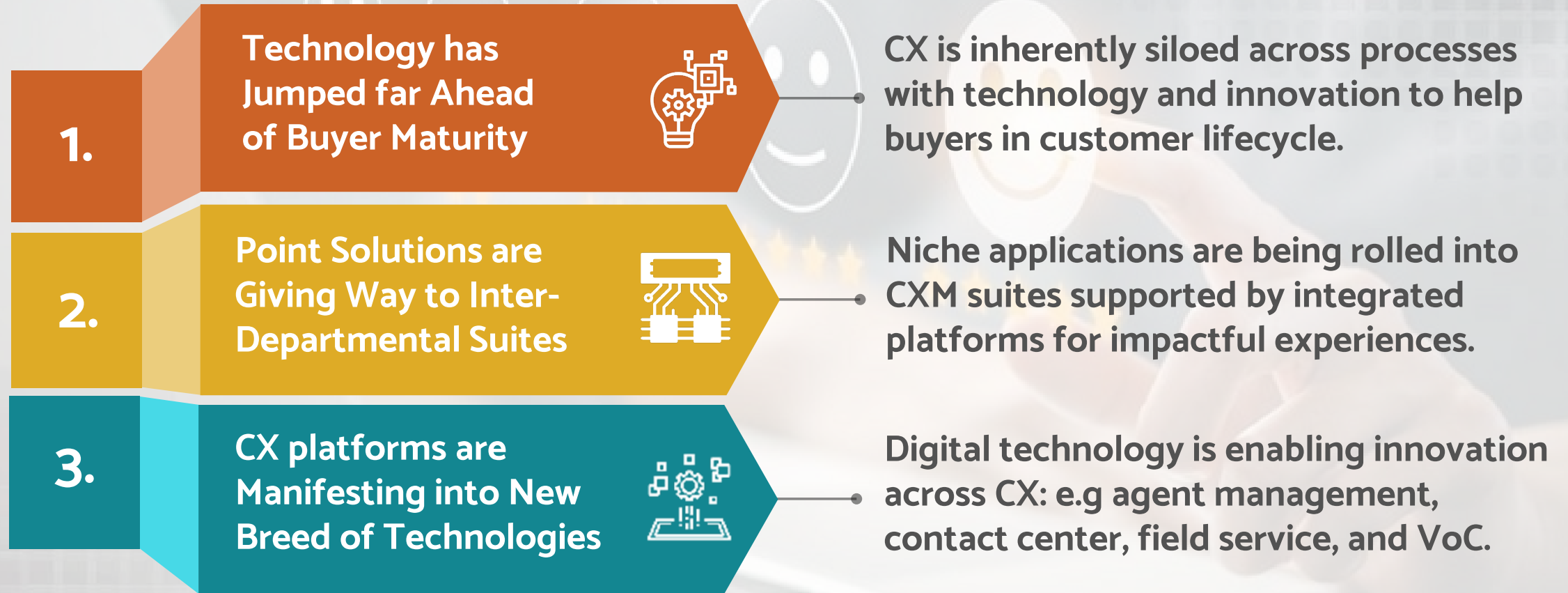# Opportunities Ahead For Customer Experience Leaders

1. Organizational readiness to provide effective customer experiences.

2. Engagement across customer touchpoints are inconsistent.

3. Diverse customer channels, processes and applications are silos.

4. Customer experience teams are nascent at best.

5. Pressure to guide customer experiences effectively.

OPPORTUNITY AHEAD

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Business Trends in Customer Experience

1. **Rethinking Relationship with Human Work and Automation**

Self-service has become user-friendly and capable, enabling customers to do more without human intervention.

2. **Organizations are Investing into Centralized CX Programs**

Customer and CX leaders responsible for strategies to balance the cost-control with revenue-generation goals.

3. **Creating Metrics that Reflect Customers' Long-Term Value**

CX thinking as an excuse to create engagement models for measuring customer loyalty, satisfaction and value.

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Technology Trends in Customer Experience

1. Technology has Jumped far Ahead of Buyer Maturity

CX is inherently siloed across processes with technology and innovation to help buyers in customer lifecycle.

2. Point Solutions are Giving Way to Inter-Departmental Suites

Niche applications are being rolled into CXM suites supported by integrated platforms for impactful experiences.

3. CX platforms are Manifesting into New Breed of Technologies

Digital technology is enabling innovation across CX: e.g agent management, contact center, field service, and VoC.

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Customer Experience: Areas of Expertise

Organizations that are passionate about improving the customer experience are choosing to empower their processes and people with intelligence through smarter applications that embrace analytics, AI and robotics to personalize and optimize the customer journey whatever the channel of customer choice.

Agent Management

Contact Center

Intelligent Self-Service

Customer Experience Management

Field Service

Voice of the Customer

Keith Dawson
Vice President & Research Director

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Customer Experience Research

Benchmark Research

- Contact Centers and Agent Management
- Customer Experience
- Customer Analytics

Dynamic Insights

- Agent Desktop
- Field Service
- Voice of the Customer

Value Index

- Agent Management
- Customer Experience Suites
- Cloud Contact Center Platforms