



5 TRENDS

TO WATCH OUT FOR IN 2023

59%

of customers said that they care more about CX.

- PWC

Digital-first organizations know that designing great CX experiences is not a 'nice-to-have' anymore but a 'must-have.' The Voice of the Customer has never been louder or more critical than today.

Will 2023 be the year of reckoning for CX?

SNAPSHOTS

1

**SPIKE IN
AI-ADOPTION**
ESPECIALLY
CONVERSATIONAL
AI

2

**EMPATHY-
DRIVEN CX**
CUSTOMERS
CRAVE AUTHENTIC
CONVERSATIONS

3

MORE
CUSTOMERS
**WILL CARE
ABOUT ESG
VALUES**

4

INCREASE IN
THE USE OF
**GIG-ENABLED
SUPPORT
MODELS**

5

RISE IN THE
USE OF
**IMMERSIVE
EXPERIENCES**

SPIKE IN AI-ADOPTION ESPECIALLY CONVERSATIONAL AI

Humanized chatbots—companies will use thousands of data points to improve chatbot features, navigation & CX.

60%

of survey respondents were **disappointed** with chatbots. The answer? More conversational, empathetic AI.

- Zendesk CX report

40%

of enterprise applications will have some form of built-in, **more conversational AI** by the end of next year.

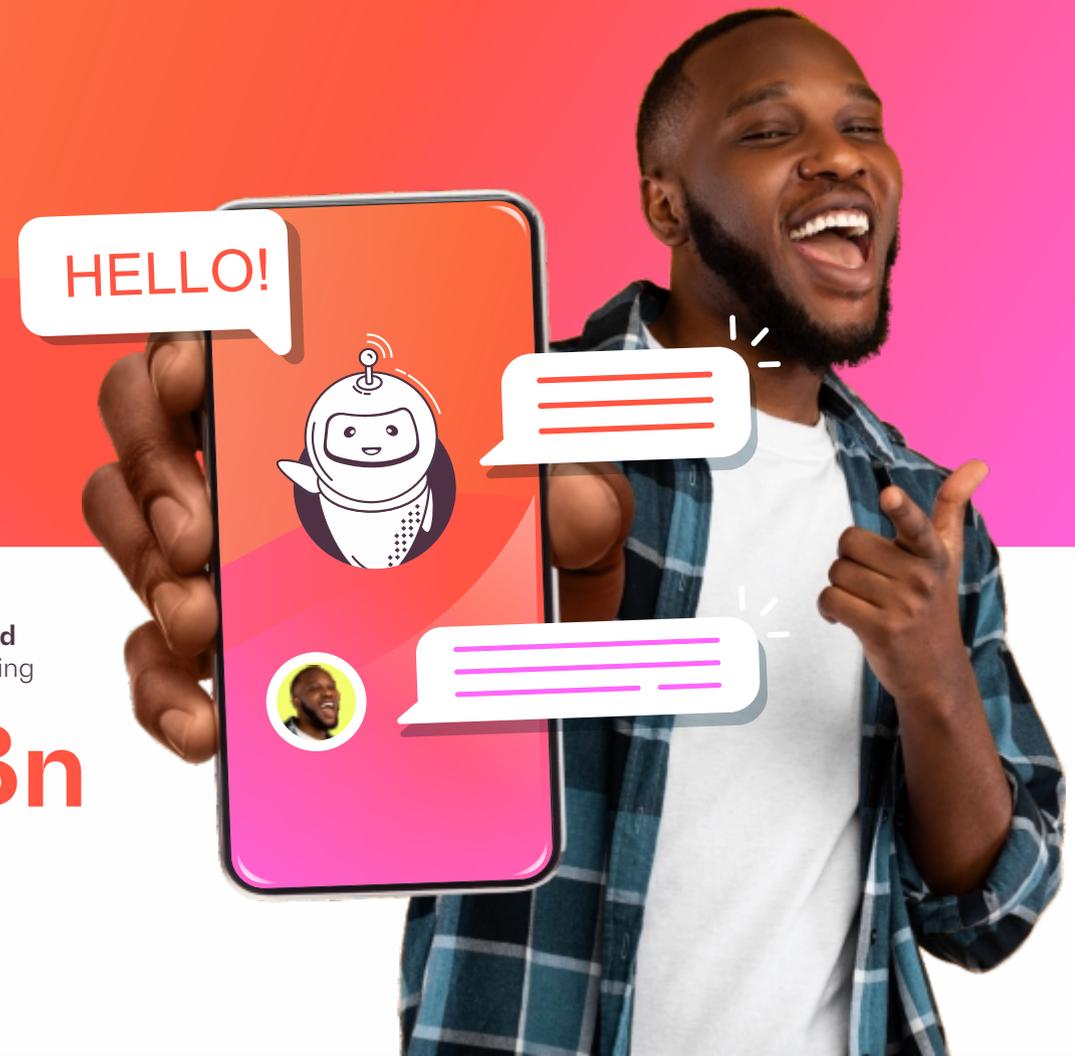
- Gartner

Chatbots would **save** a staggering

\$11Bn

in costs by 2023.

- Juniper Research





EMPATHY-DRIVEN CX

CUSTOMERS CRAVE AUTHENTIC CONVERSATIONS

Customers will demand more proactive, personalized & connected experiences.



70%

of buyers expect a personalized online shopping experience.

- Forrester

Brands will quickly find ways to meet customer needs with **smarter, more intuitive product recommendations & chat experiences**

Brands will use **AI, ML, & NLP to customize CX**, giving the customer a brand experience that is unique to them.

3

MORE CUSTOMERS WILL CARE ABOUT ESG VALUES

They're emerging as the
sustainability generation.

75%

Gen-Zs think sustainable purchases are more important than brand names.

- World Economic Forum

75%

Millennials are eco-conscious to the point of changing their buying habits to favor environmentally-friendly products.

- Nielson

3/4th

of Gen-Z consumers state that sustainability is more important to them than brand names.

- Forbes



4

INCREASE IN THE USE OF GIG-ENABLED SUPPORT MODELS

On-demand gig workforce
is the future.

25%

of contact center
experts will be
gig workers
by 2025.

- Morning Consult Survey

Frontline gig workers will work
in conjunction with advanced technology, and
the result will be an enhanced CX.

**Proactive customer engagement
reactions will be the focus**

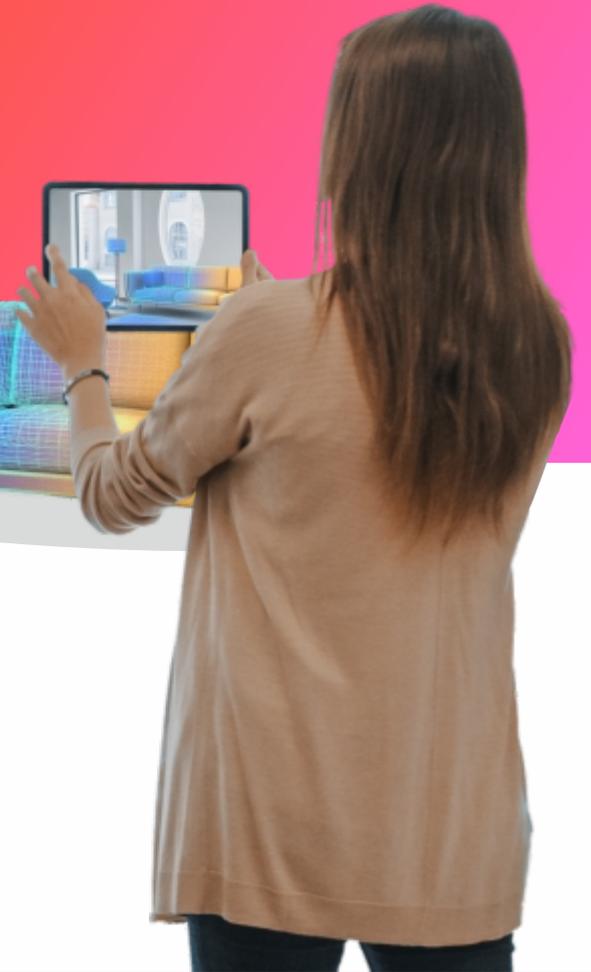
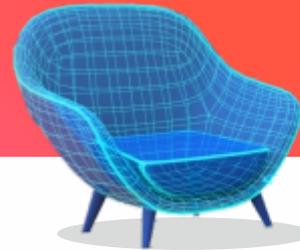
instead of reactive customer
engagement responses.



RISE IN THE USE OF IMMERSIVE EXPERIENCES

Immersive AR & VR experiences will become the norm in 2023 as customers step into a new world.

- Blake Morgan



In the next 10 years, **experiences will become simultaneously more immersive** and more invisible.

- Forrester

Augmented reality in retail, also known as augmented shopping, is **forecasted to rise nearly 50% per year** through 2027.

- CES

