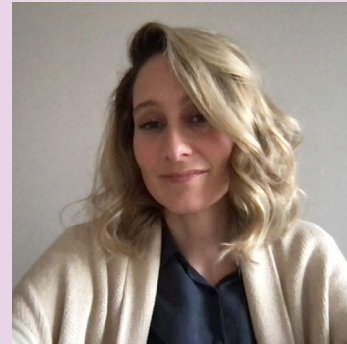


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CX TRENDS 2023

Immersive CX

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The rise of immersive CX & why

The continued rise of customer expectations

5 trends defining the new standard of immersive CX

How Zendesk can help

CX continues to evolve and immersive CX is becoming the norm, redefining how companies engage

Methodology of CX Trends Report:

Survey data from
nearly 3,700 consumers
4,800 business leaders,
99,000 Zendesk Benchmark participants

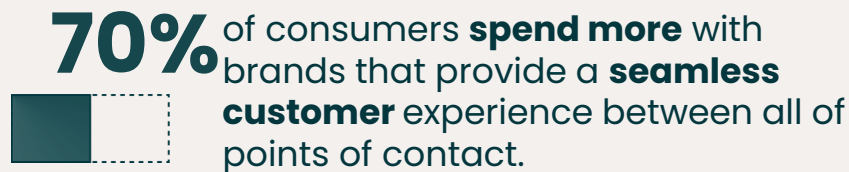
Immersive CX represents a shift to more fluid, natural, and uninterrupted interactions.

Consumers expect brands to meet them where they are, and under their terms through seamless and engaging interactions that keep them in the moment.

Immersive CX is fueled by 5 tangible trends defining the next evolution of great experiences. Leading brands are already embracing them.

FACTORS ACCELERATING THE SHIFT
TOWARDS IMMERSIVE CX

**Clear and elevated
consumer
expectations are
driving businesses
to develop
immersive, fluid,
and natural
experiences to stay
ahead.**



5 Trends Defining the Norm of CX



AI experiences



Conversational experiences



Personalization



Consumer sentiment



Collaboration



AI experiences
are becoming
more evolved
and seamless

65%



of leaders say **AI/bot performance** has increased significantly over the past year.

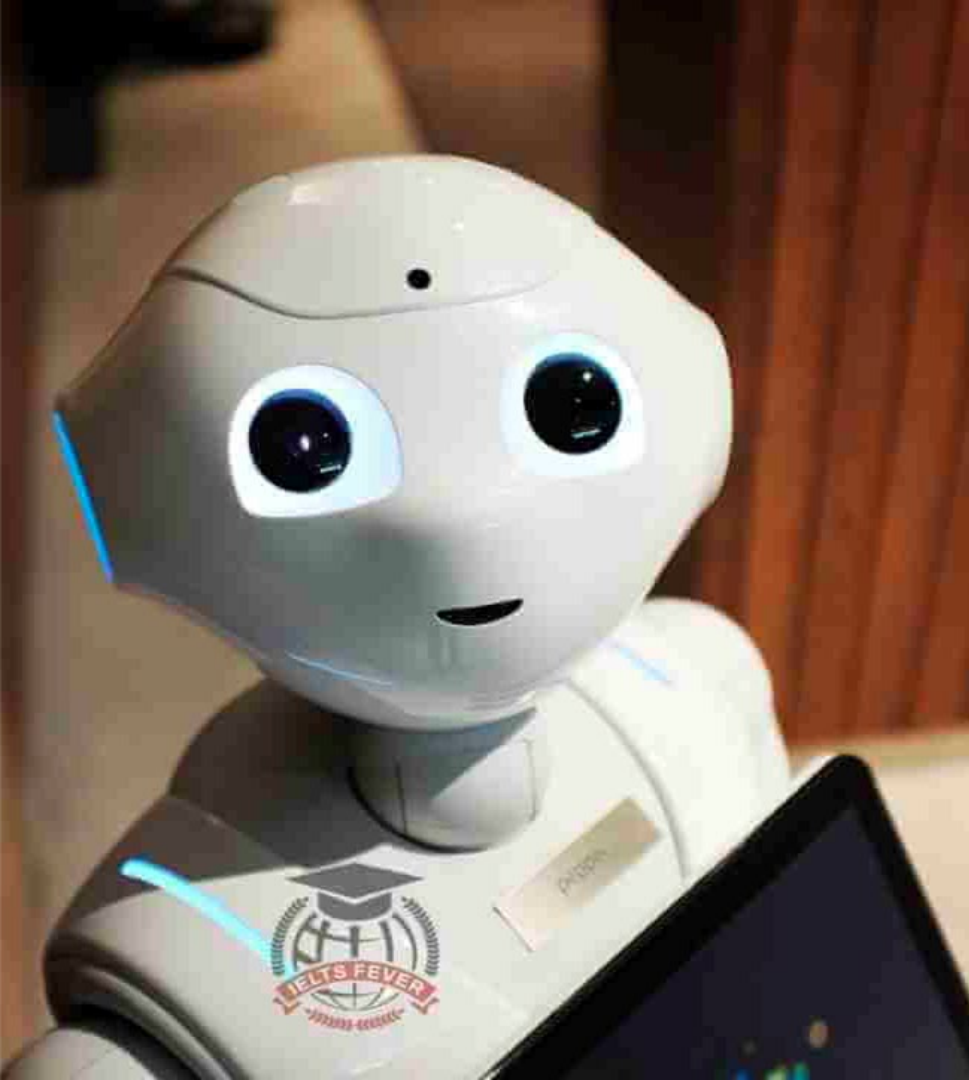
64%



of consumers want bots to provide the **same level of service as humans.**

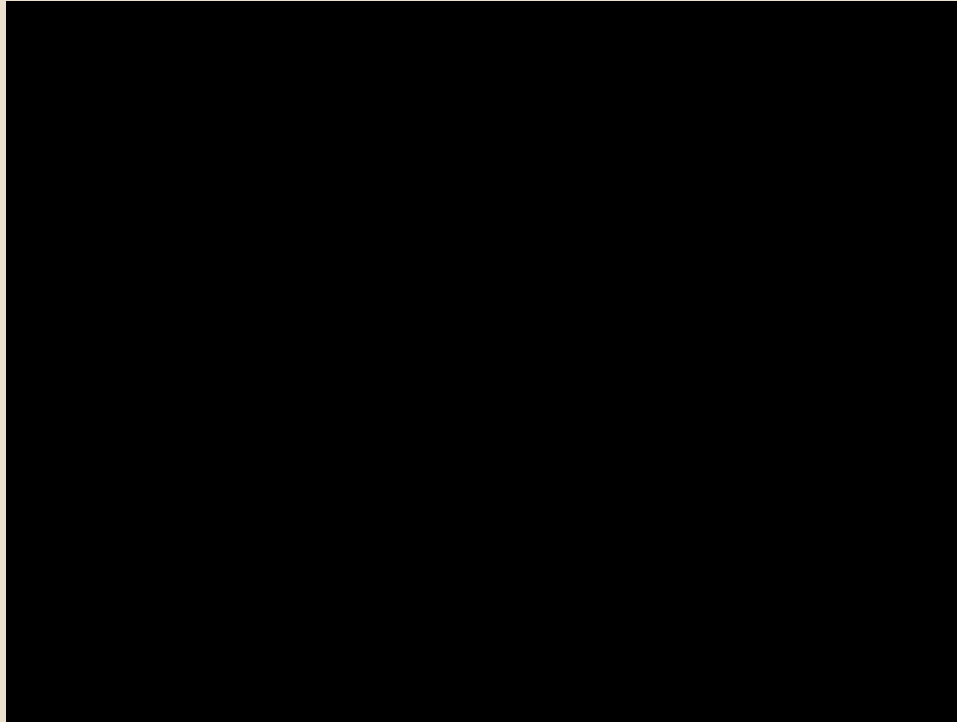
What to do:

- Evolve and build **flexibility** into AI planning to take advantage of advances.
- Ensure your AI is able to handle **multiple, complex questions.**
- Personalize and deliver chatbot responses in a **conversational way.**



Have you
interacted or felt
you've interacted
with a bot?

LOVE, DEATH & ROBOTS (AUTOMATED CUSTOMER SERVICE)



Love, Death & Robots (automated customer service)

Conversational experiences are empowering

66%



of consumers would spend more with a brand that enables them to converse seamlessly across channels

60%



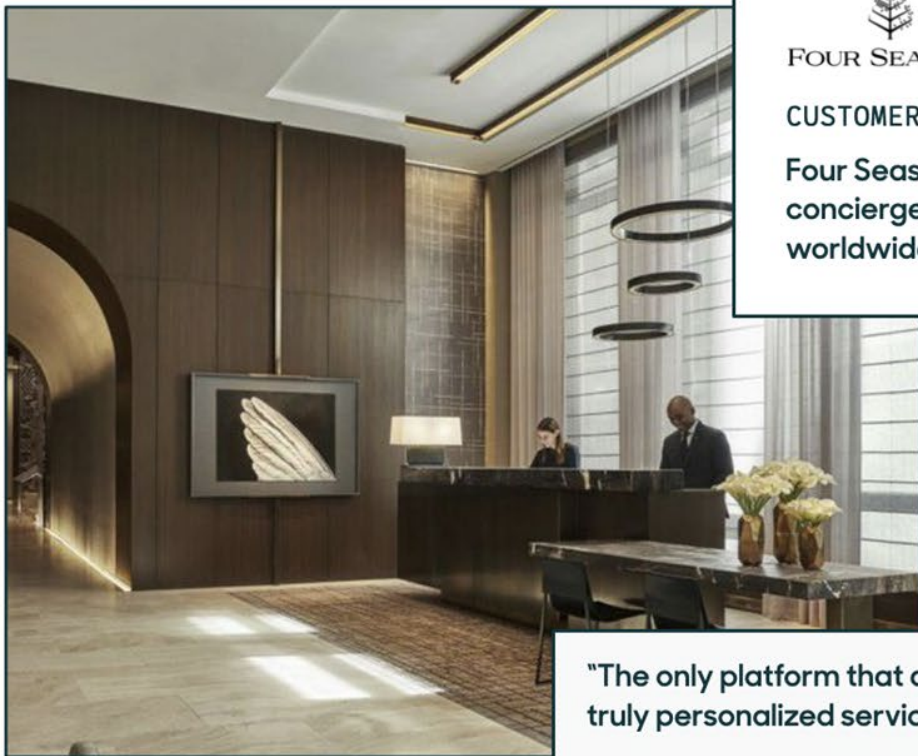
of leaders say they haven't implemented conversational customer service but want or are planning to.

What to do:

- Enable consumers to engage and get assistance across the channels and spaces they use most.
- Provide the ability for interactions to stop and start across channels and spaces.
- Help customers get assistance seamlessly, without interrupting or removing them from their primary task.



**Have you used
messaging (social) to
engage with a
company?**



FOUR SEASONS

CUSTOMER STORY

Four Seasons powers a digital concierge across 115 locations worldwide

"The only platform that allowed us to provide a truly personalized service."

MARCO TRECROCE / SENIOR VP AND CIO, FOUR SEASONS

10

UNIFIED CHANNELS

400K

MESSAGES PER MONTH

↑ 7PTS

NPS

Customers are eager for personalization

79%



of leaders believe service data is important and should be leveraged more for personalization.

62%



of consumers feel most companies could be doing a better job personalizing their experiences in store and online.

What to do:

- Leverage customer service data for personalization.
- Don't let data get stuck in silos.
- Pass data to agents and bots so they can act on it.
- Ensure your 2023 plan accounts for personalizing experiences beyond traditional marketing activities.

But what you might think is the right data is going to change time and time again

Prince Charles



British Monarch Royalty
Conservative Proper Prince

Ozzy Osbourne



British Rock Star
Rebellious musical Legend

Male
Born in 1948
Raised in the UK
Wealthy and famous
Married twice
Lives in a castle



Consumer sentiment is shaping CX

66%



of consumers who often interact with support said a bad interaction with a business can ruin their day.

29%



of leaders and managers say that customer sentiment is used to personalize the experience a customer receives.

What to do:

- Formally track and leverage sentiment data to understand customer pain points with your products and services.
- Use sentiment data to shape a customers' journey.
- Use out of the box solutions that automate capture of sentiment data.

Consumer Sentiment - Evolving Customers

As customers dictate the support they want, the line between customer support and bespoke service will blur



If you could please print out 3 pictures of a confused looking Donald Trump and place on my bed I would really appreciate it.




██████████ You have to put the jelly on my toothbrush and it gets on my hands and I'm a doctor.

██████████ Thank you so much for everything, food and service was great. Before we leave, could you please blow into my husbands breathalyzer so we can go home?*

██████████ Had a group of 6 come in, one of the men had his jaw wired shut. *** Literally broke his jaw a few days before and they all thought it would be a great idea to go out to dinner. Then they insisted I put his dinner through a blender so he could suck it through a straw. They became irate when informed them we did not, in fact, have a blender. One woman said "Oh you just don't feel like doing it, how do you make milkshakes?" We actually didn't have milkshakes on the menu, or a bar. The owner came over to see what the ruckus was, and they threatened to sue him because he didn't reasonably accommodate the handicapped. He told them to get the fuck out.

"Every time my girlfriend and I go on a vacation, I ask for a picture of a horse saying "Hello!" in the special requests section of the reservation form. Finally, a hotel delivered."



Collaboration, CX teams are becoming more integrated

77%



of leaders who view their service departments as **cost centers** wish they were **revenue drivers**.

64%



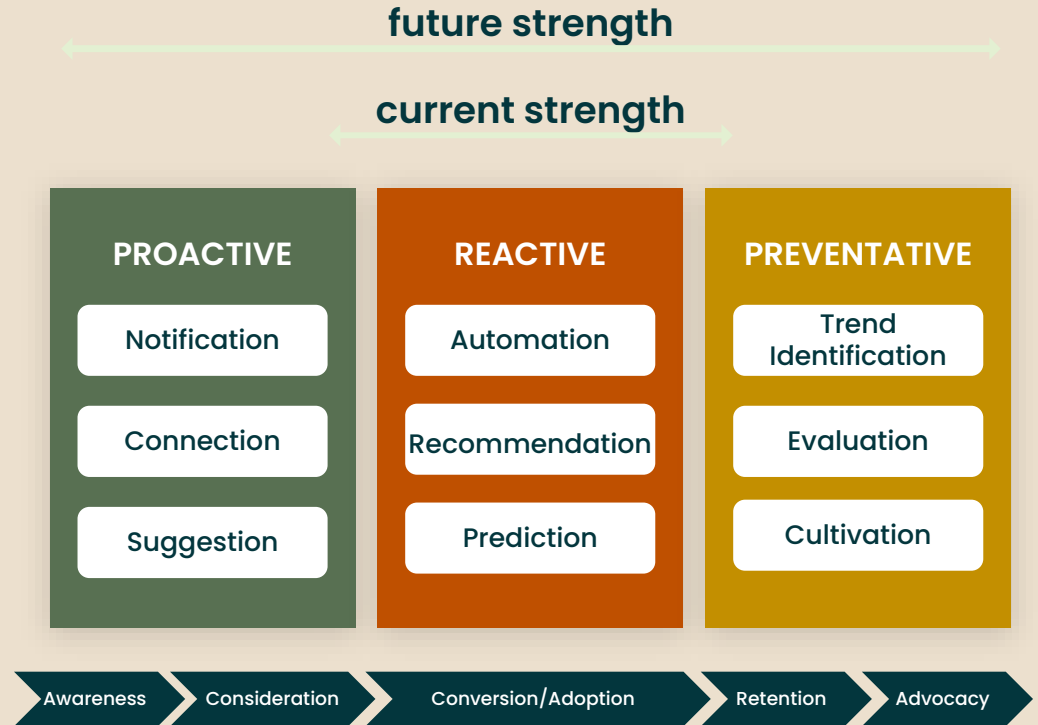
of leaders say their organization has plans to **merge CX responsibilities** or **teams** in the year.

What to do:

- Evaluate internal CX processes to understand the teams, tools, and data used at each step of the customer journey.
- Ensure that the CX tools you use are flexible to adapt to shifting consumer demands.
- Consider merging CX teams or capabilities.

Imagine integrating tasks for every type of case as “one”

Requires collaboration around the customer



Organizations are working hard to drive integration of CX people, functions, and data.

85%	agree that delivering great CX will become even more important.
68%	of leaders say their org has plans to merge at least some CX responsibilities or teams.

76%	of leaders will increase their budget on personalization in relation to CX.
85%	of leaders believe service data is important and should be leveraged more throughout their organization

With Zendesk, deliver more immersive experiences



Helps bots have meaningful conversations at scale.



Ensures your customers can have fluid, natural conversations across their journey.



Enables deeper personalization by integrating systems and by automatically tailoring experiences.



Predicts intent and customer sentiment with automation and AI.



Makes it easy for teams to work together using their existing tools.