

CX TRENDS FOR 2023

WHAT TODAY'S ORGANIZATIONS FACE:



WHAT THESE FACTORS MEAN:

Business leaders are slightly more confident than in late 2022, but they remain wary of an unstable economy. To compete, many plan to maintain and grow their customer base via outstanding customer experiences (CX).

THE #1 PRIORITY: CX



65% of companies plan to up their CX technology spend during 2023

5 CUSTOMER EXPERIENCE (CX) TRENDS

1. AUTOMATION AND SELF-SERVICE OPTIONS GROW

“People use automation so they can set it and forget it.”

RYEN SALO

Director of Customer Success for ClearlyRated

WHAT TO CONSIDER:

Which automated tasks will increase satisfaction?

How can you make self service feel human?

BEST PRACTICES:

Go beyond self-service chatbots. Offer easy-to-navigate content with a variety of formats, including voice memos and short videos.

Test before you invest. Test new technology for functionality, compatibility with current systems and positive user sentiment.

2. PERSONALIZATION GOES BEYOND MARKETING

Buyers are willing to pay **20% higher prices** for customized solutions

Personalization will go beyond table stakes marketing tactics. Clients know you're tracking their activity. If you're gathering data, use it to improve their experience.



Deliver better client service using clients' names, purchase history, goals and communication preferences.



Use intent data to provide valuable, relevant materials, guidance and tools.



Track user data to identify bottlenecks and frustration points to improve a customized version of your solution.

3. CX BECOMES DCX (DIGITAL CX)

60% 60% of B2B buyers are open to purchasing on digital marketplaces

64% 64% of B2B buyers are open to purchasing on a supplier website

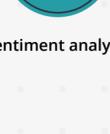
79% 79% of business leaders say DCX is extremely or very important



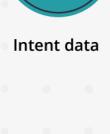
↑↑↑↑ **EFFECTIVE DCX TOOLS ARE NEARLY 4X MORE LIKELY TO HAVE IMPLEMENTED PERSONALIZATION**

“Many B2B companies will have to focus on digital CX (DCX) and reserve their teams for larger enterprise customers. It will be critical for them to do this without completely losing personalization.” - **VIVIANA BERTINETTO**, Chief Customer Officer

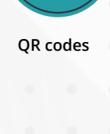
MODERN DCX TOOLBOX:



Sentiment analysis



Intent data



QR codes



Customer journey orchestration (CJO) technology



Extended reality (XR), Virtual reality (VR) and Augmented reality (AR)

4. CX GOES PHYGITAL

What is phygital? No, it's not a typo. The word is a reference to delivering a consistent CX while seamlessly moving customers between both physical and digital channels.

BEST PRACTICES FOR A PHYGITAL EXPERIENCE:

Create a strategy for tracking customer data between channels. Deliver a DCX that blends channels rather than jolting buyers from one channel to the next.

EXAMPLES OF PHYGITAL EXPERIENCES:

Luxury car mailers with QR codes that deliver buyers to a customized microsite with video tours and a build-your-own tool.

Virtual museum tours for those who cannot make it in person.

Software companies that send physical swag to new users.

“In 2023, consumers increasingly want their relationships and interactions with brands to be memorable and experiential. This means that brands that want to stay relevant must create customer journeys that are thoughtful, memorable experiences.”

BERNARD MARR

One of the world's most successful social media influencers at the intersection of business and technology

5. CLIENT SERVICE GETS MORE HUMAN AND MORE PROACTIVE

70% 70% of people expect a same-day response from a company

40% 40% of people have stopped doing business with a company due to poor service

68% 68% of people expect conversational service every time they engage with a firm



CX IS NO LONGER REACTIONARY.

BEST PRACTICES TO DELIVER PROACTIVE, CONVERSATIONAL SERVICE:



Empower your team members with data to proactively understand customers and their intent. This goes hand in hand with personalization.



Hire team members who display active listening skills.



Let your team members be their authentic selves



Implement processes that power proactive client check-ins across various communication channels.

WHILE TRAINING YOUR TEAM MEMBERS



Focus on empathy and compassion.

Ask them to think and act as if they're an extension of their customer's team.

Tell them to ask questions and actually listen—to let their customers drive the conversation and to prompt them if they aren't. Your team members shouldn't talk more than their customer, but should aim to provide support, solutions and ideas to get to the heart of the problem they're trying to solve.

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