Consumers won’t settle for a bad experience. Online shoppers gravitate toward brands that make the digital experience easy, convenient and even delightful. And they are quick to abandon a poor customer experience. With so many brands competing for their business, today’s consumers can afford to be choosy.

Many brands fail to deliver on the CX promise. Although many brands have made CX a priority, a significant majority of consumers say they have seen work to do. Consumers are often frustrated by friction in the customer journey, including disjointed experiences, slow response times and ineffective self-service.

What are leading organizations doing differently? A few organizations stand out as CX leaders. These brands have found ways to gain an advantage through emerging technologies, such as artificial intelligence (AI), generative AI, predictive and prescriptive analytics, and 5G.

Adapting to change

Investing in AI

Getting more out of data

Top tools used by CX leaders

Emerging technologies can help unlock customer loyalty. Find out how your organization can create a seamless digital experience to gain loyalty — with Verizon Business. Explore the findings and read the full report at verizon.com/cxannualinsights.

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62% of executives agree that the shift toward digital-first interactions has increased in the past year. At another 40% of CX leaders say they are using chatbots to engage with customers.

62% of organizations say they are currently using chatbots.

58% of CX leaders are using predictive analytics, enabling a deeper understanding of customers and greater personalization.

Additional statistics in this infographic are from “The future is frictionless,” a report based on research conducted by Longitude, a Financial Times company, on behalf of Verizon, 2024.