

# 2024 ZENDESK CS TRENDS ANALYSIS

The rise of immersive CX





# **CX is continuing to evolve and immersive CX is fast becoming the new standard, redefining how companies engage with their customers**

## **Methodology:**

Survey data from nearly 3,700 consumers and 4,800 business leaders, alongside findings from over 99,000 Zendesk Benchmark participants shaped our 2024 Zendesk CS Trends Analysis report.

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

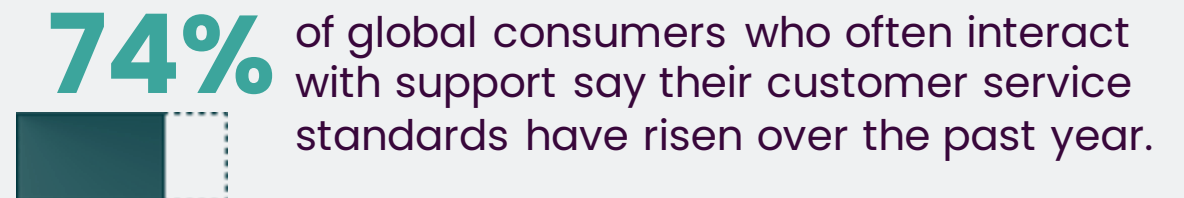
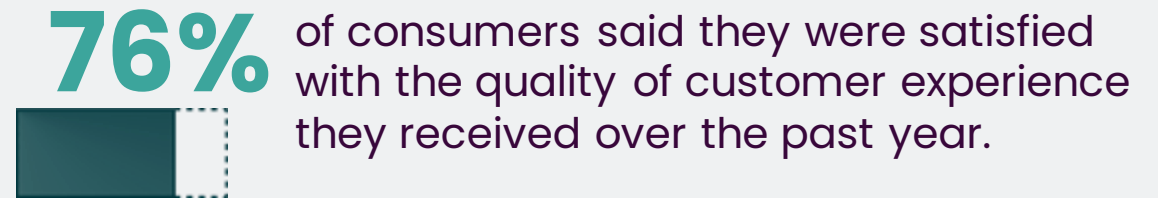
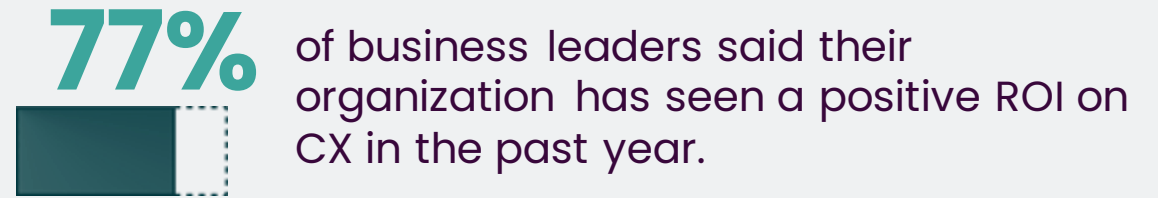
Consumers expect brands to meet them where they are, and under their terms through seamless and engaging interactions that keep them in the moment.

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

**Pandemic and post-pandemic CX investments have paid off, laying the foundation for new standards.**







FACTORS ACCELERATING THE SHIFT  
TOWARDS IMMERSIVE CX

**As CX becomes more important and requests increase, leaders plan to invest more to stay competitive and impact their bottom line.**


**78%** of leaders agree that delivering great CX is essential to goals, staying competitive, and will become even more important over the next year.



**75%** of leaders expect support volume will increase over the next 12 months.



**71%** of leaders are rethinking the entire customer journey to build a more fluid experience.



OVERVIEW OF THE TRENDS

# 5 trends defining the new standard of immersive CX

01

AI experiences are becoming more evolved and seamless

02

Conversational experiences are empowering consumers

03

Customers are eager for deeper personalization

04

Consumer well-being and sentiment are reshaping CX

05

CX teams are breaking down silos as they become more integrated





## TREND 1

# 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.

### How to activate this trend:

- 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.



## TREND 2

# Conversational experiences are empowering consumers

66%



of consumers would spend more with a brand that enables them to converse on one channel and pick it up on another.

60%



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

### How to activate this trend:

- 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 without interrupting or removing them from their primary task.



## TREND 3

# Customers are eager for deeper 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.

### How to activate this trend:

- 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 2024 plan accounts for personalizing experiences beyond traditional marketing activities.





## TREND 4

# Consumer well-being and sentiment are reshaping CX

66%



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

ONLY  
29%



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

### How to activate this trend:

- 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.



## TREND 5

# CX teams are breaking down silos as they become 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.

### How to activate this trend:

- 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.



# With CX, you can 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.

<b>35%</b>	more likely to rate the quality of CX provided by their organization as excellent.
<b>20%</b>	more likely to say they've seen a positive ROI on their customer service technology over the past year.



Leverage top trends to maximize your CX strategy. We're here to help!

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