

**1** Customer empowerment determining purchasing experience

**85%**

of contact centers foresee more complex interactions with rising customer expectations

**80%**

of consumers say customer experience determines their choice of providers

**2/3**

of customers expect first-call resolution to their issues



**2** Omnichannel delivery remains a challenge

**60%**

of customers use multiple channels to contact an organization

**84%**

use the web as the main interaction mode, 35% use over 4 communication channels

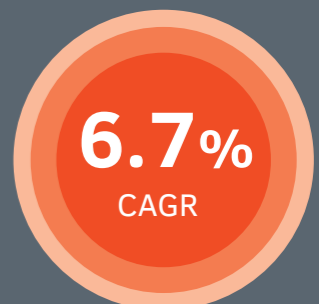
**45%**

of contact centers have fully integrated various touchpoints within a single interaction, likely to reach 59% by 2019



**3** APAC leading CC Outsourcing growth

2015-2019 Market Forecast



**4** Voice still tops in the digitized contact center

**56%**

Voice – Customers' top choice for issue resolution

**38%**

Email/ Web Form

**70%**

of global contact centers handled more voice calls in the past 12 months

**15%**

Chat with Live Agent

**11%**

Mobile App

**9%**

Social Media

**35.8 minutes**

the time agents talk to customers on the phone per hour on average

# Future of CX

**8 TRENDS TO WATCH IN 2018**

24/7



**5** Digital as a competitive advantage

**20%**

more consumer softphones; business softphones to double in 3 years in move toward VOIP (Voice over Internet Protocol) systems



digital channels usage

**53% vs 67%**  
of Millennials vs Generation Z

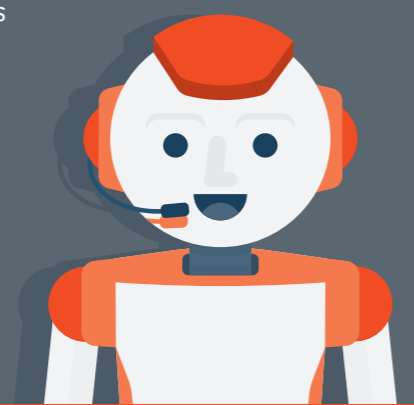
Customer experience is the #1 competitive differentiator in the digital era. Here are the top trends redefining CX in the year ahead

**6** Rise of AI-powered customer support

By 2020 companies could hire

**47%**

of voice virtual assistants and 44% of webchat virtual assistants



IVAs, chatbots, and emobots humanizing web self-service

34% of contact center agents to be replaced by AI-enabled robots by 2020, from 20% in 2017

**7** Analytics key to understanding customer journey



Customer satisfaction score (CSAT), net promoter score (NPS), first-call resolution, and average handle time are critical metrics



Use of cloud-enabled intelligent headsets to capture data on voice interactions and headset usage providing greater visibility and cost-savings

**8** Demand for CSRs with multichannel expertise



Facebook, Twitter, chat, email, text message, and voice - 6 channels CSRs interact with customers simultaneously



50% of contact center execs say technical and problem-solving skills are necessary in the next 5 years



Use of noise-cancelling headphones to block out background noise, reduce dropped calls and lengthy wait times (cited as major customer complaints)

