STRATEGY GUIDE

20 CX trends 25

5 ways customer experience ushers in a new era

2025: Welcome to a new era of CX

The customer experience (CX) landscape is constantly evolving. New technologies come and go, customer preferences continually change, and new competitive pressures and advantages emerge. One constant of the industry is that it's always changing.

But 2025 feels different.

Now that AI has fully made the leap from theoretical buzzword to a cornerstone of contact center operations, and brands have seen its benefits firsthand, the year ahead is poised to be truly transformative. With the right people and technology – and incredibly powerful analytics and insights they've never had before – brands have the exciting opportunity to revolutionize how they think about and deliver CX on a much broader scale.

In 2025 and beyond, we predict:

1 CX sheds its borders

2 Data insights break through barriers

3 AI agents make their mark on self service

4 A new CX workforce emerges

5 Value grows in your customer base

CX sheds its borders

The CX world is expanding — literally — as more locations across the globe become hubs for contact center excellence.

AI-powered tools like real-time translation, accent softening, and voice enhancement will break down traditional barriers and empower brands to deliver amazing customer support from anywhere in the world.

At the same time, companies will increasingly seek to do business in regions where they can make a lasting social impact. Areas like South Africa, Rwanda, and others will emerge as top CX destinations thanks to their highly skilled and digitally savvy workforces, robust infrastructure, competitive cost benefits, and impact opportunities.

CX operations will become increasingly borderless — both globally, as contact center teams span various geographies; and in-house, as noise-canceling technology eliminates the need for physical barriers like cubicle walls.
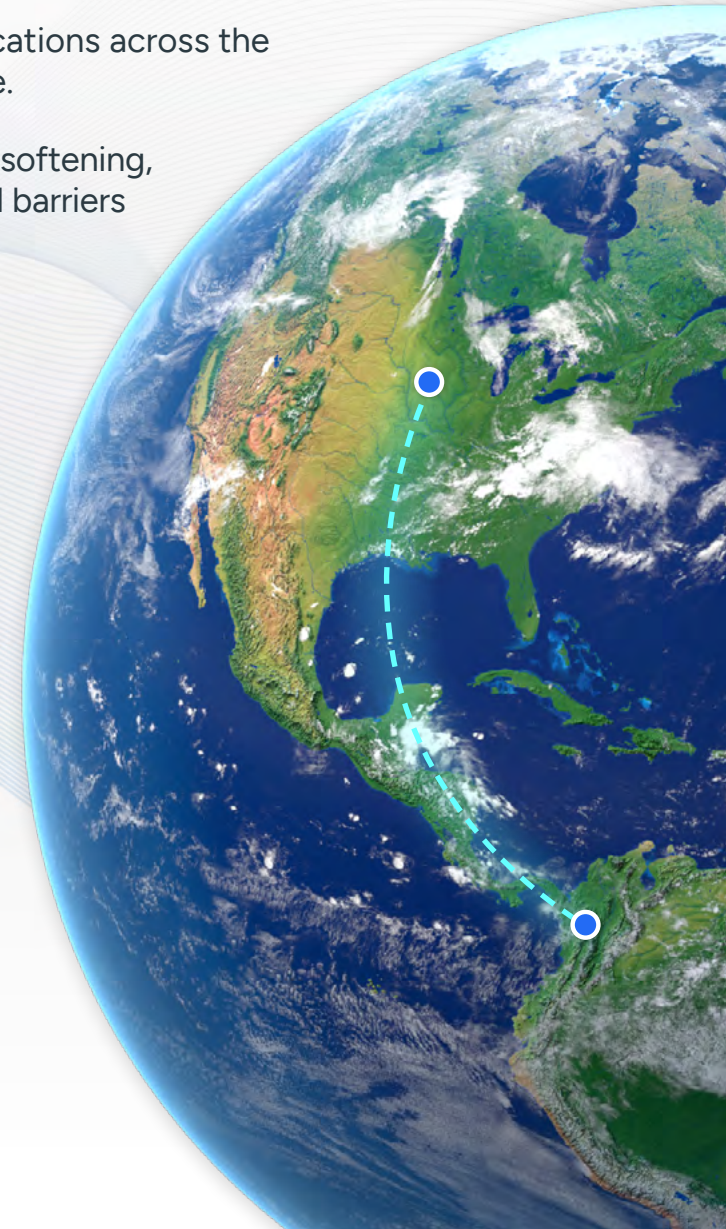
Why it matters

77%
of consumers are motivated to buy from companies committed to making the world a better place[1]

70%
of employees say they wouldn't work for a company without a strong sense of purpose[1]

87%
of executives believe ESG initiatives are very to extremely important to their businesses[2]

Sources: 1) *Harvard Business School*; 2) *Ernst & Young*

CX SHEDS ITS BORDERS

What it means for you

Borderless CX lets you escape the confines that previously limited your contact center. Seize the opportunity by exploring new geographies and investing in technology that lets you **deliver exceptional customer and employee experiences from anywhere.**

Consider moving some or all of your contact center operations to emerging CX destinations where your brand can make a lasting impact on top of reaping benefits like improved efficiencies, better customer satisfaction, and cost savings.

Invest in AI-enhanced tools like voice enhancement, real-time translation, and accent softening so associates and customers can communicate easily with each other, no matter where they're located.

Borderless CX also provides opportunities to embrace a **more flexible work environment.** Implement hybrid and at-home work models more easily with agile AI and workforce management tools, and incentivize associates with flexible scheduling to attract and retain top-performing associates.

CASE STUDY

Site design, AI, and local talent lift CX and the future of a region

The challenge

Inspired by an Impact Strategy designed to empower marginalized populations, a healthcare company explored site locations around the globe. The company had two non-negotiables: the quality of the member experience had to be as good as, or exceed, domestic sites; and the contact center environment had to be thoughtfully designed to facilitate positive interactions.

Our solution

TTEC developed an open concept site layout that created a great work atmosphere and saved on sound-abatement costs. Instead of costly sound-absorbing materials, for example, we deployed our voice enhancement AI solution that features noise cancelation.

Results

8%
increase in CSAT

78%
drop in audio complaints

$30K
in instant savings

2

Data insights break through barriers

Data's role in CX is only going to grow more crucial, so it's essential you have systems in place that allow data to flow seamlessly between brands and customers across all channels. Contact centers traditionally tend to be very segmented, but in 2025 watch silos break down.

Insights will become more powerful. AI will be extremely accurate at predicting the best methods for resolving customer issues based on behavior and sentiment, so brands should prepare to embrace an increasingly channel-less and omni-modal approach. Real-time data, the right AI tools to analyze it, and experts who can put those insights to work, will be foundational to CX success in 2025.
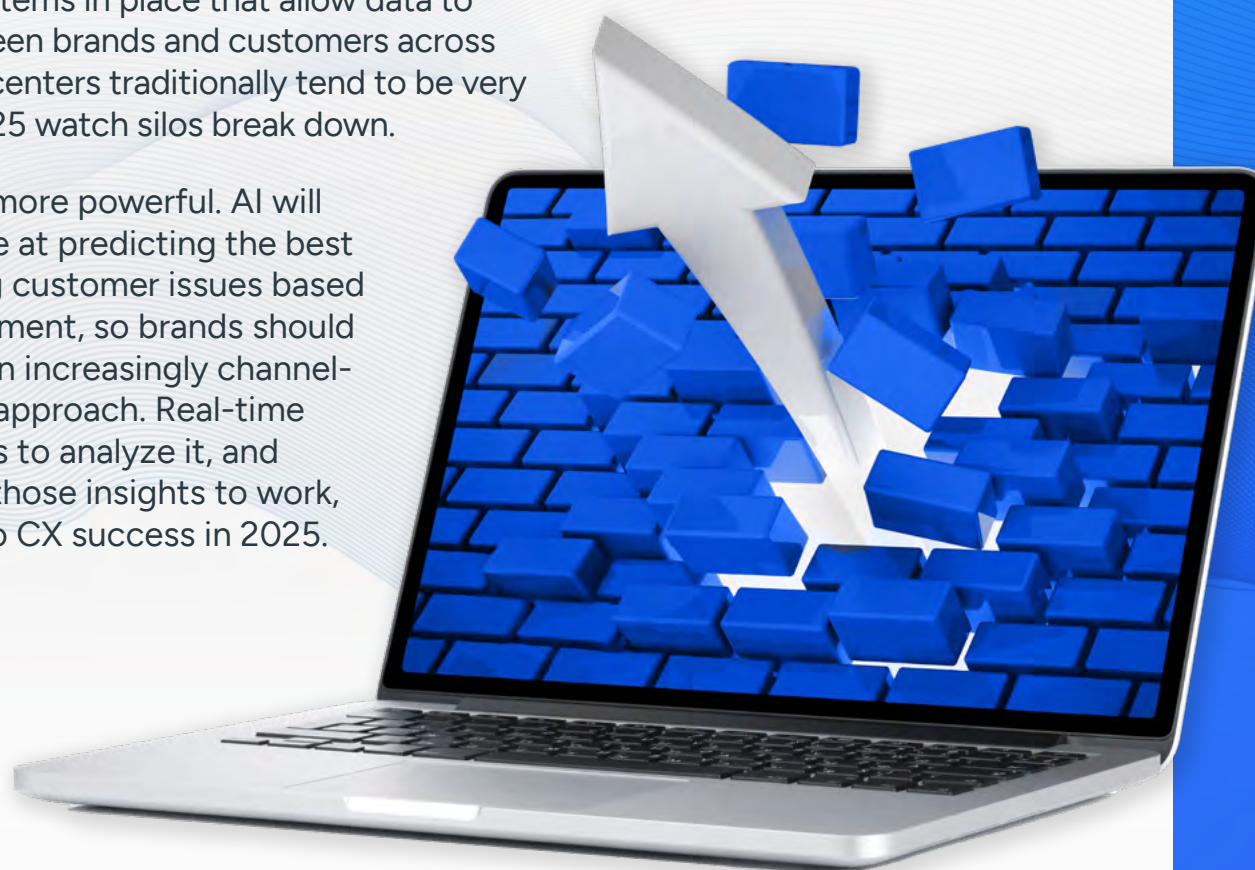
Why it matters

75%
of customers expect a consistent experience regardless of how they interact with a brand[1]

77%
of strong omnichannel companies store customer data across channels[2]

1.7x
Omnichannel customers shop **1.7 times** more than single-channel shoppers[3]

Sources: 1) *Salesforce*; 2) *Aberdeen Strategy & Research*; 3) *McKinsey*

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DATA INSIGHTS BREAK THROUGH BARRIERS

What it means for you

Customers expect to interact with your brand whenever they want, however they want. Regardless of how they reach you, the experience needs to be seamless — now more than ever.

The term "omnichannel" has been part of the CX lexicon for years, but in 2025 **advanced channel orchestration will begin to dominate the contact center landscape** in ways it hasn't before.

Investing in **AI-powered, real-time analytics** should be a top priority. As AI tools get smarter and more sophisticated, they are becoming the best tools to predict the optimal channels and methods for resolving customer accuracy.

AI-enhanced quality and insights tools can listen to all interactions across any channel and identify trends, challenges, and opportunities. When you layer on quality experts who know how to cull actionable insights from your data, it can have a transformative impact on the contact center.

CASE STUDY

Insurance firm pumps up sales 10% with AI-enhanced performance enablement

The challenge

A property and casualty company was spending too much time manually collecting and analyzing data so that team leads could create performance action plans for individual associates. Building the plans was arduous, inefficient, and relied on humans interpreting where associates needed to improve.

Our solution

TTEC's performance enablement platform leveraged AI and generative AI to provide performance actions and insights. The solution used algorithms to correlate behaviors with performance outcomes, and helped produce daily coaching plans.

Results

23%
time savings

10%
increase in sales conversions

6%
reduction in AHT

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AI agents make their mark on self service

With first-generation chatbots firmly in the rearview mirror, AI-powered autonomous "agents" are set to transform customer experience. They will continue to grow smarter, more predictive, and easier to integrate into CX systems.

AI will evolve from supporting human associates during interactions to collaborating with them in real time — offering suggestions, context, and sentiment analysis as interactions are happening. The benefits of investing in AI-assisted, real-time enhancement will become undeniable.

Not only will AI agents help make associates much more efficient, they also will empower customers to become self-sufficient. Customers will increasingly resolve their own issues on their own time, without an associate, as AI-powered tools become increasingly accurate and tailored to individual customer preferences.

Why it matters

70%
of CX leaders believe chatbots are becoming skilled architects of highly personalized customer journeys

72%
of CX leaders expect AI agents to be an extension of their brand's identity, reflecting its values and voice

67%
of consumers are expanding their range of inquiries, asking AI/bots more varied questions

Source: ZenDesk

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AI AGENTS MAKE THEIR MARK ON SELF SERVICE

What it means for you

AI has evolved from buzzword to table stakes, so brands need to have a **strategic and comprehensive plan** for how they will integrate AI agents into their CX ecosystem. Companies will need to rethink their contact center workforce.

This is a far-reaching effort as it involves investing in and implementing new technologies, training associates in their changing roles, and ensuring seamless interplay between your AI-powered and human associates.

Resist the urge to adopt technology simply for technology's sake and make sure your **AI strategy is always guided by your customer journey**. Seek to solve the most pressing customer pain points first to make the biggest impact.

As with all AI tools, collecting comprehensive and high-quality data will be key to getting the most out of any AI-powered self-service solutions.
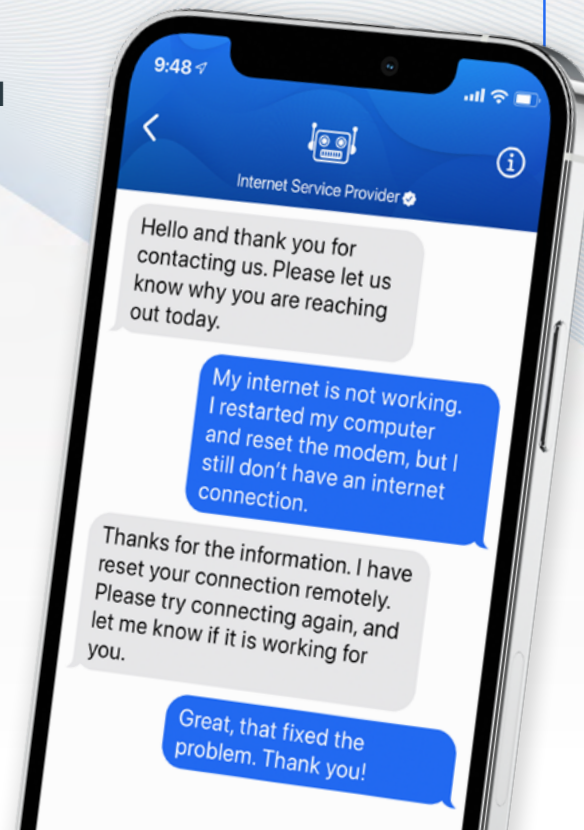
CASE STUDY

Next-gen self-service contact center improves CX and saves money

The challenge

An outdoor specialty retailer knew its contact center platform couldn't match its customers' expectations for self-service support for product questions and credit card activities. It needed an upgrade to provide more real-time features.

Our solution

We improved its IVR so fewer calls required an associate and made it easier for associates to access customer information when needed. We also implemented precision queueing and launched more robust self-service options.

Results

$2.5M
savings in the first year

34 sec.
decrease in production time

64%
containment rate

4

A new CX workforce emerges

As AI becomes more prominent, the role of contact center associates will evolve rapidly. Automation took many menial tasks off their hands, which means associates must be equipped to handle more complicated and nuanced interactions.

Brands will look for associates who possess different types of skills. Soft skills like empathy will take on new importance, for instance, and associates will need to be more technically proficient to work in tandem with AI-powered tools.

As the traits they seek in associates change, brands will have a much larger talent pool to tap into as more locations across the globe become CX hubs. No longer confined by geographic constraints, companies will be empowered to reap cost savings associated with nearshoring and offshoring without compromising CX.

Why it matters

75%
of CX leaders see AI as a force for amplifying human intelligence, not replacing it

83%
of employees say AI's capacity for decision-making is a major highlight of adoption

69%
of CX leaders say it's a significant challenge to forecast future labor requirements

Source: ZenDesk

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A NEW CX WORKFORCE EMERGES

What it means for you

A new workforce means a new approach to learning. Traditional, one-size-fits-all methods of training and coaching won't hold up in this new environment.

In 2025, employees will expect training and coaching to be experiential, tailored to their specific needs, take place in the channel of their choosing, and be available on-demand. Lean into AI to help revolutionize your associate onboarding, training, and coaching.

AI-enhanced training tools let associates role play realistic customer scenarios and deliver real-time feedback to help improve performance. AI can also listen to 100% of customer interactions to help **identify what separates top-performing associates from bottom-performing ones**, so you can focus coaching efforts on the people and topics where it will make the biggest impact. Coaching sessions will become faster, better, and more productive as a result.

CASE STUDY

AI-powered insights (and experts) revolutionize quality and coaching

The challenge

A high-end retailer had traditional quality assurance (QA) measures in place, but its tools collected information from only about 1% of customer interactions and didn't give a complete picture of customer sentiment.

Our solution

TTEC used AI-enhanced quality and insights to analyze 100% of customer interactions across all customer support channels. Then our quality experts dug into the data to find trends and actionable insights.

Results

60%
decrease in time spent finding coaching opportunities

$498K
in potential annualized savings

Increase
in associate empathy and apology

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Value grows in your customer base

Too often, brands focus solely on resolving the customer issue at hand. While a speedy, easy resolution is important, you could be missing out on opportunities to grow loyalty or revenue.

AI brings exciting opportunities in this area. In 2025 and beyond, brands will become better at harnessing the full value of every interaction. Digging into data and insights will help them integrate sales efforts into more customer touchpoints, understand the optimal amount of effort to put into each interaction, and gain deeper knowledge around individual customer value. Companies will be better equipped to identify and prioritize their most valuable customers.

The traditional notion of contact centers being cost centers will be upended as savvy companies get better at identifying new ways to drive value in customer interactions.
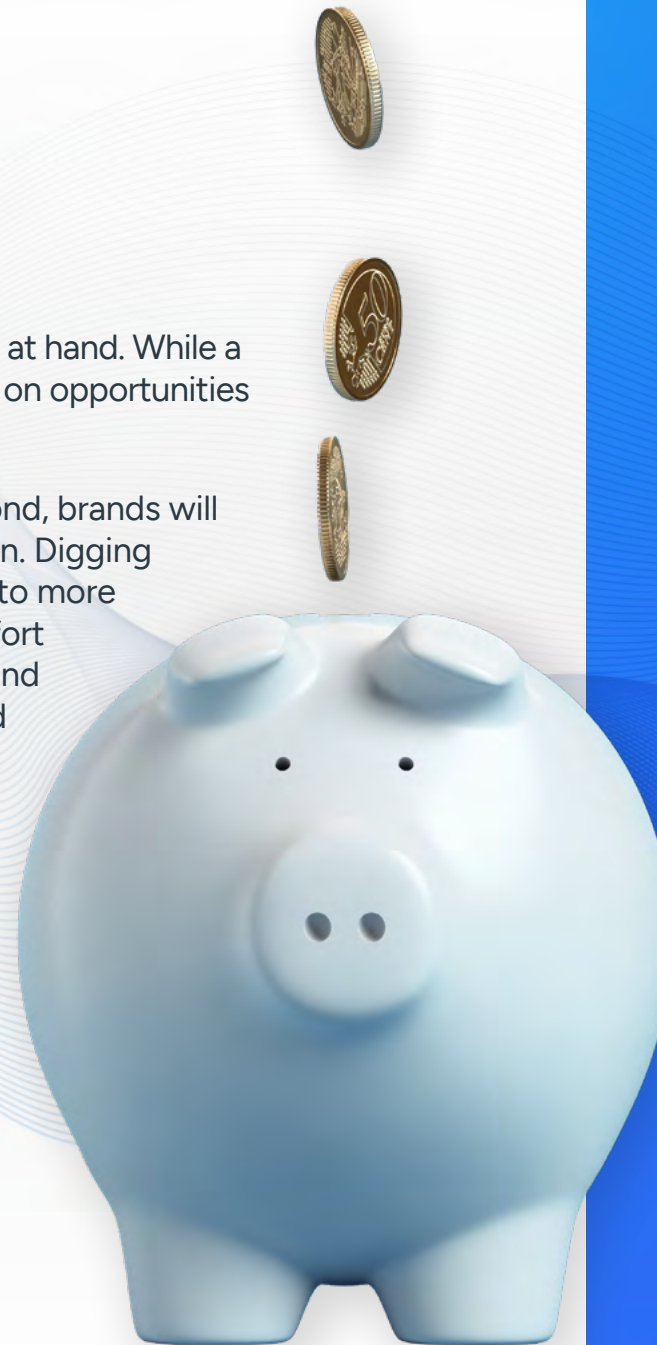
Why it matters

65%
of customer service interactions have the potential for a sales opportunity[1]

85%
Organizations that leverage customer behavioral insights and data outperform peers by 85% in sales growth[2]

25-95%
Profits can grow 25-95% from just a 5% increase in customer retention[3]

Sources: 1) *TTEC*; 2) *McKinsey*; 3) *Bain & Co.*

VALUE GROWS IN YOUR CUSTOMER BASE

# What it means for you

While it's crucial to resolve customers' issues quickly, think about other ways your brand can bring value to them in those moments.

Most customer service interactions have a sales opportunity attached. **A strong service-to-sales strategy can help you uncover where those opportunities are** and what offers are most likely to resonate with which customers.

AI should play a leading role in this. Use **AI-enhanced insights and analytics** to listen to interactions and identify customers who have more potential value.

Unlocking the full value of every interaction can be tricky; unwanted sales pushes, for instance, can feel off-putting and unwelcome to customers. Lean into your data to get the best sense of where there are opportunities to maximize value, and ensure associates are trained and ready to meet the moment.
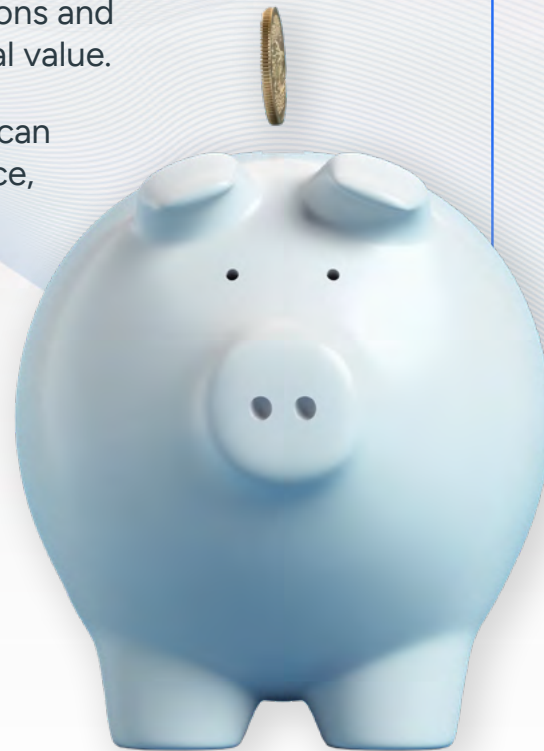
CASE STUDY

AI-powered insights, expert training drive sales surge in 2 weeks

The challenge

Associates at a major telecommunications company struggled to uncover and convert sales opportunities during customer service calls. They couldn't efficiently identify upsell or cross-sell opportunities and they weren't delivering the right sales messages to the right customers in crucial moments.

Our solution

We quickly put our Service to Sales solutions to work for the client. We helped associates convert more sales by: enhancing coaching through AI-enabled training and real-time feedback, improving reporting to give the company greater visibility into performance, and improving associate incentives.

Results

27%
increase in revenue per agent in pilot

2x
net revenue increase

+3
increase in CSAT

Bridge the transformation gap with a holistic CX tech stack

Customer experience increasingly lives at the intersection of the contact center, customer relationship management (CRM), and AI and analytics. A strong CX strategy and expert associates aren't enough to drive success on their own — integrating and empowering them with the right technology is crucial.

Brands must connect the dots among their contact center, CRM, and AI and analytics.

AI and analytics help quickly analyze and manage data to create a competitive edge; CRM turns critical customer data into a cohesive network of information that companies can use to better engage customers, and the contact center provides the infrastructure in which it all happens.

To deliver effortless experiences in 2025 and beyond, brands must ensure these components all work together.
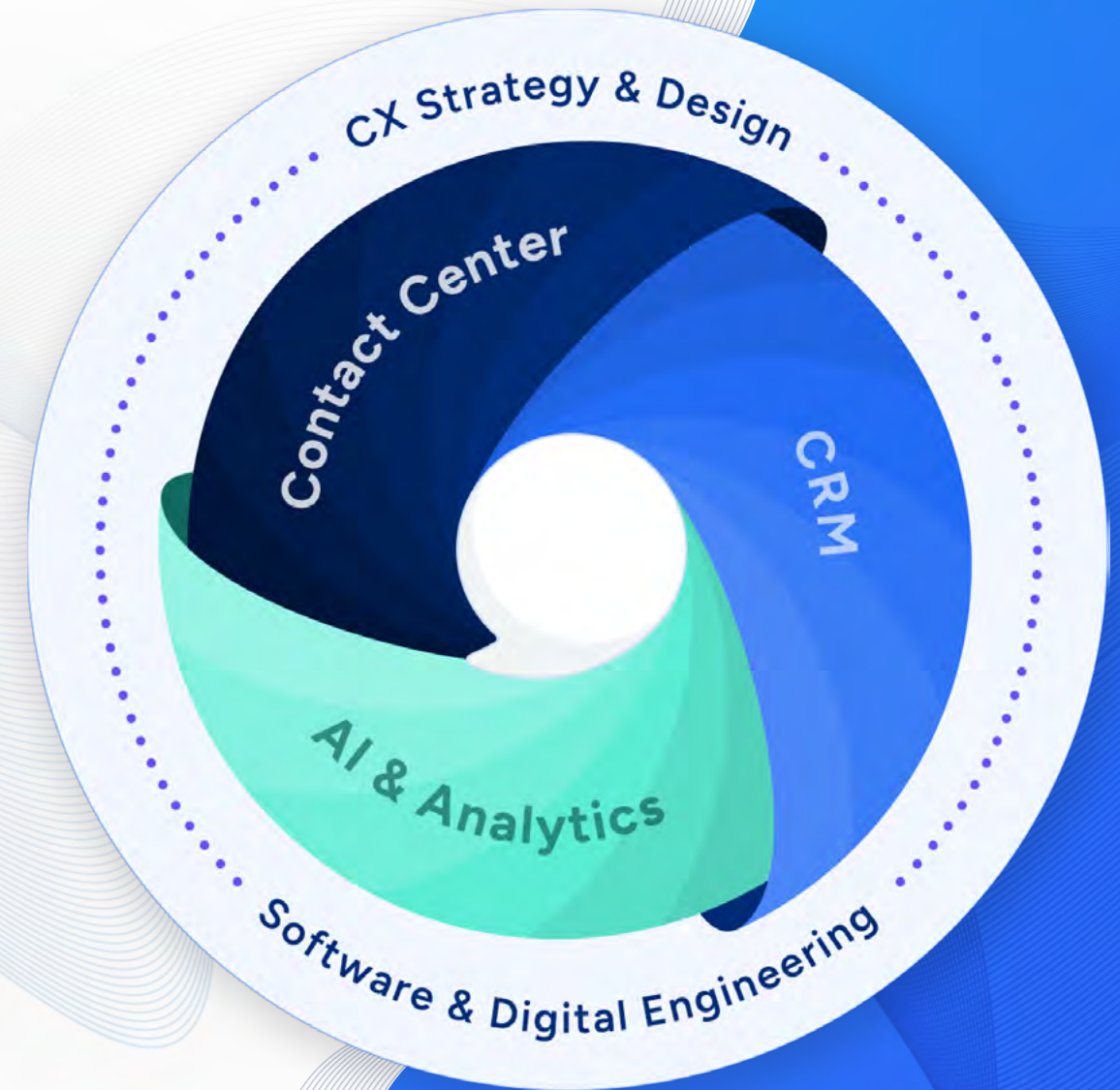
Embrace the new CX era with the right tech, people, and strategy

As we head into 2025, brands are equipped with unprecedented tools, insights, and capabilities to reshape their customer experiences. The shifts we anticipate — borderless CX, data insights breaking through barriers, the rise of AI in self-service, a redefined workforce, and an emphasis on growing customer value — are poised to change the face of the industry.

It's about more than just keeping up with trends, it's about leading the transformation. And you don't have to do it alone. At TTEC, we have more than 40 years' experience helping top brands deliver exceptional experiences for customers and employees alike. We can help you strike the right balance of AI-driven technology, expert associates, and proven best practices to elevate your CX.

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About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enhanced digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at **ttec.com**.