

ttec®

# CX TRENDS

2022

**10 predictions driving  
future customer  
experience success**



# The (redefined) future of CX

Trends come and go, but valuing the customer never goes out of style. And in the era of the “Great Resignation,” business leaders are extending that sentiment to employees as well. In 2021, companies hit the reset button on customer innovation and the employee experience. Now, leading companies are doubling down on those innovations and insights to drive both resilience and growth. If last year was a time for reflection and last-minute solutions, now is the time to act with purpose.

**“ Every company must become an empathetic, human-centered data company. CX and marketing innovation must prioritize cross-functional, organizational collaboration.”**

—**Brian Solis**, digital analyst, speaker, and author



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# Part I: Customer trends



**Trend 1:** Leading companies will excel at empathy, safety, and convenience



**Trend 2:** Consumers will expect proactive support



**Trend 3:** Fast 24/7 customer service will become the norm



**Trend 4:** Data privacy will be treated as a valuable commodity



**Trend 5:** True omnichannel service will move closer to reality



TREND 1

# Leading companies will excel at empathy, safety, and convenience

For customers, empathy, safety, and convenience are intertwined. The companies that will drive continued loyalty will prioritize these expectations. Small details such as addressing customers by their first name can go a long way. Expect customer-centric organizations to fine-tune authentic, frictionless, secure activities as brand differentiators.

**40%** By 2023, enterprises that excel at empathy and safety at scale will outperform those that don't by 40%. *Source: IDC*



**CX Tip:** Look for opportunities to humanize interactions across the organization and ensure performance metrics align with those goals.

1

## Insights

**When a company makes customers feel appreciated:**

**76%**

indicate they'll keep doing business with the brand

**80%**

will spend more with the brand

**87%**

will recommend the brand to friends and family members

*Source: Forrester*

TREND 2

# Proactive support will be a competitive differentiator

Proactive support—identifying and resolving customer issues before customers are aware of them—is a massive opportunity to increase customer goodwill and reduce costs. Yet, many companies fail to take advantage of it. A recent Gartner survey of more than 6,000 customers revealed that only 13% of consumers reported receiving any type of proactive customer service.

**70%** of customers worldwide have a more favorable view of brands that contact them with proactive customer service notifications. *Source: Microsoft*



**CX Tip:** Identify areas of the customer journey where proactive support will have the most impact and work with an experienced partner for fast and effective deployment.

2

## Insights

**Proactive customer service can result in full point increases in:**

**NPS**

Net Promoter Score

**CSAT**

Customer Satisfaction Score

**CES**

Customer Effort Score

**VES**

Value Enhancement Score

*Source: Gartner*

TREND 3

## Fast 24/7 support will become the norm

In today's hyperconnected world, where it's possible to talk to someone on the other side of the globe instantly for free, limited customer support hours are no longer acceptable.

Customers expect brands to be accessible 24/7 and will hold it against them if they fail to meet that expectation.

**51%** of customers want businesses to be available 24/7. *Source: Econsultancy*



**CX Tip:** Explore opportunities to cost effectively expand coverage such as through offshore, onshore, or nearshore support.

### Insights

**Percentage of consumers who define immediate as 10 minutes or less by their stage in the customer journey:**

Marketing  
**46%**

Sales  
**62%**

Support  
**60%**

*Source: HubSpot Research*

TREND 4

## Data privacy will be treated as a valuable commodity

Consumers are increasingly concerned about their personal data being collected and how it is utilized. They want companies to provide them with transparency and control over their data.

We see a shift in companies committing to these expectations partly as a result of global data regulations and to drive customer loyalty.

60%

By 2024, privacy will be redefined as the “value of data,” and vendors will provide loyalty services in exchange for consumer data with 60% of consumers in developed countries participating. *Source: IDC*



**CX Tip:** Go above and beyond regulations to communicate the value that customers receive in exchange for sharing their data. Train associates to explain what the data will be used for and include brief explanations on online forms.

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### Insights

86%

of respondents said they feel a growing concern about data privacy

78%

expressed fears about the amount of data being collected

40%

don't trust companies to use their data ethically

13%

don't even trust their own employers

*Source: KPMG*

# True omnichannel service will move closer to reality

For years, companies have aspired to deliver a seamless omnichannel customer experience but often fell short.

We predict that the accelerated need to provide a consistent environment for customers across touchpoints and channels will finally spur organizations to prioritize targeted cross-channel connections as a form of business resilience and future growth.

**90%** of customers expect consistent interactions across channels. *Source: SDL*



**CX Tip:** Don't embark on an omnichannel transformation initiative without defining strategy and design principles, mapping out customer journeys, and getting employee buy-in across the organization.



## Insights

**Higher customer retention rates**

**90%**

Customer retention rates are 90% higher for omnichannel vs. single channel.

*Source: Omnisend*

# Part II: Employee trends



**Trend 6:** Employee experience will take the spotlight



**Trend 7:** The rise of CX gig workers



**Trend 8:** Prescriptive AI will make customer service more efficient and effective



**Trend 9:** Associates will have centralized customer data at their fingertips



**Trend 10:** Companies will double down on right-channeling



TREND 6

# Employee experience will take the spotlight

When it comes to attracting and retaining top employees, businesses that are unwilling to offer workplace flexibility and other employee benefits will lose the war for talent.

The employee experience has been redefined by employees demanding better working conditions, higher pay, and more respect.

**49%** of contact centers consider employee satisfaction among the top five most-used measurements after customer satisfaction, response time and quality assurance. *Source: 8x8*



**CX Tip:** Ask your employees about what they want in a flexible workplace and work together to find a viable solution whether it's flextime, a shorter workweek, purely remote work, or a hybrid model.

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## Insights

**80%**

of executives said their companies were supporting the physical and emotional health of employees, but **only 46% of employees agreed.**

*Source: IBM Institute for Business Value*

# The rise of CX gig workers

More than ever, contact centers are under pressure to handle spikes in customer volume and reduce costs. But hiring and retaining qualified associates is especially difficult in a competitive talent market.

In addition to a better employee experience, expect to see more companies explore alternative ways of maximizing and extending workforces via gig workers, automation, flexible staffing, and more.

**13%** Work-at-home 'job hopping' is up 13% since Oct 2019. *Source: ADP*



**CX Tip:** Find the funds to offer competitive wages by increasing cost savings. For example, shifting seasonal roles between different peak seasons combined with digital innovation creates an optimal employee experience in addition to being cost effective.

## Insights

**20-40%**

By 2025, 20 to 40% of customer service interactions could be handled by gig-based workers enabled by AI platforms to solve more complex customer intent.

*Source: GigCX*

TREND 8

# Prescriptive AI will make customer service more efficient and effective

Expect prescriptive AI to be integrated into more business decisions. For instance, predictive analytics can estimate how much time it will take employees to support customers during a spike in calls.

Fused with those analytics, predictive AI will let contact center leaders know how much overtime is necessary to generate detailed schedules.

**79%** of contact center leaders plan to invest in greater AI capabilities in the next two years. *Source: Deloitte*



**CX Tip:** Even prescriptive AI will still require humans in the loop to provide sound reason, judgement, and oversight.

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## Insights

**54%**

of executives say that AI solutions have already increased productivity in their businesses.

*Source: PwC*

# Associates will have centralized customer data at their fingertips

As CX expert and speaker Don Peppers put it, "If you want the fastest, least flawed, most-likely-to-succeed customer-centric transformation, my friends, START WITH THE DATA!"

With CX at the forefront of business strategy, expect to see more companies prioritize a unified view of customer data and analytics in the contact center for associates to have meaningful and successful interactions.

**63%** of consumers expect businesses to know their unique needs and expectations, while **76% of B2B buyers expect the same thing.** *Source: Salesforce Research*



**CX Tip:** When selecting a customer data platform, decide what you want to track from the beginning and ensure the platform can account for future needs.

## Insights

**Top 5 types of data merged with customer data platforms:**

**1**

CRM data

**2**

Transactional data

**3**

Website visits

**4**

Customer support data

**5**

First-party customer profile data

*Source: The State of CDPs – Advertiser Perceptions*

TREND 10

# Companies will double down on right-channeling

Instead of treating right-channeling (getting customers to use the appropriate channel) as a nice-to-have, we predict more firms will proactively leverage automation, machine learning, and other technologies to guide customers to the right channel as they seek to cut costs and increase efficiency.

36%

of leaders say customers have primarily stuck with the phone to reach them, which is why many have turned to "right-channeling." *Source: Deloitte*



**CX Tip:** Forcing customers to use a channel because it's right for the business, but not the customer, is a bad strategy. Ensuring the experience is better in addition to a lower delivery cost is a smarter idea.

10

## Insights

79%

of customers say they prefer to chat with associates purely because of the immediacy it offers compared to other channels.

*Source: Econsultancy*

## Case study

# Innovative staffing in action

### The challenge

A regional health plan faced a worker shortage as it prepared for open enrollment season.

### Our solution

The company used a highly skilled yet cost-effective offshore pre-sales workforce for initial open enrollment inquiries and qualifications. This reduced the need for as many licensed, U.S.-based sales associates, for whom the company raised wages. It retained some brick-and-mortar employees from the previous year, but prioritized the recruitment of @home associates for new positions from around the country.

### The results



**45%**

drop in cost per enrollment



**29%**

growth in sales conversions



**73%**

increase in Medicare enrollment

## Case study

# RealPlay Bot shrinks contact center attrition

### The challenge

When a major telecommunications firm merged three lines of business into one, customer support was inconsistent, employees struggled to navigate disparate systems and processes, and new hire attrition was rising.

### Our solution

We proposed leveraging an AI-powered solution—TTEC’s award-winning RealPlay Bot—to accelerate the training and learning process as part of a demand-based curriculum. The RealPlay Bot simulates real-world customer scenarios and provides automatic feedback allowing employees to practice their skills and gain confidence quickly and conveniently. Our learning and development team worked with the client on developing scripts for the bot, verifying technical requirements, and testing it.

### The results



**58%**

attrition improvement rate



**+5%**

FCR



**6%**

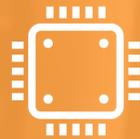
efficiency improvement

### Watch the video



# 5 proven ways to win in 2022 and beyond

1



## Be efficient

Leverage AI and machine learning to foster human connections at rapid speed.

2



## Keep it personal

Present information in ways that are relevant to intentions, customer moments, and devices.

3



## Prioritize employee experience

Understand what your employees' needs and expectations are, be consistent in your strategy and be flexible.

4



## Dig deeper

Investigate outliers in performance metrics for a deeper understanding of pain points and hidden opportunities to improve.

5



## Stay engaged

Leverage a mix of processes, technology, and creativity to provide innovative ways to motivate and drive performance in a virtual or hybrid work world.



# CX for what's next

Learn how we can help your brand achieve the performance excellence and agility needed to thrive—now and in the future.

## Contact us

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# About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 62,300 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at [ttec.com](https://ttec.com).

