

CX Research Rundown

Ultimate CX drives business results



A CX-forward approach means reaching your business goals faster.

AI optimizes customer engagement for fast, personalized service and business gains

50% improvement in customer satisfaction for organizations that use AI and automation

Aberdeen: Drive Results with AI-Powered CX: Lower Costs, Boost Revenue, and Create Happy Customers, 2024

[See the research >](#)

5.3X AI users enjoy 5.3x greater YoY improvement (decrease) in service costs

Aberdeen: CX Innovation at Scale: Maximize Business Success by Using AI to Futureproof Your CX 2023

[Get the details >](#)

41% AI resolves 41% of interactions without live agent support¹

48% of customers said they'd be willing to pay for live agent interactions if the experience was personalized²

CX orchestration connects all interactions to create seamless customer journeys

2 HOURS SAVED

Supervisors save nearly two hours per week using AI for scheduling and capacity planning²

>50% of CX interactions are now being handled via proactive engagement⁴

59% of customers said a lack of personalization negatively affects customer loyalty⁵

40% of Gen Z customers will abandon a service issue if they can't resolve it on their own⁶

EX strategies retain talent and empower agents to deliver extraordinary services

63% of agents say that not having sufficient digital capabilities significantly affects their roles⁹

6X Organizations with both CX and EX strategies in place are almost 6x more likely than all others to achieve promoter-level CX performance, as measured by their Net Promoter Score (NPS)⁷

83% Most agents (83%) say they want to see AI used to provide real-time assistance when they're solving problems⁸

56% Top performers are 56% more likely than underperformers to report improved business growth due to improvements to EX.^{*10}

* Top performing organizations are those with more than 10% year-on-year revenue growth and an operating profit margin of more than 15% in the last financial year.

1, 2 Robin Gareiss (2024). AI for Business Success 2024-25. Metrigy.

3, 5, 9 Mila D'Antonio, David Myron, Elaine Hutton, and David Green (2024). Mind the Gap: A Custom Study for NICE. Omdia.

4, 7, 10 Amit Dhingra, Aishwarya Singh, et al (2023). 2023 Global Customer Experience Report: The rise of AI, cloud and employee experience in shaping the CX of the future. NTT Data.

6 LinkedIn Gartner for Customer Service and Support. <https://www.linkedin.com/showcase/gartner-for-customer-service-&-support>, 28 Feb 2024.

8 Brian Cantor (2024). Future of Contact Center Employees. CCW.