

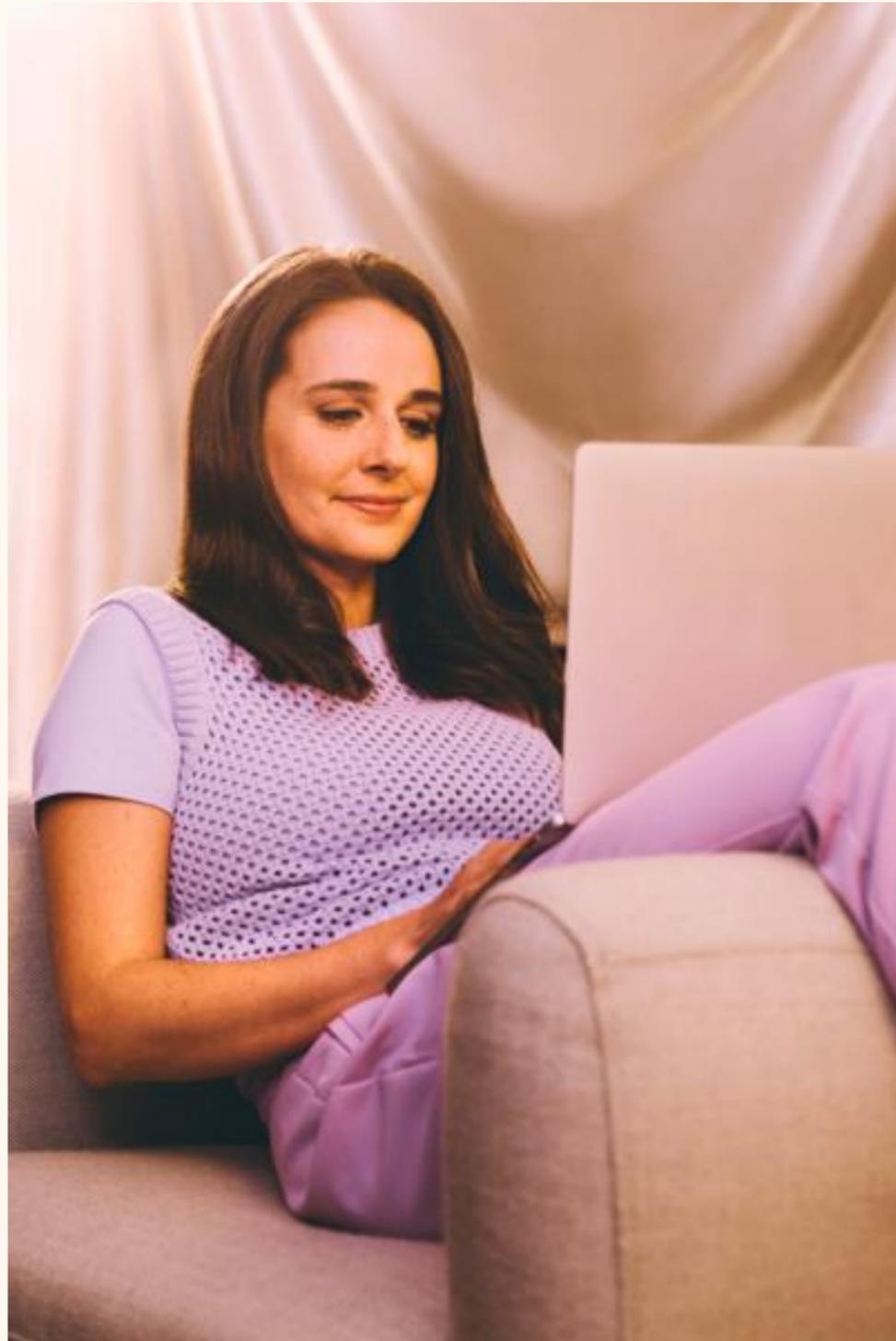
CX TRENDS

# Separating hype from reality



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VP EMEA at Zendesk





Which trends  
should I watch?

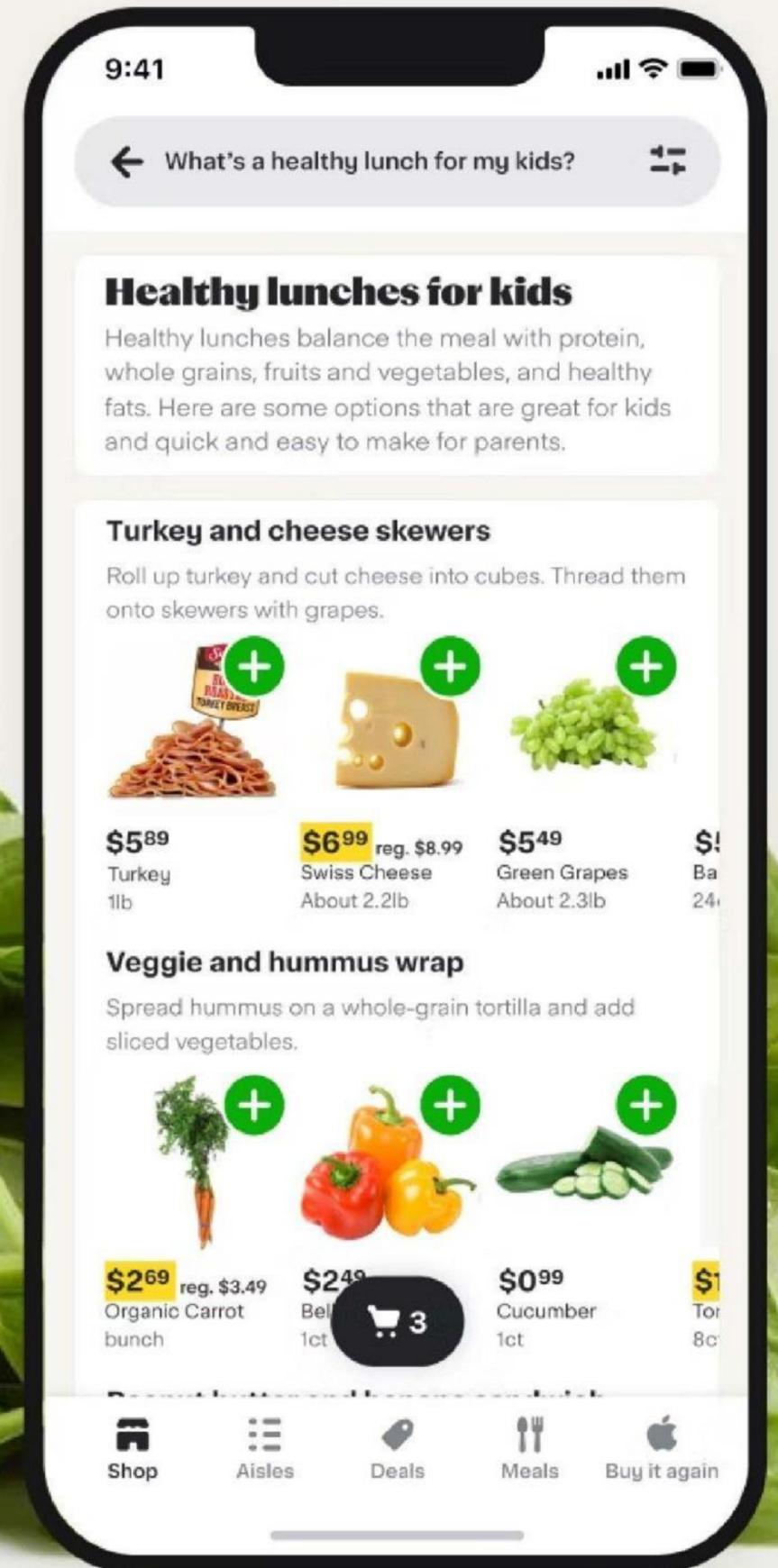
Which will have the  
greatest impact?

# 5 emerging CX trends

- 1 as a brand companion
- 2 Digital twins replicating people and operations
- 3 Digital transparency and traceability
- 4 Live streaming using real-time guidance
- 5 Inclusive technology with adaptive support

# 1 as a brand companion

Brands are using AI's conversational capabilities to design chatbots that act as brands' online alter egos, working with customers as smart guides



## 2 Digital twins

Create digital copies or twins of employees and even physical locations



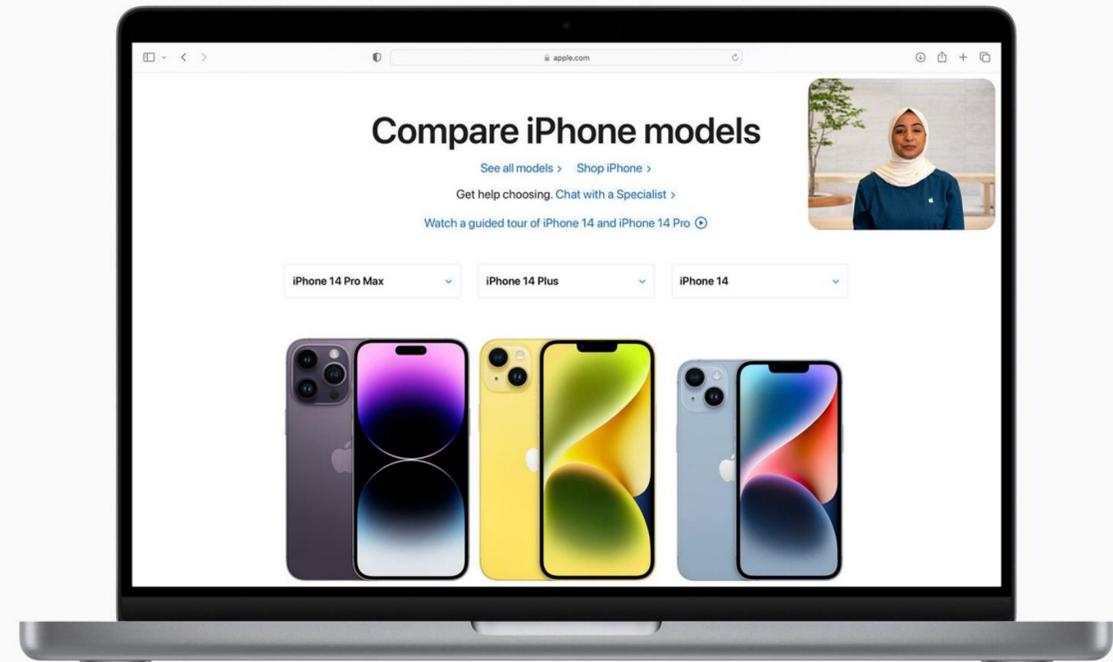
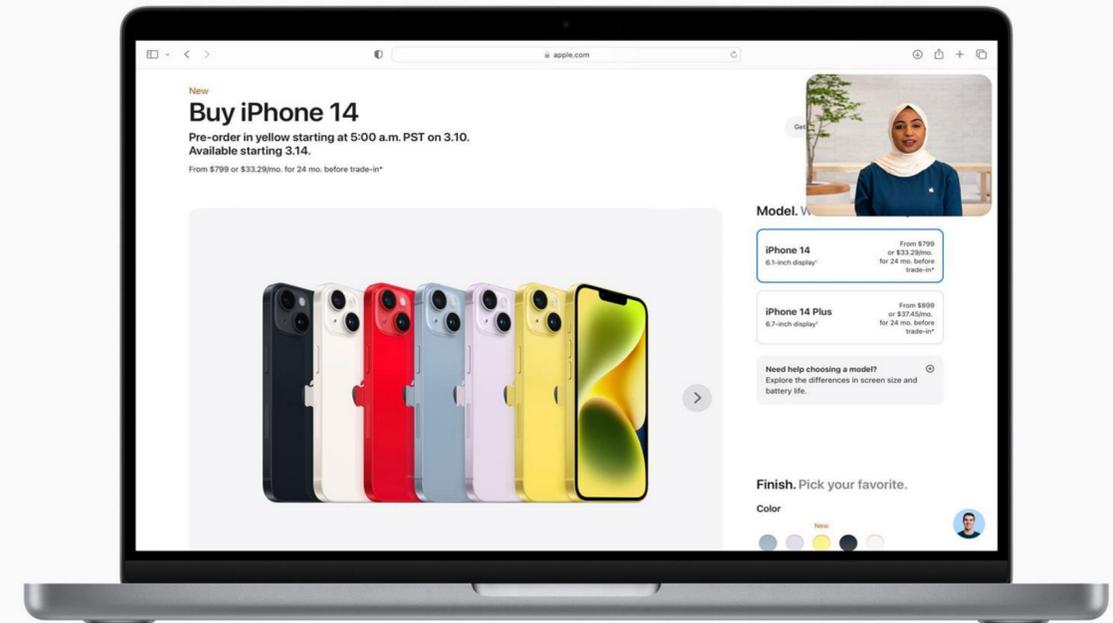
### 3 Digital transparency and traceability

Enabling customers to trace the supply chain to understand authenticity, provenance and the opportunities to resale



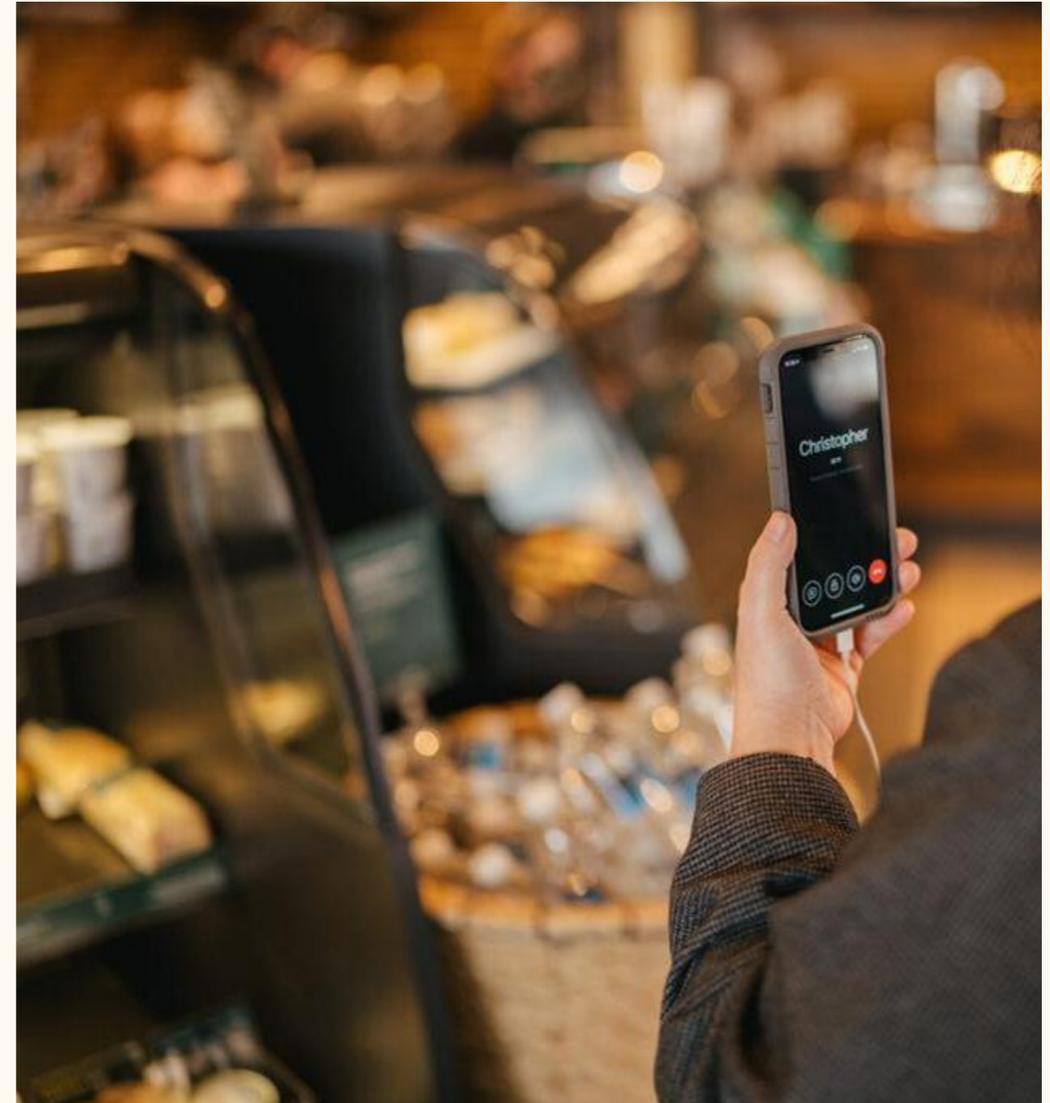
## 4 Live streaming using real-time guidance

Live access to expertise and informed associates has become a powerful tool for consumers



## 5 Inclusive technology with adaptive support

Brands and retailers are taking steps to make sure all shoppers can easily navigate and participate within their greater brand community



Trends will continue  
to evolve

Sampling of CX Trends

Stay tuned for 2024  
CX Trends Report





Today, **billions** of customer interactions around the world are powered by Zendesk technology



partners with Zendesk + Ascensos to boost customer satisfaction by resolving issues faster than ever, and with better results

78% increase in CSAT

56% first contact resolution

5% reduction in cost per case



# LIBERTY.

UK's most iconic retailer partners with Zendesk to keep up with growing sales, and have started using **Zendesk AI** to manage through spikes and volatility

-73% decrease in first reply time

\$19,616 annual savings

+9% annual increase in CSAT



# LUSH

drives +50% higher productivity, an 82% one-touch resolution rate, and 92% CSAT after migrating to Zendesk

19K tickets per month

\$208K cost efficiency savings

15 languages





transforms global support operations with Zendesk automation and chatbot, resulting in faster reply times and better knowledge sharing

8 hrs reply time

42 hours time per ticket

4K monthly tickets



**zendesk**