

Go from CX laggard to leader with AI

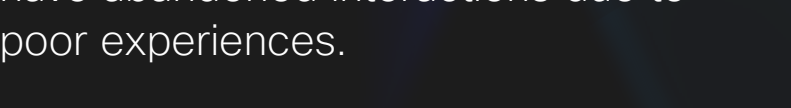
Global research reveals the three most challenging areas for businesses that also offer the biggest opportunities for AI to improve customer experiences.

The 3 biggest CX challenges

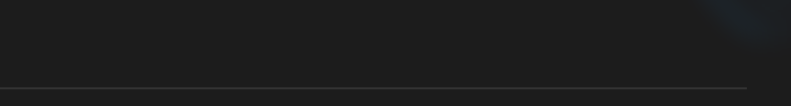
Customer Impact

Customer satisfaction is declining

Only 25% of customers were very satisfied with their last service engagement.



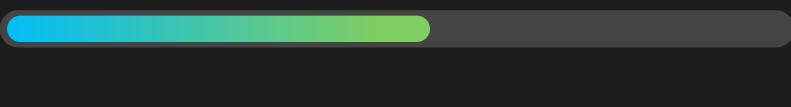
94% have abandoned interactions due to poor experiences.



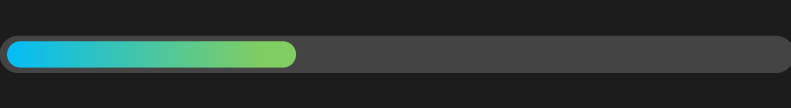
Agent Impact

Agents are struggling

56% of agents are experiencing growing workloads.



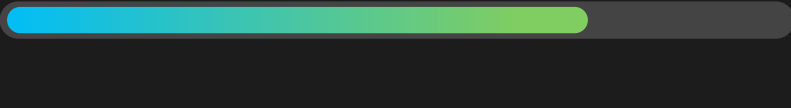
38% higher agent attrition without access to the right tools.



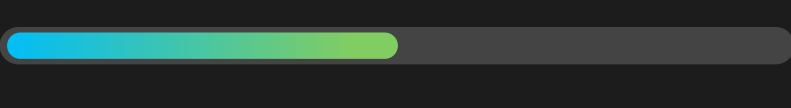
Business Impact

Technology is outdated and costly

3/4 of businesses have up to 10 customer data systems.



50% lower CSAT in businesses that have disconnected systems.



Are you a laggard or a leader?

The study evaluated three key areas of impact across the customer experience: customer impact, agent impact, and business impact.

The leaders who had the highest business performance had common characteristics that set them apart from the laggards.

Laggards

Minimal AI capabilities deployed

10% equip agents with AI assist.

7% have an AI virtual agent.

Limited proactive customer communications

6% deliver proactive communications using AI.

On-premises technology

60% have on-premises contact centers.

Limited communication orchestration

25% leverage CPaaS solutions.

Leaders

Extensive AI capabilities deployed

73% equip agents with AI assist.

79% have an AI virtual agent.

Proactive customer communications

61% delivered proactive communications using AI.

Cloud technology

70% have cloud contact centers.

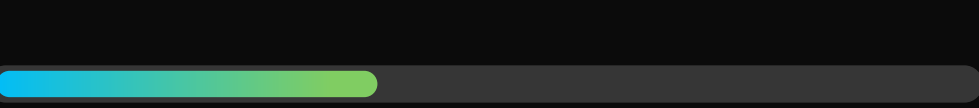
Complete communication orchestration

69% leverage CPaaS solutions.

What are CX Leaders doing right?

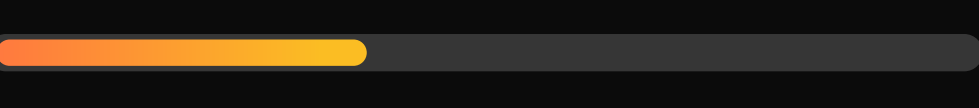
Improving CSAT with robust, AI-powered self-service solutions

39% improvement in CSAT scores when self-service is successful



Empowering agents and supervisors with AI enablement

38% less agent turnover



Driving revenue growth through use of AI

65% saw significant revenue growth



From laggards to leaders with Webex

Webex helps bridge the AI divide with an AI-powered, self-learning contact center that delivers unmatched self-service, empowers agents with essential tools, and connects data to drive real business results.

Learn more about how you can become a CX Leader with Webex AI.

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