

# 10 Top CRM & CX Trends for 2023



01



## CONNECTED, OMNICHANNEL EXPERIENCES

Customers want a consistent experience with a company across all physical & digital channels

02



## AI IMPLEMENTATION WILL BE SEEN AS 'HIGHLY REMARKABLE'

CX focused businesses feel that AI technologies play a crucial role in decision-making

03



## SERVING CUSTOMERS IN A COOKIE-LESS WORLD

People feel disappointed, frustrated, helpless & even confused by third-party news

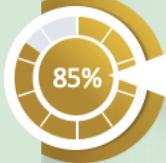
04



## VIRTUAL METAVERSE EXPERIENCES

Customers pay more for a product or service when they receive great CX

05



## THE RISE OF VOICE TECHNOLOGY

Business & technology leaders use voice technology to communicate with customers

06



## HUMANIZED DIGITAL EXPERIENCES

Customers won't buy from brands that have poor personalization

07



## ENHANCING DIRECT CUSTOMER INTERACTION

Customers would rather talk to a human than with a chatbot

08



## DEVICE AGNOSTIC EXPERIENCES

Customers desire seamless experience across their daily device usage

09



## EVOLUTIONS IN SELF-SERVICE

Global consumers expect businesses to have a self-service support portal

10



## RISING FOCUS ON PRIVACY & SECURITY

Want companies to be more transparent about how their data is used