

NETIGATE  
CX

2023 edition

# The future of customer experience

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Introduction

Welcome to the 3<sup>rd</sup> edition of our Future of CX report, written by CX professionals, for CX professionals.

About the report

This report will give you key insights into how other businesses are working with customer experience and what’s in store for the future of CX.

In the spring of 2023, Netigate conducted a survey asking 81 CX professionals about their approach to CX in 2023 and beyond.

We asked them about the challenges they currently face and their plans for the future. This report is built around their responses to our questions.



About the survey respondents

The survey respondents work in companies of varying sizes, with 56% coming from large enterprises (250+ employees).

They also span a wide range of industries, from banking and finance to data and communications.

38% of respondents work in Sweden, followed by 16% in the Germany, and 16% in the UK, with the remainder spread largely across Europe.

Insight 1

# CX teams are using artificial intelligence to speed up their response times.

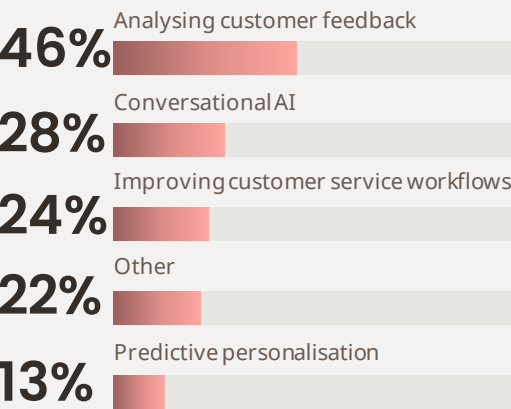
Artificial intelligence is revolutionising the customer experience by helping businesses to deliver more efficient service, and respond to feedback, faster.

## How exactly is AI being used?

According to our research, 46% of CX professionals are using AI to analyse customer feedback.

With software like [Text Analysis](#) and [Quick Analysis](#), businesses are able to save time and resources when it comes to sorting through customer feedback.

From [sentiment analysis](#) to keyword extraction and tic classification, companies can act on written customer feedback quicker than ever before.



28% of respondents said that conversational AI is being used as part of the CX strategy at their company. And it's likely that this figure will continue to grow, with [53% of US adults already choosing to make use of AI chatbots](#).



## The advantages of AI in CX

**More service options for customers:** Conversational AI allows chatbots to be used to answer customer questions alongside human support. This helps customers to get answers quicker, but also: [67% of customers prefer self-service over speaking to a company representative](#).

**Data-driven insights at scale:** Customer data and feedback can be used to identify problem areas, spot trends, and make targeted improvements. AI speeds this process up, turning data into insights at scale leading to quicker actions and resolutions.

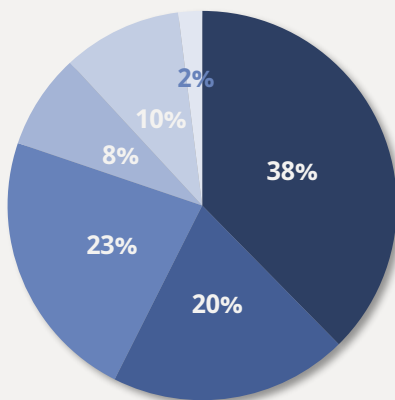
**Effective personalisation:** [71% of consumers expect personalisation](#). And businesses that excel at this can generate up to [40% more revenue](#) than others from personalisation activities. AI is smart enough to quickly make the connections that allow this personalisation to happen.

## Insight 2

# Increasing customer satisfaction is the key goal for CX professionals.

According to the [American Customer Satisfaction Index](#), customer satisfaction is a strategic company asset that should be optimised. And for the second year running, increasing customer satisfaction is the top goal of CX professionals.

This makes a lot of sense, given that satisfied customers are more likely to be loyal ambassadors for your brand, bringing repeat business and [driving increased revenue](#) and growth.



- Increase customer satisfaction
- Create a seamless omnichannel experience
- Bring in new sales and customers
- Reduce customer churn
- Upselling/cross-selling to existing customers

## What really matters when it comes to satisfaction?

- 1 Customer service. A Microsoft study showed that [61% of consumers have cut ties with a brand](#) after receiving poor customer service.
- 2 Product/service quality. Customers have a lot of choice, and with that comes high expectations. The key to keeping them satisfied is delivering high-quality offerings that meet their needs and provide value. [Quality beats price](#).
- 3 Personalisation and customisation. [71% of customers expect personalisation..](#) Also, research by Segment showed that buyers are [49% more likely to make a purchase](#) when their experience is personalised.
- 4 Speed and responsiveness. [90% of customers](#) say a quick response to issues is important. The speed at which inquiries and complaints are dealt with can greatly impact satisfaction.
- 5 Ease of doing business. Consumers appreciate convenience and simplicity in their interactions with businesses. Streamlined processes, user-friendly- interfaces, and efficient order fulfilment all contribute to greater satisfaction.

## Key CX metrics

# Collecting customer data is essential for understanding how you can improve customer satisfaction.

CX feedback surveys come in a number of different forms. Three of the key metrics for measuring and tracking how your customers feel about your business are:

Net Promoter Score (NPS), Customer Effort Score (CES), and Customer Satisfaction Score (CSAT).

These simple but effective metrics can be analysed in the context of more qualitative feedback like [open-text responses](#) to get to the heart of what will truly improve your customers' satisfaction.



## Customer Satisfaction Score (CSAT)

This metric does what it says on the tin: It helps you to measure how happy customers are with your business. This can be at specific touch points or regarding general perception.

## Net Promoter Score (NPS)

NPS is a loyalty-measuring metric that tells you how likely customers are to shout positive things about your business from the rooftops.

It's the perfect metric for getting an overall sense of your brand health, and it can also be a good predictor of business growth.

## Customer Effort Score (CES)

How easy it is for customers to conduct business with you? A CES survey can help you to find out.

After all, one of the best ways to keep customers satisfied is to minimise the effort and time that it takes to get things done with your company.

[Download the full guide to these key CX metrics here.](#)



Insight 3

# 75% of CX professionals are using Customer Satisfaction Score (CSAT) feedback data to inform their CX strategies.

We asked our respondents what kind of customer feedback is being collected by their companies to inform their CX strategies. CSAT, NPS, and customer service feedback came out on top.

## 5 ways to maximise the value of the CSAT metric

1. Clearly define your CSAT metric by designing a specific survey question or rating scale that's aligned with your customer experience goals.
2. Be consistent with how you measure customer satisfaction. This allows you to accurately benchmark, track and compare results, and measure the impact of initiatives.
3. Send your surveys at timely and specific points along the customer journey to make sure you're collecting the most relevant and accurate feedback.
4. Close the feedback loop by acting quickly on the feedback you receive. This includes resolving issues swiftly and letting customers know that you've taken the feedback onboard.
5. Integrate CSAT with other metrics such as NPS, CES or CLV to get a holistic understanding of customer satisfaction and loyalty.

## What kind of feedback are businesses collecting to inform their CX strategies?

- 1 CSAT (75%)
- 2 NPS (69%)
- 3 Service feedback (61%)
- 4 Product/service reviews (46%)
- 5 Social media comments (46%)
- 6 Website feedback (44%)
- 7 Complains & bug reports (44%)
- 8 Sales feedback (39%)
- 9 Onboarding feedback (31%)



Insight 4

# The top focus area for improving CX is product and/or service improvements.

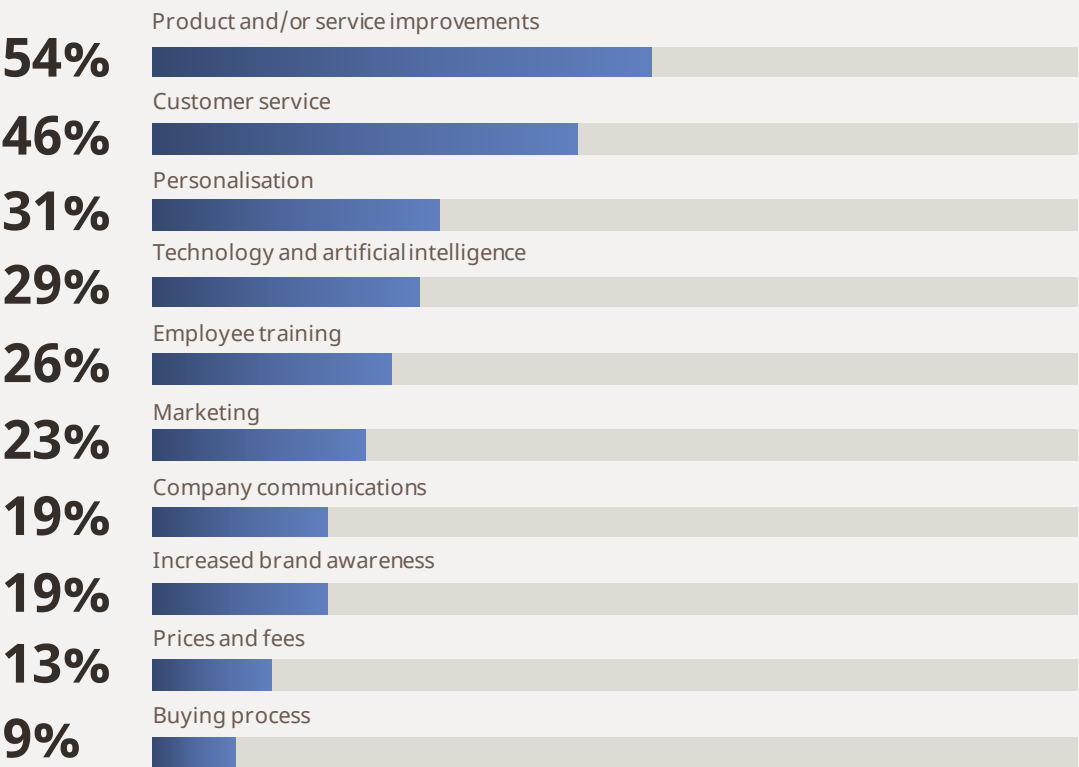
We know that customer satisfaction is the top CX goal for 2023, and it seems that product and service improvements are high on the agenda for helping to achieve it.

For 54% of businesses, making improvements to their offering is a key focus area in 2023.

These improvements can also positively impact revenue. If a customer is satisfied with a product or service, they're more likely to leave a positive review- which could [boost sales by 12.5%](#).



Top focus areas:





Insight 5

Many CX budgets are remaining steady, while 37% are set to increase.

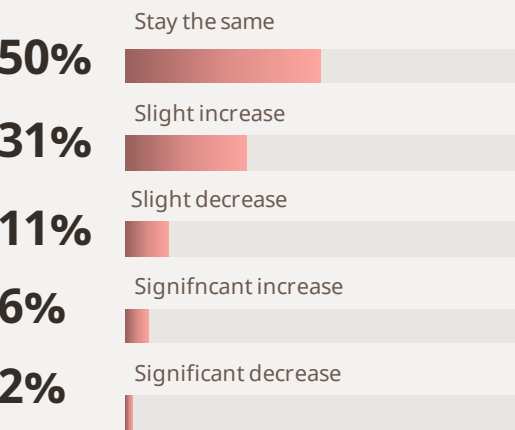
According to [Forrester’s 2022 Budget Pulse Survey report](#), 82% of CX leaders predicted that their budgets would rise in the following 12 months.

Our research shows that this has been the case for 38% of our respondents, who said their budget would see either a ‘slight’ or ‘significant’ increase in 2023.

Since we began publishing this report in 2021, the number of respondents who said their budget would stay the same has remained steady.

Only 2% of respondents said their budget would decrease significantly.

These figures are testament to the fact that CX remains a high priority for businesses, despite the economic turbulence and general sense of instability that continues to shake our personal and business lives.



Where are businesses spending their CX budget?

- Insights and engagement community tools. 77% of businesses said their spending in this area would increase.
- Customer feedback management platforms. 66% of businesses said their spending in this area would increase.
- Journey mapping tools. 71% of businesses said their spending in this area would increase.

Source: Forrester, Budget Pulse Survey Report 2022.



Insight 6

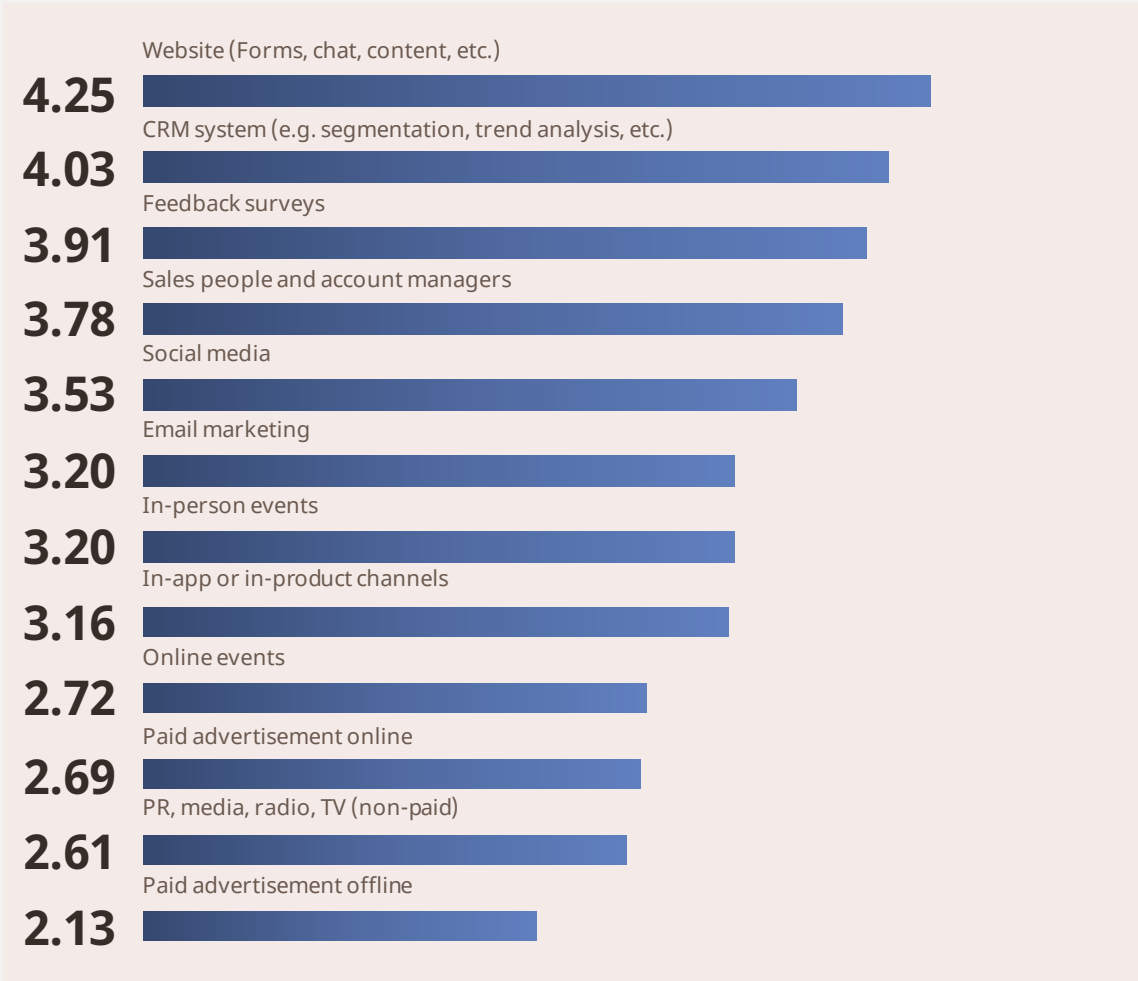
# The company website, CRM system, and feedback surveys are the 3 more important channels in 2023 CX strategies.

Respondents were asked to rate various channels by how important they were to their CX strategy. The graph below shows various channels and their average score out of 5.

Compared to last year’s report, the top three channels have remained the same. But their order has changed.

In 2023, ‘website’ comes out on top, indicating that businesses are focusing more on how their website can be used to improve the customer experience.

In light of our other findings, this could be linked back to the increased use of conversational AI, which allows users to find answers and solve issues quicker online.



## Insight 7

# 43% of businesses have not mapped up their customer journey.

The customer journey refers to all of the touchpoints and experiences that a customer has with a company.

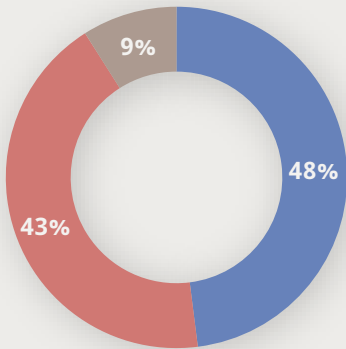
It encompasses all of the processes and interactions from first awareness of a brand to the final purchase and beyond.

Understanding and optimising this journey is essential for businesses to be able to deliver a satisfying and seamless experience for their customers..

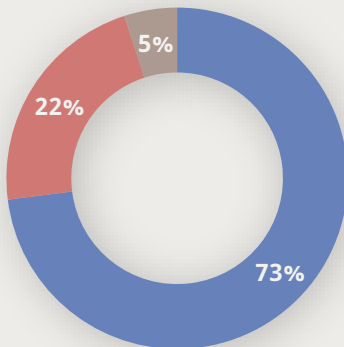
This makes it all the more interesting that 43% claim not to have mapped their customer journey.

## But this looks set to change

According to [Forrester's 2022 Budget Pulse Survey report](#), it appears that 71% of businesses are planning to increase their spend on customer journey mapping tools in 2023.



You have mapped up your customer journey and it's well known within your company..



You're evaluating customer satisfaction at touch points along the customer

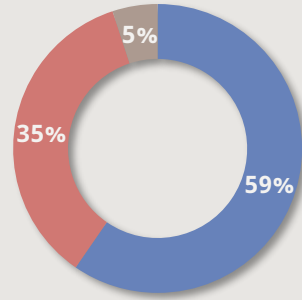


## Insight 8

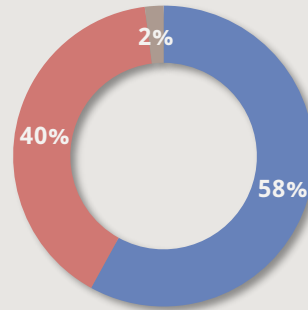
# 59% of companies have a dedicated person or team focusing solely on the customer experience.

Having a dedicated CX team in your company can have a number of benefits, with responsibilities including:

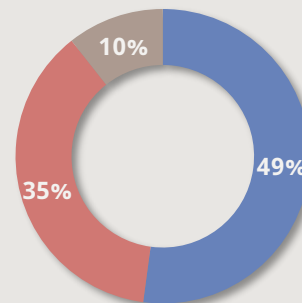
- Developing and implementing a clear CX vision and strategy for the whole company.
- Managing customer feedback processes.
- Measuring and monitoring CX metrics like [NPS, CES, and CSAT](#).
- Identifying how the customer experience can be improved to drive repeat business.
- Gathering insights and preparing strategies for attracting new customers.
- Experience design and nurturing a customer-centric culture within the organisation.



Your company has a dedicated person or team focusing only on CX.



You have a person in the management team that is responsible for the customer experience at your company.



You feel proud of your company's CX strategy.



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Our ultimate goal is to inspire employee and customer experience professionals to take action and improve business performance through authentic understanding of people.

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customers

**35,000+**

active users

**30+**

different countries



Outstanding usability and innovative features



Powerful real-time analysis



Fully customisable surveys



In-depth reporting with AI support



World-class customer service



Netigate is now used by thousands of companies with more than 35,000 users in 30 different countries. Our clients range from small organisations to global companies in all industries, including many leading companies around the world.

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