

2018

CUSTOMER EXPERIENCE TRENDS.... The Year of Humanity



With all of the discord and tension throughout the world Temkin Group believes that it's a good time for all of us to refocus on what's most important, our collective humanity. That's why Temkin Group is calling 2018, "The Year of Humanity"

Here are 15 trends that Temkin Group expects to see play an important role in customer experience (CX) activities in 2018

1 Metrics Reexamination Companies will revamp and reconfigure their underperforming CX measurement programs. 	2 Customer Feedback Pullback Companies will cut back on the number of customer surveys and focus their data collection on areas where they are prepared to take action. 	3 Voice Recognition Momentum Companies will focus much more heavily on speech recognition for insights and interfaces.
4 Brand Promise Alignment Companies will undergo projects to clarify or redefine the meaning of their brand and explicitly articulate their customer promises. 	5 Experience Design Orientation Design-oriented projects and efforts will increase as companies try to internalize experience design capabilities. 	6 Customer Journey Expansion Companies will realign their metrics, analytics, experience design, and innovation around customer journeys.
7 Digital Integration Companies will take the next step to digitation by building (and analyzing) experiences that tie together digital channels with contact centers and physical locations. 	8 Chatbot Rationalization The short-term hysteria for chatbots will subside, but a longer-term wave of new AI-based applications will emerge. 	9 Persona Popularization Design personas and behavioral segments will become an even more mainstream tool.
10 Analytics Expertise Shortage Companies will aggressively recruit limited analytics experts and invest in retraining and retooling internal employees to fill this role. 	11 Preemptive Problem Resolution Service organizations will apply predictive analytics to find use cases where they can proactively resolve and avoid customer issues. 	12 Newly Energized Executives More senior leaders will jump on the customer experience bandwagon with an unrealistic sense of what it takes to drive success.
13 Customer Experience Dispersion The term "customer experience" will continue to be misused and its meaning will become increasingly diluted. 	14 Emergence of "People and Culture" There will be a dramatic jump in the number of efforts that are explicitly focused on creating customer-centric culture. 	15 Empathy & Emotion Dialogue In "The Year of Humanity," we expect to see executive agendas actually contain the words "emotion" and "empathy" on them.

To see more information on these trends, go to **TopCXTrends.com**

For more information, visit the *Customer Experience Matters*® blog at ExperienceMatters.wordpress.com

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