

2017

CUSTOMER EXPERIENCE TRENDS....

The Year of Purpose



Uncertainty around the world is creating an increasing desire for people to find purpose and meaning in their lives. For these reasons, we're calling 2017 "The Year of Purpose."

Here are nine trends that Temkin Group expects to see play an increasingly important role in CX activities in 2017:

1 Elevating Purpose.

Leaders will sharpen and share their organization's purpose.

PURPOSE



2 Operationalizing Emotion

Companies will increasingly measure and design for customer emotions.



3 Orienting Around Customer Journeys

Companies will begin to align their insights, metrics, and design around customer journeys.



4 Continuing.... Mobile, Mobile, Mobile

Growth of remote digital connections will push companies to adopt a mobile-first approach.



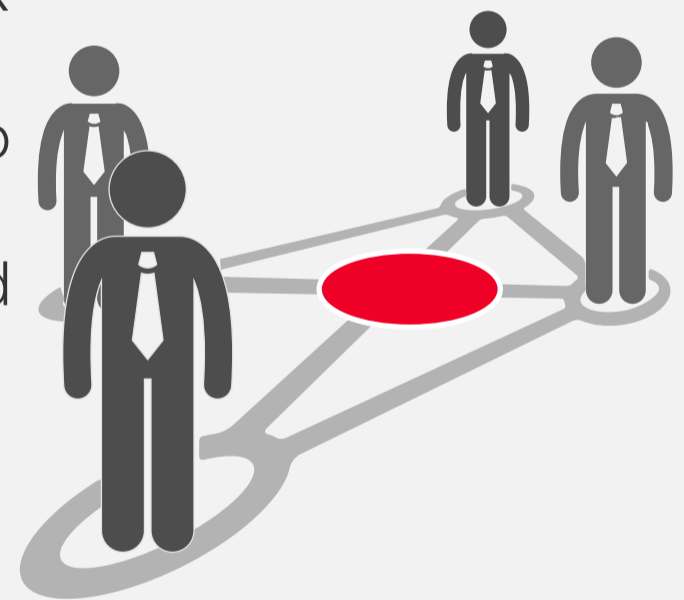
5 Embracing Employee Engagement

A critical mass of leaders will begin prioritizing employee engagement.



6 Federating Customer Experience

Centralized CX transformation will give way to more distributed and cultivated CX capabilities.



7 Predicting Through Behaviors

Companies will tap into rich behavioral data to anticipate "conversations" perceptions and actions.



8 Tapping Into Speech Recognition

Insights will be extracted from contact center conversations, and voice interfaces will blossom.



9 Smartening Self-Service

Virtual agents and interactive guides will enable increased levels of self-service.



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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