

zendesk

Five big bets on the future of CX

We have clear insights into the future of customer experience. In the near term, much of what we can expect by 2025 is a continued extension of what's happening today.

But by 2030, we believe technology will evolve dramatically faster than most expect, and it will radically change the customer experience landscape.



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Customers are always going to want fast, personalized, convenient experiences. Messaging is now the best technology we have to give them that.

Our [CX Trends](#) data, from almost 100K businesses, shows social messaging increasing in inquiries more than any other channel, by almost 40 percent last year. And this isn't just more of something—it's more of a very good thing. With messaging, richer and more proactive experiences are available across every stage of the customer lifecycle.

With conversational business, customers can take action and get whatever they need to get done without leaving the messaging interface. And there are applications in every industry—from confirming your OpenTable reservation over text, to using web messaging to chat Logitech about product issues, to booking restaurant and spa services at the Four Seasons directly in their app. All right where it's most convenient for the customer.

These conversational experiences will make it so you never have to go digging around for support again, either—starting a conversation with any business will take one command. By 2030, our bet is that everywhere you go, you'll be able to converse with any business as easily as you can text your friends today.

By 2025:
Conversational service will be dominant and proactive

By 2030:
Every business will live (and provide conversational support) everywhere you are





A couple years ago, our bet was that soon AI would no longer be crap. It's made tremendous progress, although it's definitely not perfect. To best use AI, we need to focus on use cases where it works best and recognize that it's not 100 percent perfect, and will still need some human training to set it up for success.

In CX, AI works particularly well today in three key use cases: automation, recommendation, and prediction. In the near future, it will also help out in proactive and preventive support situations—where all service actions will begin with a notification from a bot that will suggest a course of action, and can preventatively identify trends and predict needs or arising issues.

Time and time again we've seen that technology changes the nature of employment, like with frontline banking personnel when ATMs were invented.

By 2030, AI will go so far as to automate the majority of frontline customer interactions. Humans will be redeployed in new, elevated ways for quality, personalized interactions. AI will keep making humans smarter, amplifying our judgment and knowledge.

By 2025:

**All service will be
AI-first**

By 2030:

**AI will replace the
majority of frontline
customer interactions**





In the next few years, customers will drive all service—it will totally be on their terms.

This is a huge shift from the days when companies had all the control—they didn't care who you were or what you needed, they simply wanted to get you off the phone as soon as possible. And agents used a one-size-fits-all script. No data on the customer, just a template for every issue.

The transfer of power has major consequences for businesses.

- In our [CX Trends 2022](#) study, which surveyed 3,500 consumers across 21 countries, 61 percent said they will leave a competitor after just one bad experience, that's up 22 percent from last year!
- Give them two bad experiences and 76 percent are out the door.

As customers dictate the exact support they want, their specific needs are going to become more and more prevalent so the line between customer support and very bespoke service will start to blur.

We're going to evolve to the customer needing and expecting much more and new ways to support them will emerge. Some of their requests will be hilariously unreasonable, simply outside the realm of what a business is equipped to handle. Regardless, businesses will find that personalized support from experts and specialized communities will become far more important.

By 2030, hyper-specialized support will extend to absolutely everything—for a price.


By 2025:

**Customers will drive
all service**

By 2030:

**Hyper-specialized
support will be
available for
everything (for a price)**





Data isn't like a butterfly collection where you're trying to get all the different species to admire. You don't want to be admiring the completeness; you want to put the data to work.

Businesses used to struggle with not having access to data. Lots of things that should have been tracked weren't—or it was done poorly, so there was missing or incomplete data. Now the issue is the overwhelming amount of data. So many activities are tracked. We're drowning in a data lake because we can't use it to our advantage.

When you have the right insight from the right data and at the right time, this is when you can give a customer a truly personalized, incredible experience. These kinds of experiences are built on the right signal and understanding of each user. Their intent and history matter most.

Customers will reward you for getting personalization right—there is 40 percent higher revenue in those companies that excel at personalized experiences.

GDPR is just the beginning and it's only going to change the data limitations more and more. By 2030, data is going to be incredibly ephemeral and it's going to challenge the notion of a system of record entirely. Data won't be about something you store anymore—instead, data will be something you access, with double opt in, via a customer's public key.

By 2025:

It's not about having all the data. It's about doing the right things with the data

By 2030:

Conversational service will be dominant and proactive





Developers are a precious resource in short supply, and a customer experience is limited by a company's access to a great developer. That shortage isn't going away. But coding skills won't get in the way of building great CX anymore.

The low- and no-code revolution is taking off, making it faster and easier to develop across the board for everyone. Modular packages of code in composability multiply the impact of every line of code with reuse over and over again that allows for exponential benefit. This will all unlock monster growth in development.

By 2030, there will be more and more citizen developers. People with little to no previous coding knowledge will use drag-and-drop interfaces to visually draw what they want to build. Existing software developers will be able to code 20x faster.

But mostly they'll be off innovating more and more on business functionality and services—increasing the power available to all.

By 2025:

Composability and low code will make it easier than ever to build a dream customer journey

By 2030:

Any development work you need you'll be able to do yourself



