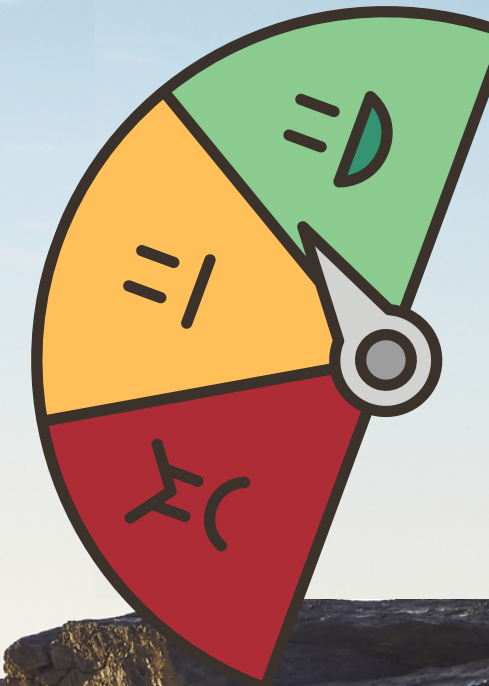




**What's next for  
Customer  
Experience?**





2006





2023

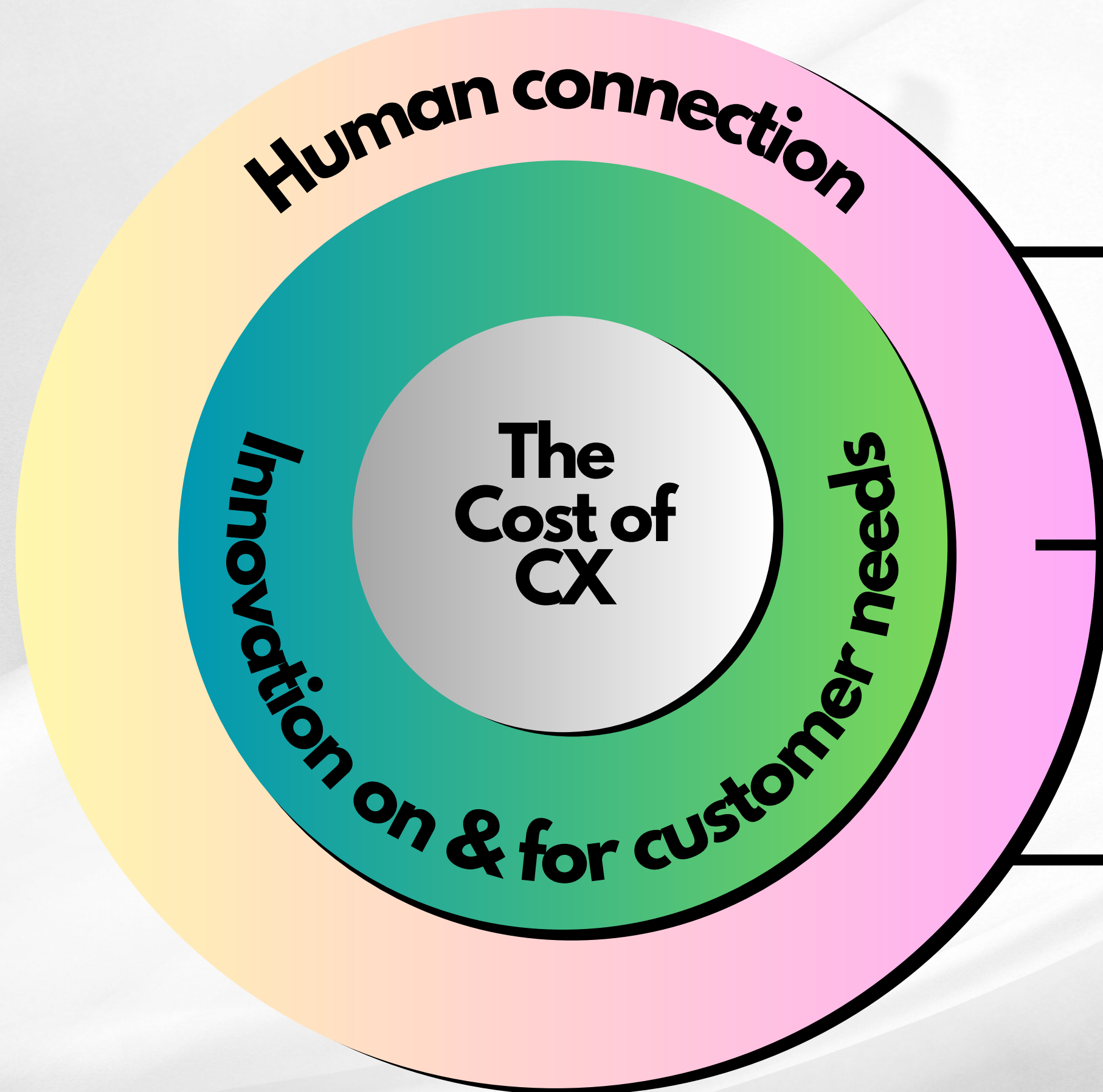


A woman with long dark hair, wearing a light blue blouse with a dark blue ribbon at the neck, is sitting at a desk. She is holding a gold smartphone to her ear with her right hand and has a pleasant expression. In front of her is a silver laptop. To the right of the laptop, there is a small white pot containing a green heart-shaped plant. Further to the right, there is a stack of three brown cardboard boxes. The background is a plain, light-colored wall.

**"88% of consumers agree that the  
contact centre experience is just as  
important as the quality of the  
offering"**

*- Salesforce*





**Find the human connection to win hearts, minds, and loyalty**  
Qualtrics Top CX trends for 2023

**IBM, Salesforce, Forester**  
Qualtrics Top CX trends for 2023

**Medallia, Gartner, Qualtrics**



Human connection

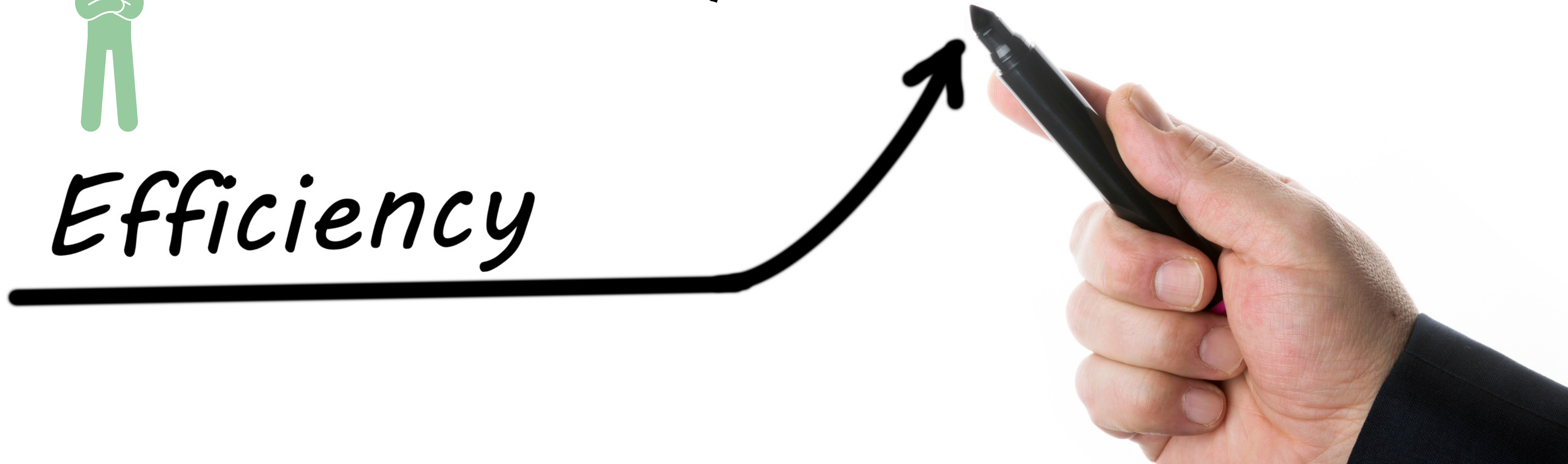
Innovation

Cost



Human connection

Efficiency

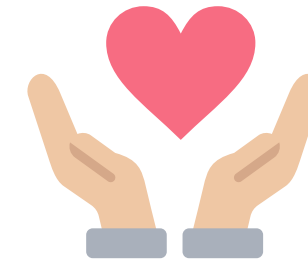




Human connection

Innovation

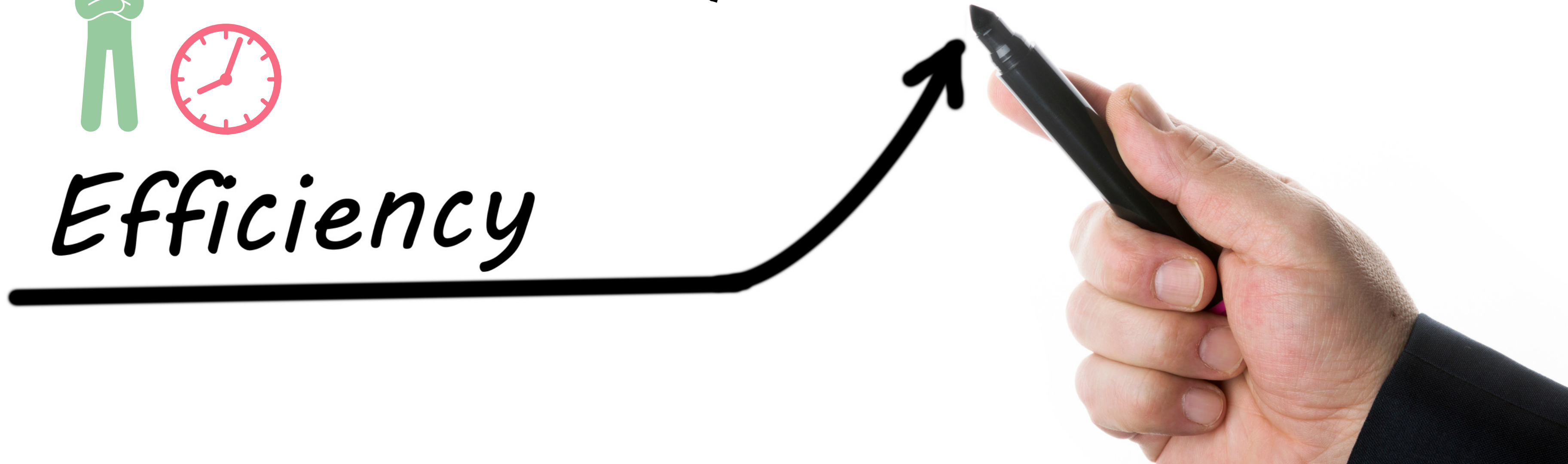
Cost



Human connection



Efficiency





**Human connection**

**Innovation**

**Cost**

**Vulnerability  
Management**

A close-up photograph of a computer keyboard. A single blue key is the central focus, featuring the text 'Vulnerability Management' in white, bold, sans-serif font, arranged in two lines. Below the text is a white cursor icon (an arrow pointing up and to the right). The blue key is surrounded by several brown keys, including one with a comma/quote symbol and another with a question mark. The background is slightly blurred, emphasizing the blue key.



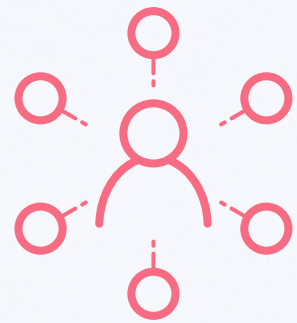
**Human connection**

**Innovation**

**Cost**



**Surveys**



**Omni-channel**



**Conversational Analytics**



**Customer Journeys**

**63%**  
**Consumers say  
companies need to  
listen to feedback  
better!**



Human connection

Innovation

Cost



# the power of innovation

↓  
success

↓  
loyalty

↓  
value

↓  
sales





Human connection

Innovation

Cost

**Three-Quarters of  
Contact Centres Are  
Already In the Cloud**





Human connection

Innovation

Cost

63%

Increased Customer  
Satisfaction

52%

Increased Contact  
Reduction





**Human connection**

**Innovation**

**Cost**



**12%**  
**Increased Customer**  
**Satisfaction**



**9%**  
**Increased Employee**  
**satisfaction**





# Human connection

# Innovation

# Cost





Human connection

Innovation

Cost

Is your customer  
experience  
working for  
you?  
Or costing you?

CUSTOMER  
EXPERIENCE  
SHOULDN'T COST  
A BUSINESS  
REVENUE, YET  
FOR MANY IT  
DOES.





**Human connection**

**Innovation**

**Cost**

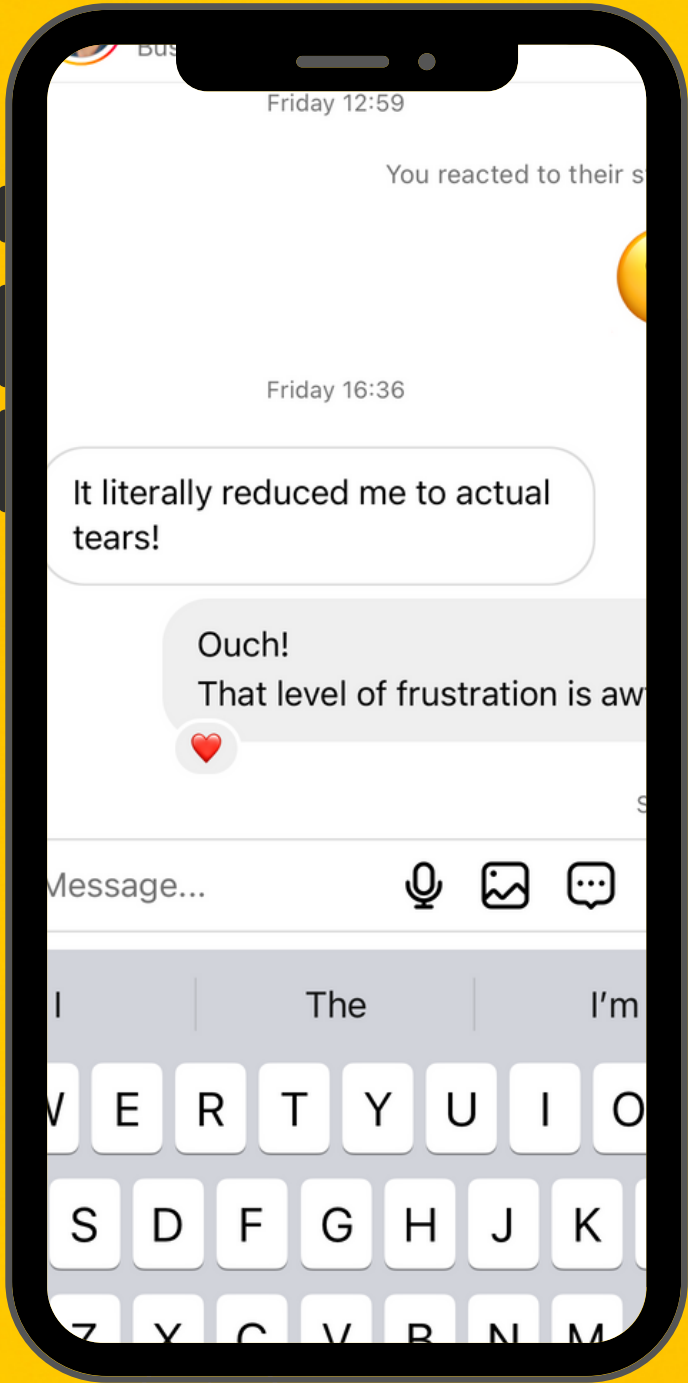
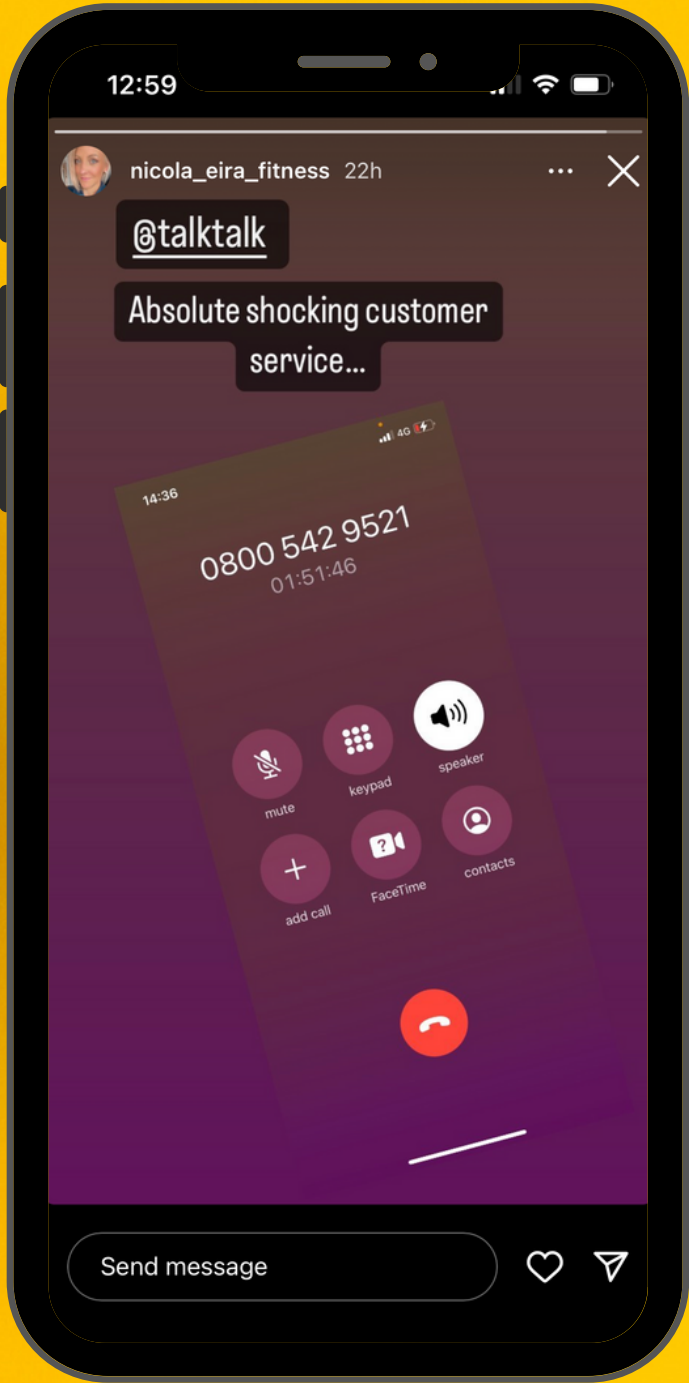




Human connection

Innovation

Cost





# Human connection

# Innovation

# Cost



Basic cost to serve

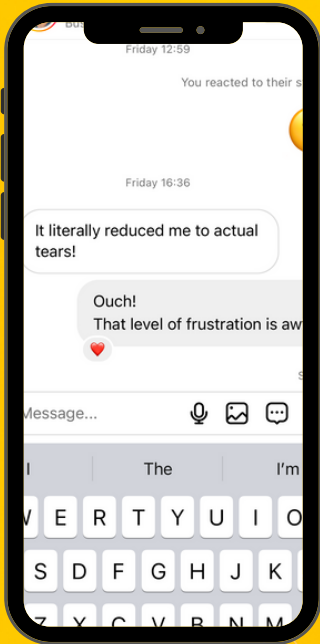
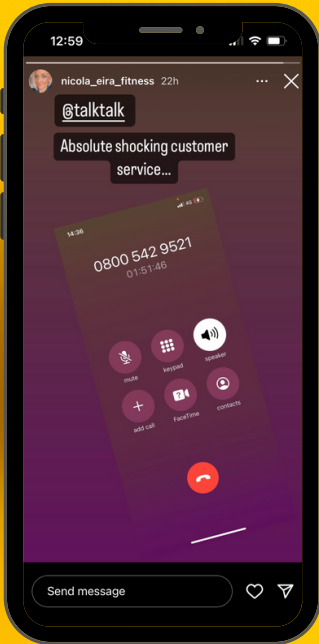


Cost of complaint



Cost of compensation

## Cost of negative social media



Cost of lost customer



Cost of unhappy employee



Human connection

Innovation

Cost

X 50



Basic cost to serve

20%



Cost of complaint

10%

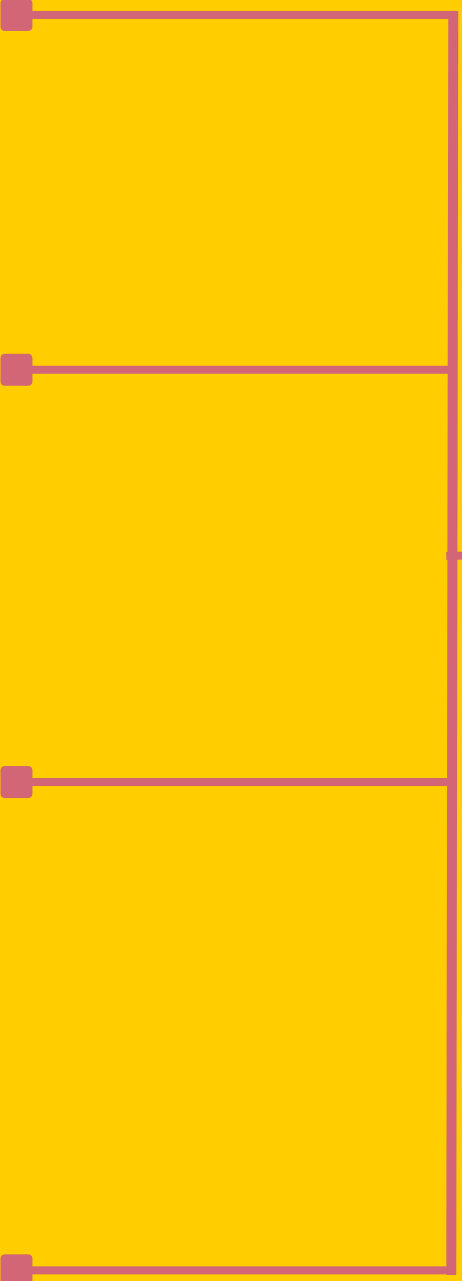


Cost of compensation

5%



Cost of lost customer



£935

per day

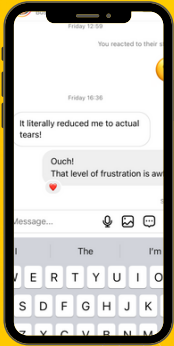
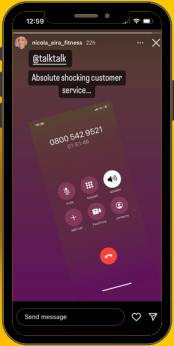
£5,610

per week

£280,500

per year

Cost of negative social media



Cost of unhappy employee



**Human connection**

**Innovation**

**Cost**

**The cost of not  
knowing**

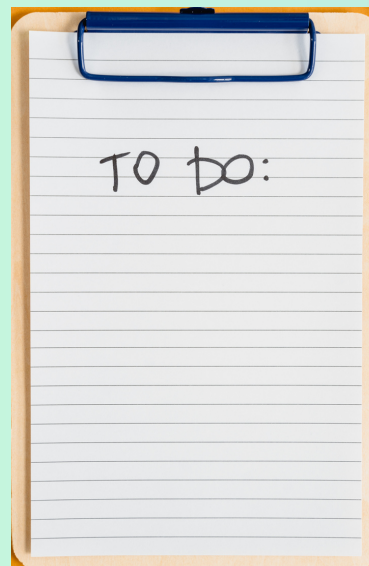




Human connection

Innovation

Cost



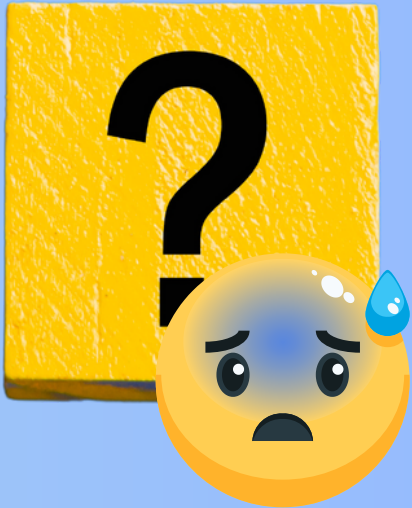
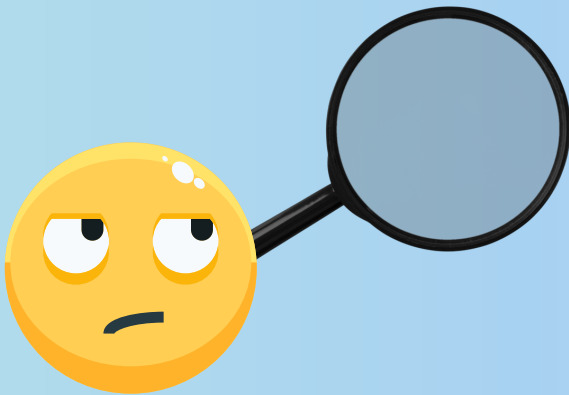
AHT



Human connection

Innovation

Cost





**Human connection**

**Innovation**

**Cost**



**Make it effortless**

**KEY TAKE AWAYS**



**Human connection**

**Innovation**

**Cost**

**Make it effortless**

**Nurture your front line**

**KEY TAKE AWAYS**



**Human connection**

**Innovation**

**Cost**

**Make it effortless**

**Nurture your front line**

**Experience first - Technology second**

**KEY TAKE AWAYS**





# THANK YOU

**Katie stabler**  
**CULTIVATE Customer experience by design**



[https://www.instagram.com/customer\\_experiece\\_cultivator/](https://www.instagram.com/customer_experiece_cultivator/)



[www.linkedin.com/in/katie-stabler-ccxp-6475278a](http://www.linkedin.com/in/katie-stabler-ccxp-6475278a)



[www.cultivatecustomerexperience.com](http://www.cultivatecustomerexperience.com)



[Katie@cultivatecustomerexperience.com](mailto:Katie@cultivatecustomerexperience.com)

