

Raising the Bar for CX in 2026

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What Separates Leaders From Laggards?

Observation 1:

Operational Discipline Sets the
Experience Ceiling

Observation 2:

Fragmented Systems Force
Customers and Agents to
Compensate

Observation 3:

Quality Programs Improve
Performance Only When They
Teach

Observation 4:

Trust Is Built Through Action,
Not Policy

Observation 5:

AI Accelerates What Leaders
Have Already Designed

The contact centers setting the
pace for 2026 share one trait.

Leadership clarity.