

ICXI -POST newsbriefing

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Introduction From The President



Welcome to 2023 with a wish for a positive and successful year to every organisation globally for the delivery of , and the derived benefits from, the delivery of an outstanding service experience to all their customers.

At a national level 2022 has delivered a number of highly contrasting examples of service leadership to their county and the world. Perhaps the high benchmark set by the late Queen Elizabeth II of The United Kingdom who sadly died in September, and when the world came to pay their respects to her 70 years of duty to her people

The low watermark level being set by President Putin of Russia for not only starting a totally unnecessary war that not only rendered customer experience management virtually extinct in the Ukraine and consequently precipitated a world inflation crisis that negatively inflicted the lives of millions of the world's less affluent citizens. A situation organisations may need to factor in for the year ahead.

Between those examples it may be notionally possible to benchmark the rest of the world's leaders in the quality of their service to their customers, the citizens of their nations.

In spite of the extensive publicity there appeared to be little practical traction with the use of technology to generate a higher-level customer experience. Customers internationally still found themselves having difficulty interacting with many sectors like utilities and financial services and omnichannel seamless contact still appears to be a long way off. It seems that the work/life balance employee migrations that became part of the Covid hangover is still rippling on together with a slow down in customer demand flowing from the world economic situation. So, 2022 not a stellar year in customer experience .

Looking ahead to 2023 it appears that on a global scale employees are more demanding and customers more economically vulnerable so what are the key factors that may influence the development of customer experience policies and strategies in 2023?

This newsletter offer a review of what the market is saying

What the Internet Gurus See

There are a number of forecasts about which factors will influence customer experience management in the upcoming year.. Ginger Conion of Genesys predicts the following are the major influencing issue in the upcoming year

2023 promises to be pivotal year for brands seeking to improve the customer and employee experience. Customer expectations are rising faster than organisations can keep up. Employees also have more choice than ever before where to dedicate their time and energy.

Against a backdrop of increasing economic uncertainty and the need to prove ROI, where should CX leaders focus in order to stay on course?

1. Organisations will accelerate digital transformation (omnichannel)

Many organisations today are struggling with disjointed multichannel strategies. Adding new channels without a cohesive, connected strategy results in a big divide. This is between who owns the channel, the technology, and ultimately the KPIs. As one of the biggest barriers to improving the experience, 64% of banks cite siloed strategies around digital channels. We also found that consumers are becoming increasingly dissatisfied with their chatbot experiences. As a new channel of communication, chatbots offer just a fragmented experience, and somewhere in that process, customer trust is often lost.

2. AI will supercharge employee (and therefore customer) experience

AI is already finding its way into better orchestrated CX. But exploring its application across EX allows organisations to empower their people and delight their customers. Workforce management and engagement is a huge challenge for CX leaders worldwide as they shift to remote and hybrid models. While employers are looking to improve quality and the overall customer experience, they realise the path for that is to use technology to augment their human agents. This involves placing technology in front of the agent, by their side during interactions, and behind them to reduce administration. AI is a technology that CX leaders are excited about for 2023 and beyond. Not only for its ability to better understand the customer – but also for its role in better understanding and empathising with the employee.

In front of the agent: intelligent forecasting and scheduling, to understand a customer's identity and predict their likely intent, predictive routing

By their side during interactions: surfacing knowledge, identifying and solving common problems, prompting next best actions, offering real time insight and sentiment analysis, gamification

Behind the agent: Speech and text analytics, performance monitoring, AI-recommended coaching and learning In 2023 and beyond, organisations will increasingly look to AI tools to supercharge the employee experience.

3. Organisations will increasingly close the personalisation gap

Many organisations have made insufficient progress in understanding who the customer is and what they need. In a recent Genesys survey, nearly half of respondents said that when a customer calls, their agents don't know who is contacting them. Just one-third say their agents have access to customers' interaction activity, or intent learned from bots, IVRs and/or self-service tools.

In a world where customers expect to be heard and understood, these fundamental capability gaps around listening, empathy and personalisation represent a very real risk to relevancy. 54% of surveyed banks report that while they aim to provide a personalised experience, it appears generic to customers.

In 2023 and beyond, organisations will focus on closing the personalisation gap with better listening, identity management, understanding and prediction, analytics and VoC insights. They'll use technology to maintain connection throughout interactions – without breaking a so-called “digital eye contact”.

4. Advanced measurement and analytics will drive real-time decision-making

For too long, CX measurement has depended on periodic KPI tracking and after-the-fact customer surveys. HBR research finds that 90% of business leaders face difficulties in identifying actionable insights and correlating metrics with business outcomes. This often leads to unsuccessful identification of the root of problems. We predict a major trend towards improving measurement and real-time analytics capabilities in CX. The shifts will include:

Journey mapping to identify key moments that matter

Connecting operational metrics and satisfaction metrics for 360 experience view

Developing advanced analytics dashboards for real-time decision-making and experience orchestration

5. Organisations will rethink their tech stack for simplicity, efficiency and agility

Keeping up with consumer demand for a relentless pace of digital innovation, agility and personalisation requires organisations to shift their tech stack toward a flexible architecture. A stack that is focused around micro-services, open APIs, and cloud-native platforms paves the way for innovation and access to a best-in-class ecosystem. Driving this trend is also a high demand for unification of data and communications, as well as increased global consolidation and data virtualisation.

6. Organisations will prioritise EX as a driver for long-term business resiliency

MIT Technology Review found that recruiting CX employees is the number one customer experience workforce challenge for organisations worldwide. They also found that low morale and high hiring costs are making it more important than ever to improve the value proposition of a CX career. As CX shifts away from transactional work to become more highly skilled, staff quality, tenure and performance are key drivers of business success. The ability to retain and develop frontline staff and supervisors will shift to become a key indicator for business resiliency.

Key initiatives will be improving the agent desktop experience and providing the right information to assist customers in the moment. Learning and development will be layered and personalised – focusing not only on productivity, but also on leadership, skill development and career-building. Balance, choice and flexibility will be a core component of the employee-employer relationship.

Overall, 2023 has a lot to offer. Organisations have a lot of re-alignment to do to stay on top and assure both consumers and employees of their ability to stick to the trends and stay in business.

[Forecasting the future of CX: Six trends for 2023 | Genesys](#)

The CX Company in their Global CX Trends Report identify the following eight equally important elements

1. A scalpel versus chainsaw will be preferred cost cutting tool in the economic downturn

The upcoming recession will be seen as an opportunity for organisations to cut poor investments and bad practices as they naturally review costs. Businesses, however, will not touch costs in areas that add value to customers rather they will focus on micro areas to remove bad practices that were overlooked during the pandemic. Microsurgery versus chainsaw carnage will be the order of the day. CX investment will be safe particularly human touch initiatives.

2. Long live the employee

The foundation of CX Excellence is a strong Employee Experience (EX). The employee is king ahead of the customer because a happy employee = a happy customer. Watch companies do everything in their power to hold onto their best employees because rehiring is a very expensive process. A good, long-term employee is critical in delivering Customer Experience Excellence as their knowledge of the customer is key to customer retention. Front-line staff will be motivated rather than experience cuts in salary as we will promote them into higher paying roles as they continue to perform miracles.



3. Customers will rationalise the number of companies they do business with

It was clear during the pandemic, consumers showed a greater level of loyalty to those companies that went the extra mile and we believe this will continue through the downturn period. Consumers seek greater value and greater loyalty from businesses they are loyal to, or they will soon become your competitor's most valuable customer. Tolerance levels will continue to fall over poor CX and expectations will continue to rise. And if you are not willing to treat them better than less loyal customers they will walk.

4. Sustainable Experiences are on the customer agenda

In a recent survey 86% of consumers want to review the sustainability credentials of an organisation before they deal with and do business with them. 66% of the customers are willing to pay more for products if the company is sustainable as they consider it of greater value. We will see a surge in businesses taking a more transparent approach with their efforts and not greenwashing their progress. Purpose and values are brilliant bed partners for customers but must be genuine.

5. The birth of Segmonomics (segmentation by economics)

Companies will focus on a new approach to customer segmentation and provide unique experiences for every consumer. Watch companies create and deliver better experiences based on each customer's economic impact on the business's bottom line. The more they spend the better the CX delivery.

The high level of personalisation will create a positive word of mouth that ultimately lowers the cost of acquisitions and increased profits.

6. Data abuse will kill relationships

We have reached the line in the sand over the amount of personal information that businesses have access to. This data capture will play a critical role in the creation or loss of trust between the customers and companies.

Increased amounts of data leaks and fraudulent activities have forced people to be 100% more apprehensive of what they share with the brands they deal with. Companies capture more data than they ever use and we will see a 'less is more' approach from companies to maintain strong trust relationships.

7. Humanizing the Bots

Widespread staff shortages will force an increase in the use of technology to solve customer complaints. This will create major frustration for customers as it will be harder than ever to get through to a human on the other end of the phone.

There is a movement in play where companies are now ticking all the emotional boxes of a human experience and incorporating them into their digital channels to enable greater human touch and personalisation. Consumers the world over and across all age groups will maintain a preference for the human versus tech solution, particularly around complicated services and cyber safety issues.

8. CX will rise as a true profession

More companies are starting to recognise that Customer Experience as a true profession. The shift is growing where CX practitioners are now influencing and leading rather than simply reporting to senior management. CX Leaders should report to CEOs directly because the discipline is so critical to business success.

Academia and universities are seeing such significant growth in CX education and specialised training for C-suite, leadership, front line and back-office staff that the discipline has earned the status of a true profession.



<https://thecxcompany.com/global-cx-trends-2023>

On this latter point .

Customer Experience delivery is a an activity in which almost every organisation in the world , in both the private and public sectors is engage. It is an operational activity that employees many millions of people globally as their full time occupation and multiple millions more on a part time or implied basis (e.g. serving internal customers). Yet there is yet there degree level qualification available anywhere in the world to provide the professional grounding for its management.

Anyone can be come a customer experience manager/leader without any qualification.

It is possible to get a degree in hand embroidery but not in a management skill that arguably has a major impact on the operational revenue and performance of almost every organisation in the world.

IXCO has been attempting to persuade academia of the major opportunity to provide such an academic qualification for Customer Service Management for many years with universities in many countries, to the degree of drafting the curriculum, much of the example content and tutor development for a 3 year MBA course but it seems academia is unable to understand the opportunity.

A final list of relevant factors to consider from **Fonada** in their paper Top 10 Customer Experience (CX) Trends And Statistics For 2023 starting wisely with three good reasons for so doing.

Boost Sales Conversions

Customers who had a good experience in the past spent 140% more than those who had a negative one. Providing a positive brand experience increases consumer lifetime value (CLTV).

Improve Customer Loyalty

A good experience is an asset for all types of businesses. The cost of gaining a new customer is seven times higher than keeping an existing one. Therefore, having a positive customer experience ensures that clients will continue to work with you.

Enhanced Customer Retention

Providing prompt service increases client satisfaction and encourages their continuous support. When CX is improved, the number of issues requiring customer support goes down dramatically. Satisfied customers engage with a brand forever.

1. Analytics For Proactive Customer Experience

Customer engagement analytics are essential for increasing customer experiences throughout a company's business, selling, and service channels. Customers anticipate proactive customer service from businesses.

2. Automated Chatbots Will Be More Popular

Automation has existed for a long time now. Customers and businesses are slowly adopting customer support automation. AI-powered chatbots improve 24/7 customer support and reduce operational costs for organizations. In 2023, more brands will use automated chat for customer assistance. Brands that invest in chatbots are more likely to have a favorable impact on their customers' perceptions of their brand's self-service options.

3. Personalisation As A Unique Factor

In 2023, this will be one of the most important customer experience trends. Customers expect personalization in everything from product suggestions to customer service responses.

4. Initiatives To Enable And Enhance Self-Service

Excellent customer service does not necessarily indicate a satisfying engagement with a customer service rep. Customers adore the self-service model, in which they may resolve their problems. According to the survey results, most customers (67%) prefer to use the self-service choices rather than interact with the agents.

5. Voice Navigation For Better Accessibility

As voice technology evolves, it impacts numerous fields, including eCommerce. As speech recognition and natural language processing improve, voice provides brands with many opportunities. Voice-based search is expected to reach \$40 billion by 2023. By 2023, it is also expected that 18% of consumer spending will be done through voice assistants.

6. Customers Anticipate Increased Data Transparency

Transparency improvement is one of the most significant trends in customer experience. Transparency in marketing, pricing, and product promotion, among many other areas, will assist you in establishing and maintaining your credibility with clients.

Sixty-six percent of consumers believe brand transparency constitutes one of the most favorable features.

7. Omnichannel Will Become The Benchmark In The Future

Customers today expect a consistent and effortless experience across all the various channels and touchpoints they may use to communicate with a business. Thus, brands are contemplating multichannel customer communication experiences.

8. The Rise Of Subscriptions:

Offering subscription choices on items or services, and transforming one-time transactions into recurring ones, is an additional effective method of client retention and brand enhancement. Subscription models are sustainable, convenient for customers, and help organizations scale by knowing customers over time using subscription data.

9. Quick And Convenient Payment Options

Customers want businesses to interact with them efficiently and seamlessly. This applies to payment as well. In other words, the simpler, the better! This requires firms to ensure that their clients have access to superior and more intelligent payment methods—all to give the best client experience possible. The market for digital payments is anticipated to develop at an annual average rate of 18% during 2018 and 2023, with revenue of \$ 87 billion by 2023.

10 AI Is Revolutionising The Digital Customer Experience

Artificial intelligence has enabled customer success teams to fulfil rising demands. AI is required to meet the requirements and expectations of clients for around-the-clock service. Firms must view AI in CX as a long-term asset to generate value. Customer engagement will improve as they spend more on AI. 57% of respondents from emerging economies acknowledged using AI in their businesses.

[Top 10 Customer Experience \(CX\) Trends & Statistics For 2023 \(fonada.com\)](https://fonada.com)



What About The Employee Experience in 2023?

In the forecasts of the CX Company the importance of the employee experience was identified,. It is a truism that almost no organisation can function with the engagement of humans and to the degree that they are at the most basic level a factor of production they are in the delivery of upper quartile customer experience the key factor whether that is in the design, development or delivery of customer service. Employment in many sectors has undergone a paradigm shift in recent years, the speed of change hastened to some degree by the Covid pandemic but one that has been gathering momentum in one way or another since the formulation of the trade unions and the forward thinking of the Quaker industrialists. Today with the greater emphasis on the preference difference s of the generations the whole management of the employee experience has become both more prominent and more complex. As customers seek to have a more individual experience then so do employees. One of the old tenets of customer service management skill development was to point out that as most employees are also customers then the use of there own experiences to examine their own performance is a valuable learning tool. As most customers are also employees and are perhaps enjoying more individual experiences from their suppliers that may be raising the expectation for similar treatment from their employers. As job migration is becoming increasingly common then the retention of high quality employees is likely to become an issue of greater significance in 2023 and beyond in spite or the state of the global economy. Organisations will need to deliver the best customer experiences to sustain customer loyalty in a hardening market and will need the best employees to ensure it is delivered.



Employee Experience Forecasts for 2023

The South China Morning Post offers the following predictions in their Julia Hobsbawm Article **2023 Workplace Trends: How yours will be Healthier, Happier and More Productive**



1. An end to flex-shaming

Early in 2022, the British human resources expert Gemma Dale coined the phrase “flex-shaming” in a LinkedIn post. It captured well the bad faith some leaders showed to workers who weren’t physically in front of them.

Among the most famous is David Solomon of Goldman Sachs, who in 2021 called working from home “an aberration we’re going to correct as quickly as possible”. In October, Solomon told CNBC that about 75 per cent of his company’s people were in the office on any given day of the week pre-pandemic and now it’s about 65 per cent. Even if bosses think they can impose their will, legislative changes around the world are favouring flexibility. Over a billion people from Greece to Thailand are already being affected by changes in the law to facilitate remote or hybrid work. What matters is creating a culture of trust and transparency between bosses and employees to reach solutions, not as dry policy but by mutual agreement. There’s no place for flex-shaming in 2023.

2. Softening hybrid's hard edges

This is not to say that hybrid work is a picnic. Recent global data from property consultancy JLL shows that compartmentalising between office and home is a major problem.

Some 25 per cent of hybrid workforces feel socially isolated and 59 per cent expect wherever they work to pay attention to their health and well-being.

Anxiety around social cohesion and productivity in hybrid offices is gaining traction. Marc Benioff, the founder and CEO of technology firm Salesforce, who also sits on the board of the World Economic Forum, recently told a companywide Slack forum that new hires weren't being productive enough and asked: "Are we not building tribal knowledge with new employees without an office culture?"

Joanna Swash, group CEO of Money Penny, a call answering and live chat company, says: "I'm a big believer in the office, but I'm also a big believer in wherever somebody's working. It's got to be the right environment for them."

In other words, iterating workplace by workplace is the only way forward.

Piloting changes for as little as three months or as long as a year should become the new normal until things settle down, said Frauke von Polier of German manufacturing group Viessmann at the recent Global Peter Drucker Forum in Vienna, Austria.

Von Polier was voted European Chief HR Officer of the Year 2022 by German HR magazine Personalmagazin.

3. The workplace as social space

Although data shows that 84 per cent of the anticipated reduction in US office space is associated with hybrid working, the repurposing of offices to be more social, plus an investment in the experience of work, is growing.

The US Office Occupier Sentiment Survey from property firm CBRE shows that 36 per cent of leaders are curating workplace experiences and events as part of their strategy to create community and increase presence in offices.

People need a reason to come to a place that goes beyond mobile technology they can access from anywhere. That reason is simple: other people.

While the base of work's snow globe has shifted from place to person, we all do need to work and meet somewhere. Here's hoping 2023 is the return of the office in its new, improved form.



Another slightly wider perspective comes from Deskbird, leaders in the Management of hybrid working 6 key trends in their paper

What are the workplace trends to expect in 2023?

While 2021 was marked by the Great Resignation, 2022 revealed another phenomenon: the Great Reshuffle. Employees could finally return to work, but they didn't want to do that, or at least not fully and not with the same conditions. Although work flexibility will still be an important topic next year, what are the other workplace trends for 2023? What do the experts foresee?

The current global situation makes everyone believe that 2023 will be a year of recession. How is this going to impact companies and workers? The pandemic has had a waking effect on many people, encouraging them to focus more on what matters the most – a healthy life, a purposeful career, and quality time with friends and family. This will obviously keep influencing the world of work. But the continuous development of Artificial Intelligence and the new challenges facing DEI initiatives will also be center stage in the upcoming year.

Work flexibility: a core workplace trend in 2023

We've been saying it all year and will continue to say it next year: hybrid work is here to stay. In 2020, organizations were forced to unlock remote work. In 2021, employees and companies became more familiar with home offices. In 2022, employers realized the potential and benefits of flexible work.

Although COVID-19 is still present, we have learned how to live with it. This helped businesses put their "return to work" policy in place. But, while the workforce was willing to go back to the office, their expectations changed. People pay greater attention to finding a better work-life balance and care more about their mental health. For these reasons, work flexibility is a core pillar of talent retention and attraction. In the United States, for example, and according to the study from Glassdoor and Indeed, the lack of remote opportunities and flexibility are major motivators for people to look for a new job.

Artificial Intelligence: say hi to your new digital teammate

Have you tried the new text generator that Open AI released this month? If you are not convinced about the future of workplace technology, particularly AI, you need to test it! But this is not the only reason. Aside from the development of technology, 2023 will mark a turning point regarding AI usage in the work environment. Working with AI resources, such as robots, chatbots, virtual assistants, or no coding platforms, will become part of our working lives.

These new digital teammates will play a major role in increasing employee performance and efficiency. Thanks to the expansion of automated tools, your co-workers will spend less time on repetitive and non-meaningful tasks and focus their attention on more purpose-driven missions. It sounds like a win-win for all, right?

DEI initiatives: an essential trend that not everyone agrees with

Over the last couple of years, social injustice has become a major topic for many people, especially younger generations. In the workplace, DEI (Diversity, Equity, and Inclusion) initiatives are at center stage.

Millennials and Gen. Z are more sensitive to these issues and would consider leaving an organization that doesn't share similar values. But older demographic groups (Baby Boomers and Gen. X) pay less attention to these matters. As Millennials are currently the largest generation in the workplace and Gen. Z are closely behind, companies will need to focus on their expectations in the next few years. Therefore, DEI will be one of the core workplace trends in 2023. For a better understanding of this crucial aspect, the following statistics show the percentage of workers who would consider rejecting a job offer if the manager wasn't supporting DEI in the workplace.

	18 to 34 y.o	35 to 44 y.o	45 to 54 y.o	55 to 64 y.o	65 y.o and +
DEI initiatives	72%	63%	60%	52%	45%
Gender equality	67%	58%	58%	39%	35%
Racial diversity	65%	64%	55%	41%	45%

Recruitment: time to demonstrate employee centricity

Are you planning to hire new team members in 2023? Focusing on answering employees' expectations will be essential to attract talent and making a difference as the labor market will remain tight. One of the main reasons for this is that the workforce is aging. This demographic boundary results in more staff retiring than starting their careers. Another issue is the chronic recruiting challenges companies have been facing over the last few years, including the Great Resignation and the Great Reshuffle.

To face these issues and stay competitive in the war for talent, demonstrating an employee-centric approach and fostering a positive organizational culture is essential.

Wellness at work: happiness and well-being at center stage

One of the core explanations for employees requiring more flexible work options is wanting to create a better work-life balance and improve their mental health. Since the pandemic, people pay more attention to their health and well-being. Unfair remuneration, work anxiety, and job dissatisfaction are among the top reasons why workers quit their job. The U.S. Surgeon General just released a new framework about Mental Health and Well-being in the Workplace. This report confirms that this topic will be an important one to tackle next year. On the same note, recent research about Work Happiness from Indeed emphasizes this forecast by revealing that 90% of people consider how they feel at work matters. In 2023, organizations will have to take these facts into account and make appropriate changes in the workplace if they want to retain and attract talent. Enhancing employee happiness and satisfaction is also fundamental to keeping workers motivated, fulfilled, and productive.

Up-skilling, re-skilling, and career development: a top priority for workers

LinkedIn's 2022 Global Talent Trends research reveals that the opportunity to develop new skills is another important employee expectation. It comes right after compensation, flexibility, and work-life balance. In 2023, learning opportunities (up-skilling or re-skilling) and career mobility will therefore be a central topic for companies. Not only will it help them keep their workforce motivated and efficient, but it will also enable them to make a difference in a tough labor market.

According to a study about up-skilling from Workplace Intelligence, the pandemic has made people feel that they are losing their abilities and not developing new ones. But another reason that drove 83% of staff to report "that improving their skills is one of their top priorities" is the aspiration for better work-life balance and more meaning in their career. With a wider skill set, they want to increase their chances of finding a job that matches their needs (compensation, work-life balance, and purpose).



<https://www.deskbird.com/blog/workplace-trends-2023>

HR Magazine go on to generally affirm the previous viewpoints in Employee experience trends for 2023

While it's difficult to predict any specific event, one thing we can predict is that through 2023 and beyond, business and employees will face ongoing disruption. It's well documented that disruption impacts employees and business performance. Yet, while disruption creates certain challenges, many organisations are able to thrive. WTW research, spanning a decade, found key trends as to why some companies thrive in the face of adversity, by comparing employee experiences for a group of organisations that are highly effective at change and transformation (employee experience change masters) with a group of organisations that were undergoing significant negative disruption (disrupted organisations).

How to future-proof your organisation for 2023

Take a systematic approach to future-proofing your EX. Becoming an EX change master requires systematic fine-tuning of employee experience, so that it remains resilient in times of disruption. This is achieved through an agile and ongoing listening strategy that provides an understanding of the sources of stress. The organisations that are effective at handling change and transformation will then address those stressors. Labour costs often constitute one of the biggest annual investments that companies make. In an increasingly competitive and disruptive world, attracting, retaining and engaging talent will require optimal allocation of this investment by understanding what employees need and value. Without a robust and systematic approach to employee listening, companies run the risk of misspending. Emulating the actions that differentiate today's EX change masters is the first step toward becoming an EX change master. From the analysis, there are 15 actions which EX change masters excel at most.

- Prioritise wellbeing*
- Promote non-financial recognition*
- Ensure fair and equitable pay*
- Provide resources for people to manage careers*
- Recruit top talent pro-actively*
- Promote only the most competent*
- Ensure vision is clear for all employees*
- Construct a well-formulated mission and strategy*
- Empower and distribute decision-making*
- Ensure operational and staffing excellence*
- Shape the market, anticipate new products*
- Move quickly from idea to implementation*
- Encourage the best in people*
- Encourage people to challenge tradition*

Thriving through uncertainty is attainable

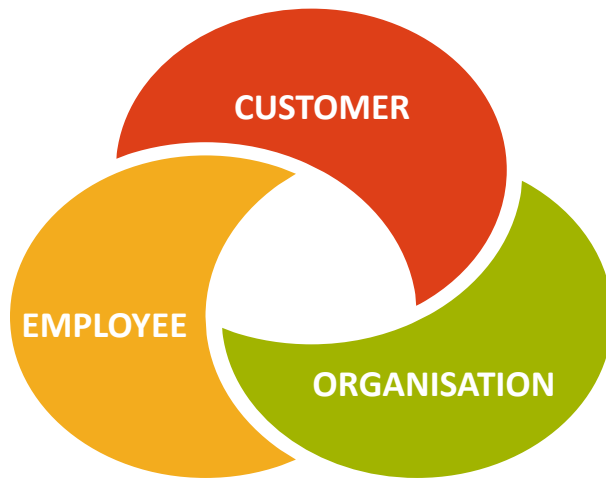
Disruption is far from over, and employers need to prepare in order to adapt and survive. Ongoing disruptions will significantly impact employees at work and at home, essentially turning business models on their heads.

Resilient and future-proof organisations will be able to ride the shocks and thrive, if they have made preparations for change. But the organisations that don't prepare, will be setting themselves up for failure.



<https://www.hrmagazine.co.uk/content/comment/employee-experience-trends-for-2023>

The Final Word



Icons by [Font Awesome](https://fontawesome.com) www.presentationgo.com

It is clear that the outfall of the Covid pandemic has altered the balance of the relationship between organisations, their customers on one hand and organisation and their employees on the other hand. The interdependence of employers and employees to both deliver an experience to their customers that both develops loyalty from their customers and provides a sustainable future for the organisation which in turn enables organisations to invest in employee development and the provision of a working environment and process that engenders their loyalty. Organisations need to elevate customer loyalty and employee loyalty to a higher position on their agenda which given the global economic forecast is likely to require a higher level of listening to the needs of both these communities with growing focus on employee wellness and happiness. There is a symbiosis here that when properly nurtured offer huge mutual benefit.

The imminent arrival of paradigm shifting technology is still mooted to be close but appears to be entering the customer experience management world at a leisurely pace rather than a rush and from a customer experience viewpoint the present performance of technologies like chatbots is still some way off and the curiosity exists as to why Alexa can tell you almost anything you want to know using voice only and chatbots still struggle with keypad instruction. The metaverse still offers the promise of a multitude of benefits and the hope is that in 2023 the opportunities to customers will become more tangible.

The mention that Customer experience management will be recognised as a professional skill is encouraging and that academia may at last awaken from its stupor regarding professional third level education and qualification for the benefit of organisations, their customers and the recovery of the global economy!

Finally, in spite of the pessimistic forecasts regarding the slow down of the global economy the hope is for organisations, their employees and their customers to enjoy a peaceful, successful and satisfactory experience in 2023,

Recommended Reading

https://cxm.co.uk/the-leadership-of-kindness-must-be-bau-in-2023/?utm_source=CXM&utm_medium=Newsletter

<https://cxm.co.uk/2023-look-ahead-why-ai-and-workflow-automation-will-be-key/>

[Forecasting the future of CX: Six trends for 2023 | Genesys](#)

[Global CX Trends 2023 - The CX Company](#)

<https://www.fonada.com/blog/customer-experience-trends-for-2023/>

<https://cxm.co.uk/are-you-prepared-for-consumer-duty/>

<https://www.scmp.com/lifestyle/health-wellness/article/3205275/2023-workplace-trends-how-yours-will-be-healthier-happier-and-more-productive-3-expert-predictions>

<https://www.deskbird.com/blog/workplace-trends-2023>

<https://www.hrmagazine.co.uk/content/comment/employee-experience-trends-for-2023>