Companies are Making Huge Strides with Customer Experience.
Here's Why:

Technology and operational process changes are required for CX improvements. Here are key activities bolstering customer engagement.

Leaders prioritize CX

More companies (65%) had planned to increase 2023 CX spending than any other area of business technology Metrigy measured.

Some of that spending is going toward CX transformation projects.

More than **80%** of companies will have a CX transformation project complete or underway by the end of 2023.

CX transformation projects last 3 – 18 months.

CX transformation projects fall into 3 categories: Worker-focused, apps & channels, and foundational. Here are the top 3 projects in each category, measured by the percentage of companies that cited the project as part of their initiative.

WORKER-FOCUSED

54% Scheduling & capacity planning

53% Adding/improving workforce optimization

52% Improving agent hardware

APPS & CHANNELS

41% Visual assistants/chatbots

41% Generative AI

40% Visual engagement
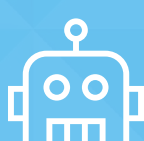
FOUNDATIONAL

48% Integration of platforms

46% Adding management tools

42% Moving functions to carrier network

AI makes measurable difference

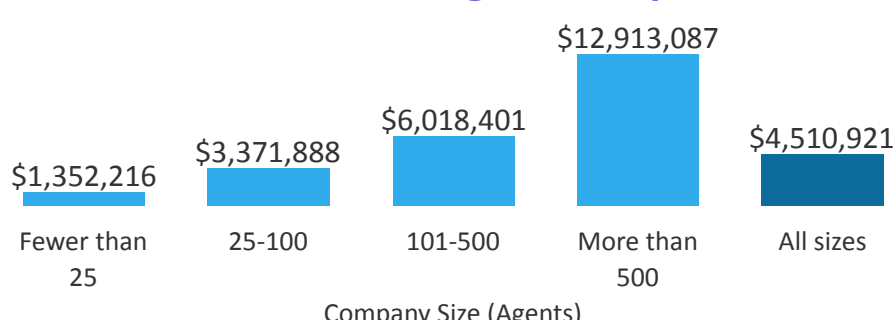Most of the application-related transformation projects involve AI—and it's no wonder, given the benefits, such as
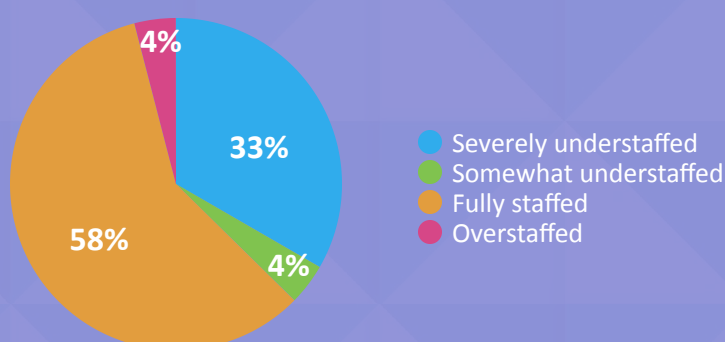
Those companies not using AI will hire **2.3x** the number of new agents in 2023

What will AI save in agent compensation?

Fewer than 25	25-100	101-500	More than 500	All sizes
$1,352,216	$3,371,888	$6,018,401	$12,913,087	$4,510,921

Company Size (Agents)

How would you describe your contact center agent staffing?

- 33% Severely understaffed
- 4% Somewhat understaffed
- 58% Fully staffed
- 4% Overstaffed

(As of June 2023)

Contact Center staffing pivots

After years of struggling with understaffed contact centers, the majority of contact centers are now fully staffed. AI-powered agent assist is a big driver, resulting in **20%** more likelihood of being fully staffed. And, fully staffed contact centers pay $3 to $4 an hour more than those understaffed.

Agent quality improves

55% of companies are hiring agents with new skillsets, ranging from product-specific knowledge to tech experience, and sales background

Drivers for hiring changes include:

- **48%** New products require new expertise
- **42%** Want to improve customer ratings
- **39%** Telework requires more responsible agents
- **38%** CX initiatives becoming more complex
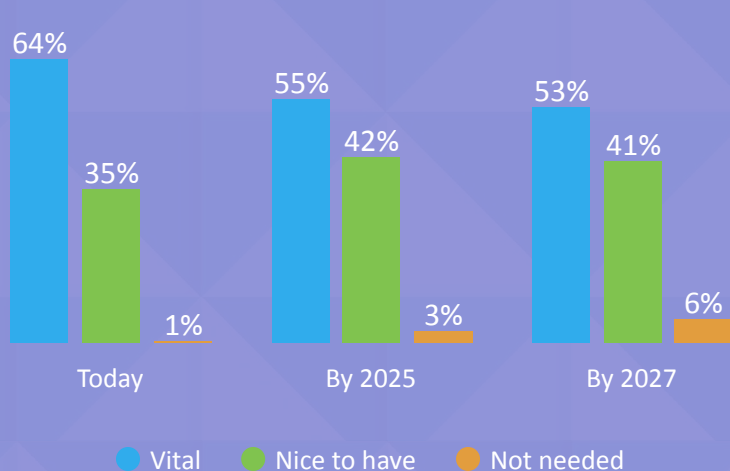- **37%** AI/bots handle basic questions

---

'Agent' definition expands

47% of companies allow employees outside the contact center to help agents solve customer issues or close sales. Among those companies, nearly **30%** of employees are helping when needed in the contact center. Contact center + UC integration is vital for success.

What percentage of employees help contact center agents who need their expertise?

Fewer than 250	250-2,500	More than 2,500	All sizes
24%	33%	27%	30%

Number of Employees
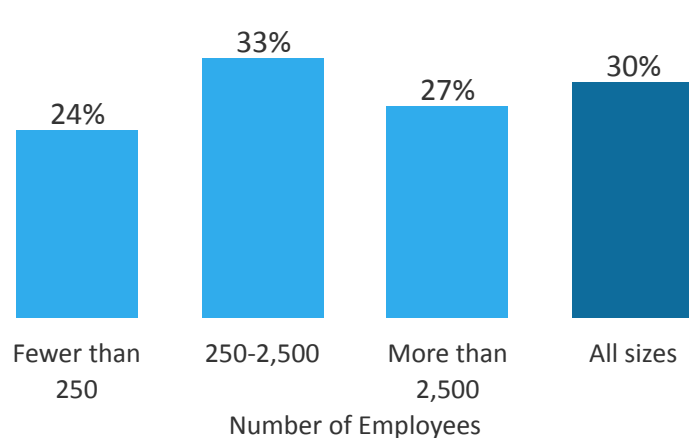
Importance of Voice/Phone as a Customer Interaction Channel

	Vital	Nice to have	Not needed
Today	64%	35%	1%
By 2025	55%	42%	3%
By 2027	53%	41%	6%

Voice remains vital

Voice remains a vital channel for the majority of companies—and consumers.

Only 21% of consumers say it's acceptable for businesses not to have a way to talk to someone on the phone.

The majority also say they want text communications capabilities. CX leaders say voice will become less vital by 2027, but it will still be needed.

metrigy