

Digital customer experience priorities in 2023

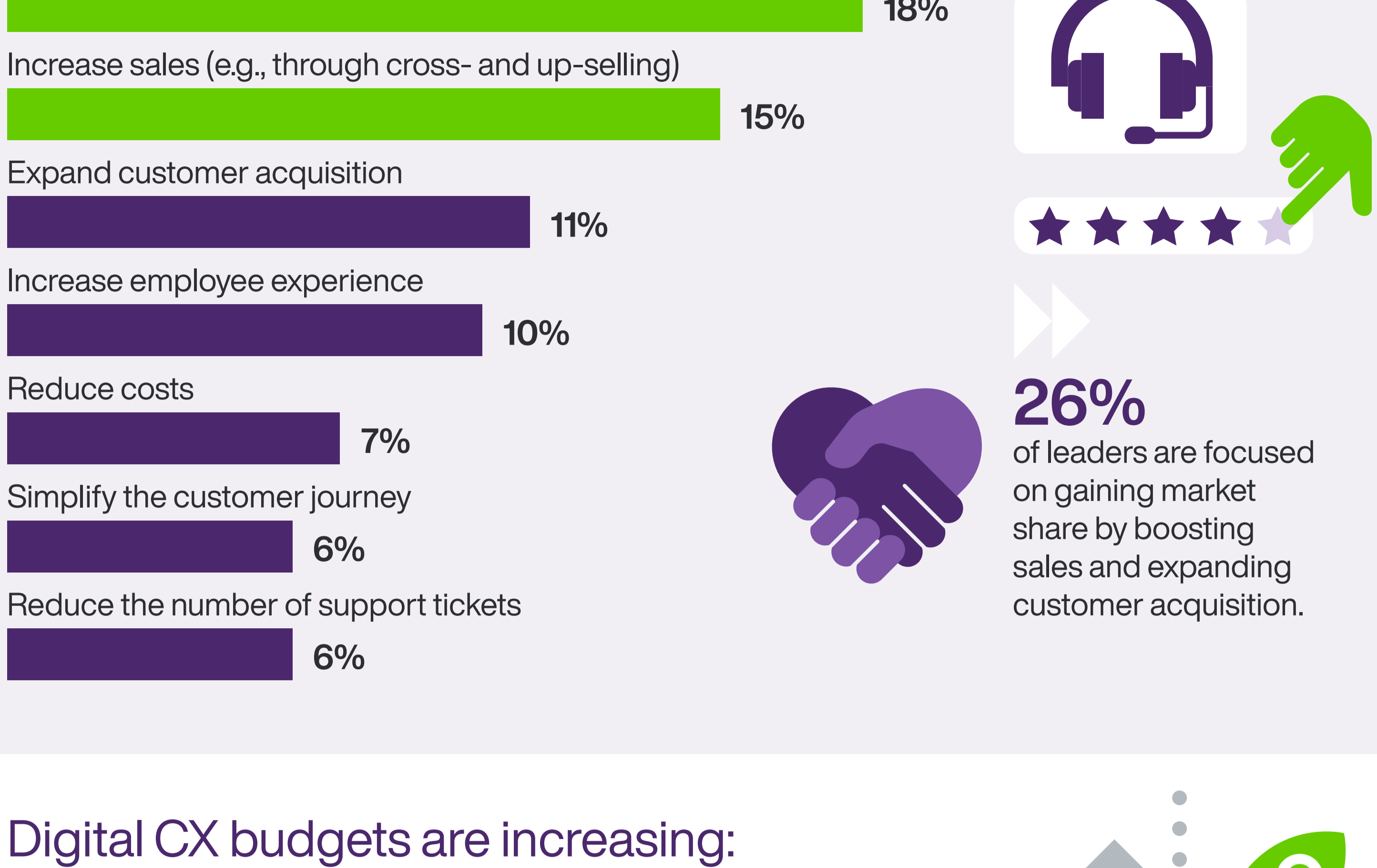
Technology is rapidly evolving, as are customer expectations. Are businesses today keeping pace?

TELUS International, in partnership with Statista, surveyed 250 enterprise leaders throughout the U.S. and Europe to explore where they plan to invest in digital customer experience (CX) technology in 2023, and the key driving factors behind those decisions.



Customer service quality and sustainable customer loyalty will be key focus areas for leaders in 2023

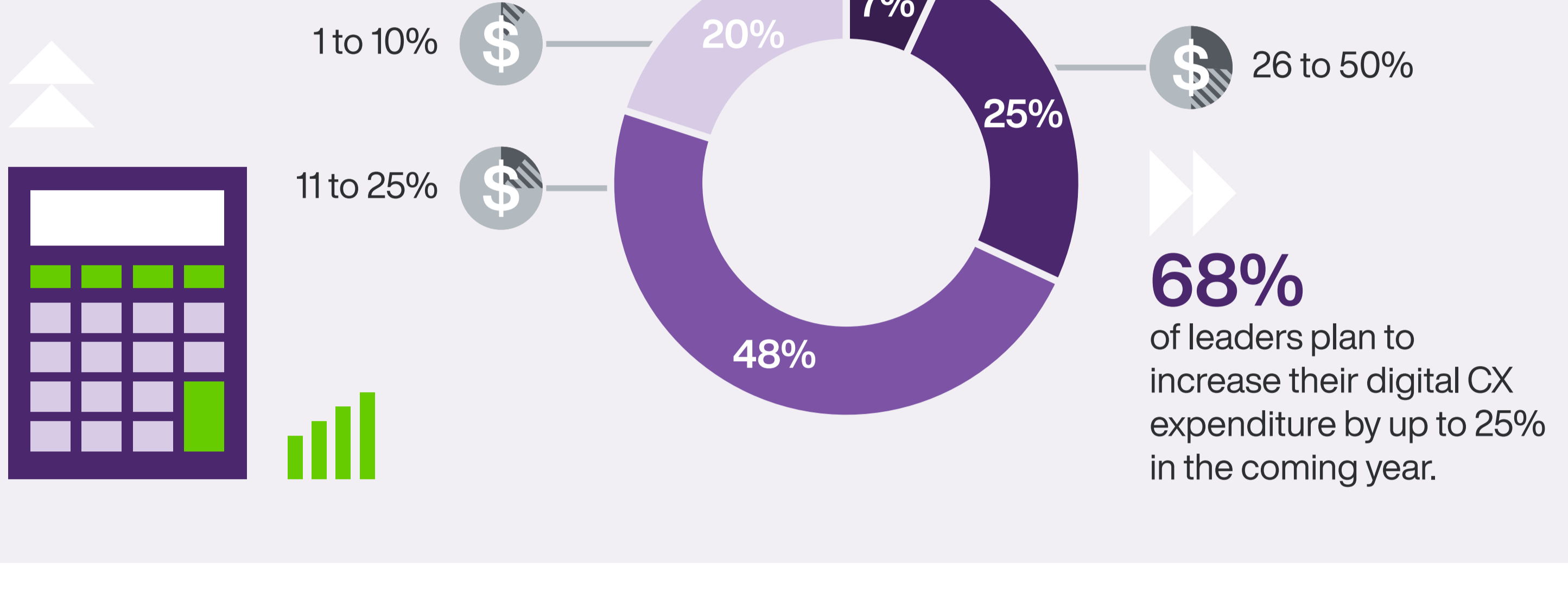
Primary digital CX goal for 2023



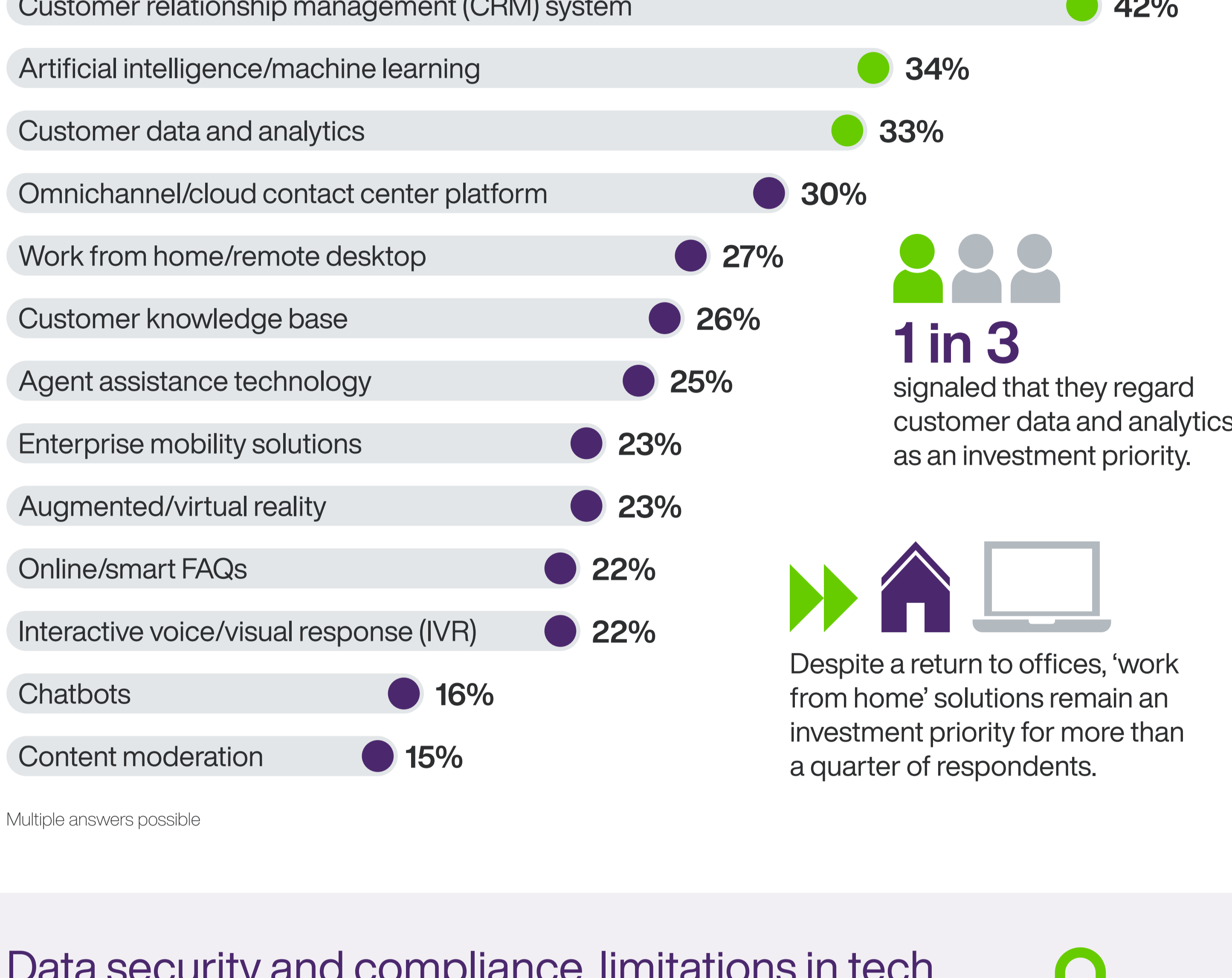
Digital CX budgets are increasing: 7 in 10 companies will spend more in 2023



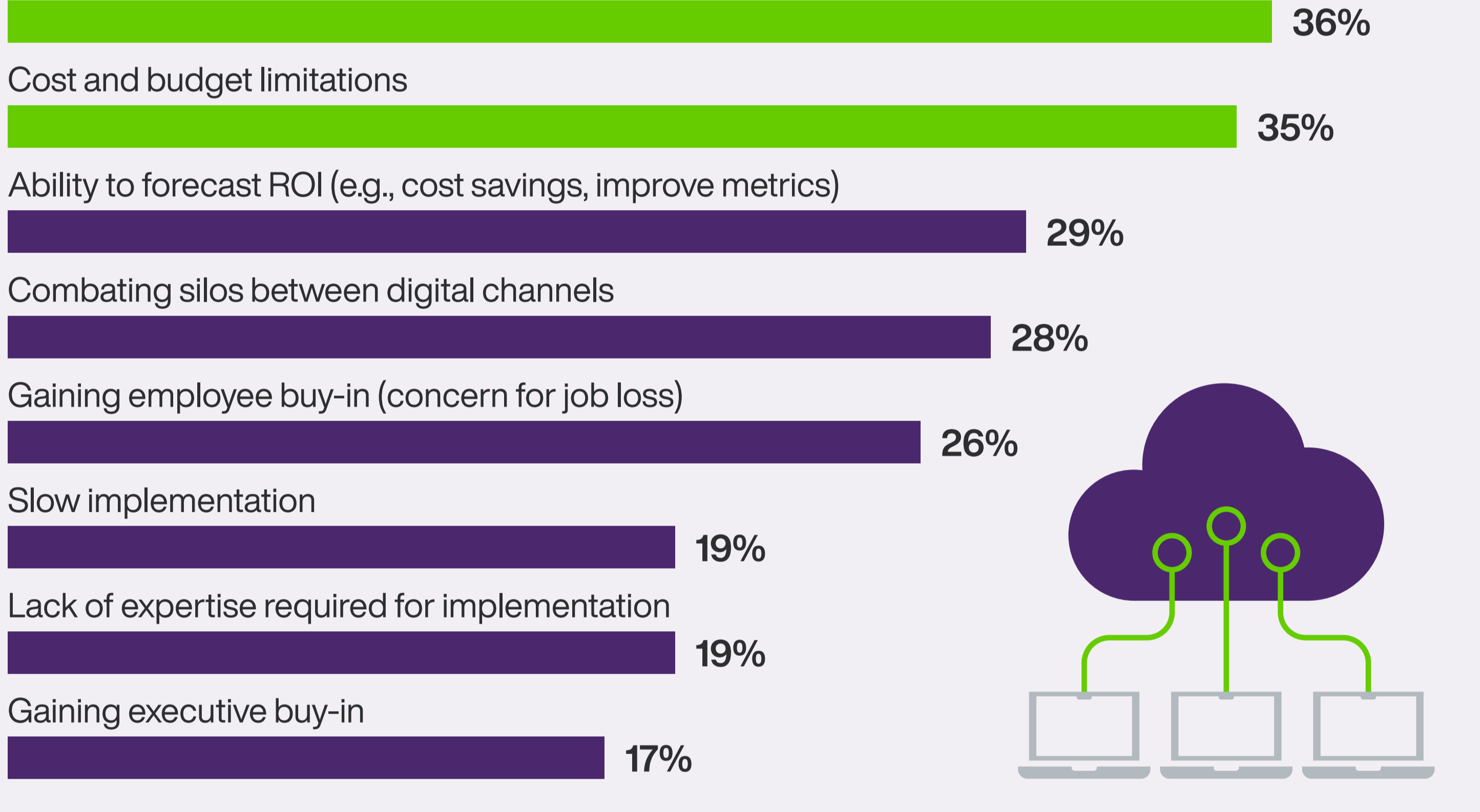
Almost a third of respondents will increase their digital CX budgets by more than 25% in the year ahead



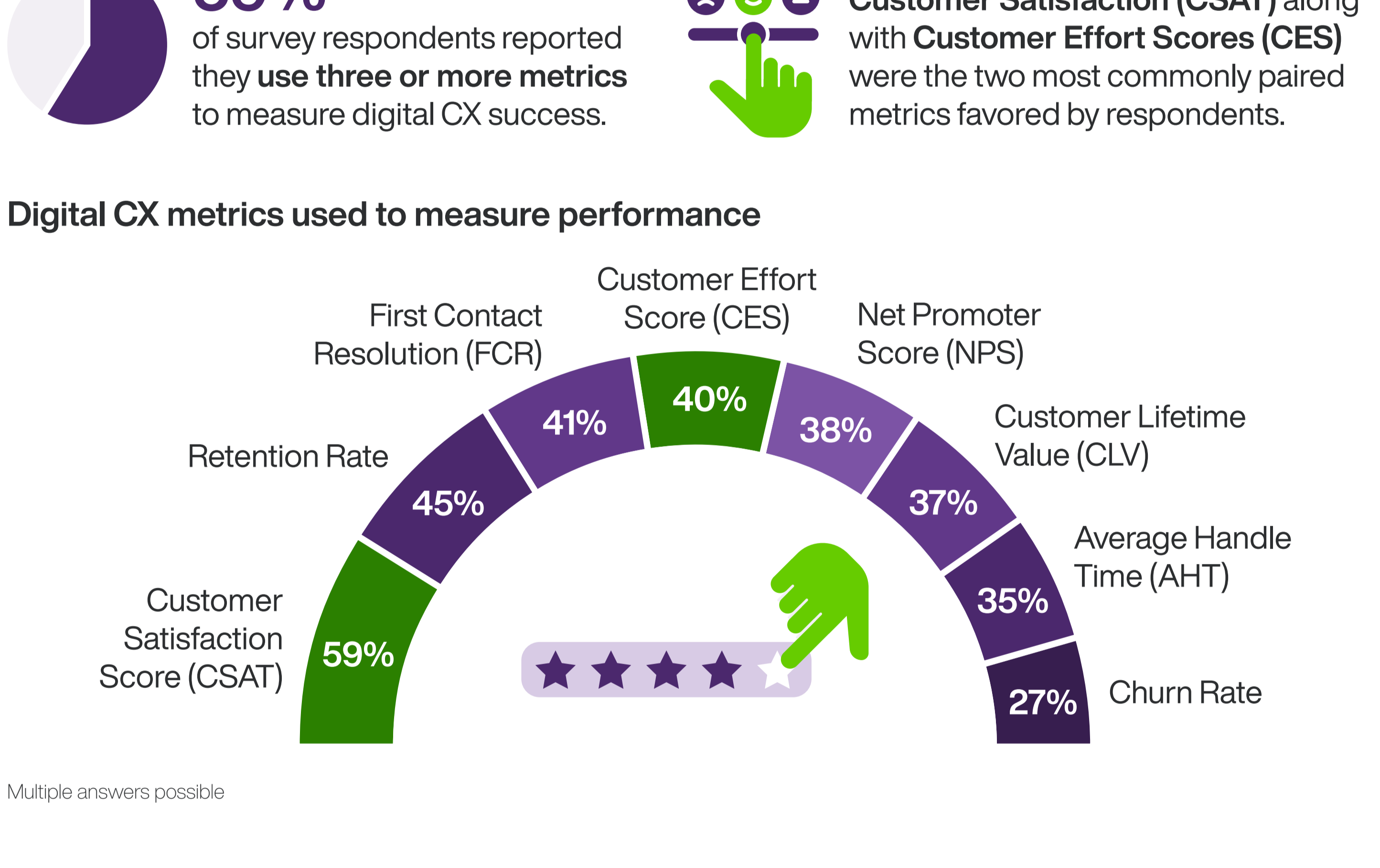
CRM systems, AI and customer analytics are the most popular digital CX investments for 2023



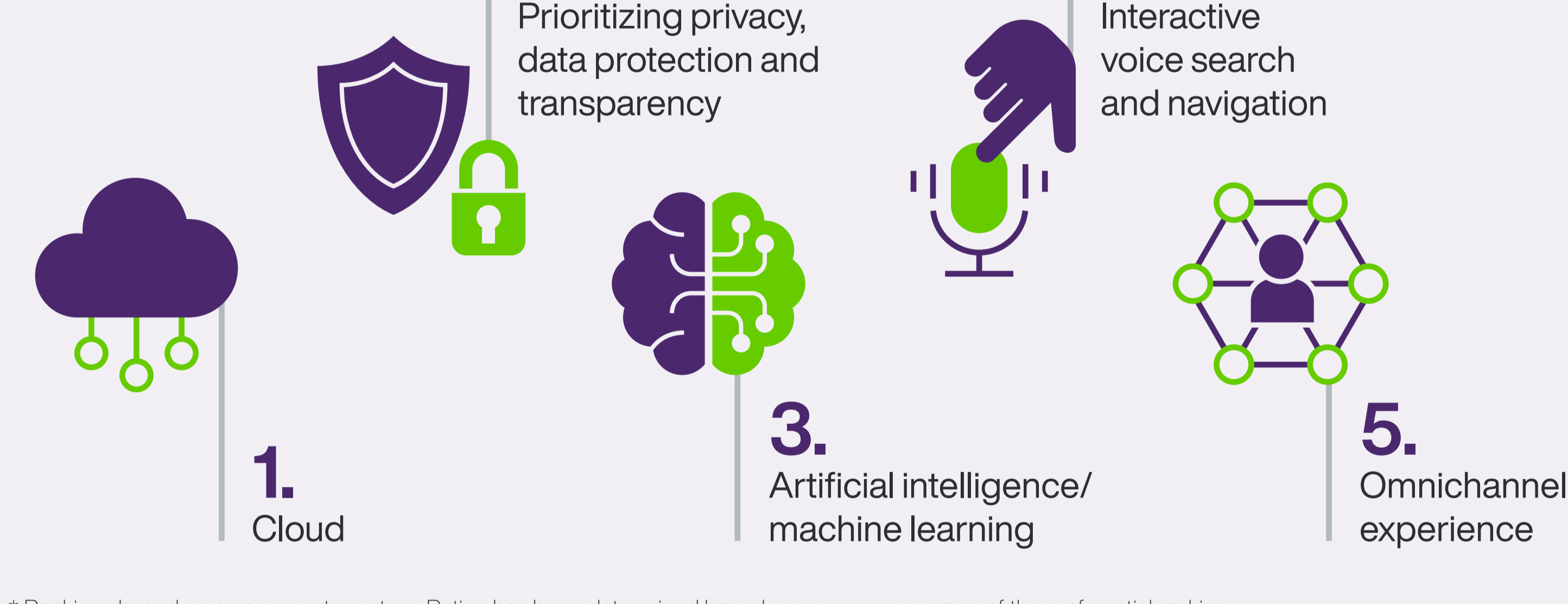
Data security and compliance, limitations in tech infrastructure and budget constraints are seen as the biggest obstacles to achieving digital CX goals



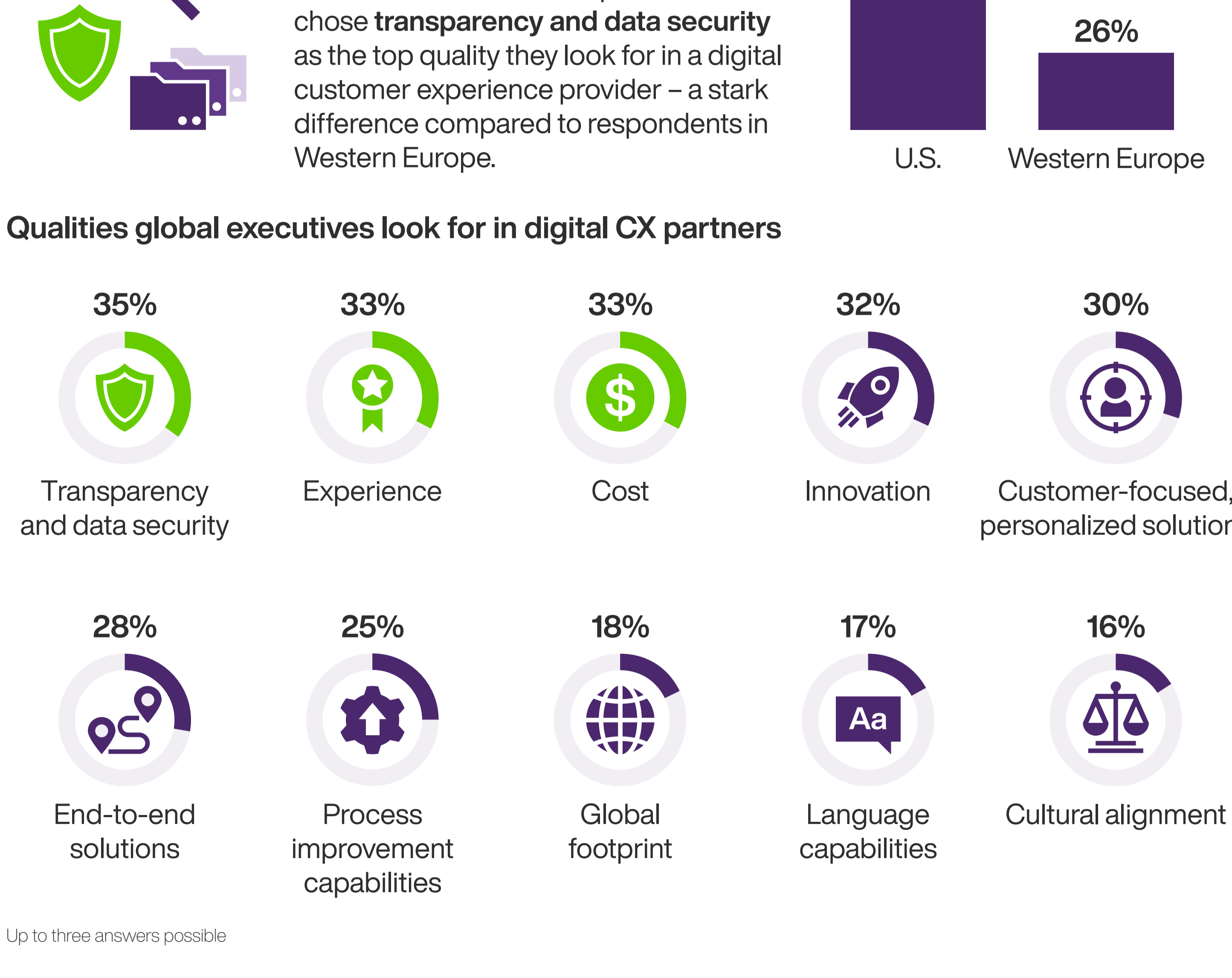
Measuring success: CSAT and Retention Rate top the list of metrics used to measure digital CX performance



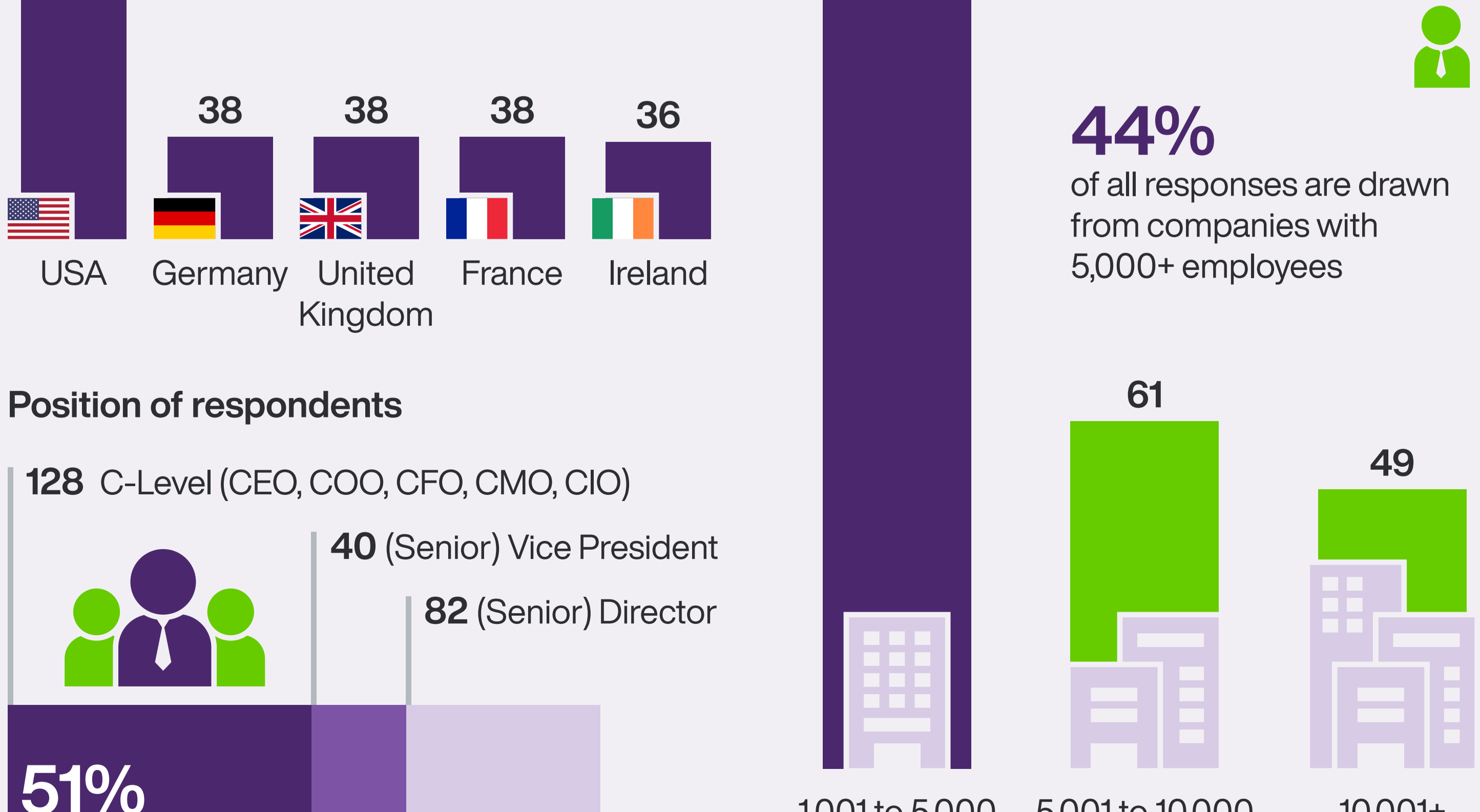
Leaders rank cloud technology, data protection and AI as the top digital CX trends in 2023



Transparency and data security top the list of qualities leaders are looking for in a digital CX partner



Breakdown of respondents by country, position and company size



Advance your digital customer experience with TELUS International

Harness the power of next-gen technologies and digital accelerators to create the best experiences for your customers. Connect with us to learn how we can help you achieve your digital CX goals in 2023.

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