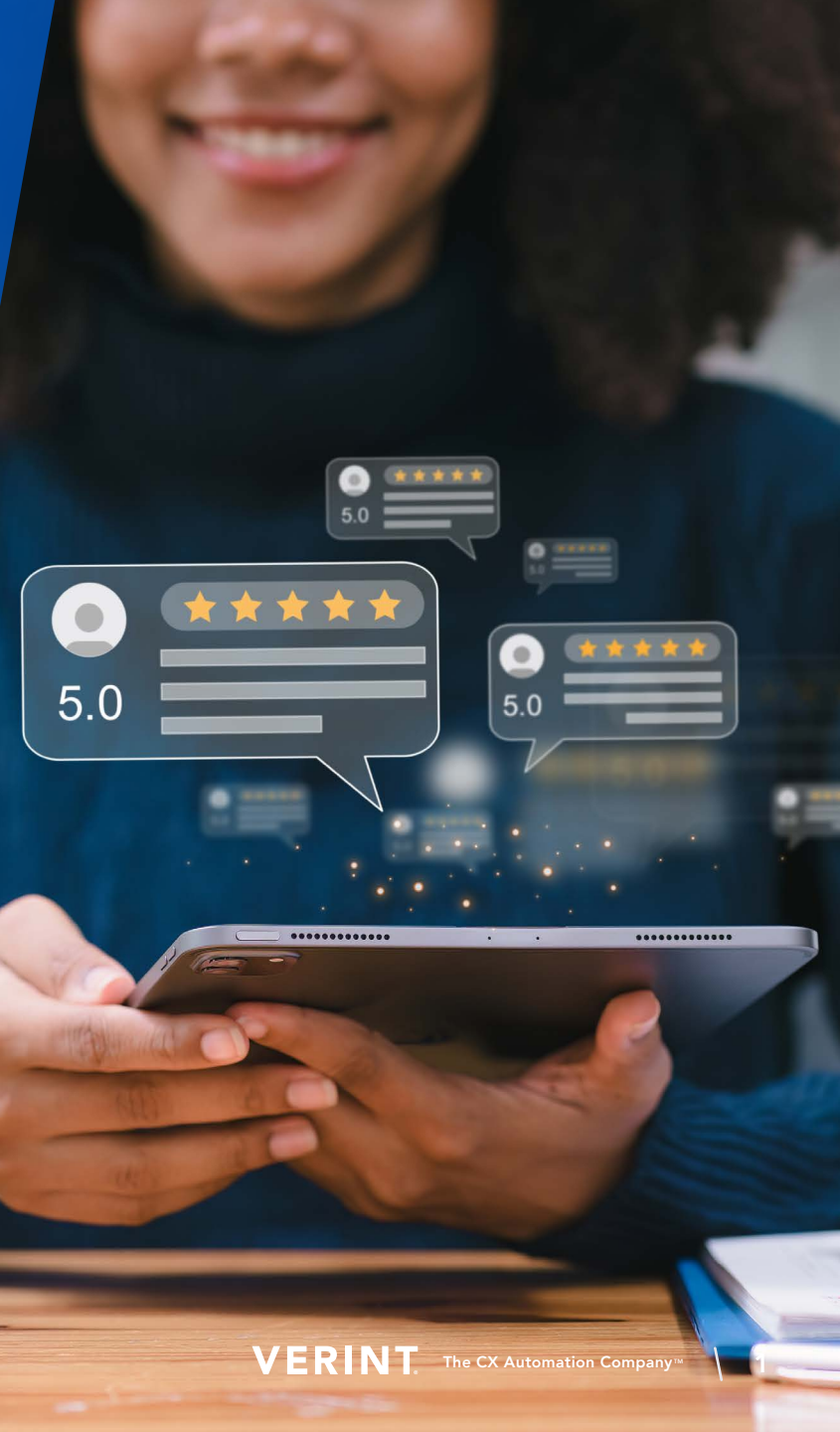


VERINT.

The State of Customer Experience 2025

12 CX trends to better understand customer expectations

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Time to Get Past the AI Hype and Start Seeing Business Outcomes.

As consumers, we're inundated with AI hype – and businesses are facing the same challenge as they navigate their own AI journeys, where bold promises frequently overshadow clear, measurable results.

At Verint®, we've taken a different approach. We've focused on the outcomes that AI can deliver and, as a result, we feel more confident than ever in our ability to help contact center leaders cut through the AI hype. By identifying the best workflows to automate, we can deliver outcomes immediately without lengthy and costly AI transformation projects.

As you'll see from this year's findings, AI is more crucial than ever to meet your customers' ever-growing expectations for effortless service. To help you understand your customers and prioritize business decisions, we've put together this research report. I hope it gives you the insight you need for success this year and beyond.

Happy reading!



Anna Convery

CMO, Verint

Consumers have never been more eager to engage with brands on digital channels, with **73% of all respondents preferring digital over phone.**

86% of customers understand the benefits of AI-powered customer service. In fact, they prefer it, as long as it's able to resolve their issue.

There's almost a 50/50 split between CX winners and losers, with **54% of consumers saying their service expectations are met or exceeded.**

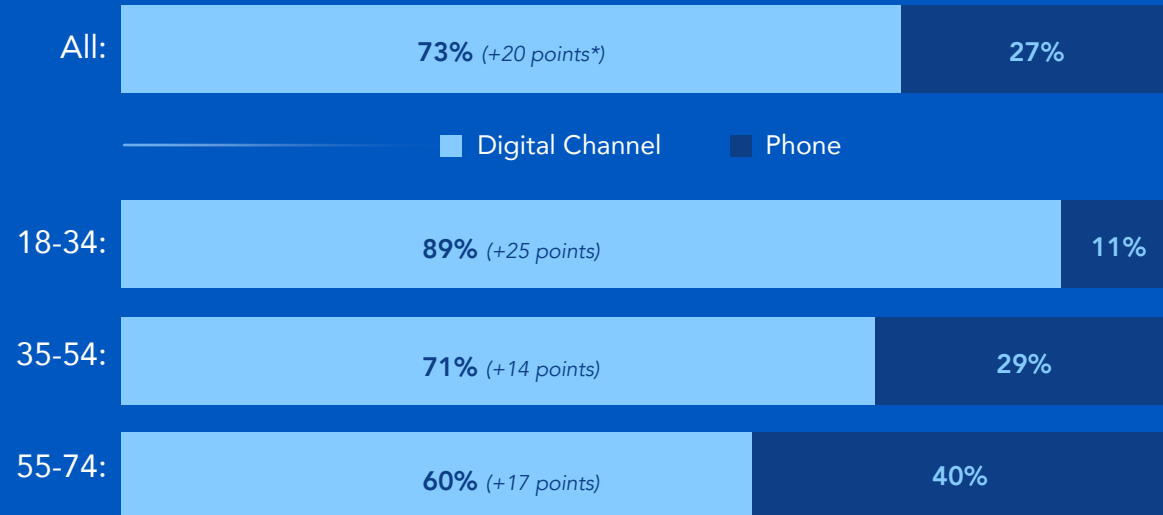
Trend 1:

Digital Channels Reign Supreme for 73% of Consumers

Consumer preference for digital channels is soaring. Over the past year, there has been double digit growth across all age groups – digital now reigns supreme for all ages.

While telephony remains crucial for high-touch issues in contact centers, businesses must invest in delivering exceptional services on the digital channels their customers prefer.

How do you prefer to contact a company for a service-related question?



*increase in points compared to 2024 findings

Trend 2:

Customers Engage Across Multiple Channels – Unifying CX Is the Solution

Customers are reaching out to businesses on an increasingly broad range of engagement channels. There’s been significant growth in private messaging (+34 pts) and social media (+27 pts), with 85% of customers saying they’ve used at least two channels over the course of the year, up from 66% last year.

Telephony can no longer be the sole driver for technology purchasing decisions. Businesses should take a unified approach to CX that consolidates customer history and provides context for agents to deliver a connected and efficient experience across channels.

Which channels have you used to contact a company over the past year?

 Phone	66%
 Email	61%
 Online	57%
 Private messaging (e.g., WhatsApp)	46%
 Social media (e.g., Instagram)	41%

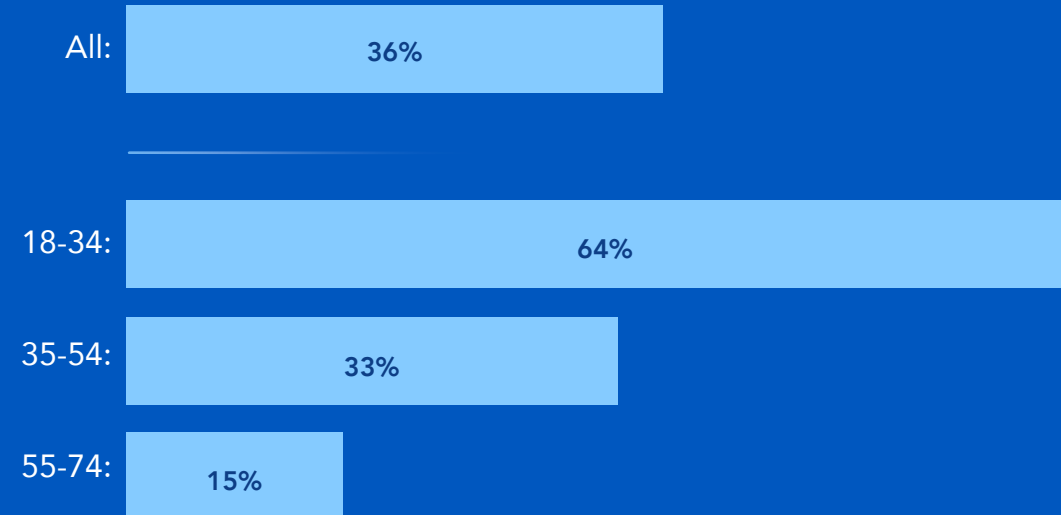
Trend 3:

Younger Customers Are Even More Demanding in 2025

Over a third of consumers have higher customer service expectations than last year, and this figure skyrockets for 18–34-year-olds (64%) – a crucial demographic that represents a significant portion of the market with growing purchasing power.

Given that this age group prefers reaching out on digital channels (89%), businesses must ensure they're meeting the demand for exceptional digital customer experience.

Percentage of customers with higher CX expectations than last year



Trend 4:

CX Winners and Losers... a 50/50 Split

Only 54% of customers in the US say that businesses are meeting or exceeding their expectations when it comes to assistance, with almost half (46%) saying companies are falling short.

With close to a 50/50 split between CX winners and losers, there's never been a better time for businesses to reflect on service delivery and ensure they're on the right side of customer expectations.

How well do companies meet your expectations when you need assistance?



Trend 5:

Customers Want Speed, Not Sympathy

More than half of customers (56%) view receiving information quickly as the most critical aspect of good CX, followed by resolving issues without human interaction (52%).

While self-service is therefore crucial, nearly half of customers (48%) still value the ability to connect with a human agent when necessary. Empathetic service is still a key aspect of good CX, but customers are four times more likely to rank speed as essential (56% vs.15%).

Businesses should therefore prioritize: equipping agents with contextual knowledge for prompt service; ensuring self-service tools can quickly resolve customer issues, and providing a seamless transition from self-to-assisted service when needed.

Customer rankings of five aspects of good CX

1	Agents providing information promptly
2	Resolving an issue without speaking to human agent
3	Easily reaching a human agent when needed
4	Not having to repeat information when transferred to human agent
5	Agents listening and showing empathy

Trend 6:

Exceptional CX Is Royalty for Loyalty

Getting CX right is essential for fostering customer loyalty. Exceptional customer service ranks as the second most significant factor driving loyalty, surpassed only by the quality of a company's product or services.

Businesses aiming to improve customer loyalty should focus on delivering the three key aspects of good customer experience – speed to resolution, resolving issues without a human agent, and seamlessly handing over to a human agent when necessary.

Consumer ranking of most important reasons for customer loyalty



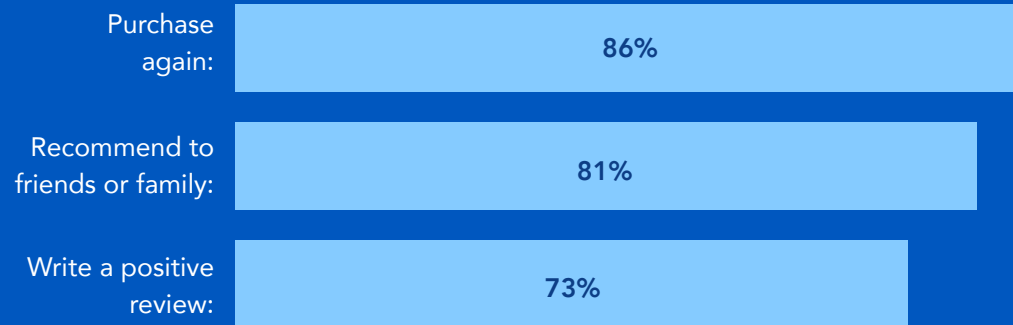
Trend 7:

CX Winners Are Revenue Winners Too

When customers have an amazing customer experience, the benefit is significant: 86% are likely to make repeat purchases, 81% will likely recommend the company to family or friends, and 73% are inclined to leave a positive review.

The CX winners that deliver exceptional customer experiences cultivate loyal brand advocates that are invaluable for increasing revenue.

What would you likely do following an amazing customer experience?



Trend 8:

Bad CX Is the Mirror Image of Good CX

The greatest CX frustrations are the exact inverse of good CX. Customers become frustrated when they can't resolve their issues promptly (53%) or without speaking to a human agent (50%). Also, when they can't resolve their issue via automation, having difficulty reaching a human agent (47%) is a significant pain point.

Businesses should implement an intelligent virtual assistant as the first line of support that can both resolve issues, and also seamlessly hand over to a human agent when needed while providing context for faster, more effective service.

Consumer rankings of aspects of poor customer experience

1	Agents not providing information promptly
2	Unable to resolve issue without speaking to human agent
3	Difficulty reaching human agent when needed
4	Repeating themselves when transferred to human agent
5	Agents not listening or showing empathy

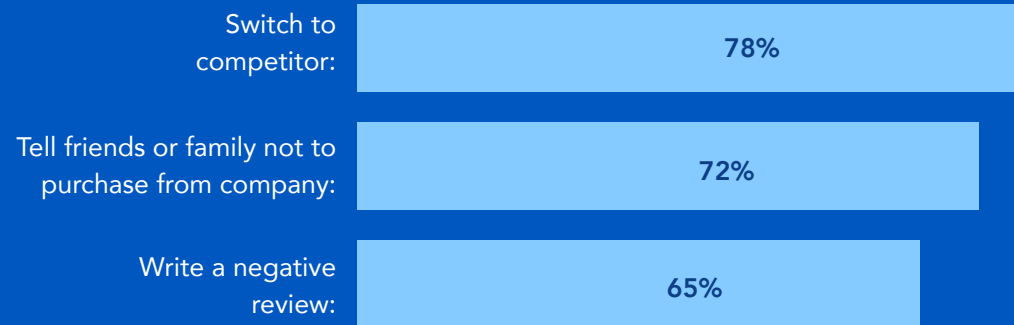
Trend 9:

One Bad Experience Drives 78% of Customers to Switch Brands

Consumers are increasingly unforgiving: 78% are likely to switch to a competitor after a terrible customer experience, a sharp rise from 67% in 2024.

To retain customers, businesses must ensure they're providing the service that customers demand. This entails focusing on speed, leveraging CX automation, and equipping agents with the right tools and knowledge to consistently deliver elevated service.

What would you likely do following a terrible customer experience?



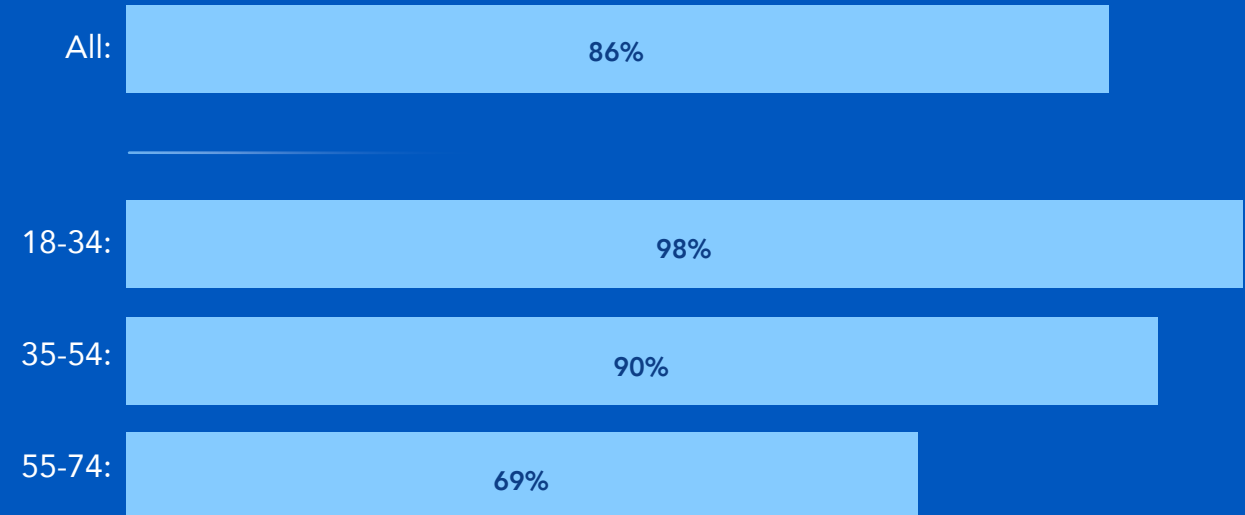
Trend 10:

AI Wins Consumer Trust with 86% Understanding the Benefit

Consumer skepticism toward AI has faded, with over 86% of customers acknowledging its positive impact on their customer service experience – a figure that skyrockets to 98% among respondents aged 18–34.

To keep pace with rising CX expectations, especially among the younger demographic, contact centers must embrace AI to deliver faster, more seamless, and highly efficient customer experiences.

Percentage of consumers that say AI has at least one benefit to customer service experiences



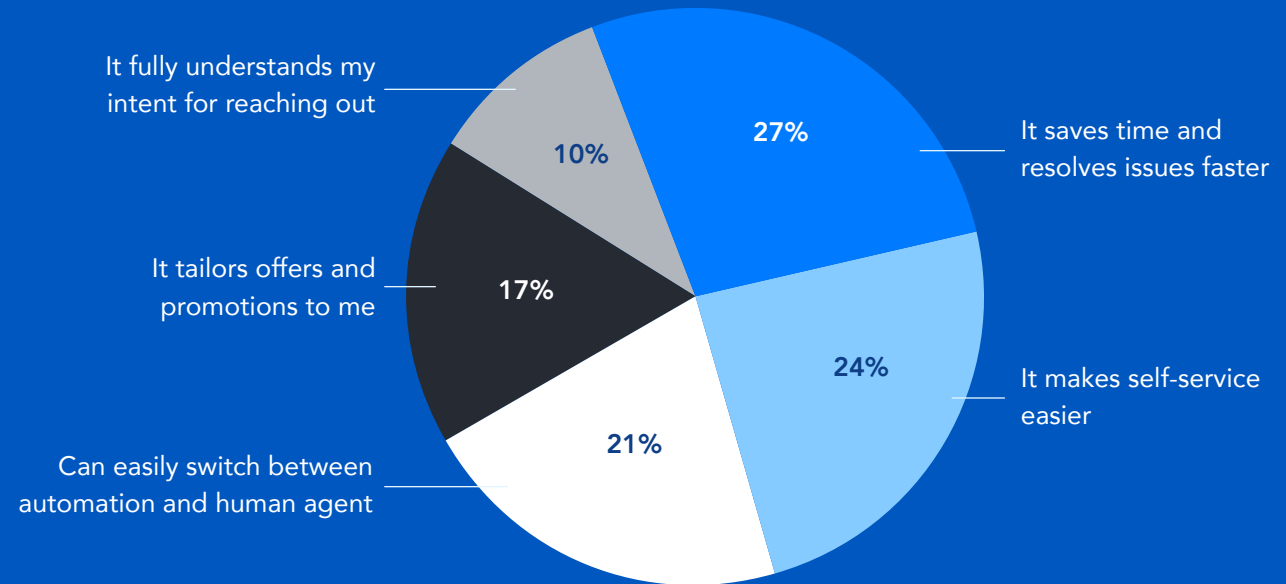
Trend 11:

Consumers Want AI for Speed and Convenience

The most frequently selected benefits of AI align with the most important aspects of excellent customer experience – faster issue resolution, easier self-service, and seamless handovers to human agents.

It's clear for businesses, and even customers, that there is alignment between what AI can deliver and what constitutes good customer experience.

What is the biggest benefit AI can have on your customer service experiences?



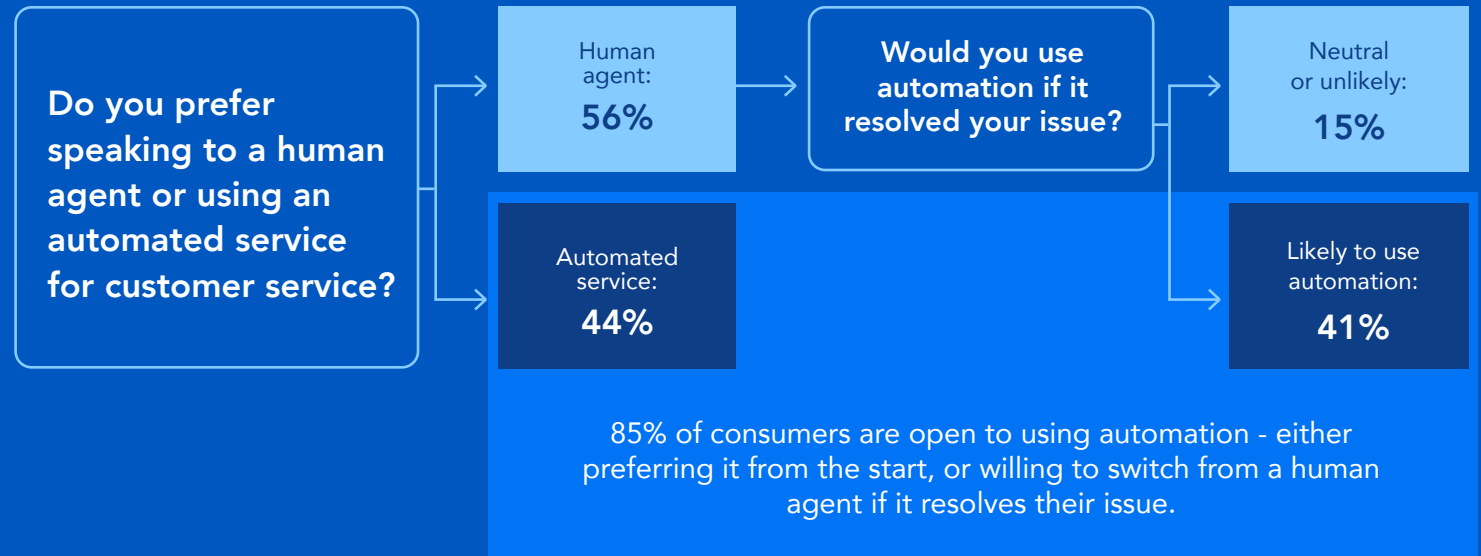
*1% of respondents selected "other"

Trend 12:

Customers Just Want Resolutions – They Don't Care How

The majority of consumers who say they prefer speaking to a human agent would likely use an automated service instead if it effectively resolves their issue. When combined with the 44% who already prefer automation, this means 85% of customers are open to using automated customer service.

For businesses, the message is clear: customers prioritize resolution over method. Investing in effective self-service options is essential to meet rising expectations for faster and more efficient customer support.



Delivering AI Outcomes: The Key to Success in 2025 and Beyond

In 2025, businesses are at a crossroads: about half are hitting the mark with their CX, while the other half are falling short. The winners are those who deliver quick, automated service that resolves issues, with a seamless handover to a human agent when required. Speed and efficiency are the name of the game, both customers and agents want AI outcomes, now!

Revolutionizing Self-Service with AI

AI is revolutionizing self-service, with intelligent virtual assistants (IVAs) now able to provide the instant resolutions customers demand and guide them through queries without human intervention. However, when a customer can't resolve an issue through the IVA, the assistant has a pivotal role to play, seamlessly handing the interaction over to the most suitable human agent with context to ensure a swift resolution.

Agents Must Handle Increased Issue Complexity

The growing customer preference for self-service does not mean agents have it any easier. In fact, it's quite the opposite. Agents need to swiftly resolve a

higher proportion of more complex issues for customers with increasingly high expectations. Therefore, businesses need to equip them with AI that can simplify their workflows, enabling agents to work more efficiently.

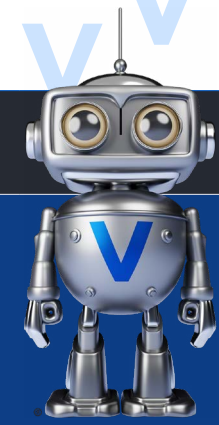
Elevating Assisted Service with AI-Powered Workflows

A seamless transfer to assisted service is just the tip of the iceberg, AI can enhance human agents' efficiency across numerous workflows such as offering real-time coaching to help address issues effectively. Agents can even utilize their own intelligent virtual assistants to assist with specific workflows, such as capturing customers' sensitive information or sourcing the right knowledge, while generative AI can automate post-call summaries, dramatically increasing agent capacity.


Start Small and Scale Contact Center Automation

To stay ahead, businesses need to implement AI in the contact center methodically, selecting existing workflows that can be automated or enhanced, validating the results, and then adopting additional use cases. This approach ensures the delivery of exceptional CX that aligns with what customers want, securing their loyalty and, ultimately, boosting revenue, ensuring businesses are CX winners in 2025 and beyond.

How Verint Empowers You to Be A CX Winner



Workflows	Self-Service		Assisted Service			
Aspects of Good CX	52% Resolving an issue without speaking to human agent	48% Easily reaching a human agent when needed	56% Agents providing information promptly			
Strategy	Effortless self-service powered by AI	Seamless routing from self-to-assisted service	Give agents the answers they need	Help agents complete tasks autonomously	GenAI-powered call summarization	Real-time contextual agent guidance
Outcomes Generated by Verint Bots	\$3.5M Saved An airline achieved 85% containment of online interactions with Verint Intelligent Virtual Assistant™ (IVA).	\$9M Saved A financial services firm reduced call duration by 30 seconds, increasing agent capacity with Verint Smart Transfer Bot™.	\$10M Saved A bank reduced call duration by 20 seconds with Verint Knowledge Automation Bot™.	-27% AHT An airline decreased AHT with real-time agent assistance with Verint Agent Virtual Assistant™.	\$70M Saved An insurer reduced call duration by 30 seconds with Verint Wrap Up Bot™.	\$79M Benefits A telco reduced call duration by 30 seconds while boosting sales with Verint Coaching Bot™.



“As a contact center leader, you stand at the forefront of AI adoption. In 2025, you need to think, ‘What workflows can we optimize with AI?’ This is not about rip and replace. It is about targeted AI to help customers self-serve and your front-line agents, back-office analysts, and contact center managers to do their jobs better. Even with small deployments, you can see massive outcomes. It’s time to embrace Verint bots to elevate CX and reduce costs.”



Anna Convery

CMO, Verint

Methodology

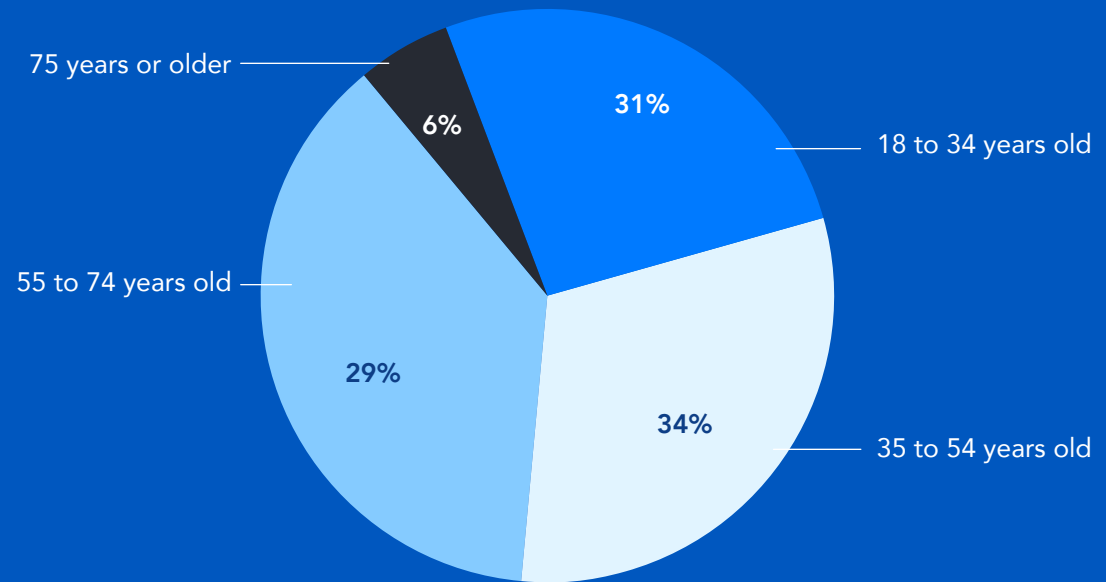
A total of 5,000 surveys were conducted with U.S. consumers who are part of an online panel. The overall margin of error is $\pm 1.4\%$.

Data was collected via a customized online survey between January 25, 2025, and February 28, 2025.

Age ranges were combined and analyzed by these categories: 31% 18 to 34; 34% 35 to 54; 29% ages 55 to 74. Since just 6% of the consumers who took the survey are 75 or older, those results are not reported separately.

The Verint State of Digital Customer Experience 2024 research was conducted with consumers from the US, UK, and Australia. When year-over-year comparisons are shown in the report, statistically significant differences among the US customers are noted only for a direct year-on-year comparison.

Age Range



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