

In the Era of Disruption, Organizations are Evolving to Tackle the Engagement Capacity Gap™ Are you?

76%

of businesses believe challenges associated with **Customer Engagement and Experience** will continue to increase over the next 12 months.

Interactions & Channel Growth

Customer Expectations

Workforce Dynamics

Last year organizations made progress

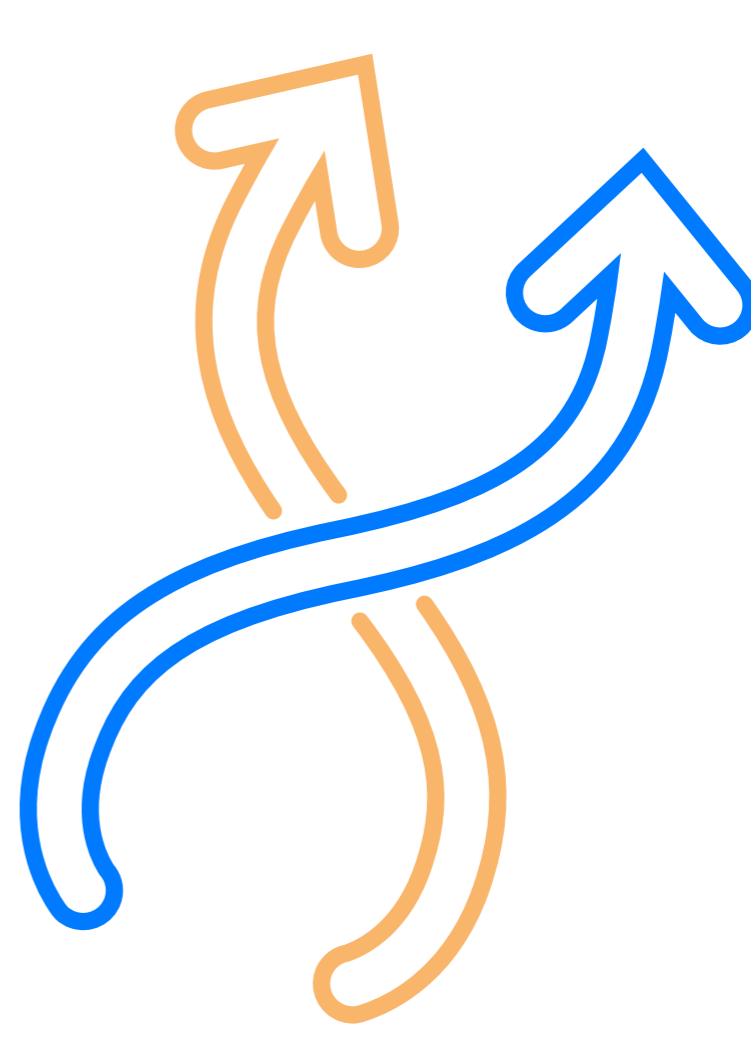
They expanded key customer engagement solutions to address the gap.

New challenges are emerging in 2022

A strained workforce, supply chain issues and demands for digital-first services all impact how organizations respond.

The changing dynamics affect every organization differently

Evolving consumer needs and The Great Resignation will continue to drive improvements in employee and customer experience.



New Customer Expectations

52%

of organizations are dealing with customer engagement issues stemming from supply chain disruptions.

51%

see a growing consumer preference for digital-first, self-service options in sales and customer service channels.

Customer Experience Solutions

- Power omnichannel engagement across channels
- Have personalized event-driven conversations
- Enable customer-centric and compliant experiences

A Challenging Labor Market

53%

are experiencing staffing shortages and a tough labor market

71%

find it difficult to retain talented workers

Workforce Engagement Solutions

- Flexible hybrid working solutions
- Enable new employees with intuitive tools and efficient onboarding
- Relieve pressure through intelligent automation

The Engagement Capacity Gap™

creates new engagement challenges for brands

Learn how you can evolve your customer engagement and experience to keep pace with change and narrow the gap.

[Download the Study Today](#)