Which Business Leaders are Ready to close the Engagement Capacity Gap?

Two-thirds of leaders are highly confident their company can provide exceptional customer experiences in 2023. Why?

Because in 2022 they focused on key engagement areas...

- 67% interacted on digital channels
- 85% increased budgets for messaging, social channels, and chatbots

After rolling out digital solutions in 2022, your highly confident CX peers are...

- 3.2x more likely to be highly effective at digital channel engagement
- 2.9x more likely to successfully implement CX automation strategies
- 2.8x more likely to improve experiences using customer feedback

Despite their high confidence, 2023 still presents real concerns for business leaders

- Operating via a remote workforce
- Budget cuts or cost reductions
- Talent management issues

To tackle these challenges and close the Engagement Capacity Gap™, organizations must solve the CX-Cost Equation™.

What is the CX-Cost Equation?

The need to deliver exceptional customer experiences while also lowering the cost to serve

How do organizations solve the CX-Cost Equation?

- Embrace data-driven solutions
- Empower a hybrid workforce
- Use analytics and insights to remove silos

Find out what’s driving high confidence among your CX peers in Verint’s latest Engagement Capacity Gap report.

Download the Study Today

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