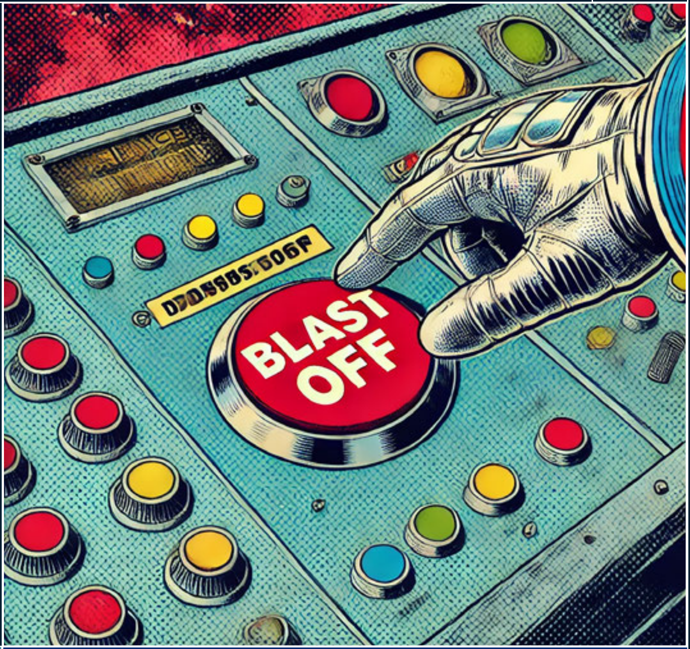
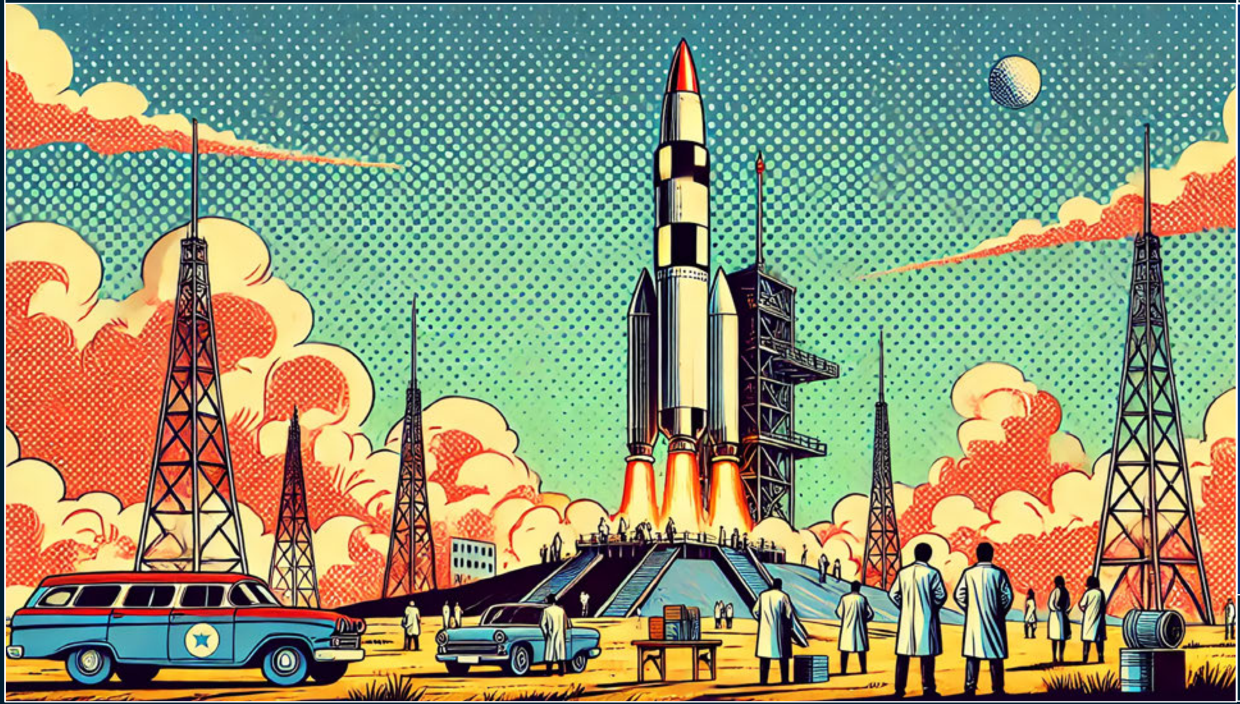
The 2025 CX Trends Report

ASIA-PACIFIC EDITION





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Introduction

To our newcomers: welcome; we're grateful to have you here. For those of you who read the *2024 edition* of our annual trends report: welcome back—it's incredible what can happen in just a year.

As we approach 2025, the customer experience (CX) landscape is right in the middle (*beginning*, perhaps) of a profound transformation, charged by technological advancements, increasing consumer expectations (no signs of waning here), and an accelerated digital revolution seen in recent years. **The impact of it is certain: enterprises that once focused on efficiency and cost-cutting are now prioritising CX as one of the most important business differentiators** (see Quick Facts). The case for investing in CX has never been stronger, but we'll present the evidence throughout this report and let you make up your own mind.

This year, we've taken an exciting new approach. You'll learn from nine real-world examples that highlight where the market is headed in 2025. These insights aren't just trends—they're a direct reflection of what's working, what's evolving, and where opportunities lie. Together, they form a roadmap for staying ahead in this dynamic CX landscape.

For decision-makers, this presents both an opportunity and a challenge. Those who can integrate these emerging trends into a cohesive CX strategy will lead the next wave of business growth—the champions of shaping their customers' loyalty and driving long-term revenue; *those who can not* will eventually drift into obscurity. This report explores the most important trends shaping customer experience in 2025 and how businesses can leverage these shifts to stay ahead in an increasingly competitive landscape. **Let's get into it.**

Quick Facts:

Research from Bain & Company shows that companies that excel in delivering superior customer experiences can expect to grow revenue by 4-8% above the market average.

International Data Corporation (IDC) predicts that by 2025, enterprises will employ over 100 customer success professionals dedicated to managing customer relationships across their lifecycle, reinforcing the strategic importance of CX.

According to a WNS-Corinium Intelligence survey, over 50% of enterprises now consider CX optimisation as the top agenda in their digital transformation efforts.

"The real promise of AI is not to replace humans, but to amplify what humans are able to do. It's about augmenting intelligence, not just automating it."

—SATYA NADELLA

InMoment

Double Vision

In 2025, the concept of digital twins—virtual replicas of customers built from vast amounts of data—will present great opportunities for customer experience transformation. **With global data creation projected to grow at a staggering CAGR (compound annual growth rate) of 23% from 2020 to 2025**, businesses are sitting on a goldmine of insights.

But what exactly are digital twins, and how can you leverage this concept to benefit your CX strategy?

Data-rich, these digital twins will allow organisations to *simulate, predict, and optimise* customer experiences in ways that were previously thought impossible. These models mirror the behaviours, preferences, and needs of real customers, enabling companies to personalise interactions and predict future actions with remarkable precision. In practical terms, they will allow businesses to test and refine CX designs before launching them in the real world, offering a risk-free environment to experiment with new strategies. Enterprises will use these digital replicas to anticipate how different customer segments will react to a new product feature or marketing campaign. This predictive capability will help optimise resource allocation, streamline operations, and also help improve the customer experience by addressing potential pain points before they occur.

These breakthroughs hinge on the marriage of structured, semi-structured, and unstructured data— ranging from transaction histories and social media activity to emerging data sources like IoT devices and biometric information. Master Data Management (MDM) systems will take center stage, breaking down data silos and orchestrating data harmony across the enterprise. This is an important one, as IDC forecasts that **by 2025, businesses that harness this technology will see a 25% improvement in the accuracy of their customer segmentation and targeting strategies.**

Legalsuper is an industry super fund—this means that every dollar spent has to go through a board process, and ultimately be spent in a way that serves its members. When teaming up with InMoment, the ultimate goal for legalsuper was to develop a future-proof CX model. The business needed data-driven decisions, and to respond to member queries as quickly as possible. The business set out to simplify and enhance the data discovery process, enabling legalsuper to design powerful, data-driven customer experience initiatives.

One of the first challenges was making sense of a large portion of unstructured data coming from everywhere across the business. Some of those data sources were exit surveys, annual surveys, operational data, employee onboarding, and the list goes on and on.

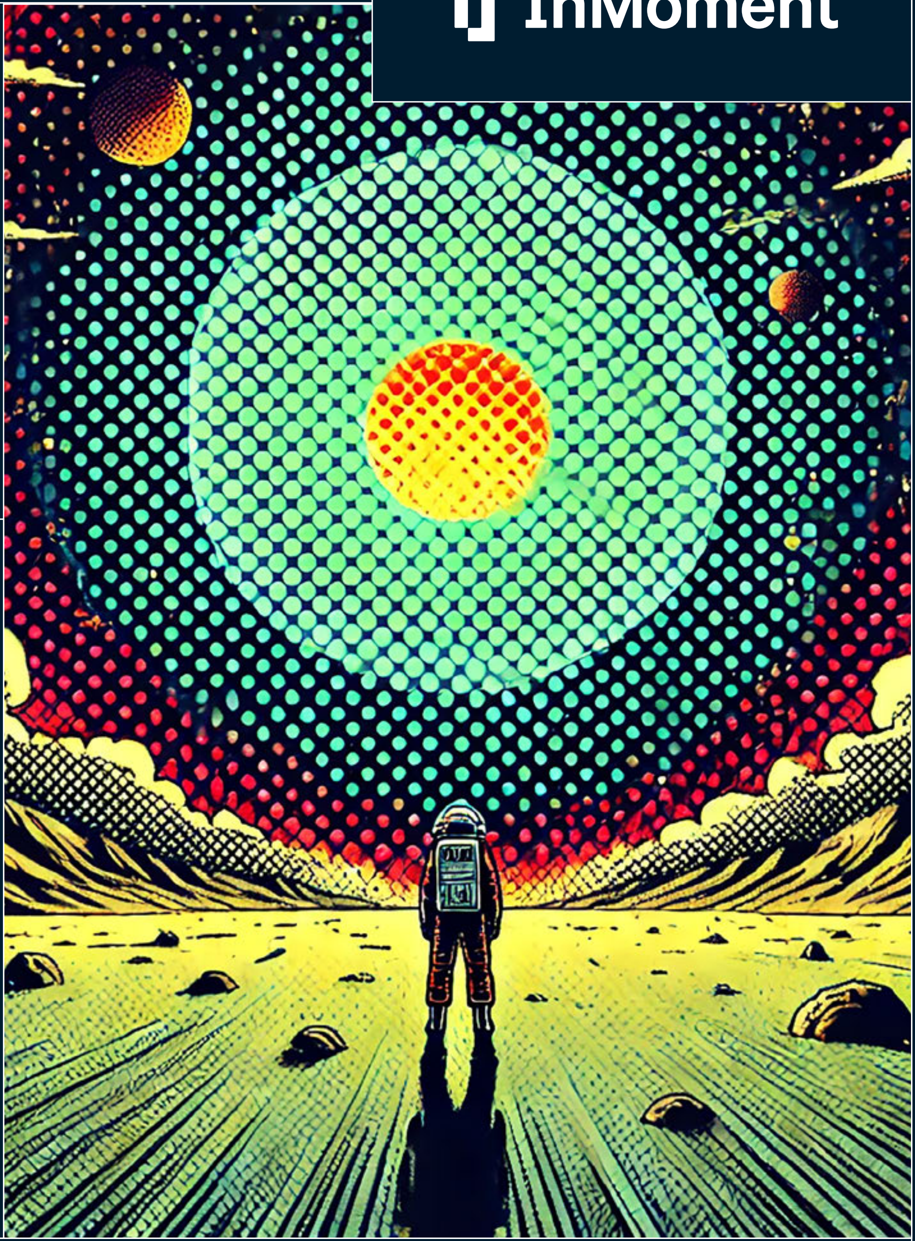
To enable faster insights generation from mountains of customer data, legalsuper set up a digital twin—a virtual representation of the legalsuper customer data ecosystem.

This digital twin focused on mirroring the most important and relevant data within the InMoment Platform, providing a comprehensive 360-degree view of customer interactions and behaviours. By integrating structured and unstructured data from various touch points such as customer surveys, call centre interactions, social media feedback, and transaction records, legalsuper created a dynamic and agile data analysis process.

The CX transformation has led to a number of tangible business results for legalsuper—stronger improvement in member retention, cost efficiencies across the board, operational and financial benefits, and comprehensive insights for better decision making.

legalsuper

From Guesswork to Precision



Hyper-personalisation (as we talked about in [last year's report]) will evolve. It's changing from a *reactive approach to a proactive, prescriptive model*, where customer experiences are tailored to both individual preferences, but also to predicted, future behaviours. This shift is driven by the explosion of big data analytics, AI, and machine learning, which are enabling businesses to deliver experiences that go beyond meeting current needs to anticipating future ones. Hyper-personalisation is already foundational for modern CX strategies, but it's graduating from reactive guesswork to a precision-engineered, prescriptive strategy.

Customer success platforms will no longer rely on static playbooks. Real-time data from every interaction—whether in-store visits, online behaviours, or product usage—will be unified to create dynamic, individualised customer journeys. These "segment-of-one" frameworks will become the norm, as businesses use AI-powered tools to preempt customer actions and provide individualised recommendations and offers at **the exact moment they are most relevant.**

This differentiator is especially poignant in industries like *travel*. According to WNS-Corinium Intelligence, **82% of global travelers now consider personalised service the most desirable luxury amenity.** Airlines, for instance, are already equipping their staff with handheld devices that provide real-time customer data, allowing them to offer tailored experiences to frequent flyers or customers with special needs.

The shift from predictive to prescriptive CX will significantly enhance customer loyalty by providing experiences that resonate deeply with individual beliefs and goals. Businesses will move beyond mere customer satisfaction and start fostering deeper, value-based relationships. Companies that invest in this next level of personalisation will see higher customer retention rates and build long-term loyalty.

At the heart of PEXA's transformation lies a shift from reactive CX strategies to precision-engineered personalisation. By harnessing advanced AI and big data, PEXA anticipates customer needs, tailoring every interaction. Digital intercepts present hyper-relevant recommendations to customers, which are linked to personalised dashboards and CRM tools that empower frontline teams to act on these leads and deliver bespoke solutions to their customers in real-time.

In parallel, PEXA also enhanced its customer listening program, expanding the coverage of listening posts while reducing customer effort to provide feedback. With a 95% increase in responses and a measurable uplift in customer satisfaction, PEXA has combined this customer feedback with other operational data points like support tickets and call transcripts. This has fuelled a number of initiatives that have improved CX while reducing costs, showcasing the power of data-driven decisions and making PEXA a shining example of prescriptive personalisation in action.

PEXA

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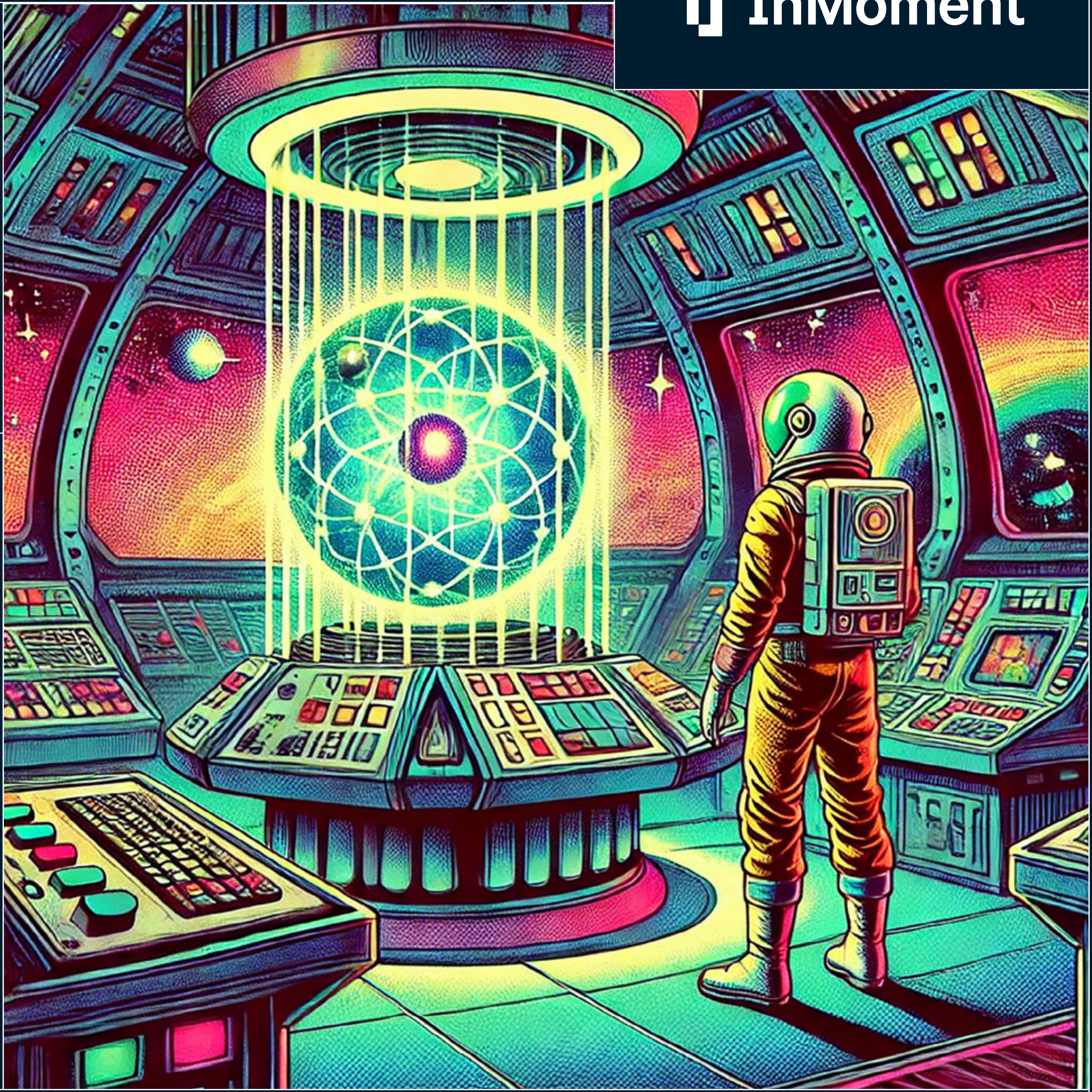
AI's Crystal Ball

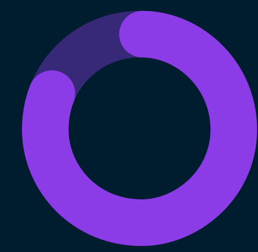


For decades, customer support staff spent significant time manually tracking health scores, identifying at-risk accounts, and analysing feedback. Now and into the future, advanced AI systems will automate these tasks, delivering real-time insights and predictive analytics that allow businesses to anticipate customer needs and take proactive actions to prevent churn.

They’ll be able to analyse vast amounts of data (even compared to today’s standards)—from product usage and support tickets to social media interactions and satisfaction survey responses. InMoment already has many of these insights displayed through interactive dashboards, giving decision-makers a clear view of customer health and churn risks, allowing for precise interventions. **According to IDC, companies adopting AI-driven customer success tools will experience significant boosts in efficiency, freeing customer success managers to focus on building deeper relationships with key accounts.**

More than just a tool for collecting data, AI will prioritise actions throughout the customer journey. For example, it might identify a dip in engagement from a key client and trigger personalised outreach before dissatisfaction grows.

As AI takes over routine tasks, *the role of customer support staff will evolve from data managers to strategic advisors*. Armed with AI-driven insights, customer support staff will guide customers through personalised experiences that drive engagement and long-term success, making AI an essential component of customer intelligence in the years ahead.



71% of B2C and 86% of B2B customers already expect businesses to be well-informed about their preferences and past interactions. AI will be essential in meeting—and exceeding—these expectations.

—GARTNER

Imagine knowing exactly what your customers need before they even ask. For one of Australia's top telcos, this wasn't just a lofty ambition—it became reality thanks to a cutting-edge contact centre transformation powered by AI. Faced with the limits of traditional feedback methods that skimmed the surface but never explained the "why" behind customer dissatisfaction, the telco teamed up with InMoment to reimagine their approach. The result? A predictive, proactive strategy that turned customer conversations into crystal-clear insights—and action.

This wasn't your average AI implementation. The telco chose Natural Language Understanding (NLU) over flashy Large Language Models (LLMs) to focus on what mattered: decoding customer intent and sentiment in real time. Unlike generic LLMs that offer broad, vague trends, NLU gave the telco precision. It dissected every conversation, uncovering pain points and opportunities with laser focus. With actionable insights at their fingertips, the team went beyond solving problems—they started predicting them, setting the stage for faster responses and happier customers.

The impact was impossible to ignore. Call handling times dropped by 20%, saving precious minutes for both customers and agents. First-call resolution rates soared by 25%, meaning fewer follow-ups and more satisfied customers. And the best part? A 15% leap in customer satisfaction, fueled by a newfound ability to resolve issues with speed and a personal touch. What seemed like magic—solving problems before they spiraled—was simply the power of AI done right.

This telco's transformation is a masterclass in the future of customer experience. By leveraging advanced AI, they didn't just react to feedback—they anticipated needs, reshaped interactions, and rebuilt trust. It's a glimpse into the future of CX, where businesses that harness predictive intelligence won't just keep up—they'll set the standard. This is AI's crystal ball in action, turning customer data into a competitive edge that's impossible to ignore.

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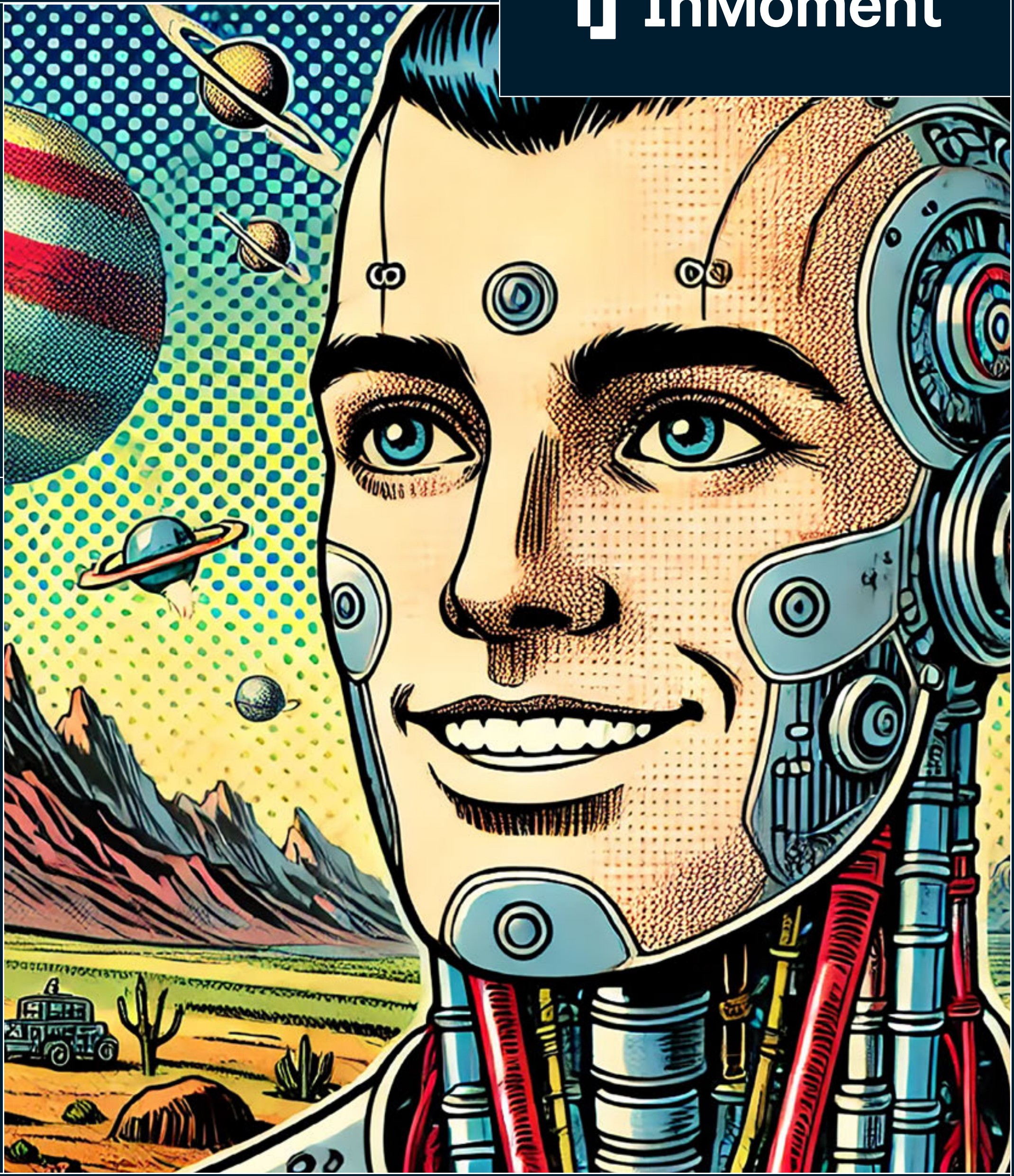
From Robotic to Relatable



Emotionally intelligent avatars are reimagining customer interactions, transforming digital experiences with empathy and proactive understanding. These AI-driven virtual assistants don't just recognise emotional cues—they can now detect customer intent and effort, creating interactions that feel deeply human. By analysing speech patterns, tone, and text, these avatars respond in real time with empathy while also predicting what a customer needs next.

Here's an example— if a customer voices frustration over a delayed order, the avatar might not only respond in a calm, reassuring tone but also predict that the customer's intent is to request a refund or updated delivery timeline. By understanding both effort (how hard a customer is working to resolve their issue) and intent (what they're trying to achieve), these systems can offer faster resolutions, reducing friction and improving satisfaction.

This evolution is critical in industries where empathy and efficiency intersect, such as healthcare or financial services. Emotionally intelligent AI can de-escalate high-stress situations, proactively anticipate solutions, and adapt responses to match a customer's emotional state and immediate needs. **According to research from Harvard Business Review, emotionally intelligent interactions can boost customer satisfaction by up to 20%,** while proactive intent recognition can significantly reduce churn by addressing potential pain points before they escalate.

As this technology advances, businesses have an opportunity to stand out by delivering empathetic, anticipatory service at scale. Companies that adopt emotionally aware and intent-predictive avatars will build trust, deepen customer loyalty, and differentiate themselves in an increasingly competitive digital landscape.

Foot Locker’s adoption of InMoment’s Spotlight application is the perfect showcase for the shift from robotic to relatable customer interactions. By centralising feedback from email, call centres, surveys, and social channels, Foot Locker leverages AI to detect customer intent, analyse sentiment, and respond empathetically.

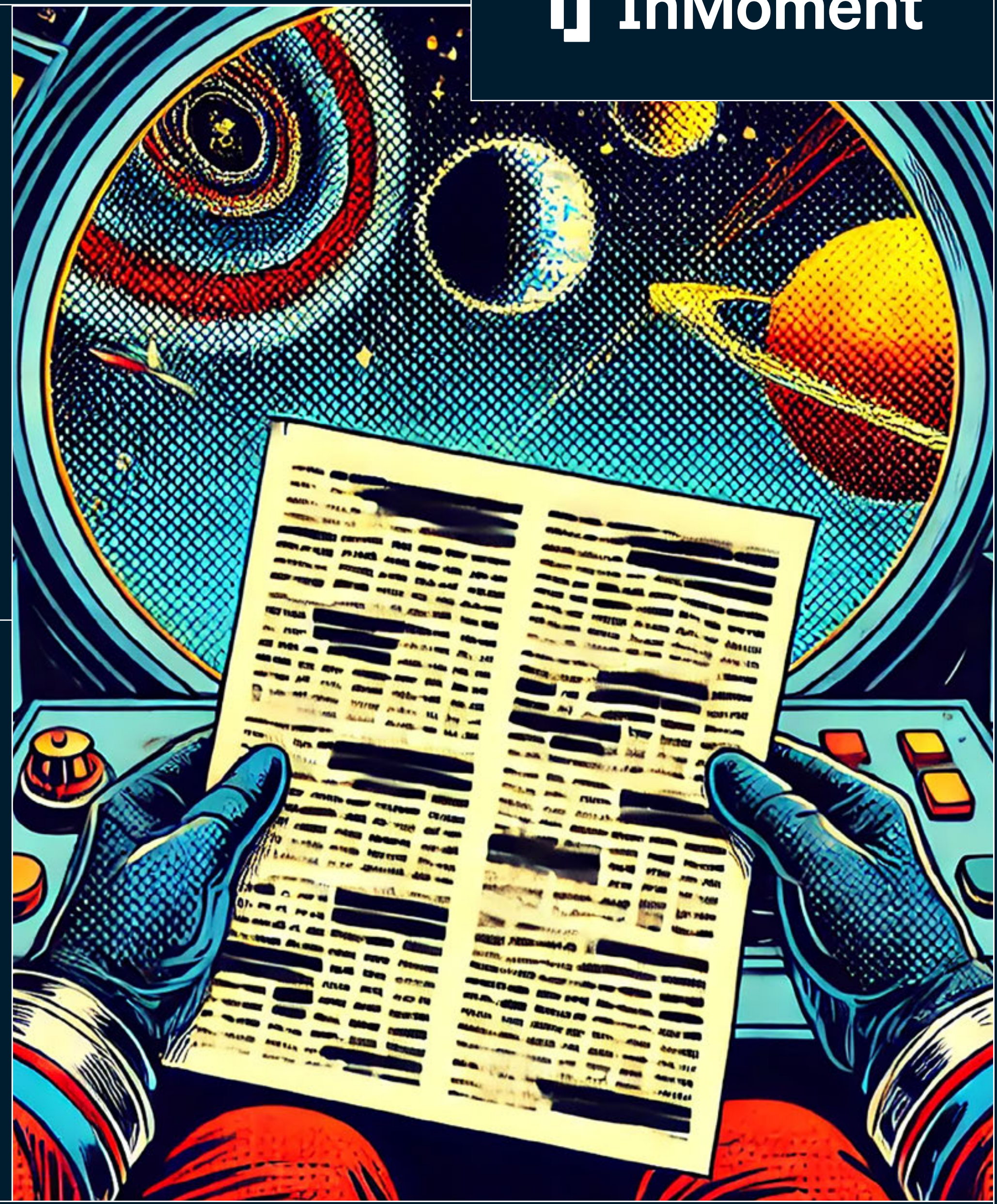
For example, AI categorisation now highlights why customers contact the call centre—whether for size issues, incorrect orders, or returns—allowing faster, tailored resolutions. This proactive approach not only reduces friction but also empowers agents to coach for better interactions, aligning customer intent with service solutions.

Foot Locker’s Spotlight implementation has broken down silos, providing a 360-degree view of customer needs and enabling faster action on insights. This transformation ensures their renowned in-store experience translates seamlessly into the omnichannel world, delivering empathetic, predictive service at scale.

Foot Locker

InMoment

Full Disclosure



Customer demand for transparency is becoming a driving force in shaping how businesses operate. Data privacy, ethical practices, and sustainability are no longer optional—consumers expect full visibility into how their data is handled and how their purchases are sourced, produced, and delivered. It's no longer a differentiator to be "transparent"; it's the price of admission for earning customer trust.

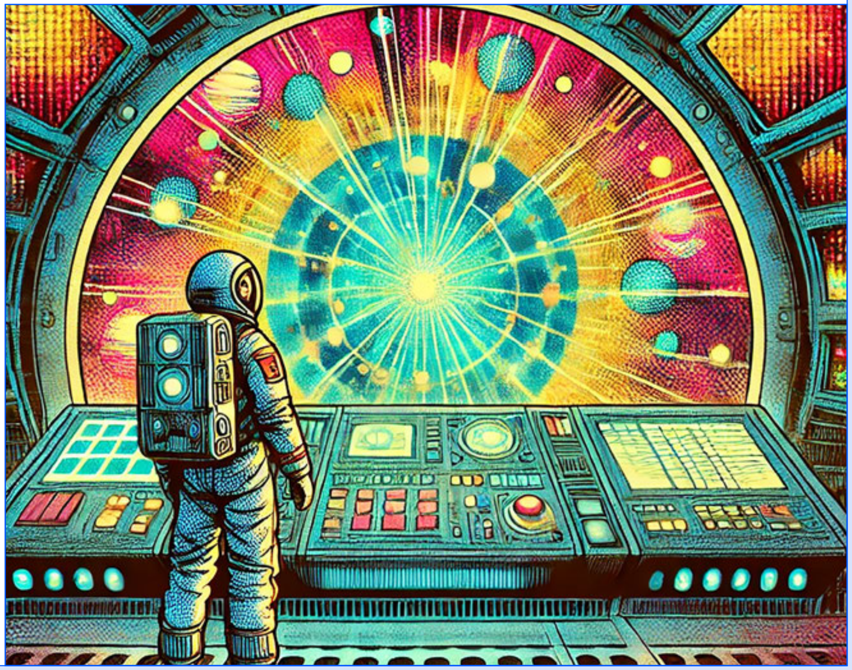
With privacy regulations expected to cover 75% of the global population, companies must step up by providing clear, accessible information on their data collection, management, and use. Ethical data practices have the potential to build deeper customer relationships, while a failure to address these concerns will alienate a healthy portion of their consumer base. To simply follow regulations satisfies the bare minimum of expectations; businesses need to make this transparency a core part of their CX strategy.

Forward-thinking companies are already adopting innovative technologies, like blockchain and RFID, to trace product origins and materials throughout the supply chain. Offering customers a digital "birth certificate" for their products allows their base to make fully informed purchasing decisions. As consumers increasingly value openness and ethical responsibility, businesses that prioritise these elements will thrive in the coming years. Don't overlook this!

An Australian bank has shown how being open and honest with customers can transform a business. A few years back, they faced challenges from digital competitors and rising customer expectations. To stay ahead, the bank focused on improving how they communicated and delivered on customer needs. By being clear about processes and working to meet customer expectations at every step, they turned transparency into a key strength.

To make this happen, the CX team listened closely to the bank's customers. They used advanced tools to analyse feedback, acted on customer concerns in real-time, and involved brokers in creating better customer experiences. This bank also made transparency part of their company culture, introducing onboarding and induction programs for their employees, as well as ongoing CX reminders across newsletters, and live advocacy boards throughout the bank's headquarters. These changes helped ensure that both employees and customers felt seen, heard, and valued.

The results speak for themselves. The bank boosted its customer satisfaction score (NPS) from 73.5 to 82.2 and increased repeat business by 25% in just 18 months. They also protected over $200 million in loans by addressing customer issues quickly. This bank's success shows that when businesses commit to being transparent and putting customers first, they build stronger relationships and lasting trust.



Reputation in the AI Era

By 2025, online reputation management will evolve far beyond responding to reviews—it will be about managing real-time brand narratives in a hyperconnected, AI-driven world. Businesses will no longer just monitor customer feedback; they'll actively engage in shaping public sentiment as digital assistants, algorithms, and AI-driven platforms increasingly influence consumer decision-making.

The power of online reputation will extend beyond human perception. AI-powered recommendation engines like Google Search, Amazon's Alexa, and TripAdvisor will play an even larger role in determining which businesses customers choose to interact with. Reviews and ratings will remain essential, but they'll act as the data backbone for these algorithms, shaping how businesses are ranked and recommended in real-time.

This shift will require businesses to adopt smarter, more dynamic reputation management strategies. Platforms like ReviewTrackers will become critical tools, helping brands aggregate, analyse, and act on customer feedback across channels. Real-time insights will allow businesses to respond to issues faster, identify trends, and even predict future customer behavior based on historical sentiment data.

In this new landscape, managing reputation will mean more than addressing negative feedback—it will be about building trust through transparency and consistency. Brands that can deliver quick, authentic responses and seamlessly resolve issues will outperform competitors. Not only will businesses need to think strategically about how their online reputation impacts AI-driven decision-making systems, they'll need to make sure they optimise their presence across digital touchpoints.

The future of reputation management isn't just about looking good online—it's about influencing decisions before customers even make them, with AI acting as both the gatekeeper and amplifier of brand perception. Companies that embrace this transformation will thrive in an era where reputation isn't just managed—it's engineered for growth.

In a hyperconnected world where AI-driven platforms shape consumer decisions, Solotel Group shows how businesses can future-proof their reputation. With 26 venues across Sydney and Brisbane, Solotel recognised that online reviews aren't just social proof—they're critical data points for AI recommendation engines like Google and TripAdvisor. To stay ahead, Solotel transformed their approach to feedback, increasing their review volume by 129% through strategic use of microsurveys. These surveys lowered the barriers to customer input, capturing authentic insights that reinforced their credibility and influenced patrons' choices even before stepping through the door.

SOLOTEL®

What sets Solotel apart is their integration of feedback into real-time operations. By empowering general managers—not just marketers—to respond directly to reviews, they ensured that insights could be acted upon immediately. For instance, recurring complaints about contracted security teams sparked swift operational changes, demonstrating the agility needed in an AI-driven reputation economy. This proactive approach not only resolved issues but also built trust, showing customers that their voices mattered and shaping the perception of their venues both online and offline.

As AI increasingly dictates how businesses are ranked and recommended, Solotel's story highlights a broader trend: reputation management is shifting from reactive to strategic. By using reviews as a foundation for predictive insights, businesses can anticipate customer needs and optimise their presence across digital touchpoints. In this new landscape, managing reputation isn't just about responding to feedback—it's about engineering trust and influence in an AI-driven ecosystem.

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Empathy in Code

The next generation of digital assistants will transcend today's transactional interactions, becoming trusted allies in delivering seamless, emotionally intelligent customer experiences. These advanced systems won't just answer queries—they'll actively shape customer journeys by blending efficiency with human-like understanding, creating experiences that feel less like automation and more like a meaningful dialogue.

What sets these assistants apart is their ability to navigate complex emotional landscapes. Powered by cutting-edge developments in emotional AI, multimodal machine learning, and contextual analytics, they'll interpret not just what customers say but also how they feel. For example, by integrating text sentiment analysis with biometric data like typing speed or voice inflection, these assistants will detect stress or confusion before it's explicitly voiced.

But their potential doesn't stop at real-time responses. Tomorrow's digital assistants will anticipate needs before customers even articulate them. Imagine an assistant that notices a customer frequently abandoning a digital application process halfway through. Instead of simply asking if help is needed, it could proactively simplify the steps, offer clear guidance, or suggest a more intuitive solution—all tailored to that individual's preferences.

This evolution will open doors for industries like travel, education, and e-commerce to deliver hyper-personalised, emotionally aware interactions at every touchpoint. Picture a travel assistant that not only resolves missed flight connections but also offers comforting options, like nearby accommodations or expedited rebooking, while mirroring the customer's urgency or calm demeanor.

InMoment's approach amplifies this potential by seamlessly linking emotional intelligence with operational insights. By pinpointing moments of frustration or delight, these digital systems empower organisations to address friction points holistically—whether that means automating routine resolutions or equipping human agents with richer emotional context to handle more nuanced situations.

As this technology scales, businesses have an unprecedented opportunity to foster lasting trust, loyalty, and advocacy by embedding empathy directly into their digital strategies. The brands that embrace this shift will redefine what it means to be customer-centric in an era where AI becomes more than a tool—it becomes a partner.

To illustrate the future of emotionally intelligent digital assistants, meet Koa, NZ Post's digital chatbot and a shining example of empathetic AI in action. Koa isn't just a virtual agent; she's a proactive problem-solver, seamlessly blending conversational AI with a human-first approach to customer care.

Koa begins her day answering customers' common questions, from parcel tracking to delivery schedules, all while using natural language processing to ensure responses feel conversational and personal. But her abilities don't stop there. Powered by advanced conversational AI, Koa helps business customers with self-service solutions and can detect when a situation needs a human touch, seamlessly escalating issues to a specialist who can take over without missing a beat.

What sets Koa apart is her ability to reduce effort for customers while anticipating their needs. For example, she proactively surfaces support articles to the customers relevant to their queries, providing customers with not only easy to follow next steps to self-serve, any delays that may impact their parcel and useful tips to ensure that their parcel and the next get delivered on time providing the customers with a more richer experience.

Koa's integration into NZ Post's broader customer care ecosystem demonstrates the power of combining AI with emotional intelligence. She ensures efficiency by handling routine inquiries but does so with an empathetic tone that reflects NZ Post's human-first values. Together with NZ Post's reimagined customer journey, Koa is helping redefine what digital assistants can achieve—creating a service experience that is not just faster but genuinely caring.

In the InMoment XI Platform, businesses can similarly use tools to understand customer intent and reduce effort—offering both seamless resolutions and empathetic experiences that build long-term loyalty.

NZPost

InMoment

Voices in the Cloud

The era of *Voices in the Cloud* is here, and it's redefining how businesses listen to and act on customer feedback. While traditional surveys and online reviews have served as the backbone of customer experience programs for decades, they're no longer sufficient in a world where customers expect seamless, personalised, and proactive engagement. By 2025, businesses will move beyond these static methods, leveraging AI-powered Voice of the Customer (VoC) technologies to tap into the rich, untapped data embedded in real-time interactions that complement traditional surveys.

Imagine a world where every customer interaction—whether it's a phone call, a chat session, a social post, or even a product return—feeds directly into a company's VoC program. Advanced AI-driven tools will analyse this *always-on* data in real-time, detecting emotions, frustrations, and opportunities that traditional surveys often miss. A frustrated tone in a phone call? The system flags it instantly for escalation. A surge in online chatter about a product feature? The insights are delivered to product teams before it becomes a trending issue.

This shift isn't just about better customer insights; it's about transforming how businesses operate. By combining **natural language processing (NLP)**, **sentiment analysis**, and **predictive analytics**, organisations can proactively address concerns, identify emerging trends, and refine their strategies at the speed customers expect. This approach goes beyond reactive reputation management—it empowers businesses to engage with customers where they are, across channels, and shape their experience in real time.

The real power of these tools lies in their ability to merge customer data streams into one cohesive view, moving beyond survey scores and star ratings to offer a *360-degree understanding of customer sentiment*. In the coming years, the most successful companies will be those that trade reactive customer management for proactive customer engagement, transforming data into actionable insights that resonate across every interaction. This marks the beginning of a new chapter in VoC: one where the customer truly has a voice—and businesses are finally ready to listen.

Specsavers' CX transformation is a shining example of how businesses can move beyond traditional surveys to truly listen to their customers. Recognising that surveys alone provided an incomplete picture, Specsavers expanded their feedback ecosystem to include real-time data from Google reviews, SMS submissions (with image and video capabilities), and complaints. This multi-channel approach ensures that customer voices are heard at every stage of their journey, not just post-purchase.

With AI-driven insights and a 360-degree view of customer interactions, Specsavers can now analyse sentiment across digital and physical touchpoints, identify service hotspots, and act on insights at lightning speed. For example, their revamped Point of Sale system tackled pricing clarity—one of their customers' biggest pain points—while their redesigned glasses collection experience boosted satisfaction and trust.

Behind the scenes, Specsavers structured their CX team to align with this new approach, breaking down silos and fostering cross-functional collaboration. Regional CX champions and advanced analytics skill sets empowered the team to turn insights into action, tailoring experiences for local markets while staying aligned with the broader strategy.

The results speak for themselves: record-breaking NPS, skyrocketing Google Review scores, and significant growth in both optical and audiology services. By listening to customers where they are—whether in-store, online, or via mobile—Specsavers has redefined CX excellence, proving that moving beyond surveys isn't just a trend; it's the future. This is the power of Voices in the Cloud: delivering insights that drive innovation, loyalty, and market leadership.

Specsavers

ROI Under the Spotlight: The New Metric That Matters

As economic uncertainty continues to shape business priorities, 2025 will see a heightened focus on demonstrating ROI across customer experience initiatives. With increased scrutiny on every dollar spent, you'll need to go beyond feel-good metrics like NPS and CSAT. Instead, it's about connecting CX wins directly to revenue growth, retention rates, and cost savings.

What's Driving the Need to Prove ROI?

Let's face it—economic uncertainty means tighter budgets across the board. When the C-suite asks, "What are we getting for this investment?" you need a crystal-clear answer. And it better include numbers that show how your CX efforts impact the bottom line. The days of relying on vague promises about happier customers are gone. This is about proving CX can be a revenue driver, not just an expense.

How to Stand Out in an ROI-Obsessed World

Here's the good news: businesses that can show ROI have a competitive edge. Start by linking your CX metrics to financial outcomes. For example:

- **Customer Lifetime Value (CLV):** How much more are loyal customers spending?
- **Churn Reduction:** How many customers are you retaining—and what's that worth?
- **Cost Efficiencies:** Are automation or self-service tools cutting costs in meaningful ways?

Why This Matters More Than Ever

ROI isn't just about justifying your budget—it's about securing your program's future. When you show measurable impact, you get buy-in for new initiatives, more resources, and a louder voice at the table. Plus, it positions you as a CX leader who understands how to balance great experiences with smart business decisions.

So, as you plan for 2025, make ROI your north star. Because proving the value of CX isn't just a trend—it's the strategy that'll keep your business competitive.

JAX Tyres & Auto has proven that exceptional CX directly drives business growth. Operating 85+ franchised stores across Australia, they serve over 600,000 customers annually, and their commitment to a customer-first strategy has delivered impressive results. In just two years, their NPS increased from 78 to 83, repeat business jumped from 58% to 72%, and franchisees with high NPS scores earned an extra $52,000+ in annual revenue. Sales and EBITDA have grown by more than 20% year-on-year, with 2024 marking a record-breaking 22% increase in sales.

To achieve these results, JAX combined technology with leadership. JAX gathered real-time insights from customers, employees, and franchisees, then acted swiftly to close the loop on feedback. Re-surveying customers ensured satisfaction while demonstrating measurable improvement. Alongside this, JAX's leadership team prioritised training and development for franchisees, linking CX metrics directly to profitability and showing store owners that great experiences lead to great business outcomes.

JAX's success has not only redefined their position in the Australian market but also attracted the attention of their global parent company, Hankook, which is now scaling JAX's CX strategy internationally. Their story is a powerful reminder that investing in CX isn't just about improving customer satisfaction—it's about unlocking sustainable growth and profitability.

JAX TYRES & AUTO

A Final Word

As we approach 2025, businesses face both unprecedented opportunities and challenges in adapting to these changes. For decision-makers, the key to thriving in this new era lies in integrating these trends into a cohesive, forward-thinking CX strategy. **Businesses that can harness the power of AI, big data, and emerging technologies will be able to deliver hyper-personalised, real-time experiences that build deeper emotional connections with their customers; embrace transparency, ethical practices, and sustainability, and they will earn the trust and loyalty of increasingly value-conscious consumers. The future of customer experience will be defined by those who can go beyond just meeting the immediate needs of their customers, but rather, anticipating their future demands.**

The companies that succeed will be those that view customer experience as a *strategic imperative*, not just a *nice-to-have*, leveraging the latest innovations to create seamless, integrated, and purpose-driven interactions. If you want to learn how InMoment can future-proof your CX program in such unprecedented times, click the link below to schedule a demo with our experts.

Schedule a demo →

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"Gartner predicts that sentient digital assistants will reduce customer churn by up to 25% in sectors like telecommunications and banking" Gartner (found on renascence.com).

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