



T H E A G E O F A I

& I N T E G R A T E D C X



The world is changing, and rapidly. Artificial intelligence now goes hand-in-hand with that sentiment, though we'd be remiss to ignore the economic hardships, regulatory shifts, and mass layoffs that paint a more detailed picture of the consumer landscape. With what seems like an unyielding amount of change in consumer behaviors, running in lock-step with the evolving market, **it's no longer just a recommendation to incorporate integrated customer experience (CX) and Artificial intelligence into your business strategy—it's a necessity.**

We want to make our stance on AI clear: We think it's overly talked about, but it's not just a fad, a *trend*, or a phase. It's part of society now, as much as the dwindling consumer hype around it has suggested otherwise. We don't see it as an evolution or natural progression of sorts, but a revolution that will continue to change everything. It kicked its feet up on the table and won't be leaving anytime soon; whether its stay is an enjoyable one or not, only time will tell.

Our annual trends report, framed around the emerging consumer market of 2024, will help better prepare you for an uncertain future, one that seems to be approaching with unrestrained acceleration. And if you're new to the world of integrated CX, you might want to stick around; it'll be a key player in the North American consumer market in 2024 and beyond.

What Makes Our Report Better?

It's likely you get a lot of trends reports at the end of the year, or the beginning of a new one, but we can confidently say that this one is **different—in a good way**. We don't sidestep topics that other reports seem to actively avoid. We're here to face reality, and to look at things for what they are—not how we wish them to be. Our goal from start to finish was to design a report that helps businesses position their CX strategy for success, using **all** available consumer signals to inform our trends.



GIANNA JACKSON
SVP Sales, Americas, InMoment

“Think of Integrated CX as the evolution from asking customers for feedback, to actively listening for feedback signals.

It involves breaking down silos between different sources of customer data and using advanced AI technologies to interpret this data. This approach ensures that businesses don't just gather information but also act on it in the most impactful way.

Most consumer trends reports focus on survey findings alone, usually ignoring every other consumer signal that would otherwise give a multidimensional view.

As an executive, you understand the need to look at everything before strategizing. Survey signals are a great place to start, but stopping there causes a unilateral focus and limited POV; they give you an understanding of the customer journey on a very specific basis.

That's why we've compiled signals from everywhere: surveys, ratings, reviews, social media, call center transcripts, salesforce, and more. These signals also look at the socioeconomic climate that plays an undeniable role in shaping the consumer market. We wouldn't feel it reasonable to offer our take without looking at everything.

“**Bringing in new signals allows you to change the conversation from ‘What’ to ‘Why’: ‘Why are we seeing customer churn?’ Vs. ‘What is my main metric score?’**



RADI HINDAWI

SVP, Insights and Consulting, InMoment

With all of this in mind, let's go through the trends that will affect nearly every business in 2024, and how they tie back to **integrated CX and AI**. By the end of it, we're confident that the insights you'll gain will be enough to make intentional movements in shaping (or reshaping) your business.

Time-travel with us to the future . . .

Hyper Personalization

We want things exactly how we want things.

As artificial intelligence advances, it's getting progressively easier to personalize products and services to each individual. This can be seen as machine learning algorithms get better at tailoring customers' feeds, searches, and content to more closely match their behaviors.

Beyond this, the transition from general insights to **hyper personalization around actionability** tells a fuller story. With the amplification of AI signals, brands are informed by **specific actions**, for individual departments, teams, and other operational entities. This progressive leap provides an avenue for brands to run 'what-if' analyses in seconds. They can now entertain scenarios like "If I focused on this action; would it impact retention and acquisition?" It's a quickly expanding horizon.

Integrated CX platforms, utilizing AI's predictive analytics, are not just responding to consumer needs, but anticipating them. They're synthesizing vast amounts of data in real-time, making it possible to craft

“Averages and trends are very useful and very limiting. They help highlight systemic issues—spiking customer dissatisfaction with hold times during evenings in a call center or wait times in a checkout lane on weekends are important trends to surface—but those kinds of insights are now table-stakes in a CX program. As brands connect together all of the feedback from touchpoints across the customer journey into one program (the Integrated CX Index), a new level of personalization is possible.”



MEHUL NAGRANI

Managing Director, North America,
InMoment

experiences that resonate personally with each user. Businesses using these AI-driven CX platforms are performing better. According to a recent [McKinsey & Company report](#), businesses that excel at personalization generate 40% more revenue than their slower-adopting peers.

As AI's capabilities advance, its integration with CX will further enhance customer engagement, pushing the boundaries of *personalization at scale*. The power of combining AI's smart computing with CX's customer-centric approach is palpable.

“To personalize the insights and recommendations, there are two challenges that AI allows us to solve better than we could before. The first is the amount of insight you can extract from that feedback—historically there has been a lot of focus on keywords and sentiment in CX. Today, we can extract every theme, topic, entity and the customer's sentiment, level of effort, intent, calls to action and more. The second is the ability to separate the signal from the noise and know which insights matter and what actions to take. Here as well, impact prediction, automated action planning and precise acquisition and churn modeling are significantly enhanced with AI.”

“Getting to this level of maturity in your CX program is a journey along three dimensions—the number of customer feedback journey points connected together, the granularity of insights (from aggregate to business unit to location or team to the individual customer level) and the speed of insight and action planning (from one time to quarterly to overnight to near-real time).”

— Mehul Nagrani | Managing Director, North America, InMoment





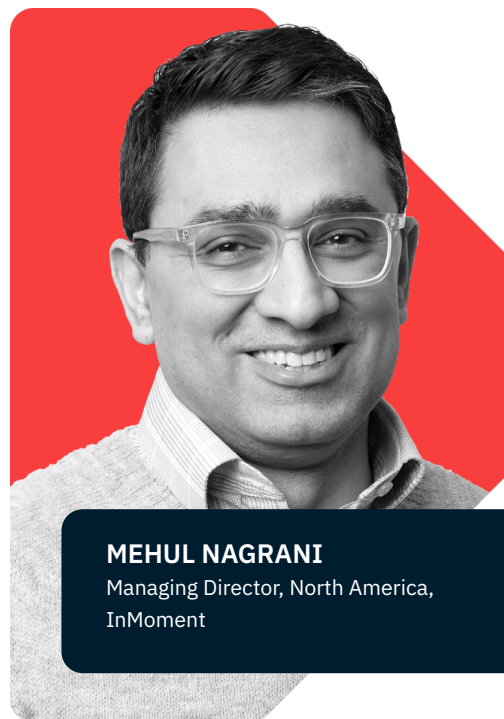
Economic Pressures

Inflation, though foreseeable in its arrival, hit harder this time, and it continues to weigh on consumers and businesses alike.

Since the global pandemic, the economy has shifted greatly. Businesses, consumers, and everything in between: nothing was left untouched. We're seeing a bit of a comeback, at least on paper, but this means little to millions of US citizens still living paycheck-to-paycheck. To compound this, layoffs continue in droves, and many companies are struggling in turn. A vicious cycle ensues.

These economic uncertainties are compelling businesses to rethink their strategies. **While cost-cutting is a reflex, the emphasis is shifting towards value optimization.** Integrated CX, powered by AI, offers a dual advantage: **enhancing customer experience while optimizing costs.** AI's ability to automate tasks and offer predictive insights can help brands achieve cost efficiencies. By streamlining processes, eliminating redundancies, and leveraging AI-driven insights, businesses can offer richer experiences without inflating budgets.

“If you can't crisply articulate the ROI of your CX spend, you're in for a rough year. NPS and review ratings are good proxies, but you have to be able to show direct benefit — higher customer retention, more efficient customer acquisition. Activity is no longer enough — impact and outcomes matter. CX programs have to get to actions that have measurable impact.”



MEHUL NAGRANI

Managing Director, North America,
InMoment

Keep Asking. Start Listening, Too.

Start with surveys. Then go everywhere else.

The ways in which brands and customers communicate will continue to see a profound shift. Surveys will remain a trove of valuable, and explicit feedback, but their traditional reach is now complemented by a multitude of platforms where consumers voice their views. Review platforms, social media channels, and even direct website interactions are rife with authentic customer sentiments. This explosion of channels has given rise to both structured data, like survey results, and unstructured data, like tweets, reviews, or comments.

With an overload of surveys flooding their inboxes and screens, many consumers experience ‘survey fatigue’, making them less inclined to engage. This increasing reluctance gives way to the importance of diversifying feedback mechanisms. As these consumer needs and preferences evolve, particularly in where they choose to engage, brands have to make it their focus to adapt.

Review platforms and social media have emerged as predominant avenues for genuine feedback. To remain attuned to their customers’ sentiments, brands must meet them where they are and decipher what they’re saying in those spaces. **We don’t want you to get us wrong: the practice of “asking” through surveys isn’t losing its luster (*Gen Z is a different story—refer to Trend 6*). Rather, the art of “listening” has made things multidimensional.**

As consumers engage across various platforms, they leave behind a myriad of signals—some direct, some implicit. Follow the noise from both structured and unstructured data, and you’ll find a web of insights. The challenge lies in decoding, understanding, and acting upon it in a coherent manner.

The multifaceted toolkit of a leading integrated CX platform is synchronous by nature, and pulls from **everywhere**. They’re adept at amalgamating diverse data types, turning the cacophony of customer signals into harmonious, sensical, and actionable insights. AI’s ability in parsing both structured survey responses and unstructured social



GIANNA JACKSON

SVP Sales, Americas, InMoment

“The way brands listen to their customers will be more important than ever. 85% of Customer Data is unstructured, and it’s growing at a rate of 55 percent per year. While traditional feedback methods, like surveys, have stood the test of time, they only represent ~6% of your customers and none of your potential customers. The magic is how you listen and understand the remaining 94 percent that exists in call center transcripts, social reviews, email, messaging, etc.

interactions presents a panoramic view of the customer journey. This means brands can more accurately gauge sentiments, proactively address concerns, and fine-tune their strategies based on a comprehensive feedback spectrum.

In 2024, it's about asking the right questions and leveraging AI to truly understand the answers, wherever they may come from.

“Brands that interconnect and enhance experiences for everyone’s benefit will achieve higher customer satisfaction and accelerate growth. The brands that will succeed are those that can democratize these data silos. It’s about Collecting the richest verbatims from direct feedback with conversational surveys and interpreting more data types than anyone else: from structured, to semi-structured, to unstructured. I believe brands will take these understandings to not just respond to customers and potential customers but to anticipate their needs; making each action more personalized, and more effective at keeping customers engaged and loyal.”

— Gianna Jackson
SVP, Sales, Americas





“AI Regulation, Inc.”

AI is wandering uninhibitedly. A wolf in sheep’s clothing, or just a sheep: corporations won’t wait to find out.

While the legislative bodies of the US government have historically passed policies for new tech at a snail’s pace, companies themselves are creating regulatory councils and oversight committees to get a clearer purview of their internal AI usage, products, and services.

Amazon, Anthropic, Google, Inflection, Meta, Microsoft, and OpenAI recently signed a document with the White House entitled *Ensuring Safe, Secure, and Trustworthy AI*. This is only the beginning of internal regulation, happening (as per usual) from some of the biggest players in the space, first; this will be common practice for most major companies in the years to come.

Three major concerns that legislative bodies want to address:

- AI often operates as a “black box,” making it difficult to discern how specific recommendations or decisions are made.
- The vast amount of data being channeled into public spaces presents a potential risk, with the technology spreading into nearly every corner of our lives.
- Inherent biases are rampant within the AI space, and can lead to skewed or biased outputs.

Recognizing these shortcomings, integrated CX platforms have been at the forefront of navigating regulatory shifts. **Our platform, specifically, goes a step further. With an award-winning, AI-powered toolkit, businesses can ensure that data isn’t just stored, but understood, categorized, and used compliantly.**

With InMoment, trust is fortified, biases are mitigated, and brand equity is consistently enhanced; positioning businesses as not just compliant, but proactive, responsible pioneers in this quickly-changing era.

“Make sure your company has well known and documented policies around PII. Is there content that should always be scrubbed to hide the identity of the author regardless of the authority level of the user? Examples of this might include SSNs or Credit Card numbers, where even the CEO of a company shouldn’t see client SSNs. What content should be masked depending on the authorization level of the user. A call center manager might be able to see the name of a caller, while the call center agent might not, and this is handled via role based masking.

Recognizing the inherent need for PII handling and for the filtering of objectionable content (hate, porn, etc...) it was incumbent on InMoment to create a content filtering engine that would accept client defined rules around PII and objectionable content. For example, filtering out “breast” is not always a reasonable action, as medical clients discussing breast cancer would never want that content filtered, so it’s essential that a filtering configuration be available and editable by clients to match their business needs to that of the content they ingest.

JEFF CATLIN

Head of Product for Integrated CX and Artificial Intelligence, InMoment



Employee-Customer Link

Your employees are your most valuable asset. Treat them like it.

The interaction between employee happiness and customer satisfaction is an interesting one, and one that wasn't talked about as fervently even a few years ago. It's becoming increasingly apparent that the journey of an employee mirrors that of a customer, in ways that aren't just superfluous.

The rationale is straightforward yet profound: when employees are empowered, engaged, and excited about their work, they orchestrate richer, more memorable customer experiences.

In his self-published book on CX, *"Customer, What?"*, Ian Golding puts it simply: "The biggest underlying principle of customer experience is the principle of empathy," Golding said. "But empathy isn't just towards the customer. It has to be towards your employees. ... If you don't get it right for your people, they won't get it right for your customer."

Employees are brand ambassadors, for better or for worse. **They will embody, by design, the highlights and noteworthy aspects of who you are as a brand. Or, they can shed light on your soft underbelly, exposing a potentially toxic work culture built on precedence, hiding right below the surface.** It's best to take this with the utmost seriousness.

Bridging this gap is where integrated CX really starts to show-off. AI-powered sentiment analysis captures the essence of employee feedback, unearthing areas that might need a drastic overhaul. **Synthesizing these silos across the enterprise will allow the employees to service their customers, with a newfound sense of ease and effectiveness.**

Aligning the happiness of your employees with your customers' satisfaction, means the relationship between the two isn't just observed, but intentionally crafted; establishing a virtuous cycle of organizational success. The boost in ROI and productivity will astound you. **Everybody wins in the end.**

“Frontline Employees (Stores, Locations, etc.): Customers don't want 'tactical' workers who would never engage with them (aka workers who are stocking items). They want employees who are a PART of their experiences, helping them find what they are looking for and brainstorming different solutions. The role of employees will continuously change, with a heavier focus on customer centricity

Close the Loop: It is now table stakes—your call center, location management, and other teams are EXPECTED to be able to re-contact and close the loop with upset customers. It's not just about using surveys anymore; it's about closing the loop with social media, reviews, and other new signals that you have access to.

Involving the Executives: When you only had survey-based strategies, brand executives may have been less involved. But now that you are utilizing AI and signals from everywhere to move from 'metric' to 'meaning' (acquisition, retention, churn, etc.), your executives are INTEGRAL to this experience strategy as it can help make or break the business.

RADI HINDAWI

SVP, Insights and Consulting, InMoment

Evolving Competitive Landscape

“Zillennials” don’t play by the rules.

Historically, our understanding of brand performance against competitors was largely driven by surveys. There’s a new problem that will only balloon in due time: **The younger generations, particularly Gen Zs (or ‘Zillennials’) aren’t filling out surveys.** This shift not only obscures the understanding of your brand, but also diminishes your visibility into competitor performance. Expectedly, there’s a new and pressing need to harness all available signals.

By integrating and unifying all of these customer signals with CX and advanced AI, we can craft competitive solutions that allow for more specific targeting of the younger demographic. Without this holistic view, which includes content from surveys, call centers, chat platforms, social media, and reviews, the potential of CX is inhibited at best. A host of transformative, AI-powered technologies, ones altering how businesses operate, are leading this charge:

- Deep learning allows for the automation of decision-making based on vast datasets.
- Natural Language Processing (NLP for short, a tech we’ll discuss more below) creates more human-like interactions with customers
- Predictive analytics (as previously discussed) harnesses historical data to forecast future trends
- Automated chatbots enhance customer support without human intervention



These technologies are setting new benchmarks for efficiency, customer understanding, and innovative, personalized services.

With these new dynamics at play, integrated CX platforms give companies the agility to quickly adapt to ever-changing consumer preferences, industry standards, and Artificial Intelligence changes.

“The evolving preferences and needs of younger generations are not the same as those of their elder counterparts, necessitating a significant adaptation on the part of brands seeking to attract and retain their business. To gain a comprehensive understanding of this distinct customer demographic, brands must first obtain a thorough understanding of this cohort of customers.

“Traditionally, one-on-one surveys have served as a primary source of valuable insights. Nevertheless, it has become apparent that younger generations exhibit a reduced inclination to engage in these surveys. To address this shift in consumer behavior, brands are increasingly harnessing insights from alternative sources, including call transcripts, chat logs, and social media reviews. This innovative approach, referred to as Integrated Customer Experience (IntegratedCX), entails the aggregation of signals emanating from customers across a diverse array of communication channels.”

“However, harvesting key insights from all of these signals is difficult which is why brands are heavily investing in AI. As the volume of data and customer signals continues to surge, brands are compelled to seek a seamless means of amalgamating this information to comprehend customer sentiment, identify pain points, and discern new opportunities in a scalable manner. AI, therefore, emerges as the key to expeditiously unlock a wealth of valuable feedback, paving the way for business success.”



WILL HUFFMAN
CX Advisor, InMoment



Importance of Community Building

A brand with no community is just a “business”.

The idea of building up a community around a business isn't a new concept. In 2024, the importance is more significant though, the stakes are higher, and the way to approach it with innovative tech is novel. Let us rattle off three stats from [Convince&Convert](#) that will make the picture even more clear:

→ One-third of internet users follow brands on social media

→ One person will tell nine to 16 others

→ 90% of customers are affected by online reviews

Do you see where we're going with this? Yeah; it's *that* important.

Our current era, marked in large part by *escapism* and dopamine-driven-delusion, is a curious one. Consumers are yearning for more human touchpoints, *while* longing to stay virtually interconnected. For brands, this can only mean one thing: **revisit community building.**

AI is, as you may have guessed, the innovative tech we were referring to; bringing a new, fresh element to this decades-old pursuit. Beyond just understanding customer behavior, AI analysis dives deep into emotions, aspirations, and desires within these communities. Integrated CX platforms utilize this data, helping to craft interactions that build these communities in a way that the customers are longing for. With AI, brands don't just communicate; they converse intelligently, creating genuine connections and transforming customers into community pillars.

“It would be naive to think that AI will not have an impact in pretty much everything related to customer service, customer experience, and brand loyalty. Also, more and more consumers rely on their community and social circles to influence their decisions and purchasing patterns. Because of these two facts, it will be critical for businesses to bring in multiple streams — or signals — of the customer voice to inform their strategies. This will have a couple key benefits:

→ It will allow businesses to sift through any noise from AI hallucinations by bringing in multiple data streams to decrease the “noise” of “one off” conversations

→ It will allow businesses to make truly informed decisions based on 360 degree information from multiple constituencies

→ It will enable businesses to stay in touch with their customers continuously and use their voices to provide the best products and services for their customers

JIM KATZMAN

CX Advisor, InMoment



Rethinking Historical Metrics

From metrics to meaning: a new era of understanding.

The metrics of success are undergoing a significant transformation as businesses pivot to this more customer-centric, AI-driven era. **While traditional metrics like NPS will always have their place, they can sometimes limit a company's ability to focus on ROI opportunities. The emphasis is shifting from mere 'metrics' to 'meaning'.**

It's not just about the quantitative value of metrics like NPS; **businesses want to understand why specific trends emerge, especially when these metrics indicate a drop.** This shift promises that businesses are not just measuring numbers but truly comprehending the stories behind them. The biggest mark of a company's success isn't just the metrics but *how customers perceive it*, an oft, prophetic sentiment into its financial well-being and future.

AI enables this shift, allowing businesses to transition the conversation from static numbers to understanding the deeper narratives behind them. It does the job when vast amounts of data are present, and sifting through them isn't feasible.

By harnessing more diverse signals, companies can delve into critical questions like: **Why aren't customers returning? Why are employees departing? Where are financial leakages occurring?**

This evolution promises that businesses are not just measuring numbers but truly comprehending the stories behind them. **KPIs that seamlessly integrate financial, operational, and CX insights will be at the forefront.** Other traditional metrics, which historically may have shown limited correlation to tangible outcomes, will be complemented and, in some cases, overshadowed by more actionable, AI-driven metrics.

Integrated CX introduces a fresh suite of metrics that not only gauge performance but also unearth insights pivotal for business growth. By leveraging these advanced metrics, businesses can ensure a more nuanced understanding of customer experiences, aligning their strategies more closely with customer expectations and ever-shifting market dynamics.

“In today's data-driven age, it's not just about metrics like NPS, but more importantly, why specific trends emerge. An NPS may not reflect the subtle nuances; customers could be undergoing pivotal changes in their experience, often lurking in the shadows of unstructured data. Relying solely on high-level metrics is like skimming the surface, missing the depth underneath. To delve into this evolving realm, the potency of AI is indispensable, especially when sifting through vast swaths of unstructured data.

On a separate but related note, the true predictor of a company's future success is best conveyed by metrics that reflect the voices of its customers. The very essence of this can be seen with companies like Apple, who take pride in their high NPS and don't shy away from mentioning it. In essence, the future will see companies not only leveraging metrics for internal betterment but also as a badge of honor, showcasing their strong bond with their customer base.

SANDEEP GARG

Chief Product Officer, InMoment



The Rise of Visual and Voice Search

Speak it, snap it, skip the typing.

The dawn of visual and voice search technologies is reshaping the way consumers interact with brands. It's ramping up so quickly that [Synup projects](#) that voice assistant devices will double in 2024—up to 8.4 billion units. These emerging channels of engagement are not just about convenience; they reflect a shift in consumer behavior towards more intuitive and natural interactions.

Users can now bypass traditional text-based search, opting instead for spoken commands or images. Augmented Reality (AR) promises to add another layer of immersion, potentially overlaying product details onto real-world objects of interest.

Voice assistants are quickly becoming domesticated, from smart homes to vehicles. AI algorithms have grown adept at discerning objects within images, enriching the user experience with interactive shopping avenues and better curated product suggestions.



ERIK SKURKA

VP of Product, InMoment

“The proliferation of visual and voice search is a testament to the evolving consumer behavior, emphasizing convenience and intuitive interactions. This isn't just about technology adoption but about understanding the nuances of voice and visual interactions, the contexts in which they're used, and the expectations consumers have.

AI will be instrumental in this transition. It's the backbone that will make voice and visual search not just functional, but exceptional.

NLP's, as we touched on before, ensure voice systems grasp a diverse range of accents and linguistic nuances, leading to more natural interactions. As voice commands synchronize seamlessly with the burgeoning Internet of Things (IoT) ecosystem, the experience for the user becomes progressively more interconnected.

For businesses hoping to move purposely in this shifting terrain, the role of integrated CX platforms is needed. They stand as the connection between evolving search modalities and the end-users, ensuring a consistent and fluid customer journey. Integrated CX doesn't just facilitate the transition to these new search paradigms, but optimizes them, providing a cohesive brand experience across all channels.

As brands integrate visual and voice search, they position themselves optimally, aligning with user preferences and ensuring seamless, effortless engagement at every touchpoint.

A Final Word

If you asked us a decade ago where the world would be in 2024, admittedly, we would've been lightyears away in our estimations from how things turned out. It's intricate, it's uncharted territory, and it's transforming at rates not previously thought possible, with elements not previously considered.

Integrated CX stands tall as a beacon, ensuring that your company's journey is one of a thousand miles—and more; and not just survivable, but meaningful along the way. **None of it, in almost any capacity, will be possible without Artificial Intelligence in the future state of this space.**

By understanding and implementing signals picked up from our (almost) limitless database, and using the takeaways from our industry experts, we hope you can now position yourselves at the vanguard of innovative customer experience; driving loyalty, retention, and growth. It can reshape your entire business in the process—sometimes overnight. We've seen it happen thousands of times before.

Contact us to learn more about how integrated CX can work for your business.

“For voice search, AI-powered Natural Language Processing (NLP) will be crucial in understanding and processing diverse linguistic nuances, accents, and intents. For visual search, AI's role is in image recognition and processing. As consumers snap photos to search for products or use Augmented Reality (AR) for immersive experiences, AI will be working behind the scenes, analyzing images, matching them with vast databases, and providing relevant results.

As we get closer to 2024, businesses should not only integrate visual and voice search capabilities but also invest in AI-driven platforms that can optimize these interactions, making them more efficient, personalized, and in tune with consumer expectations. This is not just about staying relevant; it's about leading in an era where every touchpoint with a consumer matters.

ERIK SKURKA

VP of Product, InMoment