



CX TRENDS

The Leader's Guide to CX Trends in 2025

Get ready for a fast-moving, AI-driven future



Table of contents

Introduction: CX has moved into the spotlight. What’s next?

1 The age of CX relevancy

- KEY FINDING #1: _____
CX is well worth the investment
- KEY FINDING #2: _____
Revenue impact and technology generate buy-in
- KEY FINDING #3: _____
More than ever, great CX requires all hands on deck
- KEY FINDING #4: _____
CX investments are increasing across the board
- KEY FINDING #5: _____
Many tools is the norm for CX,
but more isn’t always better

2 AI pulse check: How AI manifests and impacts CX

- KEY FINDING #6: _____
AI is the path forward, yet still a work in progress
- KEY FINDING #7: _____
Companies are embracing AI for many CX use cases
- KEY FINDING #8: _____
Greater AI adoption brings success
- KEY FINDING #9: _____
AI presents many challenges,
but most are solvable

3 Human/AI equilibrium: The ultimate CX goal

- KEY FINDING #10: _____
Empowering employees to feel confident with AI pays off
- KEY FINDING #11: _____
The customer experience hinges on seamless AI handoffs
- KEY FINDING #12: _____
CX leaders want “best of both worlds” technology

Conclusion: The CX race is on, and there’s still time to start strong.

CX has moved into the spotlight. What's next?

CX has gained unprecedented relevance in recent years, establishing itself as a critical driver of revenue, retention, and profit margins. Now customer experience leaders and their stakeholders are entering new territory, making tough decisions about where to focus CX investments for even greater impact.

What makes 2025 a true tipping point for CX is the explosion of AI. Companies must find a way to implement and scale AI across many use cases and channels, in a way that preserves the human side of customer interactions. The cross-functional nature of CX and the abundance of new technology make this no easy task—the challenges and rewards all lie in how well CX teams can integrate, streamline, and personalize all of the interactions and workflows that give customers an unforgettable experience.

In a survey of CX leaders carried out in partnership with Dimensional Research, Nextiva explored these questions and more to uncover the biggest CX trends of 2025.

1

Business leaders have finally bought into the importance of CX. Now the door is wide open for greater investment and innovation.

The age of CX relevancy



CX is well worth the investment

The verdict is nearly unanimous. CX leaders agree that their executive teams now view their domain as key to their organization's success. In fact, more survey respondents named CX as an important driver of business results than they did operational efficiency or even product quality.

It's a major shift from years past, as reflected by two-thirds of CX leaders reporting that it's easier now to get approval for CX investments than it was five years ago. All good news for CX teams as they request the budget and support they need to modernize their CX programs.

96%

say company leadership believes CX is a key driver of business outcomes

79%

report their leadership believes CX is a revenue driver vs. a cost center

89%

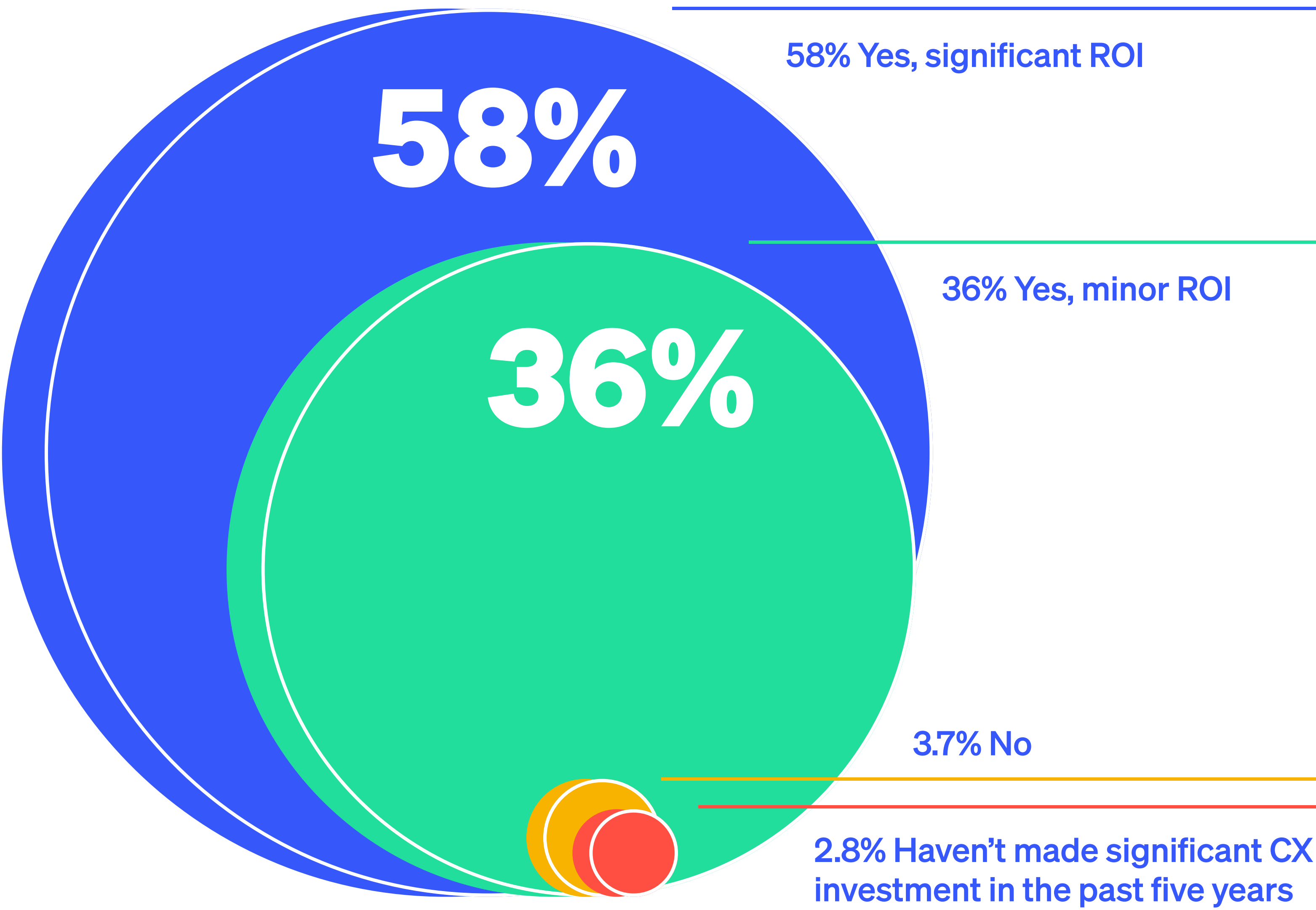
say leadership understands the impact of CX on business results

67%

of CX leaders say it's easier to get approval for CX investments today

When CX leaders were asked whether they believed CX delivers ROI, the answer was a resounding “yes.”

With this kind of agreement across the board, it’s an excellent time to ask for greater CX investments.



Most likely to see CX as a revenue driver



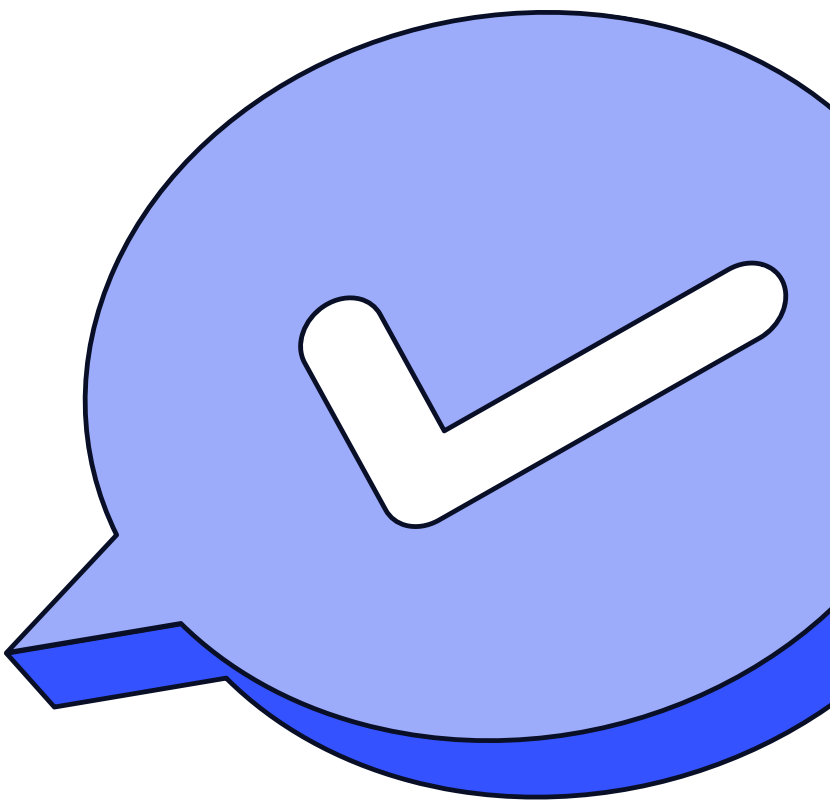
Software



Healthcare



Larger companies
(1k+ employees)



Now's the time to push forward with the CX improvements you've been wanting to make. It's very likely your competitors are doing the same, so keep your foot on the gas and explore new ways to transform and personalize customer interactions.

Revenue impact and technology generate buy-in

CX’s increasingly positive reputation is driven largely by two related factors. According to respondents, the number-one driver is an increased ability to track the impact of their investments (using metrics like CLTV, CAC, and retention rate).

A close second is new technology. Implementing modern solutions can amplify this CX impact by streamlining inefficient workflows, increasing customer satisfaction, and influencing buying behavior.

Investing in better technology is also a catalyst for the first factor—flexible reporting

and analytics makes it possible for CX leaders to measure success in detail, highlighting their wins for everyone from managers to the C-suite.

While respondents agree overall that executives have bought in on CX value, that perception varies notably by seniority level. While 67% of respondents with C-level titles believe that executive leadership has an excellent understanding of CX’s contribution to profit margins, only 30% at the manager level feel the same way.

This perhaps highlights that while leaders

at the manager level generally believe the executive team values CX, they don’t have enough regular exposure to executives and their thinking.

There’s an opportunity here for better communication. Regular meetings or updates can increase visibility and recognition of CX impact and expose lower-level leaders to executive insights, while choosing a CX platform with flexible reporting and analytics ensures everyone has access to the data.

What contributed to the favorable view of CX at your company?

47%

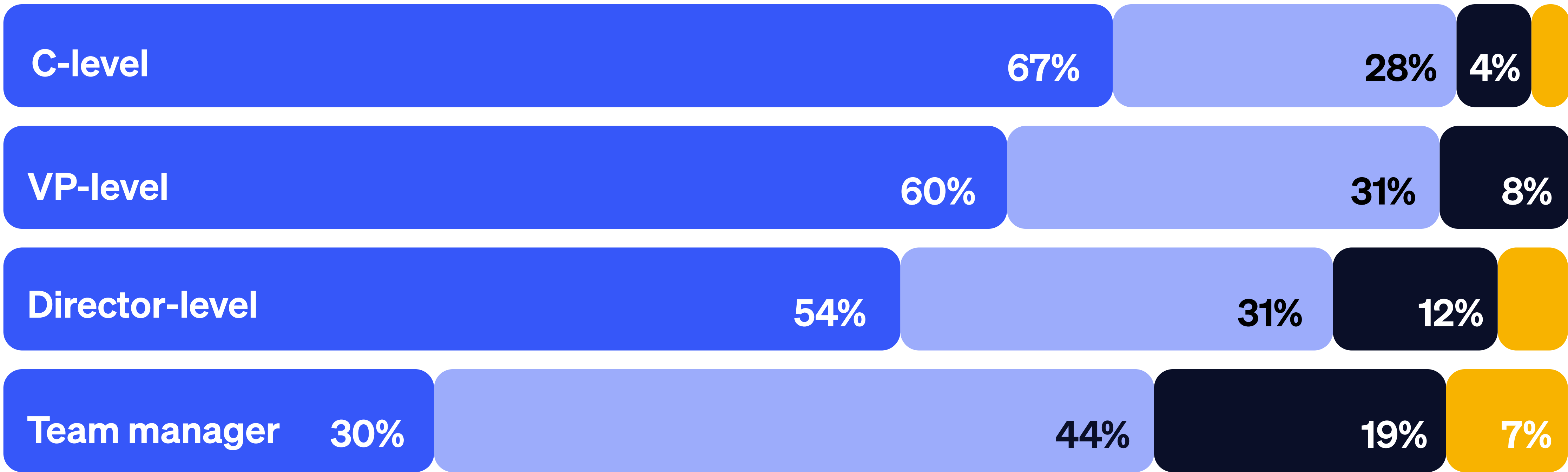
The ability to track the revenue impact of CX investments

43%

Implementing new technologies

Does your company's executive leadership understand the contribution CX makes to profit margins?

By job level of respondent



- Yes, they have an excellent understanding of specific contributions
- Yes, but their understanding of value is fairly limited
- No, they are generally aware, but don't really get it
- No, they don't think about it

More than ever, great CX requires all hands on deck

Things may have been simpler when CX was primarily the domain of one department, but the type of experience customers now expect requires involvement well beyond the customer service team.

Today, multiple customer-facing and back office teams play a role in the customer journey, influencing the way users behave in-app, make buying decisions, and receive support.

Survey respondents called out sales, product, digital, marketing, and a handful of other teams as part of delivering a great customer experience. Nearly three quarters of them

included traditionally “back office” teams, acknowledging the reality that what happens behind the scenes has a profound effect on customer satisfaction and retention.

In spite of being more complex, this cross-functional approach to CX has the potential for a bigger impact on business outcomes. It does require tightly integrating systems—or standardizing on a single platform—and incorporating shared processes and information so all teams get a complete picture of the customer journey.

85%

believe their organization needs more shared responsibility for the customer experience

27%

named 5 or more teams as part of delivering a great customer experience

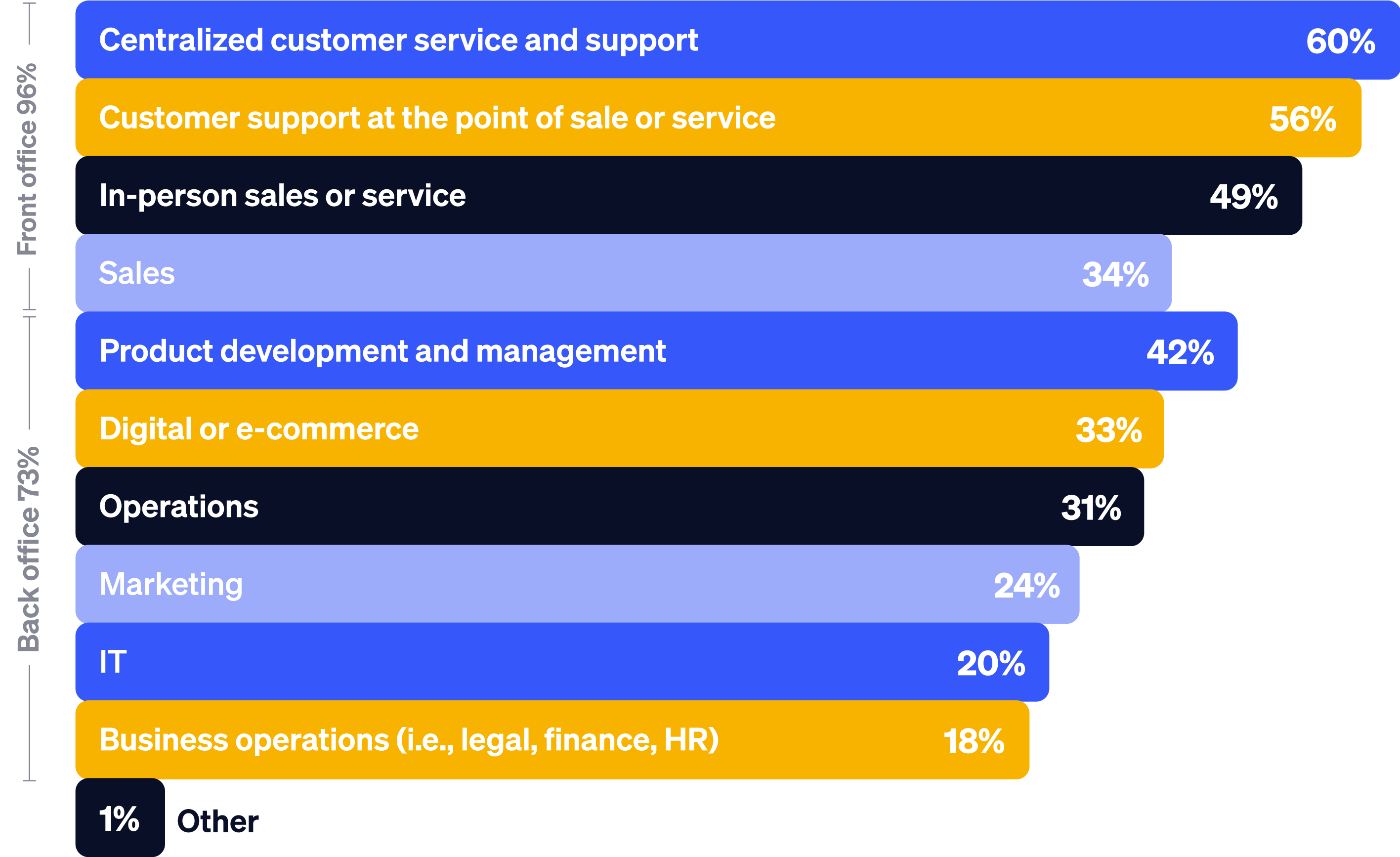
73%

included “back office” teams in their selection

With so many teams involved, it's extremely important to have a unified system of record for CX interactions and internal collaboration. Nextiva's Unified-CXM platform gives all teams complete context on each customer's journey, avoiding data silos that harm the customer experience.

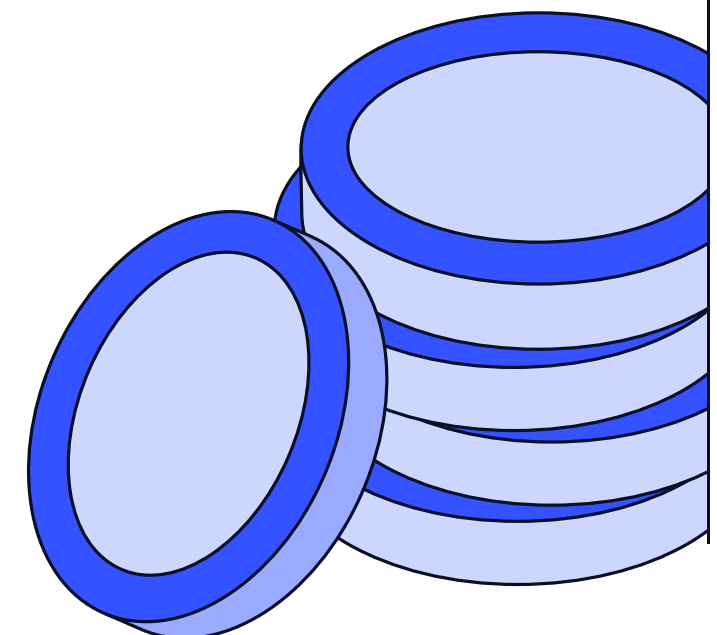
[Learn more about unified customer experience management →](#)

What functions in your company do you think of when you think of delivering a great customer experience?



CX investments are increasing across the board





Spending is heading upward across every major area of CX investment in 2025, from AI and analytics to employee training, hiring, and retention.



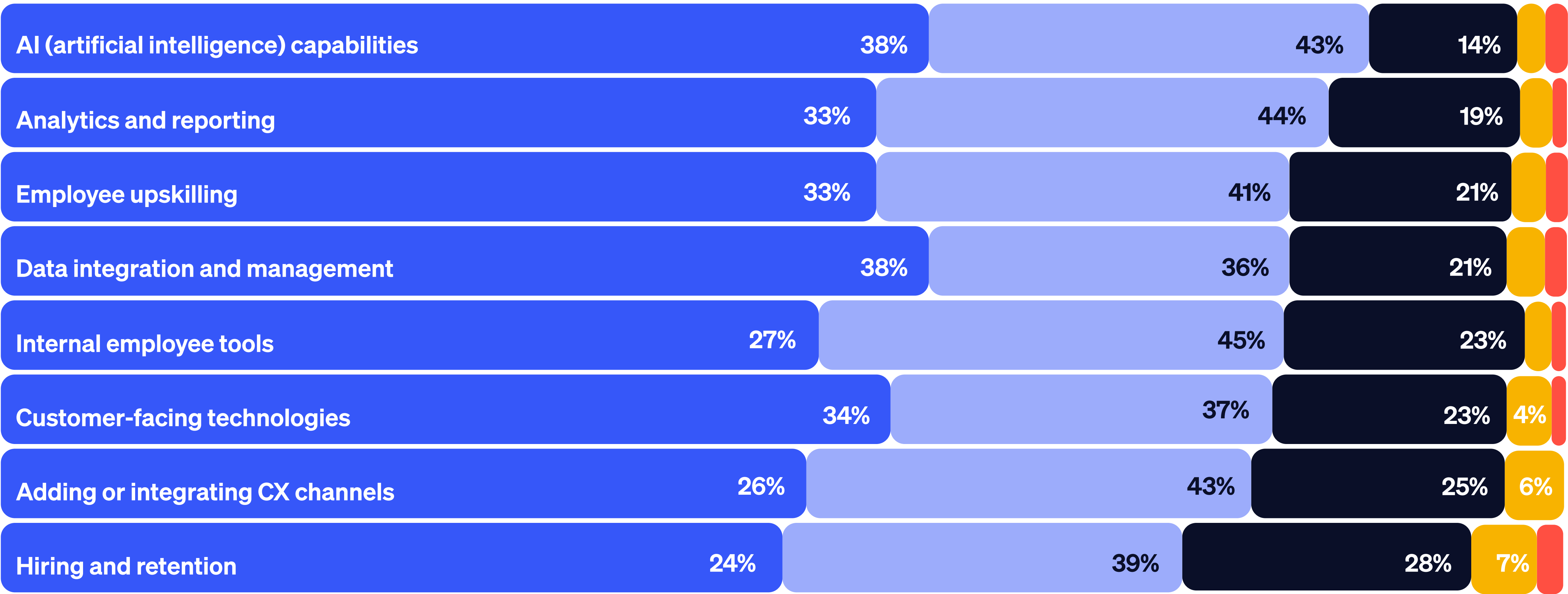
When asked about specific customer engagement channels, respondents expected social media and live chat to see the biggest boost in spending.

Other channels weren't far behind. Companies are investing more resources in review sites, email, in-store experiences, chatbots, and more as they expand their CX capabilities.

↘ Top channels for investment in 2025

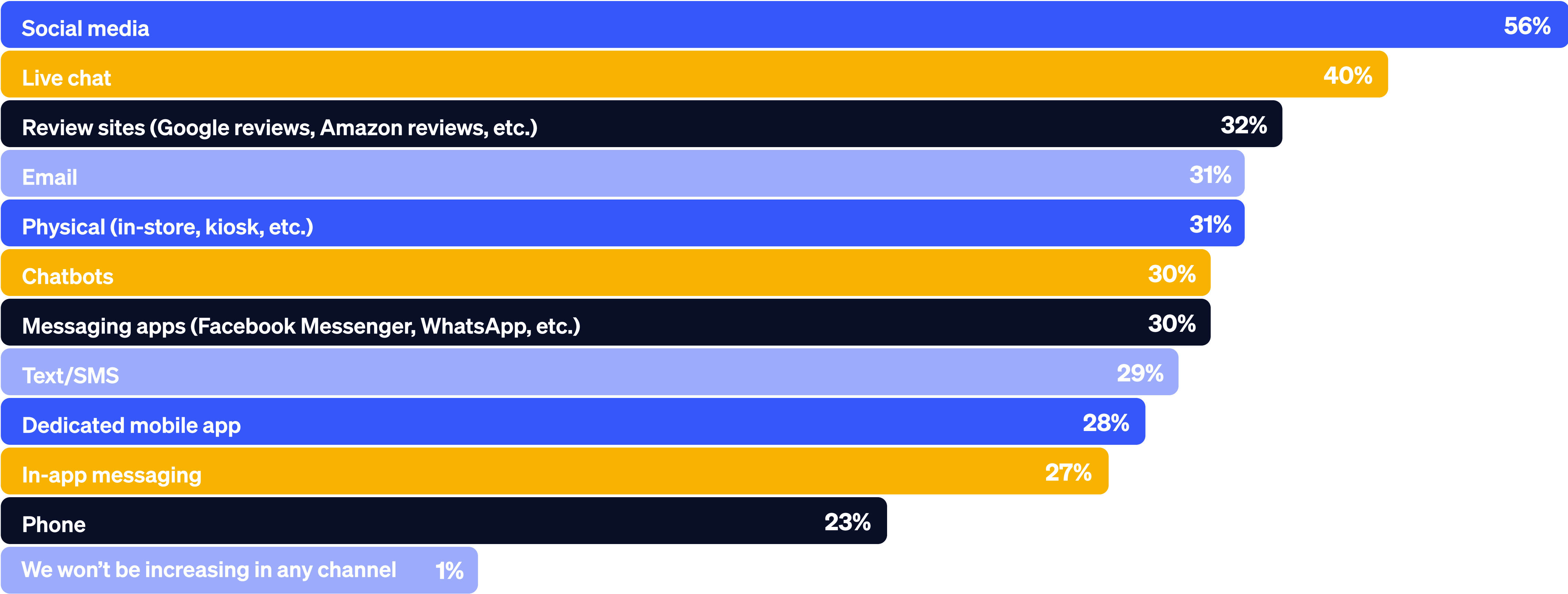
-  **Software:**
Social media & email
-  **Healthcare:**
Social media & email
-  **Retail:**
Physical stores & kiosks
-  **Financial Svcs. & Insur.:**
Messaging apps

➤ For each of the following customer experience investment areas please indicate how your company's spending plans will be shifting in 2025



● Increasing significantly ● Increasing slightly ● No change ● Decreasing slightly ● Decreasing significantly

➤ In what specific customer engagement channels will your company be increasing investments for 2025?





Should you invest more in CX just because others are?

Actually, yes. With CX at a critical inflection point, a bad experience may scare away some customers for good.

However, don't do it haphazardly. Take a close look at your data and start with use cases that will produce the most value for your company rather than follow any single trend.

6 steps to focusing your CX investments in 2025

Complete, accurate data makes it easier to allocate CX spend. Nextiva helps you prioritize and get the most from your CX investments by unifying CX data on one platform, uncovering actionable insights and increasing visibility across all of the channels your customers engage with.

[Learn more →](#)

- 1** List out the different areas and channels you've invested in for CX in the past 3-5 years.
- 2** If you have the data, track their impact on key company metrics. If not, your first order of 2025 is investing in a CX solution that can.
- 3** If you can't see bottom-line impact, start building an ROI case for additional cross-sell and up-sell activity in the coming year.
- 4** Talk to each CX stakeholder team, like support and sales, to determine where they spend the most time interacting with customers.
- 5** Select a few use cases to test. If you're not sure, poll customers on their channel preference during opt-in and start there.
- 6** Embrace customer channels of preference, and budget for more social channels and staffing.

Many tools is the norm for CX, but more isn't always better

CX teams use a multitude of tools along the customer journey, including CRM, ticketing, collaboration, knowledge base, and analytics solutions. Many are looking to consolidate before the costs and complexity catch up with them.

When asked how many different tools their company has invested in for customer interactions, more than half the respondents said five or more. The average number, 6.3, was consistent across large and small companies—this may indicate that larger companies are already making an effort to consolidate tools on a few enterprise platforms. The number of tools reported were very similar across regions, with the

United States reporting slightly fewer (6.1) on average than the UK or Canada (both 6.4). A little more variation appeared by industry, with healthcare reporting the fewest tools (5.8) and retail the most (6.9). Overall, trends hinted at a predictably complex technology landscape driven by globally consistent customer expectations.

95%

of companies have
invested in multiple tools
for customer interactions

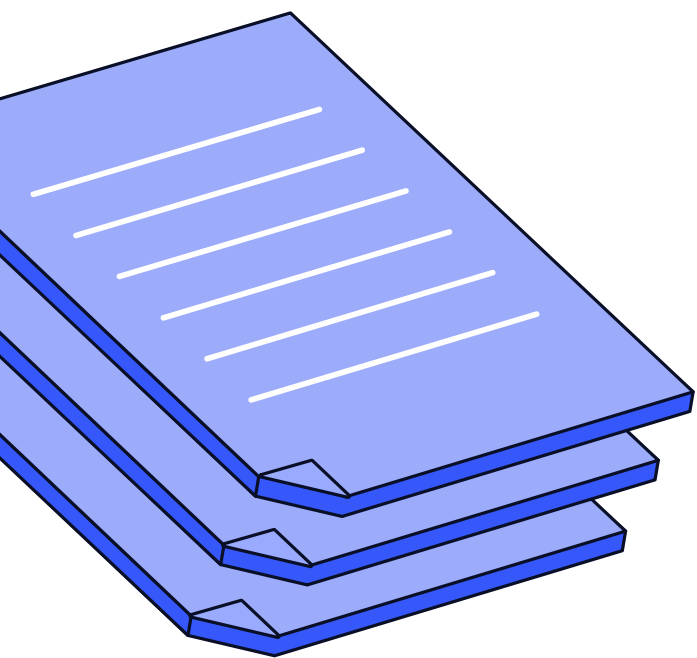
6.3

tools companies
invest in (on average)

more than

10

tools used by 13%
of companies



Consolidation is a hot topic among CX leaders looking to boost productivity and margins.

In 2025, more companies will work to reduce the amount of tools and technical debt they’ve accumulated over the years, simplifying their vendor landscape and optimizing total cost of ownership.

Historically, these projects were the realm of large companies with the resources for the difficult work of consolidation (e.g., building integrations, refactoring, data

migration, adding new tools rather than ripping and replacing the old ones immediately).

Today, there are affordable and less complex options. Small and mid-sized companies with limited budgets or thinly spread development and data teams can manage a move from point solutions to a unified platform with out-of-the-box integrations and enterprise-grade support, such as Nextiva Unified-CXM.



Searching for a unified CX solution?

[See our guide](#) →

“ We could improve customer experience if we consolidated customer data from all interaction points into one system of record.

- 81% of respondents

2

As CX teams adopt AI at breakneck speed, its impact depends on how it's harnessed.

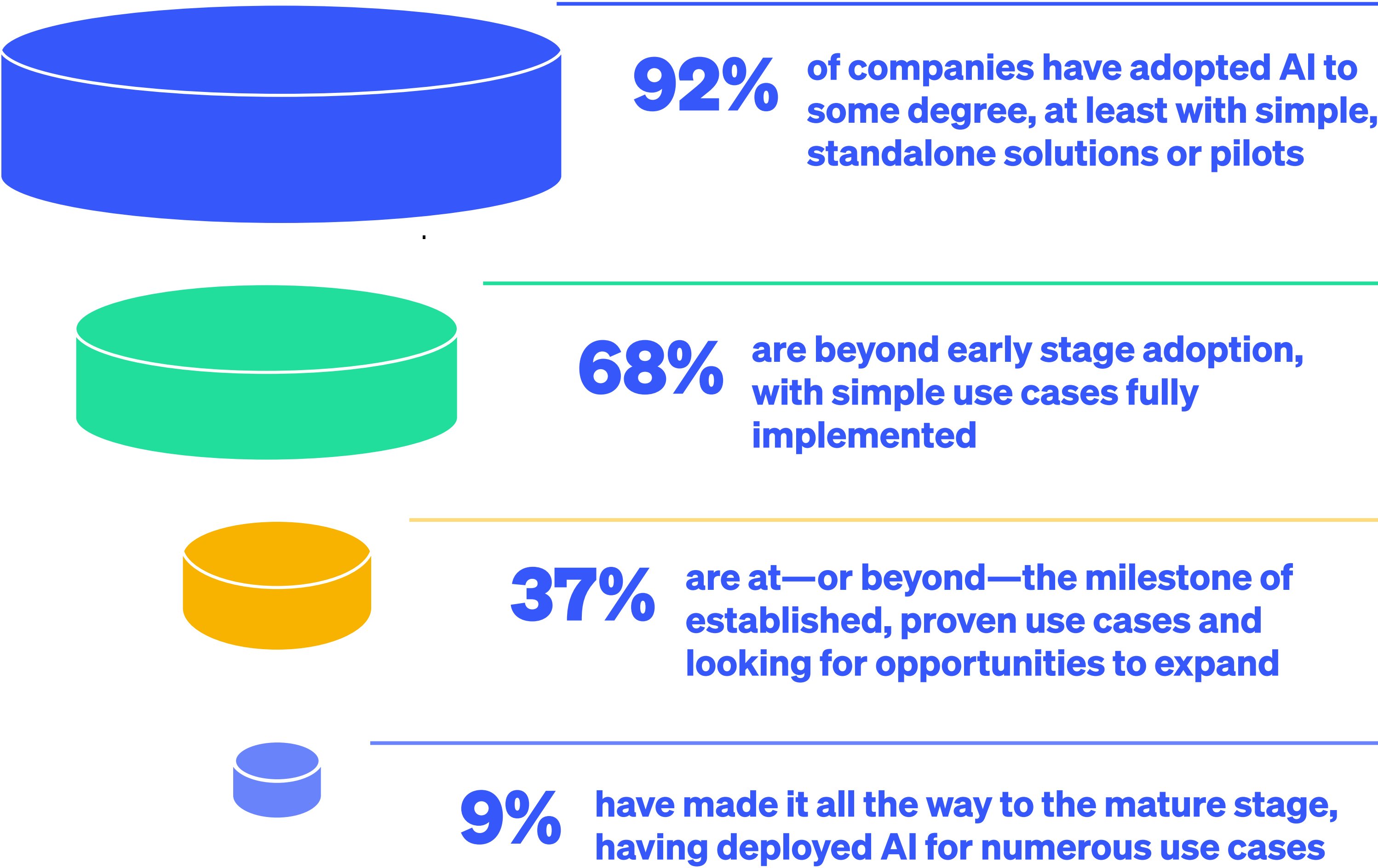
AI pulse check: how AI manifests and impacts CX



AI is the path forward, yet still a work in progress

CX teams are clearly excited about the possibilities AI brings. While virtually everyone is exploring AI for CX, less than 10% consider themselves at the “mature” stage (where AI has been deployed and proven valuable for multiple use cases).

More common are those still early in their journeys. A third of respondents are still in the experimental phase or have not yet deployed AI for CX. This makes for a competitive, fast-moving landscape across many regions and industries (especially in software companies, where AI adoption leads by 14 points). Companies are willing to invest, AI tools are abundant, and no one wants to lag behind or be eclipsed by competitors.

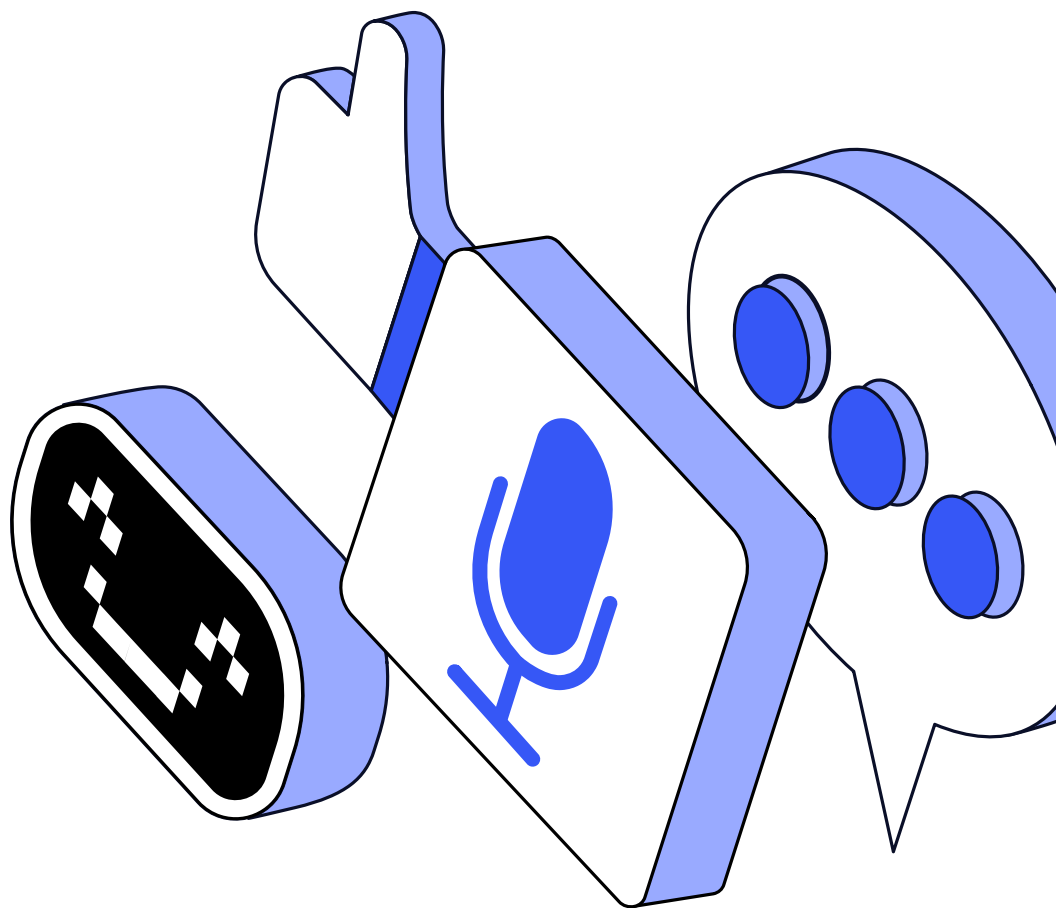


Nextiva CX Maturity Model

Discover how mature your AI adoption really is—and pinpoint where your CX investments will achieve the greatest impact.

Benchmark your company →

Companies are embracing AI for many CX use cases



With so many options for AI adoption, CX leaders are experimenting with multiple use cases and making plans for more.

Generative AI and self-service bots topped the list of today’s most prevalent use cases at 39% each. In the future, CX teams may push agent assist technology into the top slot, naming it as the biggest focus of future investments (26%).

A few industry-related trends emerged from the data. The healthcare and retail sectors are placing their bets on agent assist tools and self-service solutions like chatbots and voice bots, demonstrating their need for operational efficiency and automation. On the other hand, they’re lagging in areas like predictive analytics and process automation—these privacy-conscious companies with a high volume of data are likely to encounter more roadblocks than their counterparts.

Software companies are favoring gen AI for writing to customers in greater numbers than their counterparts—83% are already using it or plan to in 2025, compared to 64% across all industries. They also lead by a lesser margin in most categories, illustrating just how much of an AI boom has hit the software industry.

Financial services and insurance was another industry that is focused heavily on writing with gen AI.

The top AI use cases today



GenAI for writing to customers



Call routing optimization



Agent assist tools



Real-time sentiment analysis



Self-service chat & voice bots



Process automation



Language detection & translation



Predictive analytics

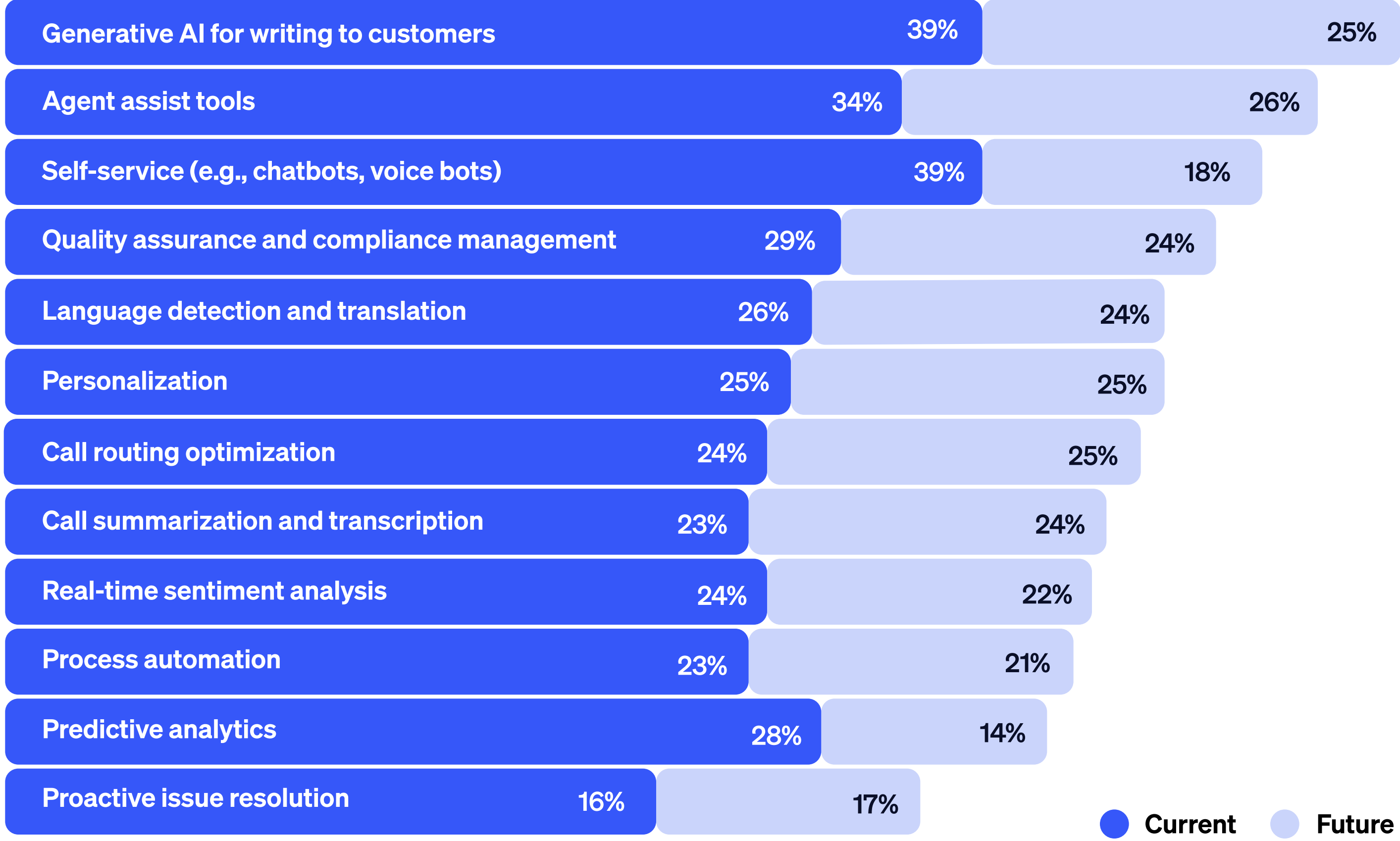


Personalization



Proactive issue resolution

What AI use cases has your company currently adopted for customer interactions? In addition to the ones already implemented, what additional AI use cases for customer interaction is your company planning to adopt in the future?



Many companies are still in the experimental “try it all and see what sticks” phase. Don’t be afraid to embrace AI in a few different areas as customers get used to interactions with new, automated forms of communication.

Nextiva for healthcare



Small practices to large healthcare organizations trust Nextiva's HIPAA-compliant platform to manage all their end-to-end patient interactions.

[Learn more](#) →

Realizing the full value of AI requires time and dedication

It pays off—AI can predict what customers need, assist during live conversations, and save time through automation without making reps feel marginalized.

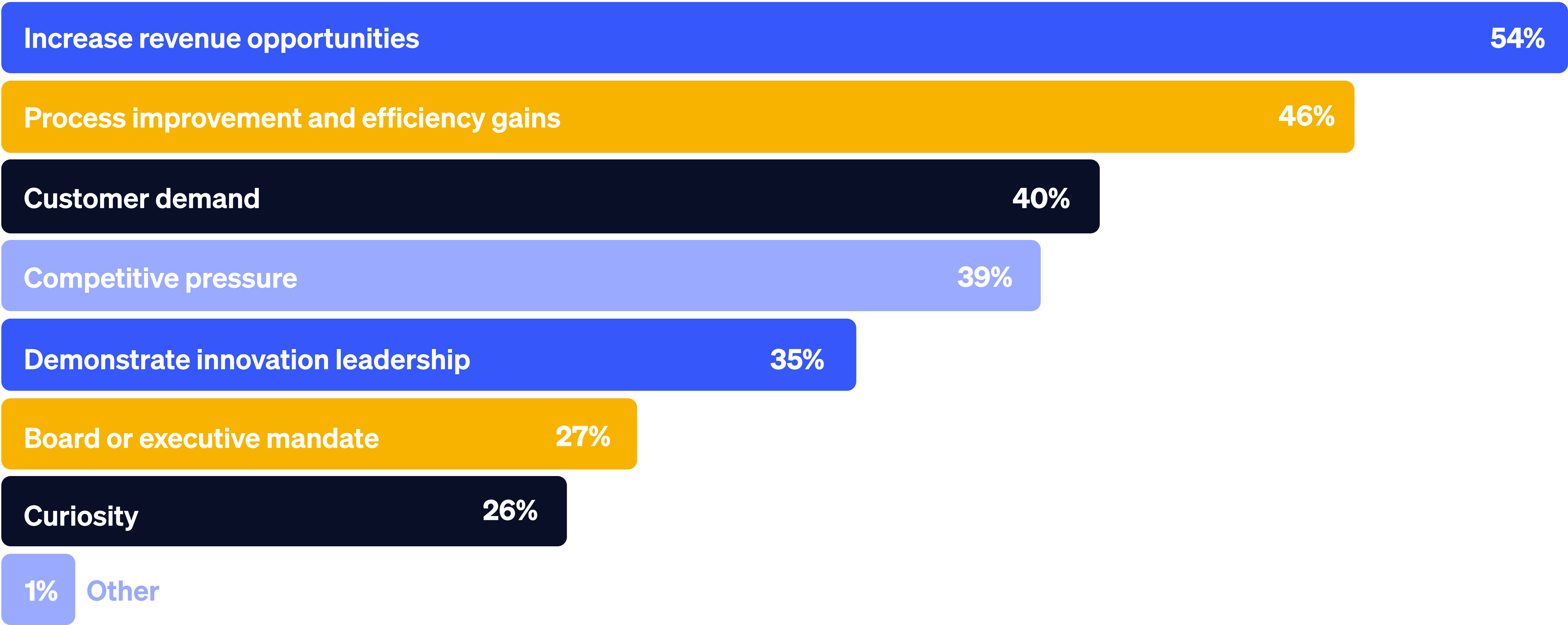
However, poorly implemented AI will frustrate customers and drive them away, so be ready to commit to modifications and improvements when you launch a new use case.

Look to examples of companies that are successfully incorporating AI into customer

interactions for ideas on where to focus your own AI investments. You can use some of the same data that helped you identify CX spending areas earlier, selecting your most important channels and processes for AI-driven improvements.

While AI monetization isn't always easy, it happens faster when you have clear goals and milestones in place. Meet with CX stakeholders and identify your unique motivations for adopting AI, then systematically roll out and test your top use cases.

➤ **What are your company’s business motivations for investing in AI for customer interactions?**



Increase your AI maturity with clear goals and use cases



In the contact center

AI voice and chat, agent assist, call summarization, and smart routing reduce cost and give reps real-time context.



For analytics & reporting

Real-time AI insights improve outcomes and collaboration.



On the website

AI chatbots, language detection, personalization, and genAI knowledge bases help customers self-serve and convert.

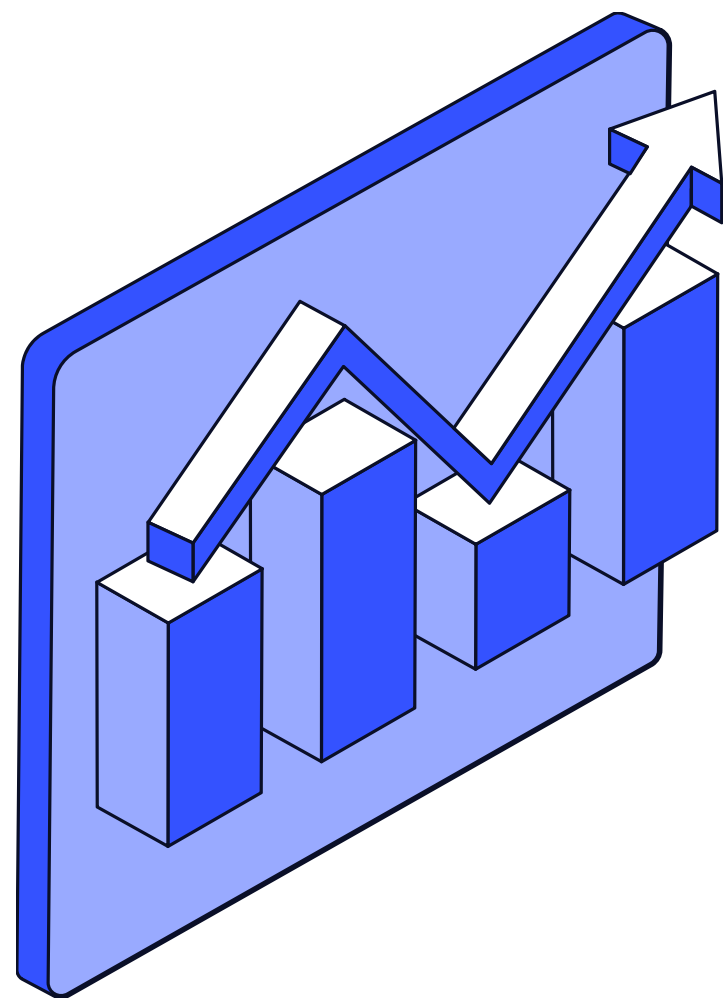


QA & compliance

Sentiment analysis, risk detection, and AI automation ensure quality along the customer journey.

Greater AI adoption brings success

NEXTIVA CX TRENDS 2025



There is encouragement for those who are still early in their AI adoption journeys: Companies who are mature in their implementations report receiving high value from their efforts.

Of respondents that had categorized their AI adoption as “mature,” an impressive 99% reported receiving medium to high value from their investments.

84%

of companies with mature AI reported high value

80%

of early-stage AI adopters already reported medium to high value

Mastering the customer experience with AI

Whether you're starting or continuing your AI for CX journey, it's important to identify, prioritize, and make a strong case for AI and automation projects. In the book "[Mastering the Customer Experience](#)" from Nextiva Press, Edwin Margulies walks you through a time-proven methodology for tackling this important work.

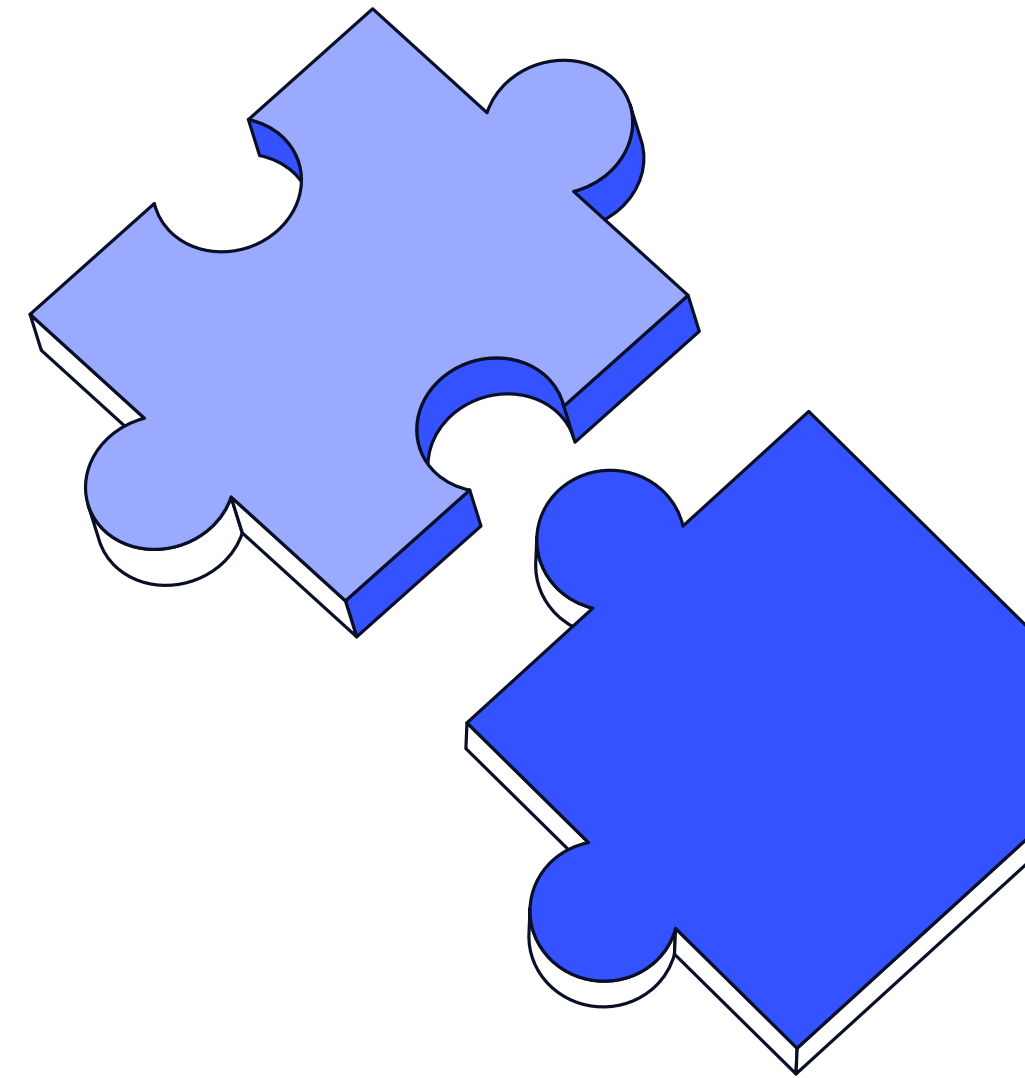
- 1 Assemble a responsible group, set goals, and ensure alignment with corporate objectives
- 2 Analyze the volume and complexity of customer interactions across different channels and modalities
- 3 Evaluate your technical maturity and readiness
- 4 Visualize the intersection between your transaction complexity and volume to identify and prioritize initial use cases
- 5 Select candidates for automation and advanced workflows
- 6 Update and align your business rules and policies to ensure consistency and efficiency
- 7 Map out each segment of the customer journey and connect outcomes across different touchpoints
- 8 Utilize templates and best practices throughout the discovery and implementation process

AI presents many challenges, but most are solvable

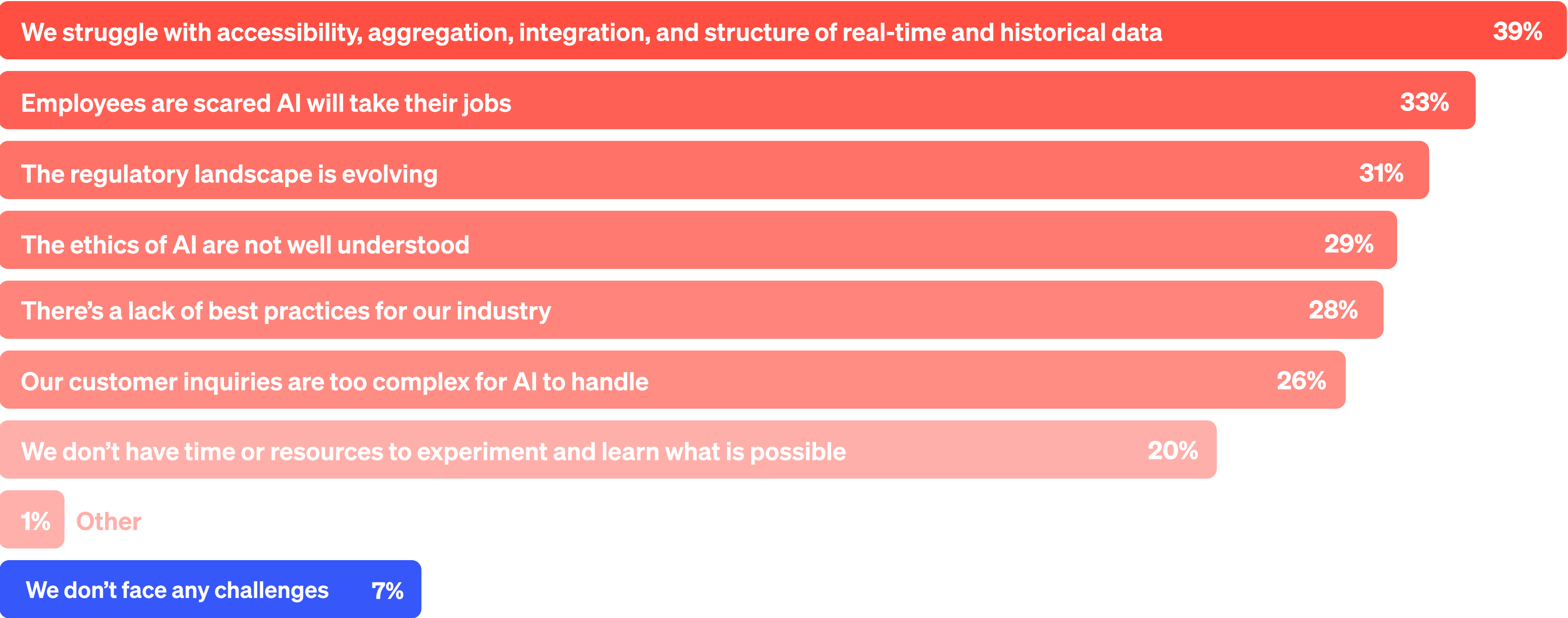
When asked about the challenges they'd faced in implementing AI, CX leaders put data management at the top of their list. Multiple tools often means siloed data, which can make it difficult to gain a holistic customer view. It also makes it very difficult to get the real-time insights necessary to identify the most impactful points in the customer journey. These insights are crucial for effectively using AI and

automation to support key interactions. Other top challenges relate to the ethics and optics of AI, no doubt concerns that go beyond CX. Employees worry about being replaced or at least negatively impacted by AI, the ethics aren't well understood, and the regulatory landscape is constantly evolving. These challenges are particularly problematic given the cross-departmental nature of CX today—and are further

exacerbated as CX teams scale. Keeping data clean and business logic consistent for AI data pipelines is a cross-functional effort that involves everyone who touches the customer experience. Now more than ever, real CX success depends on smooth collaboration and alignment across the whole organization.



➤ What challenges does your company face with implementing AI for customer interactions?



Nextiva's AI-powered platform



Nextiva pulls in interaction data from every channel for a centralized view of the entire customer journey. This unified view lays the groundwork for the right level of automation and AI to streamline processes and personalize customer experiences.

[Read more about Nextiva's built-in AI tools →](#)

86%

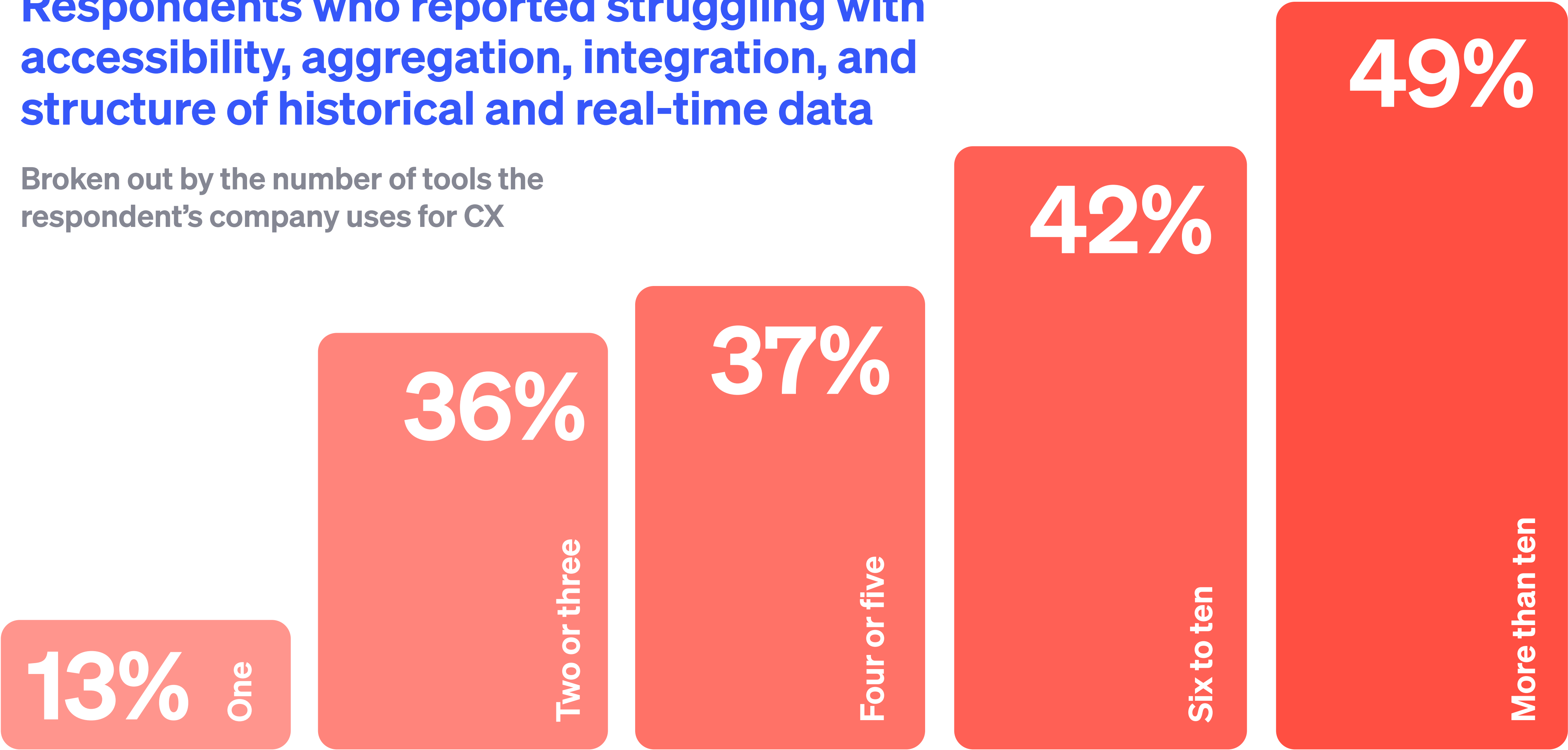
**of companies with
multiple CX tools report
having siloed data**

Data integration, quality, and accessibility are crucial to implementing AI for CX. That's because it takes real-time data across several solutions to drive omnichannel experiences, make predictions on the fly, and automate support.

To get rid of the data silos that impact AI's potential to provide value, start with a good foundation: a well-integrated system (or ideally a single system) that can rapidly aggregate and process data from the multiple tools and channels that customers interact with.

➤ Respondents who reported struggling with accessibility, aggregation, integration, and structure of historical and real-time data

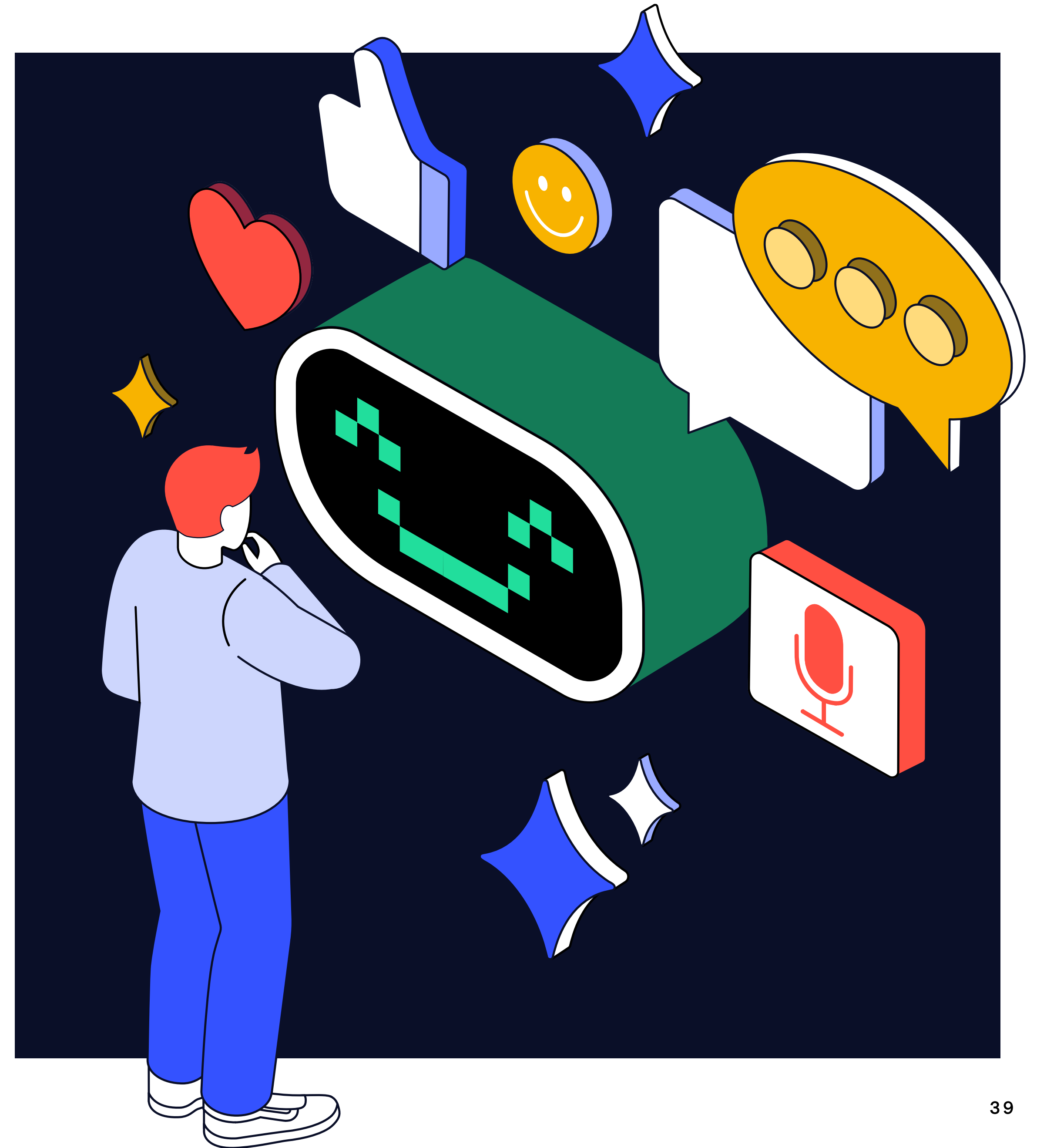
Broken out by the number of tools the respondent's company uses for CX



3

One of the biggest AI pitfalls is forgetting the point—to make human interactions better.

Human/AI equilibrium: the ultimate CX goal



Empowering employees to be confident with AI pays off

Balancing AI with the employee experience should be a top goal of any AI for CX roll out. Employees not only need reassurance that they're valued and supported by leadership, they also need training to use AI effectively.

Almost every CX leader claimed to have made investments in employee empowerment, coaching them to get the most out of AI. But only half called those investments "significant," leaving plenty of room for improvement as AI adoption scales. There's a good outlook for companies who

do invest in employee training. Of those who made significant investments, 88% believe employees are satisfied with the company's use of AI, and 51% say they're "extremely satisfied."

When employees feel knowledgeable and in control, they're more likely to remain at their positions. Positive perception of AI also improves the likelihood of long-term success—when teams are on board, change adoption goes more smoothly and changes are more likely to be embraced.

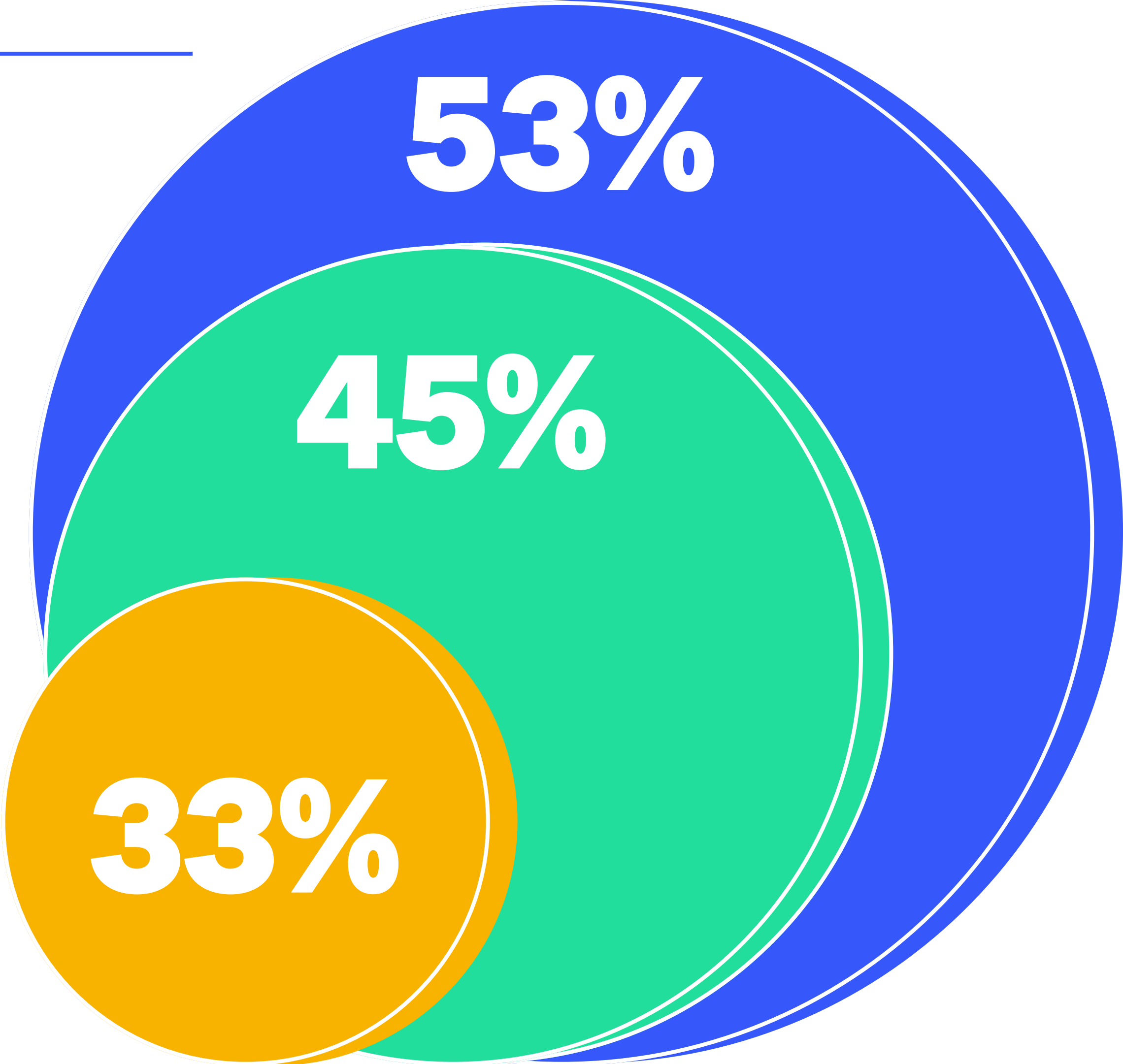
"Properly balancing automation, AI, and the human touch in customer interactions is the key to future success in customer experience."

- 89% of respondents

53% have significantly invested in empowering employees to use AI

45% have only made minor investments

33% say employees are afraid AI will take their jobs



The customer experience hinges on seamless AI handoffs

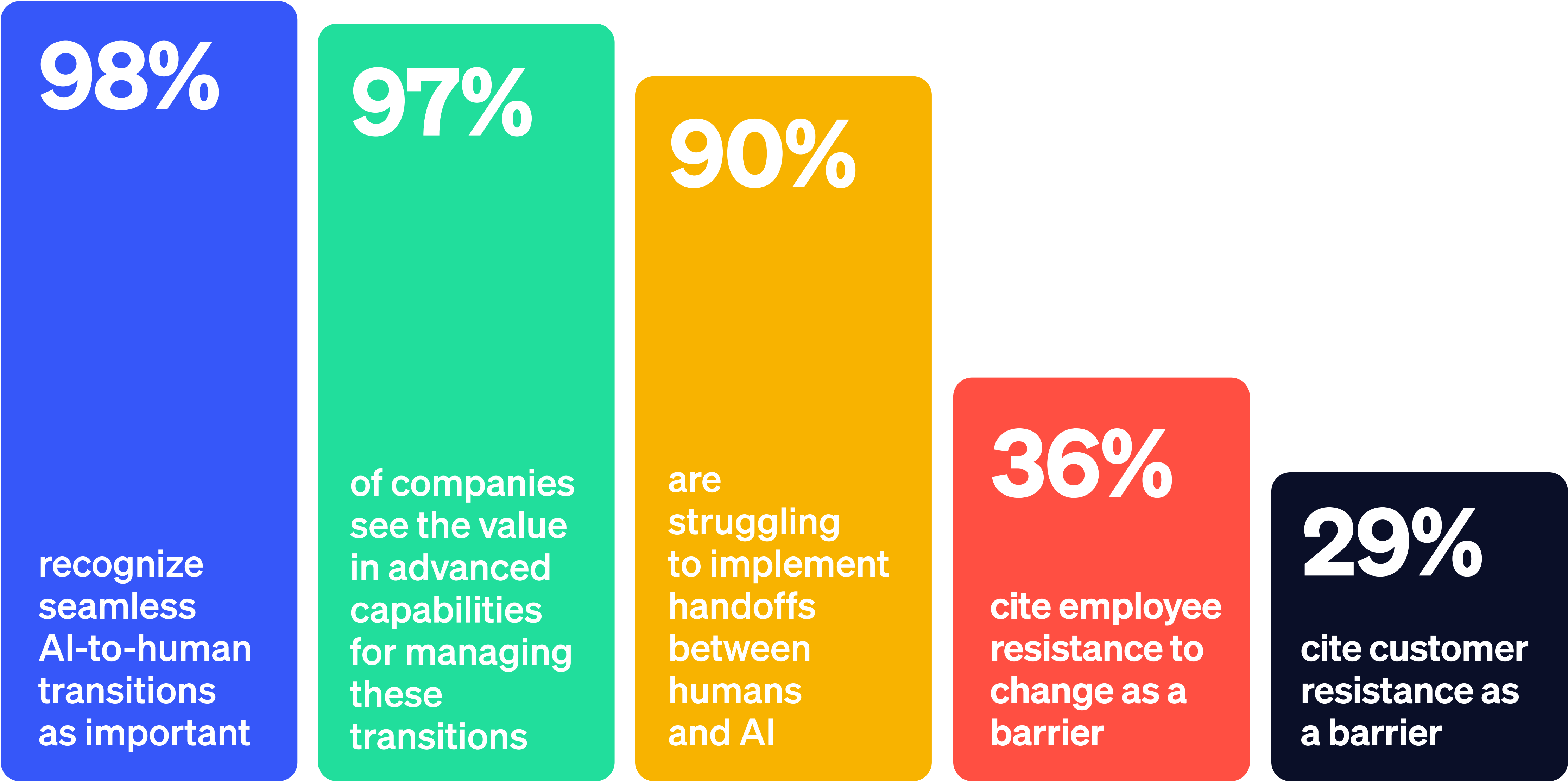


Human-to-human conversations still matter greatly in CX, especially for more complex interactions or cases in which a great level of human empathy is required. One of the most likely points of failure in AI adoption is a lack of understanding around which interactions can be fully automated.

Despite widespread adoption of AI, most companies are struggling with effective

handoffs between AI and human agents. This gap leads to a fragmented customer experience and inefficiencies that can undermine the ROI of AI investments.

If CX teams can manage the complex interplay between humans and AI, the potential is huge to improve both the customer experience and greater business outcomes.



Why are CX teams failing to achieve something they know is so important?

Disjointed systems and poor data management are part of the problem. When AI tools can't tap into up-to-date data across various departments, customers end up getting inconsistent answers or repeating themselves. AI tools can also miss the mark in identifying customer intent or sentiment, resulting in frustrating exchanges. Another common challenge goes beyond technology—a lack of alignment between teams and poorly defined processes can inhibit successful handoffs.



Addressing human-AI collaboration should be a top strategic priority for CX leaders to ensure AI investments deliver seamless and satisfying customer experiences.

CX leaders want “best of both worlds” technology

To address the challenges of AI/human handoff, employee concerns, and customer resistance to completely autonomous experiences, CX leaders want solutions that help them retain control.

When asked which capabilities might help their organization optimize human/AI workflows in the future, of 51% respondents chose “autopilot” technologies that still allow humans to oversee AI interactions and intervene when necessary.

In second place at 44% was live AI agent support (real-time, behind-the-scenes suggestions to help agents give the best possible service on customer calls or chats).

When discussing their current technology, CX leaders cited two major issues as obstacles to a smooth AI/human handoff: 29% mentioned a lack of integration, while 27% called out the shortcomings of legacy solutions.

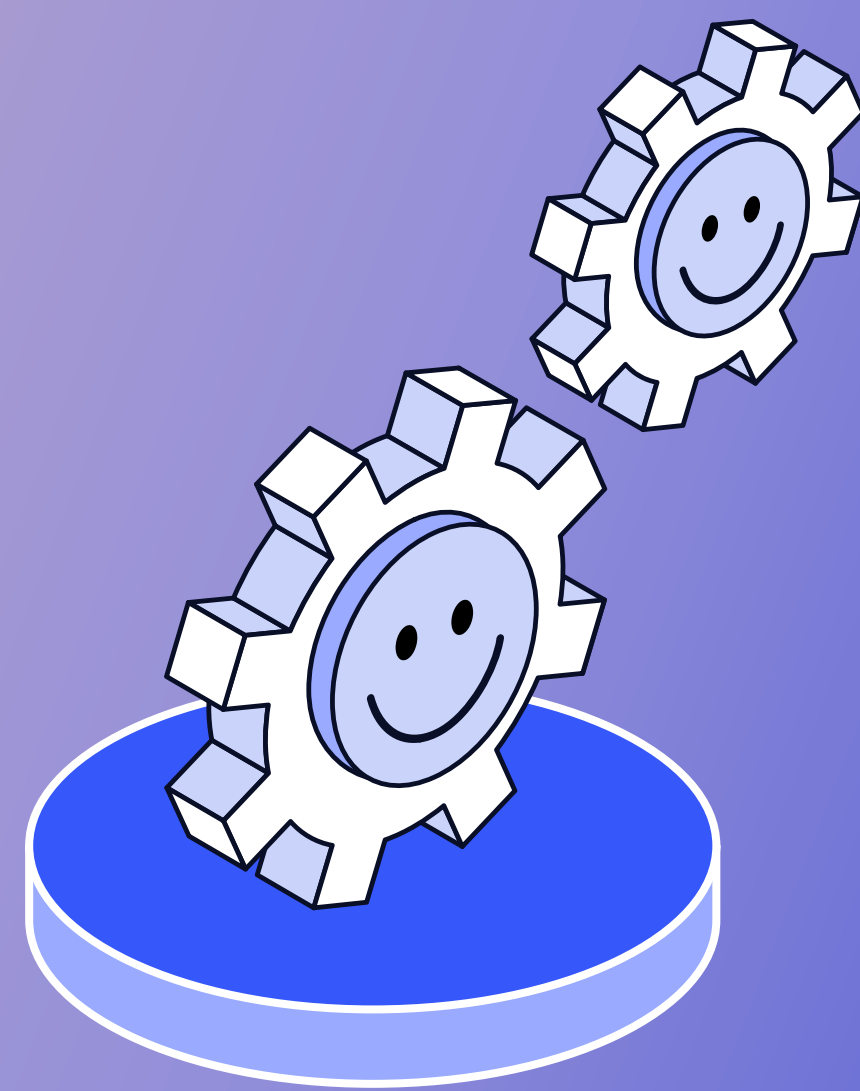
29%

say a lack of integration is a barrier to low-friction AI handoff

27%

name legacy technology as a barrier

Nextiva's AI framework



Nextiva's three-tiered AI framework gives you the power to scale efficiency without losing control, delivering smoother handoffs and a better overall experience for both employees and customers.

- 1. Automation handles repetitive tasks, freeing up teams for more complex interactions
- 2. Co-pilot gives agents AI suggestions while letting humans stay in control
- 3. Agent assist surfaces real-time insights so reps can resolve issues faster

[Read more about AI and Nextiva →](#)

The CX race is on, and there's still time to start strong

2025 will be a year of growth and maturity for CX teams. Both CX and executive leadership expect to invest more in the customer experience and adopt AI-powered technology in hopes of driving value, inspired by the impact they've already seen.

While many companies are beyond the experimental phase, there's no need to despair if you're lagging behind on the latest CX innovations. Slower adopters can catch up by consolidating various use cases and

efforts on a platform that quickly enables the most sought-after capabilities, like AI support and real-time 360 insights.

With so many companies planning to go all in on large-scale CX improvements in the coming year, the likely winners will be those that match their enthusiasm with measurable results. As you upgrade your own CX strategy, look for technology that drives ROI: advanced automation, flexible analytics and reporting, and AI that strengthens—not diminishes—the human side of CX.

Nextiva: The unified customer experience management platform

Nextiva brings customer experience data, workflows, and stakeholders together on a single solution built to handle complexity and rapid change. CX leaders use the platform to modernize their contact centers, orchestrate the customer journey across dozens of channels, safely adopt AI, and transform CX with real-time intelligence.

**See
Nextiva
in action**

**Request a
demo →**

About the survey

The data in this guide is from a survey of customer experience decision-makers conducted by Dimensional Research and sponsored by Nextiva.

A total of 1,058 qualified participants completed the survey in November 2024. All participants had decision-making responsibility for customer experience (CX) strategy or operations at a company with more than 100 employees in the United States, Canada, or the United Kingdom.

[Download the full report →](#)