
CUSTOMER EXPERIENCE LIVE SHOW UK 2023

26-27 September 2023
Hilton Syon Park, London



Intelligence Report

**CUSTOMER EXPERIENCE
LIVE SHOW
UK 2023**

26-27 September
London



Summary

In an age of hyper-personalisation, ensuring your CX is exemplary and your brand is healthy means leveraging intelligent analytics all the way from product design to delivery. The Customer Experience Live Show UK 2023 deep dives into the investment plans and digital strategy for organisations in 2024.



Companies and brands need to work harder and, more importantly, smarter to reach and retain their intended audience, as the realities of the global marketplace see their competition levels and business costs rise.



CX is being tracked and evaluated not just by CX heads and CMOs but also CROs, CFOs and CEOs, given how closely it is tied to the organisation's risk profile. The new world needs an agile, frictionless, humanised, and innovative CX model.



82%

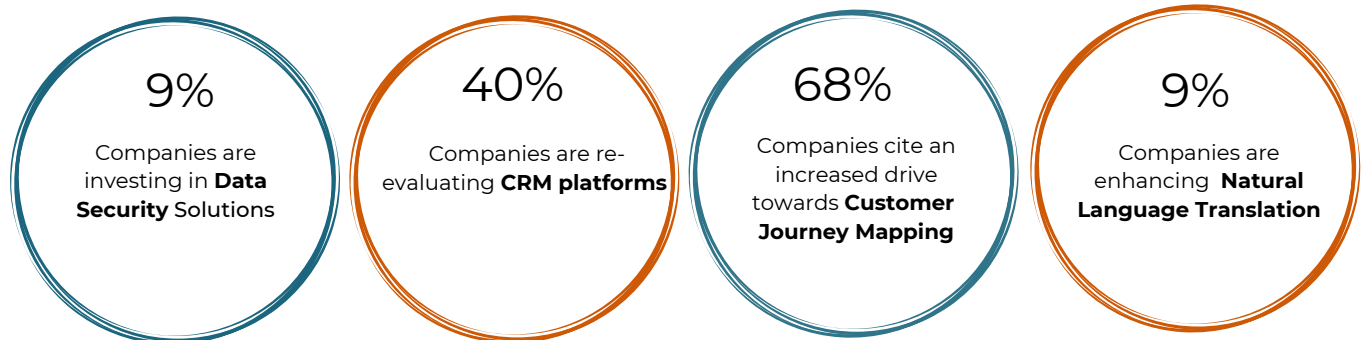
Organisations believe good CX is the number one differentiator of strong corporate performance.

*CXLive annual survey 2022

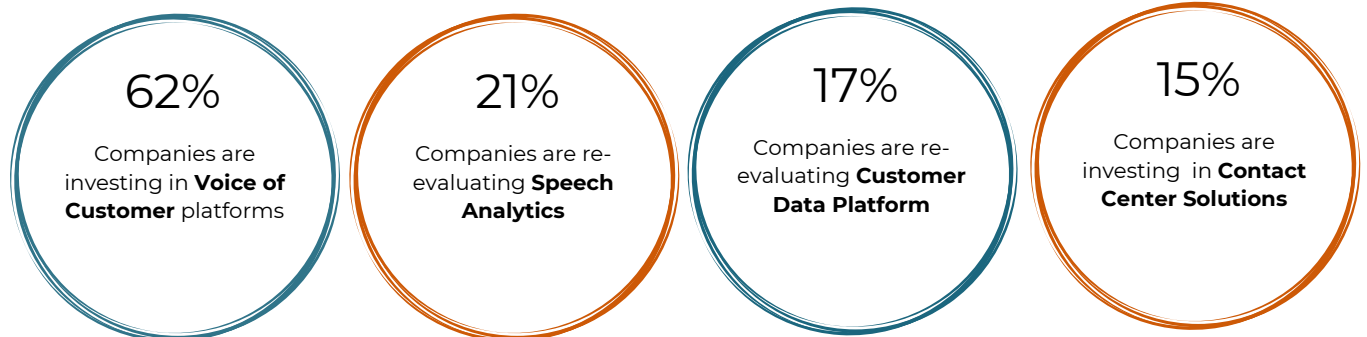
Key Insights For 2024

CX deployment status of attending organisations

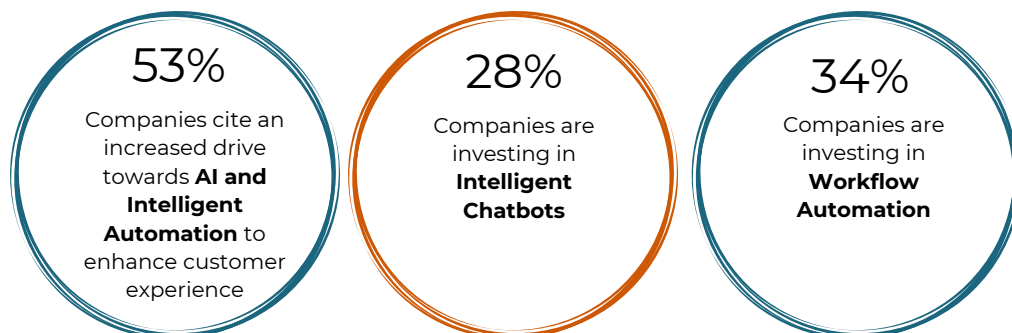
Data Security, CRM platforms, Customer Journey Mapping, and Natural Language Translation



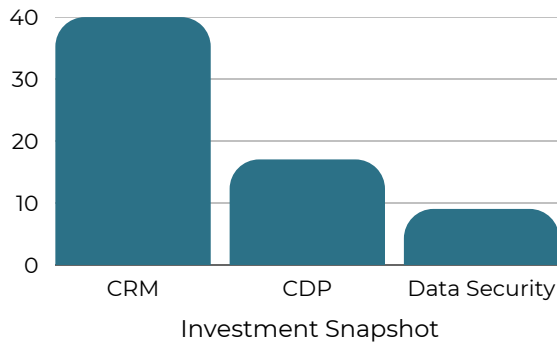
Voice of Customer, Speech Analytics, CDP and Contact Center Solutions



AI, Intelligent Automation, Chatbots and Workflow Automation



1 Strengthening data frameworks

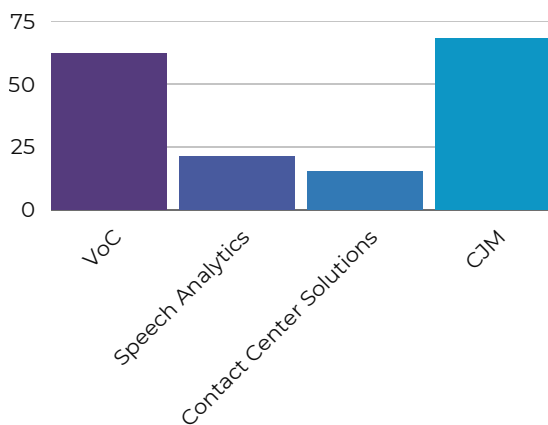


Data

A data-centric approach will be key to elevating CX

Time and again, data is touted as the magic ingredient in CX success. Yet, organisations find it incredibly challenging to collect, access and analyse data to provide real-time insights and leverage it for exceptional CX.

2 Strengthening CX Infrastructure is top priority

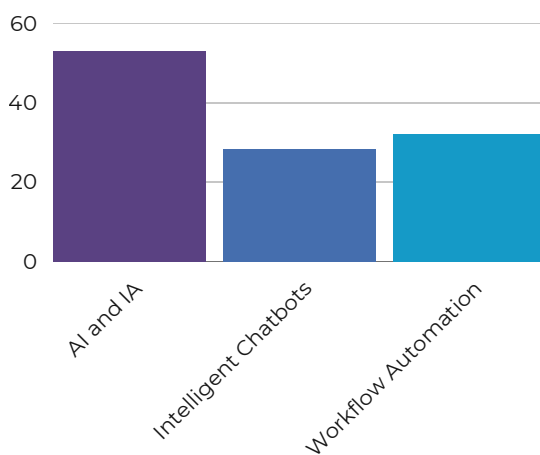


Analysis

Personalised brand experiences and customer journey mapping continue to be a top priority for businesses.

Customer data collection, social listening, and VoC metrics are key to generating insightful data and determining which part of the value chain is essential to your customer. Companies say re-designing customer journey mapping and delivering real time CX are top priorities in their 2024 CX strategy.

3 Strengthening AI & IA capabilities is top priority

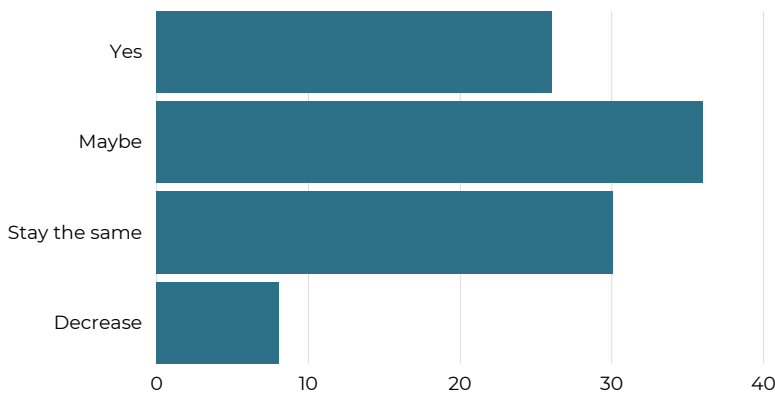


Analysis

AI and IA have become powerful weapons to drive loyalty, increase growth and improve efficiencies.

AI and IA collectively enable companies to understand customers' behaviour. Companies are leveraging these technologies to continuously translate customer interactions into actionable insights - meaning systems can better predict and address customer needs for a differentiated experience.

4 Budget for Digital Experience technology in 2024



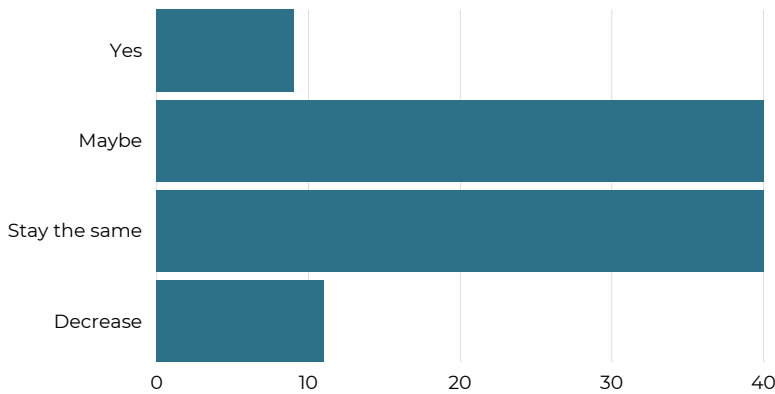
Analysis

Do you expect your budget for Digital Experience technology to increase in 2024?

62%

Companies are likely to see an increase in investment towards Digital Experience technology

5 Budget for Contact Center Automation in 2024



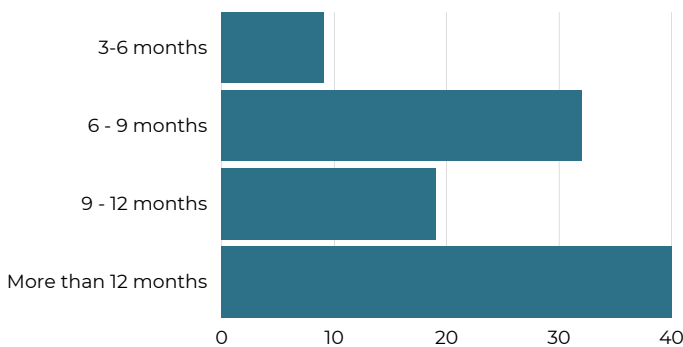
Analysis

Do you expect your budget for Contact Center Automation to increase in 2024?

49%

Companies are likely to see an increase in investment towards Contact Center Automation

6 Procurement Timelines



40%

Companies are reimagining their long term CX strategy.

60%

Are looking to make investments to leverage customer experience within 1 year.

Terms and Conditions of Use

This report has been published by Customer Experience Live. No part of this report can be stated, published or used without the written permission of Customer Experience Live. The data in the report is strictly confidential and shared with sponsor organisations to assist them with their business development. Copyright 2023 Customer Experience Live.





Keep in touch



www.facebook.com/CustomerExperienceLive



www.linkedin.com/company/customer-experience-live



www.instagram.com/customerexperiencelive



www.twitter.com/CXLiveTweets



www.youtube.com/channel/UCFuFxcYwKgEcv4xkAMIVIXA

Contact Us

enquire@customer-experience.live



Copyright Customer Experience Live Ltd 2023. All rights reserved.

www.customer-experience.live/experience-show