



# 5 TECHNOLOGIES TO ENHANCE YOUR CUSTOMER EXPERIENCES IN 2025



Delivering outstanding customer experiences has become a critical differentiator as businesses navigate an increasingly competitive market. **A staggering 80% of consumers say the experience a company provides is as important as its services or products, and 88% are more likely to buy again after a good customer experience.**<sup>1</sup>

As we approach 2025, technology will play a major role in helping businesses meet and exceed these rising customer expectations. Forrester reported that **40% of business leaders plan to increase their customer experience (CX) investments next year,**<sup>2</sup> so determining which solutions can best enhance how your teams serve customers is critical for staying ahead of the curve. Read on to explore the business technologies that will define customer experiences in 2025.

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### 5 TECHNOLOGIES SHAPING CX IN 2025

#### 1. Artificial Intelligence

Several emerging technologies are set to transform the customer experience landscape. Here are the ones businesses are prioritizing:

AI is revolutionizing customer service, with a particular focus on improving response times and personalizing communications. Modern businesses face tight timelines for ticket resolution, with **67% of consumers expecting a resolution within three hours.**<sup>3</sup> AI analyzes customer data to help companies provide faster, more accurate responses – and **92% can attest to its effectiveness in reducing response times,** according to a 2024 survey.<sup>4</sup>

Personalization is another area where AI makes a substantial impact. **Over 80% of customers prefer businesses that provide a personalized experience,**<sup>5</sup> making AI's ability to tailor interactions based on customer data increasingly valuable. This personalization can extend across multiple touchpoints in the customer journey to create a more cohesive and satisfying experience.

Looking ahead, we can expect the impact of AI on customer service to grow even further. HubSpot's 2024 State of Customer Service report revealed that **77% of business leaders believe AI will handle the majority of customer tickets in 2025.**<sup>3</sup> This projection suggests a significant shift in how customer service will be delivered in the near future, with AI taking on a central role in managing customer interactions.

### 2. Mobile App Development

HubSpot also found that **34% of businesses plan to invest in building mobile apps as new service channels.**<sup>3</sup> This trend reflects the growing importance of providing instant, on-the-go support to meet evolving customer expectations. By investing in mobile app development, businesses can create support hubs that offer instant access to FAQs, in-app chat functionality, and personalized, around-the-clock support based on user history.

Mobile apps are also becoming more sophisticated in their ability to leverage device capabilities for enhanced CX. For example, augmented reality (AR) features within apps are being used to provide immersive product demonstrations, virtual try-ons for retail, and tutorials for product assembly or troubleshooting.

The shift towards mobile app support underscores a broader trend in customer service: the need for convenience and accessibility. Modern customers expect quick, efficient solutions to their problems, and mobile apps allow businesses to provide support that aligns with these expectations.

### 3. Voice-First Interfaces

Voice technology is moving beyond simple commands to become a primary interface for customer interactions. By 2025, organizations can expect:

- Advanced voice authentication for secure transactions
- Contextual understanding for more natural conversations

- Multilingual support with real-time translation
- Integration with IoT devices for seamless automation

The rising adoption of smart speakers and voice-activated devices in homes and cars is driving this trend, as consumers are more comfortable using voice commands to make purchases, search for information, and control their environment. Expect to see more advanced applications like AI-driven voice analysis and voice biometrics as voice recognition technology evolves.

### 4. Internet of Behaviors (IoB)

IoB builds on IoT infrastructure by using data to understand, predict, and influence customer behavior. This technology can help businesses adjust service delivery in real-time based on factors like customer mood and preferences, behavioral scoring to customize experiences, and gamification of customer interactions to drive engagement.

While privacy concerns exist, **50% of customers are willing to share their personal data to receive a personalized experience.**<sup>6</sup> Organizations can embrace this willingness to create value through personalization, but they must also acknowledge the responsibility to handle customer data ethically and transparently.

Striking a balance between customer privacy and personalization is key when implementing an IoB strategy. Businesses must be clear about what data they're collecting, how they're using it, and what benefits customers can expect in return. Moreover, they need to provide customers with control over their data and the ability to opt out of data collection if they choose.

### 5. Self-Service Options

**More than 60% of customers prefer to use self-service to resolve simple issues.**<sup>1</sup> Businesses are increasingly turning to AI-powered solutions to meet this preference, with **34% more**

**organizations projected to use AI chatbots in 2025 than this year.<sup>7</sup>**

Many experts predict that customer service strategies will center around AI chatbots and live chat in the coming years. These technologies enable businesses to provide the instant, efficient support that modern customers demand – while still maintaining the option for human interaction when needed. However, it's important to note that AI self-service technology is still evolving, with technology leaders exploring various use cases and refining their strategies as new solutions emerge.

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### HOW CAN BUSINESSES IMPLEMENT THESE SOLUTIONS?

#### Assess Your Current Capabilities

The potential of these technologies is exciting, but successful implementation requires careful planning and execution. Here's a framework to help you seamlessly integrate these new technologies:

Before implementing new business technologies, evaluate your existing CX metrics, identify pain points in the current customer journey, and assess your technological readiness. This assessment phase can help you understand where the most significant improvements can be made and which technologies will deliver the best return on investment.

During the assessment, review your organization's entire customer journey, from initial awareness to post-purchase support. You might also consider including an evaluation of your company's data infrastructure, as many of these technologies rely on the ability to collect, process, and analyze large volumes of customer data.

#### Prioritize the Right Solutions

Your business might not need to adopt all of these technologies. Consider factors such as alignment with customer preferences, potential ROI, and integration with your existing systems when deciding which solutions to invest in.

The technologies you opt for should align with your company's overall business strategy. For example, if you're focusing on growing your business's international presence, you might prioritize investments in multilingual voice interfaces and chatbots to provide service when your new customers need it.

### **Develop a Phased Implementation Plan**

A successful technology rollout should start with pilot programs to test and refine your new solutions, establish clear success metrics, and develop comprehensive staff training. This phased approach enables your IT teams to learn from early implementations and make any needed adjustments before scaling up.

Your implementation plan should also include strategies for change management. New technology deployments are often met with resistance if not managed properly. Clearly communicating the advantages of new technologies and how they will impact day-to-day operations is essential for a smooth transition.

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### **THE PATH FORWARD FOR CX TECHNOLOGY ADOPTION**

Businesses that implement these technologies will be well-positioned to deliver superior customer experiences in 2025 and beyond. Stay competitive by:

- Planning for technology adoption now
- Focusing on creating seamless, omnichannel experiences
- Prioritizing privacy and security in all implementations
- Gathering and acting on customer feedback

The future of customer experience is technology-driven, but ultimately, it's about using these tools to create more human, empathetic, and effective interactions with customers. As these CX solutions become more prevalent, business leaders must remember that the human element remains essential. The most successful adopters will be those who can find a balance between innovation and the human touch to create

experiences that are both efficient and emotionally resonant.

It's worth noting that the impact of these technologies extends beyond improving customer satisfaction. A study by McKinsey found that **companies that excel in customer experience increase revenue by 5-10% and cross-sell rates by 15-25% within two to three years.**<sup>8</sup> This underscores the importance of investing in CX technologies not just for customer retention but as a fundamental driver of overall business success.

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### **FUTURE-PROOF YOUR CX STRATEGY WITH RIGHT-FIT TECHNOLOGIES**

As 2025 approaches, customer expectations will continue to evolve. The technologies we've explored here can enhance how your agents connect with customers by giving them the tools they need to make interactions more meaningful, efficient, and personalized.

However, it's important to remember that technology adoption should always be driven by customer needs and business goals rather than simply following trends. Make sure your CX technology investments align with what your customers actually want by conducting customer surveys, analyzing feedback, and monitoring industry benchmarks.

Want to ensure your business is ready to meet changing customer needs? We're here to help. Contact our experts today for help selecting and implementing CX solutions that align with your goals and budget.

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