

REACT CX 2022 CX TRENDS



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It is shaping up to be an exciting and transformational year for businesses the world over, with customer experience taking centre stage as the key brand differentiator. To stay ahead of the curve in an increasingly competitive landscape, brands need to keep their finger on the ever-evolving CX pulse - here are the customer experience trends you need to know about in 2022.

#1 Wave goodbye to the 'brand loyalty buffer'



Before the pandemic hit, customers were willing to overlook occasional poor experiences due to their strong emotional connections to favoured brands. Not so in 2022; saturated markets are spoiling customers for choice and one negative interaction with a brand could drive them immediately into the arms of a competitor. The consequent financial impact is huge, with Qualtrics estimating that bad experiences put **9.5% of revenue at risk**.

#2 See your customers as people, not numbers

Every customer is an individual, with their own preferences, story, and world-view, and they are looking for meaningful connections with the brands they choose to engage with. While it's tempting to approach CX with a "one size fits all" mindset, brands that speak to the individuality of their customers are likely to reap the rewards; **personalisation and empathy will be critical CX features in 2022 and beyond**.



#3 Serve by customer, not by channel



Omnichannel strategy has been a key focus for every brand in recent years. However, many businesses have fallen into the trap of focusing on the channels themselves rather than the customers, creating fragmented and siloed journeys that frustrate rather than delight. Adopting a more holistic and customer-focused approach will pay dividends; according to Aberdeen Group, **brands with strong omnichannel strategies retain 89% of their customers, compared to just 33% with weak ones**.

#4 Gain trust through a culture of transparency

Today's consumers are savvier than ever, and transparency is fundamental in gaining their trust. Salesforce have reported a steady shift in the importance of trust in recent years; in 2021, **82% of customers agreed that a company's trustworthiness mattered more to them than it did in 2020**. Customers are quick to distance themselves from companies whose operations appear shady or vague, so fostering an open and honest culture is a must.



#5 Understand the power of people + tech



There is no doubt that investment in tech is essential in this digital age; technological advancements are revolutionising the way customers engage with brands and their products. The key is that innovation doesn't come at the expense of service basics; **PwC found that fast, friendly and knowledgeable service was more important to customers than any other facet of their experience**. It's not enough for brands to be avant-garde; they must also recognise the impact of their frontline staff in delivering exceptional CX.

To hear more about how React CX can help drive your business's customer experience forward, please get in touch at hello@reactcx.com



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