



Support
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eBook

CX Trends 2025

WHAT'S INSIDE?

Only one thing in this world stays constant — change.

It is true about people, technology, and even our preference as customers and users. To do well in this ever-changing landscape, businesses have to stay current and march along with the pace of time, especially when it comes to their customers' preferences and experiences.

In this eBook, the team of SupportYourApp shares the results of our research of the main CX trends businesses have to be prepared for in the next few years.

PAGES

Omnichannel keeps ruling the day

Customers are on the lookout for social responsibility

Hyper-personalization takes central stage

Voice support goes to infinity and beyond

Focus shifts to the tone of conversation

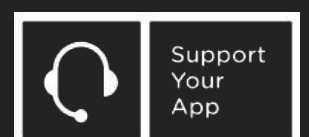
AI & ML: tech world's BFF's

Augmented Reality is a new player in the field

Chatbots become more modern

Building lasting relationships pays off

RESOURCES



OMNICHANNEL KEEPS RULING THE DAY

OMNICHANNEL SUPPORT

and customer communication has been 'the trend to stay' for several years now.

◆ It is so due to its convenience and demand — **most** customers today view the omnichannel approach as a baseline of their journey with brands.

MAIN STEPS BUSINESSES

have to make to implement omnichannel communication:

- **Step 1:** gathering all data across all possible touchpoints to assess customers' preferences.
- **Step 2:** analyzing the gathered information and creating a customer journey that makes sense and includes connecting with them through all available channels of communication.
- **Step 3:** developing or implementing a CRM system that will be able to process incoming messages and store all information securely.
- **Step 4:** expanding customer support and communication team according to the ticket flow.

BUSINESSES

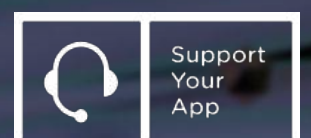
with an omnichannel approach to communication retain up to

89%

of their customers, compared to **33%** retention for companies that are only planning to implement it.

Moreover, online omnichannel communication stimulates in-store visits and increases the number of sales.

Implementing it may be a taxing task, but this is one of the top customers' expectations.



CUSTOMERS ARE ON THE LOOKOUT FOR SOCIAL RESPONSIBILITY

SOCIAL AND POLITICAL UNREST

around the world have increased customers' interest in each business' position on the current global situation.

Millennial and Gen Z customers **are most interested** in what businesses have to say about issues like pollution, political crises, and gender equality. Among the best examples of businesses that support multiple social initiatives are:

Johnson & Johnson

The company has been focused on **reducing its carbon footprint** for 30 years. They have been leveraging the power of the wind to generate electricity.

They have also purchased an energy-supplier company that provides them with renewable electricity

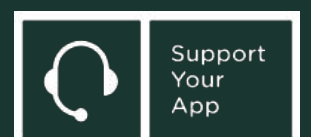
Google

Not only do Google's data centers **use 50% less energy** than any other company's in the world, their CEO is also outspoken on the matter of political and racial injustice.

Over the years, Google has invested over \$1 billion into renewable energy projects.

1

2



CUSTOMERS ARE ON THE LOOKOUT FOR SOCIAL RESPONSIBILITY



The company has doubled its investment into electrification (**from \$11 billion to \$22 billion**) and has been openly speaking about reducing their carbon footprint **as well as** manufacturing vehicles that help their buyers reduce global pollution.

3



STARBUCKS

Starbucks has been focusing on improving the social climate across its team.

The company is diversifying its workforce and has launched **a mentorship program** that connects black, indigenous, and people of color with senior company leadership and investors.

4

GIANTS LIKE

Google, Starbucks, and a plethora of other businesses paying so much attention to social responsibility and eco-initiatives only proves how important they are to global users and how big of a role they play in CX in 2025.



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HYPER-PERSONALIZATION TAKES CENTRAL STAGE

Personalized customer experience — CX that is adapted and tailored to every individual customer's requirements and preferences.

92%

of businesses rely on AI to hyper-personalize their CX.

90%

of companies report a lift in business after they implement personalization.

What is a business' way to hyper-personalization?

- **Step 1:** collecting both real-time and long-term data
- **Step 2:** developing several segments to divide customers into
- **Step 3:** creating several customer journeys according to the segments created and data gathered
- **Step 4:** personalizing content and assessing its effectiveness across all customer segments
- **Step 5:** keeping the pace and ensuring all processes are ongoing and flexible enough to personalize every step of customer journey



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HYPER-PERSONALIZATION TAKES CENTRAL STAGE

◆ Security

Hyper-personalization requires a large amount of data. Storing it can be a hefty task for businesses of any size.

◆ Accuracy

To provide top-notch personalized services, all the data used in the process should be accurate and up-to-date.

◆ Time

Gathering and processing so much information non-stop is sure to consume a lot of time and energy from everyone involved.

◆ Privacy

Customers may consider some information required for hyper-personalization personal and will not provide it to businesses.

These issues can be resolved by turning to a professional Support-as-a-Service provider that has all the necessary security certification and software solutions to make sure all information is gathered, processed, used, and stored securely.

SupportYourApp is PCI DSS Level 1 Service Provider, HIPAA, CCPA, and GDPR-compliant, and ISO 27001:2013 certified.



VOICE SUPPORT GOES TO INFINITY AND BEYOND

57%

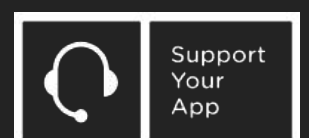
of users prefer to call businesses on the phone. And that is hardly the only place where voice and customer support will meet.

2025 is predicted to see a surge in voice commands and voice-based tickets, as gadgets like Alexa and Google Assistant enter more homes (e.g. Alexa is already connected to more than **100 million devices** and occupies about 66% of the US market).

Businesses that expect to receive a lot of voice tickets and orders should prepare their support teams, as their members can start experiencing fatigue and may burn out faster. To take care of support teams, businesses need to:

- » Implement a position of **People Experience Managers** who will be able to provide support to support teams and prevent burnout even before it occurs.
- » Promote open communication and active listening to make sure all processes are streamlined and there are no bottlenecks in their internal communication.
- » Build a support team that has enough people and divide the workflow evenly between its members.

Voice will matter more as we come into 2026 and beyond. Right now, it is a question of how support teams will be able to deal with it.



FOCUS SHIFTS TO THE TONE OF CONVERSATION

“It’s not what you said, it’s the way you said it” — these are the words businesses should operate by.

Today, as we come to the era where voice matters more, the tone of communication will play the most crucial role in CX and CSAT (Customer Satisfaction Level).

Customers come in all moods and satisfaction levels, which means companies need to prepare their support teams for everything they may encounter. There are several ways for businesses to make sure their support consultants are prepared to face it all:

Burnout prevention programs

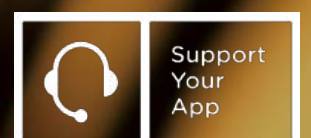
— an abundance of communication with unsatisfied customers is the number one reason for support professionals to burn out and quit their job. Developing programs that will be able to deal with burnout or, better yet, prevent it altogether, is something support teams should invest in 2025-2026.

Training sessions

— non-stop training sessions developed specifically by a Learning and Development department can become one of the most important and effective cornerstones of top-notch customer service, support, and communication.

Simulation calls

— these are a great way to role-play and prepare a team for even the most unusual scenarios.



AI & ML: TECH WORLD'S BFF'S

Together with ML,

AI will keep on becoming an inseparable part of our everyday processes, customer support included.

To enhance their CX and deliver the best services and communication possible, businesses have to adapt to the new reality and implement the newest, most modern solutions into their processes now.

AI and ML in customer service: use cases

KPI Analysis

Using the latest technologies to analyze a support team's KPI's can help businesses make data-driven decisions, identify trends in customer behavior and needs, and take proactive measures to improve their CX.

And the best part is — all of this can be done without taking humans away from their daily tasks.

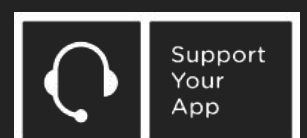
1

Chatbots

About 40% of all users prefer using chatbots over connecting with real support consultants. The number is as high as 54% in finances.

Implementing an AI-powered chatbot can help a business service every customer without putting additional pressure on their support teams.

2



AI & ML: TECH WORLD'S BFF'S

Sentiment analysis and ticket routing

AI and ML can enhance CX by automating ticket classification, analyzing sentiment, and routing tickets to appropriate support consultants.

This allows businesses to address every question quickly and maintain their CSAT on a high level, even for customers who have experienced issues with a service or a product.

3

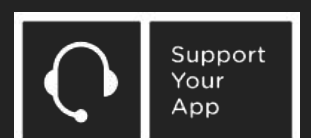
Multilingual support

More than a half of all Google searches are done in a language other than English.

40% of customers will not buy at an online store if they can't make a purchase in their native language.

AI and ML-backed translators can help erase the language barrier and provide top-notch service to a customer from any corner of the world.

4



AUGMENTED REALITY IS A NEW PLAYER IN THE FIELD

Today, only 1%

of retailers use the AR technology to build their CX.



52% of businesses are saying they are not ready to integrate AR into their processes.

There are several main ways AI will enhance CX in:

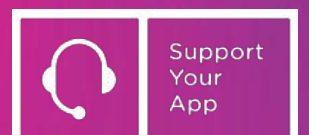
- Swifter decision-making
- Better self-service options
- Modern interaction with a brand

The combination of all three will improve customer satisfaction and provide unforgettable CX in 2025.

Even though it may not be viewed as a must-have technology right now, by 2026,

76% of users expect to use AR on a daily basis and businesses need to accommodate this expectation.

What's more, 61% of customers say they already prefer to interact with businesses that provide the AR experience.



CHATBOTS BECOME MORE MODERN

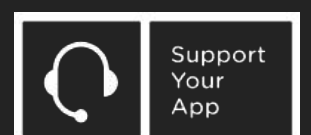
The main chatbot issue businesses face today is that they fail to modernize them once a chatbot is implemented. 2025 should become a year when companies across all industries realize the full potential of a modern chatbot and implement it to benefit their CX.

Implementing AI-driven elements and automating internal team's communication can become the first step in a way to a more modern and customer-centric chatbot.

How popular and important are chatbots?

The numbers speak for themselves:

- » **71%** of customers would rather check the status of their order through a chatbot than connect with a human support consultant.
- » In the next 10 years, the chatbot market is expected to grow to \$2.5 billion.
- » The number of websites that use chatbots has grown by **92%** in the last couple of years.
- » **68%** of customers say they enjoy interacting with chatbots because of the speed they show.
- » More than **90%** of customers think businesses should utilize chatbots in their communication.
- » **57%** of businesses claim implementation of a chatbot has had a significant impact on their ROI.



BUILDING LASTING RELATIONSHIP PAYS OFF

Customers who feel emotionally connected to a brand are more likely to build a lasting relationship with it and have

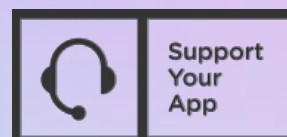
306%

higher lifetime value. They are also more likely to become brand advocates and bring more clients to a business.

**The key to building a lasting customer relationship?
A professional customer support team.**

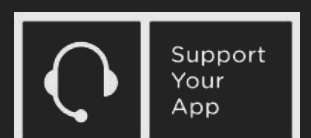
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