

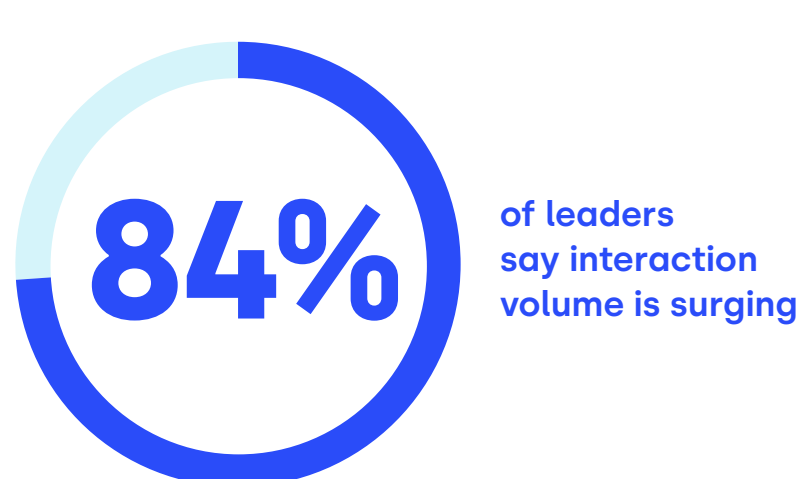
# The Power of More Starts with Closing the CX Gap

KEY FINDINGS FROM THE 2025 BUSINESS LEADERS CX REPORT

What customers expect, what leaders believe, and where AI fits in.

## More demands. More channels. Less patience.

84% of leaders say interaction volume is surging—40% of it now happens on digital channels.



- Customers feel the friction.
- Agents feel the pressure.
- Leaders lose visibility.

## More voice. Stronger loyalty.

74% of customers still turn to voice when it matters most. But only 31% of leaders treat it like a priority.

Voice isn't a fallback. It's a frontline.



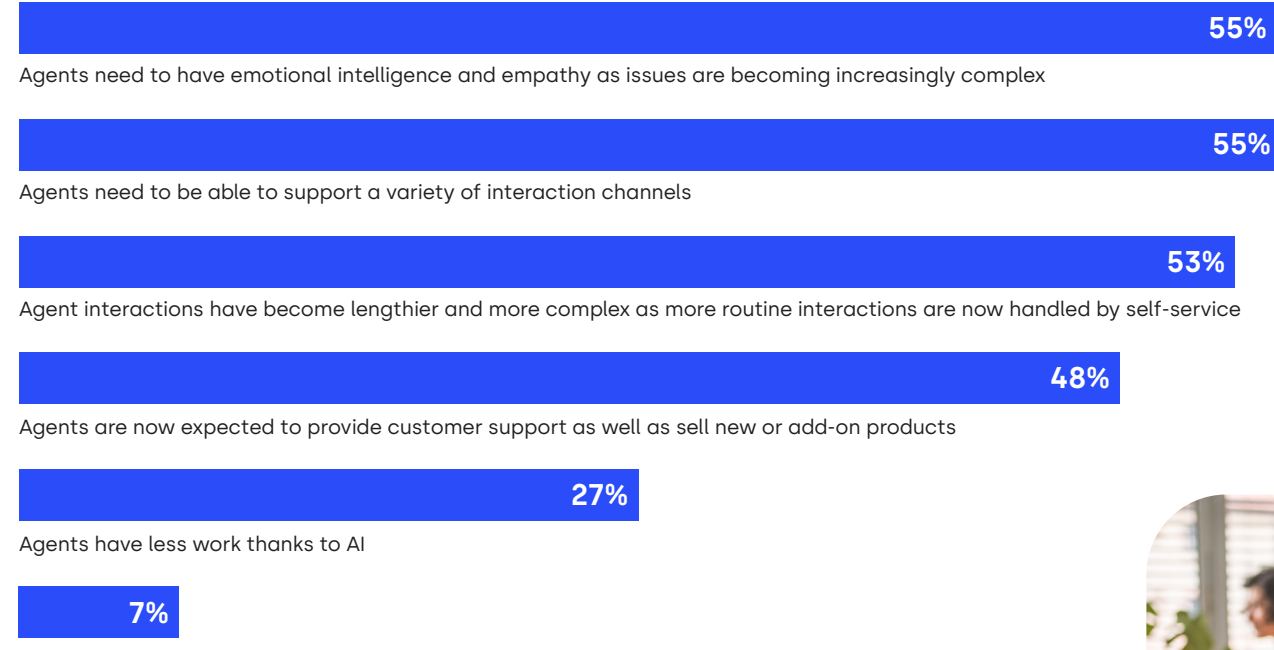
of customers still turn to voice when it matters most



## More self-service. Higher agent impact.

As AI handles routine tasks, agents are stepping into high-stakes moments.

How has the role of customer service agents changed at your company in the past 24 months?



93% of leaders say the agent role is evolving.

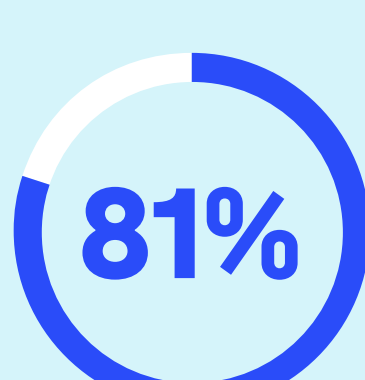


55% say it's more emotional and complex than ever.

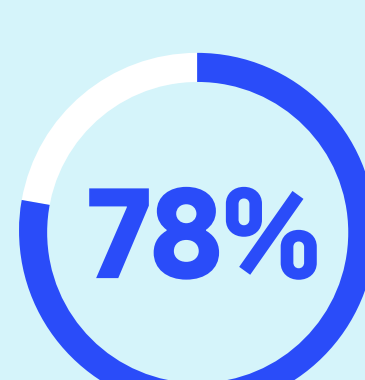


## More intelligence. Unmatched opportunity.

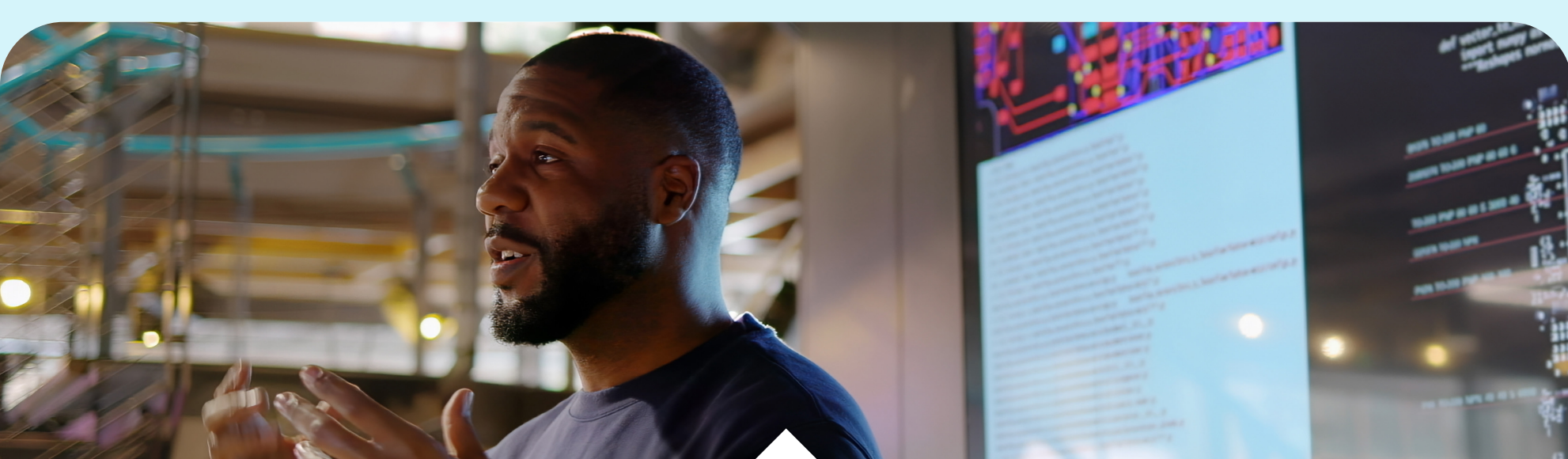
Smarter systems. Faster resolutions. Happier customers.



of leaders already use AI in the contact center



say AI delivers on its promise



## More AI. New CX standards.

AI isn't the future of CX—it's the foundation.

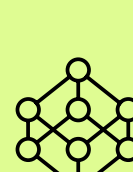
Among AI adopters:

**94%** use it for self-service

**96%** use it to assist agents



**91%** of leaders believe generative AI will raise the bar.



**79%** of leaders believe customers trust AI for accurate information.



**72%** of customers are interested in using AI Agents.



But only **43%** of customers actually do.

## What's next? Trust.

Download the full report: →