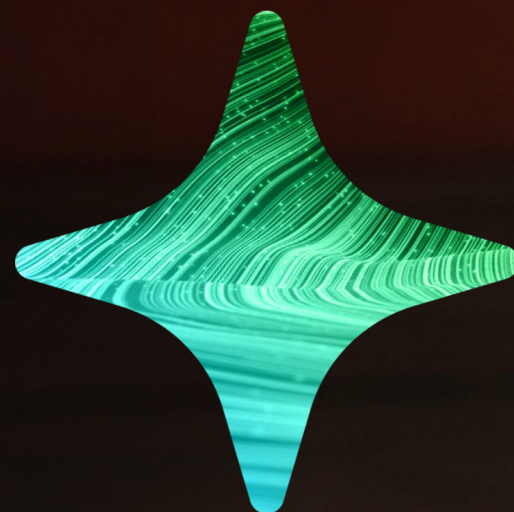


servicenow®

First Edition

CUSTOMER EXPERIENCE (CX) TRENDS

CUSTOMER SERVICE INSIGHTS IN THE GEN AI ERA



What you'll learn in this report



6,400

customers, customer service agents, and customer experience leaders

9

countries and regions around the world

For this first edition of the Customer Experience Trends report, ServiceNow commissioned a survey of nearly 6,400 customers, agents, and leaders across more than nine countries and regions and more than a dozen industries. We wanted to learn about perceptions on the state of customer service.

Based on feedback gathered in the survey, this report presents insights about:

- Impact of customer experience on brand loyalty
- Top expectations and desires of customers and agents
- Biggest challenges leaders face
- Role of AI, including generative AI, in customer service—now and in the future

About the survey

Data in this report was gathered in a survey of 4,242 B2B and B2C customers and 2,157 leaders and agents from July 12 to August 8, 2023.¹ Respondents varied across industry, age, role, and job title and were located in Australia, France, Germany, Italy, Japan, the Netherlands, the Nordic region, the UK, and the U.S.

For more detailed responses by country, as well as specific demographics of survey respondents, see the [About the survey](#) section starting on page 40.

¹ Not all percentage totals in this report equal 100% due to respondents' ability to choose multiple answers on some questions.

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GLOSSARY:

Survey terms to know

**Customer experience**

Customer experience (CX) is every interaction a customer has with your organization as they navigate touch points throughout their journey and engage with your products or services.

Customer service

Customer service is a critical component of the whole customer experience. It includes direct customer touch points during purchase, use, or support of a product or service.

Customers

Survey respondents who identified as business-to-business (B2B) and business-to-consumer (B2C) customers across multiple industries, ages, roles, and job titles. Status as a ServiceNow customer was not a demographic question or a criterion for selection to participate in the survey.

Customer experience leaders

Survey respondents responsible for management and decision-making for the customer service environment and overall customer experience in their organizations: senior management (C-suite), high-level executives (VPs), or mid-level executives (directors).

Customer service agents

Survey respondents in roles with front-line activities that address customer needs (representatives).

Generative AI

Generative AI (GenAI) is a type of artificial intelligence (AI) that produces content by learning from existing data. It provides realistic and creative text, images, and other media that can be used to transform industries.

Workforce optimization

Workforce optimization applies data analytics strategies to enhance both employee and operational effectiveness by unifying business systems and processes.