Customer experience vs. consumer expectations

How brands can close the gap and gain loyalty

In Verizon's Customer Experience Annual Insights report, titled "The future is frictionless," we wanted to find out how organizations can keep up with consumer expectations in a rapidly changing digital world. Surveying 500 executives and 5,000 consumers in seven countries, we uncovered new insights into how organizations can build a seamless customer experience (CX) and improve customer loyalty.

Many brands fail to deliver on the CX promise.

Although many brands have made CX a priority, our research shows that they still have work to do. Consumers are often frustrated by friction in the customer journey, including disjointed experiences, slow response times and ineffective self-service.

57% of organizations across industries believe they are providing a better digital CX than their competitors.

Yet only **48%** of consumers say they are satisfied with most of the organizations they purchase goods or services from.

Consumers won't settle for a bad experience.

Online shoppers gravitate toward brands that make the digital experience easy, convenient and even delightful. And they are quick to abandon a poor customer experience. With so many brands competing for their business, today's consumers can afford to be choosy.

72% of consumers say that a poor or inconsistent digital journey would prevent them from making a purchase.

What are leading organizations doing differently?

A few organizations stand out as CX leaders. These brands have found ways to gain an advantage through emerging technologies, such as artificial intelligence (AI), generative AI, predictive and prescriptive analytics, and 5G.
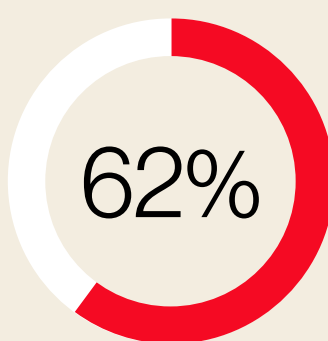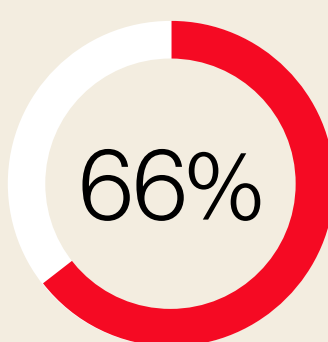
Adapting to change
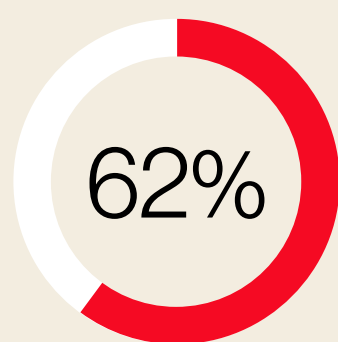
62% of executives agree that the shift toward digital channels and AI-driven CX is having a profound impact on how consumers engage with brands.

Investing in AI

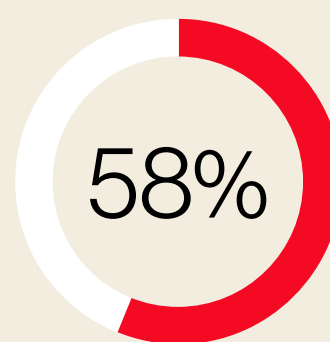Among organizations that are currently using chatbots:

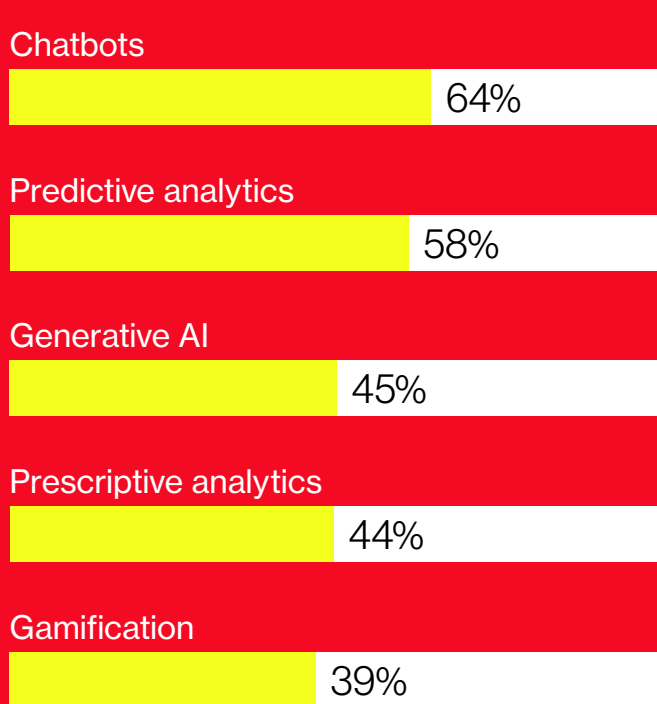**62%** have seen customer retention improve.

66% report revenue growth.

Getting more out of data

58% of CX leaders are using predictive analytics, enabling a deeper understanding of customers and greater personalization.

Top tools used by CX leaders

- Chatbots — **64%**
- Predictive analytics — **58%**
- Generative AI — **45%**
- Prescriptive analytics — **44%**
- Gamification — **39%**

Emerging technologies can help unlock customer loyalty.

Find out how your organization can create a seamless digital CX to gain loyalty—and how Verizon can help.

Explore the findings and read the full report at verizon.com/cxannualinsights

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