Closing The Engagement Capacity Gap

Find out What's Working from Organizations Getting It Right

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What do you see companies doing with regards to CX in 2023?

How does this align with the recent ECG data?

Verint Engagement Capacity Gap Research Study

In this 3ʳᵈ year of research, we surveyed over 2800 business leaders

Elevated CX Expectations

Engagement Capacity Gap™

Budget & Resources

Time

2023 Presents Several Challenges

Around 50% of all respondents expect that each of the four following areas will have a significant negative impact:

- Dealing with staff shortages and labor challenges.

- Operating via a remote or distributed workforce.

- Coping with budget cuts or pressure to reduce costs associated with customer engagement.

- Experiencing delays and errors in delivering goods and services due to poor back-office processes.

There's a divide in confidence amongst leaders

When asked about their company's ability to provide high quality customer experiences in the next 12 months, 67% of business leaders said they were "highly confident," with 33% less confident.

- What makes them confident?

- What different choices did they make?

- How do they know they are correct?

- How can you get more confident?

Omnichannel is a requirement for great CX

Use or more extensive use of those digital engagement channels in improving customer experience has been highly effective*

Highly Confident Group (8,9, or 10)   89%

Less Confident Group (1 to 7)   26%
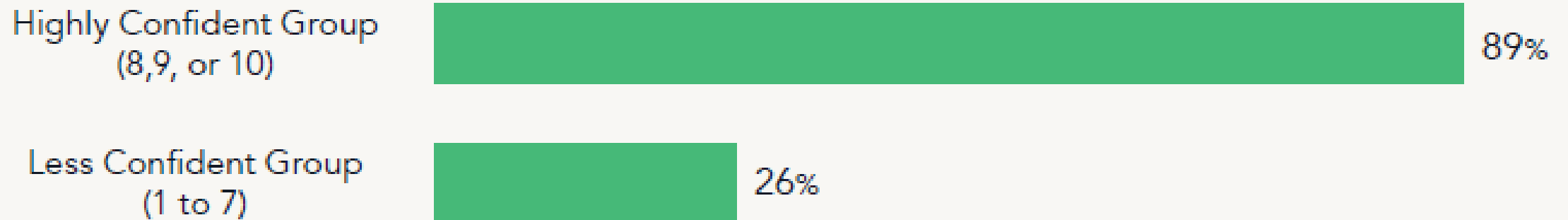
What are some common challenges organizations are experiencing?
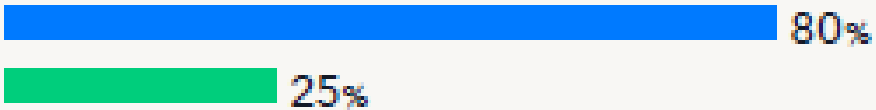
What are some trends in companies that are getting it right?
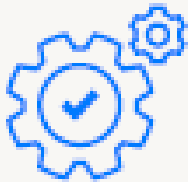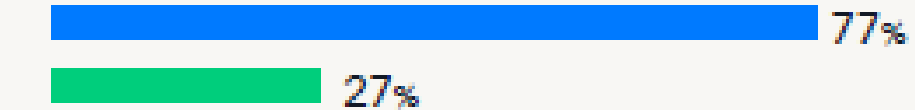
In 2022, your highly confident peers were…

More likely to effectively engage customers on digital channels
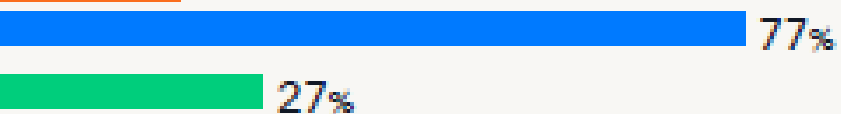
? X

80%

25%

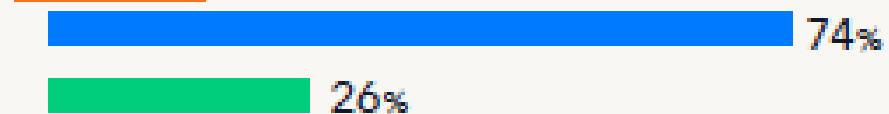**More likely to be highly effective when giving customers a pathway to self-service**

? X

77%

27%

More likely to successfully implement CX automation strategies

? X

77%

27%

More likely to improve experiences using customer feedback
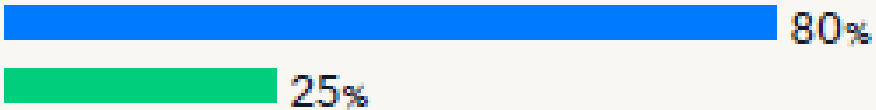
? X

74%

26%

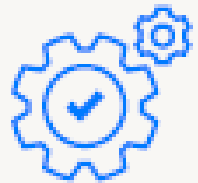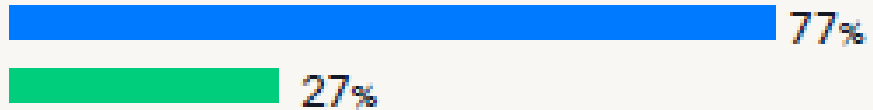# In 2022, your highly confident peers were…

3.2x

More likely to effectively engage customers on digital channels
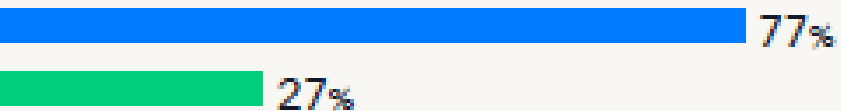
- 80%
- 25%

2.9x

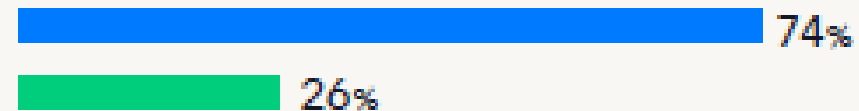More likely to be highly effective when giving customers a pathway to self-service

- 77%
- 27%

2.9x

More likely to successfully implement CX automation strategies

- 77%
- 27%

2.8x

More likely to improve experiences using customer feedback

- 74%
- 26%

Budget or Expenditure Increases 2022 vs. 2021

Solutions	Highly Confident Group	Less Confident Group
Quality/performance	57%	32%
Messaging and social channels	56%	36%
Chatbots/IVAs	54%	34%
Workforce management	52%	33%
Speech/text analytics	47%	30%

* Percentage of respondents who increased spending on specific solutions year-over-year

Do you have advice for companies looking to improve?

Questions?