Digital customer experience priorities in 2025

How are businesses adapting their priorities to thrive in the ever-evolving customer experience (CX) landscape?

TELUS Digital, in collaboration with Statista, surveyed 250 enterprise leaders across the U.S. to identify their 2025 digital CX priorities and the key factors driving those decisions.

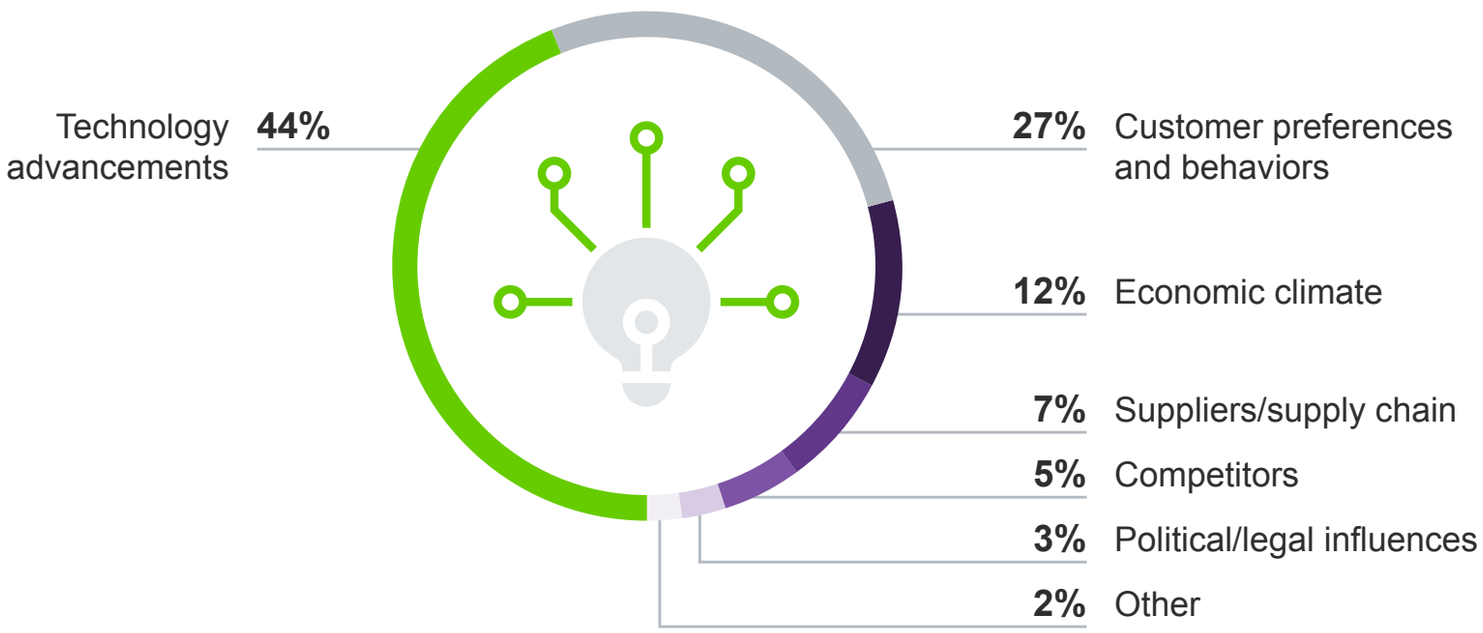
Leaders are optimistic about the state of CX

An impressive **76%** of respondents say their company's customer experience has improved compared to the previous year. Nearly half (**44%**) of CX leaders reported that advancements in technology had the greatest external impact on their company's customer experience in 2024.

Over the past year, would you consider your company's customer experience to be better, worse or the same as the year prior?

76% Better	18% Same	6% Worse

What external factor has had the most significant impact on your company's customer experience in the last 12 months?

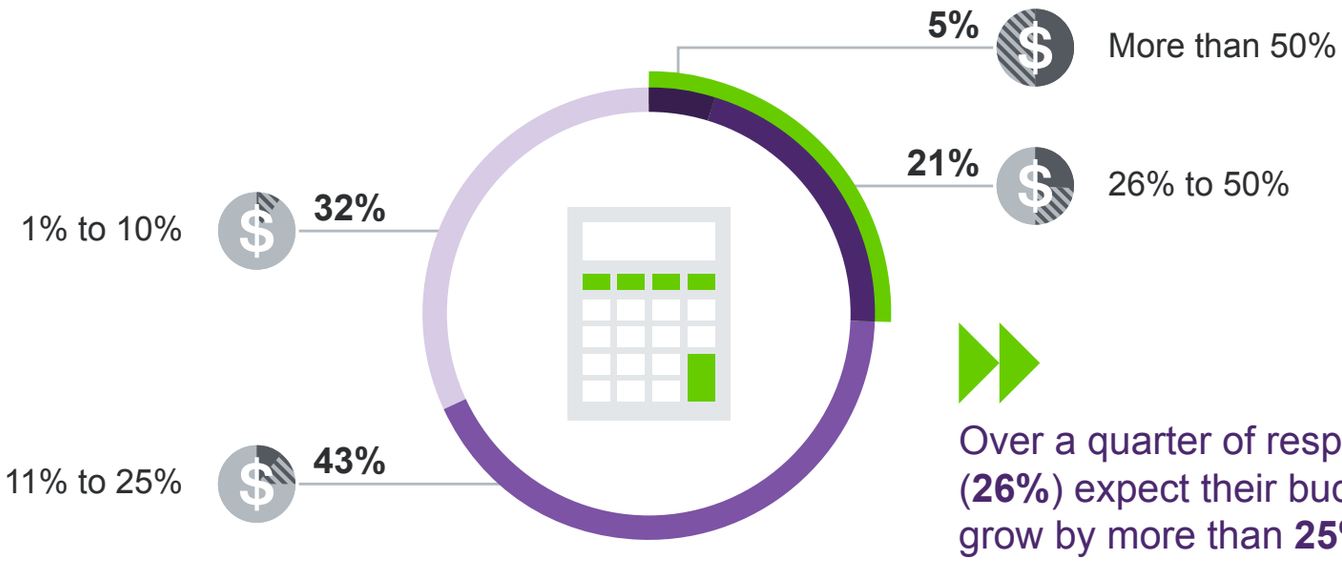


2025 spending: Budgets are increasing

Nearly 8 in 10 CX leaders plan to increase their spending.

How do you anticipate changes in customer experience spending for 2025 compared to 2024?

By what percentage will you increase your digital customer experience spend in 2025 compared to 2024?



Over a quarter of respondents (**26%**) expect their budgets to grow by more than **25%**.

The percentages and figures in this chart are rounded to the nearest whole number. As a result, some totals may not add up to exactly 100%.

2025 planning: Prioritizing customer service over cost-cutting

Reducing costs (**64%**) remains important to professionals, but ranked the lowest in criticality amongst all objectives. The most pressing objective for 2025 is "Improving the quality of customer service delivery" with **84%** of professionals ranking it as being of critical or high importance.

How would you prioritize the following customer service objectives in 2025?

	Critical/High	Medium	Low/Not a priority
Improve the quality of customer service delivery	84%	14%	2%
Improve customer loyalty	83%	15%	2%
Simplify the customer journey	76%	19%	6%
Expand customer acquisition	73%	22%	5%
Increase sales through cross- and up-selling opportunities	68%	23%	9%
Improve the agent experience	66%	28%	5%

Reduce costs	64%	28%	8%

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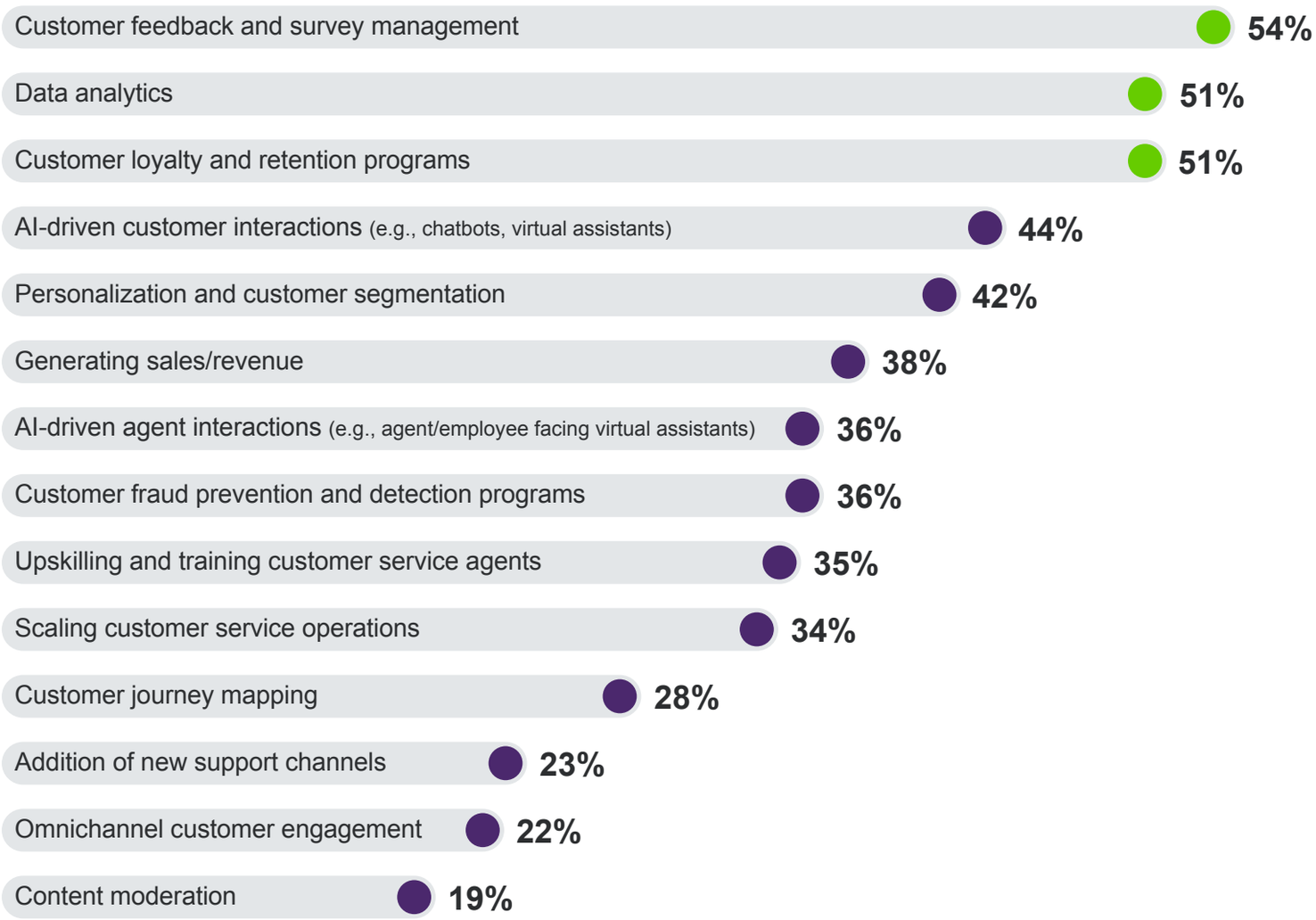
Customer feedback and survey management (**54%**) is the top area of focus in 2025, with data analytics (**51%**), and customer loyalty and retention programs (**51%**) tied for second.

Which specific areas or tasks are you currently focusing on to achieve your 2025 CX goals?

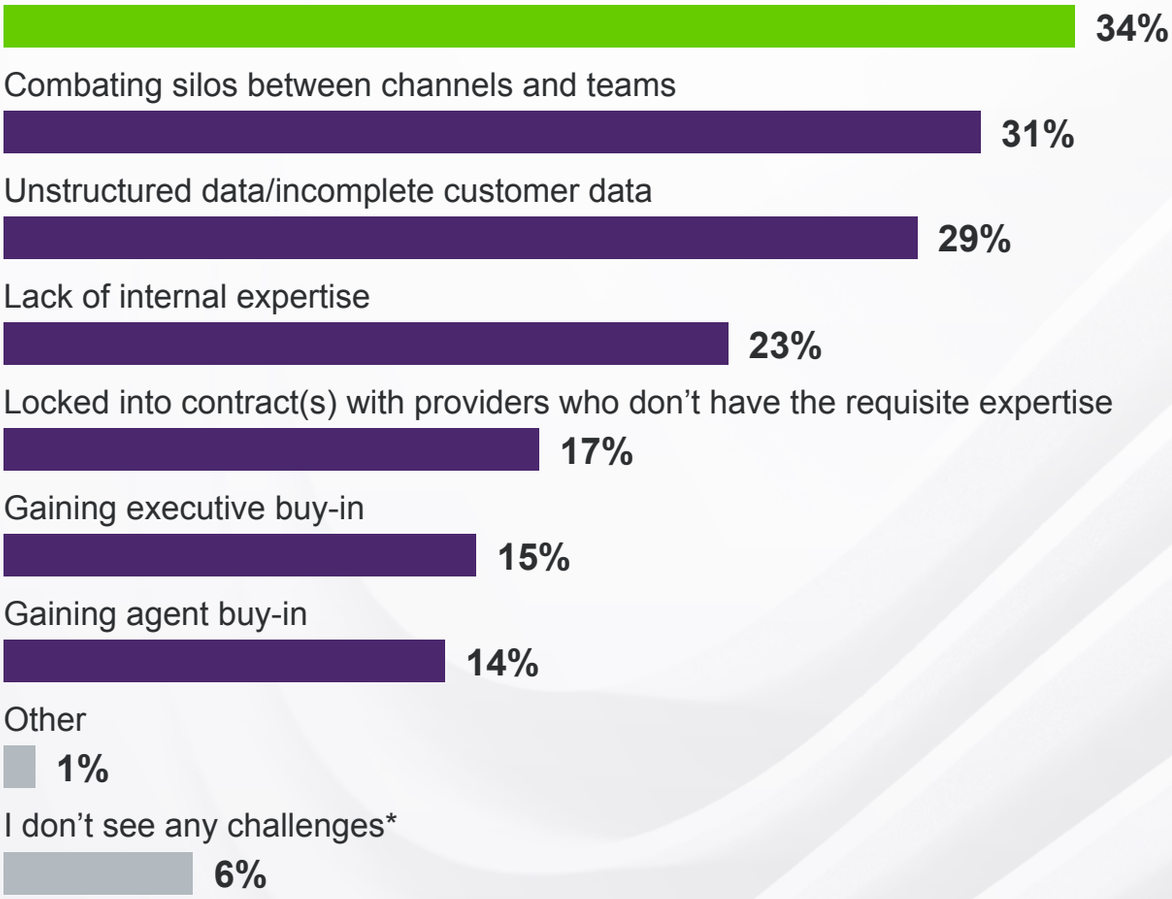


Multiple answers possible.

Potential hurdles: Overcoming CX challenges in 2025

The biggest internal obstacles to achieving CX objectives in 2025 are cost and budget constraints (**44%**), meeting data compliance and regulatory requirements (**36%**), and limitations in technical infrastructure (**34%**).

What do you see as the biggest internal challenges to achieving your CX goals?

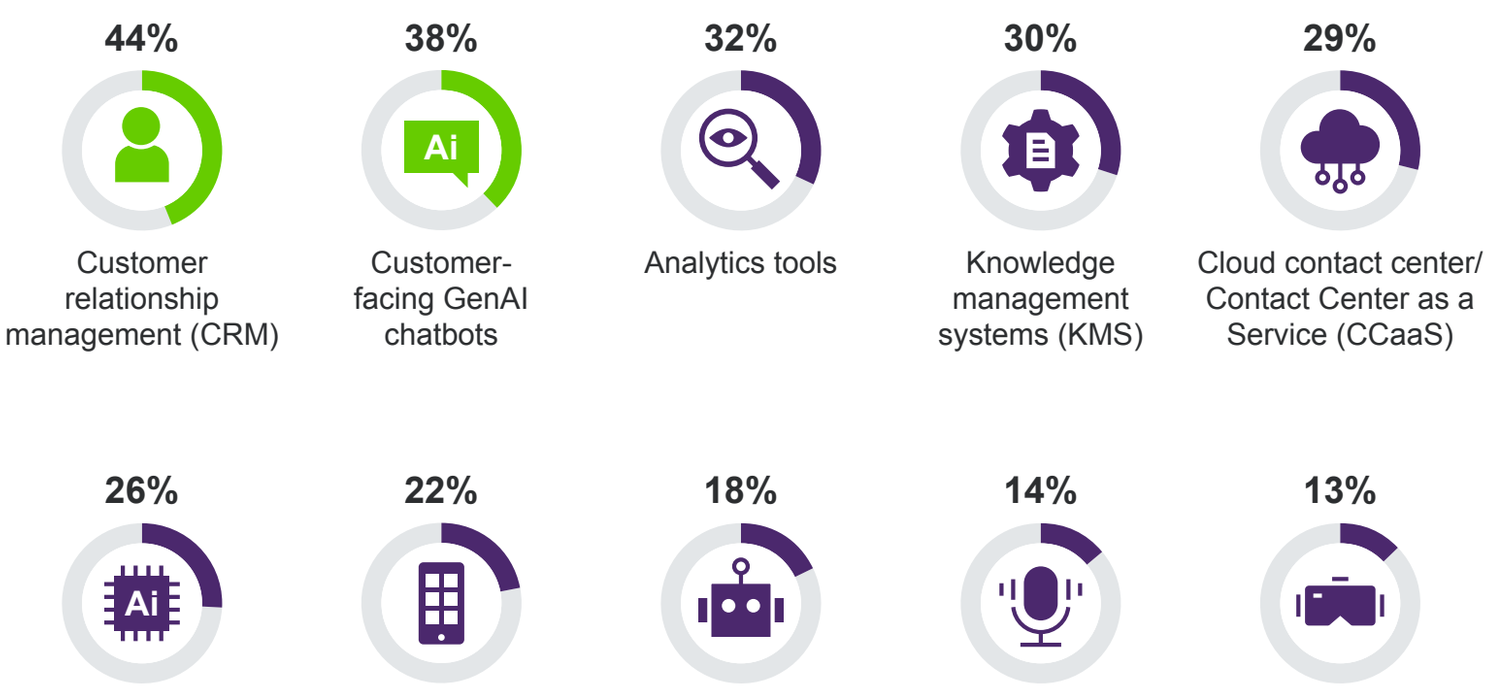


A maximum of 3 answers were possible.
*exclusive option

Technology priorities moving forward

When looking at investments for 2025, CRM is the leading technology that companies are looking to invest in, cited by **44%** of respondents. This is closely followed by customer-facing generative AI (GenAI) chatbots (**38%**), reflecting wider market trends.

What are the top digital CX technologies you plan to invest in for 2025?



Agent assist GenAI tools | Mobile apps | Automation/ Robotic process automation (RPA) | Voice technology | Augmented reality (AR)/ Virtual reality (VR)

A maximum of 3 answers were possible.
exclusive option: I don't plan to invest (2%)

The continued rise of GenAI

When asked further about their GenAI plan for 2025:

36%
of respondents plan to allocate over $4 million to this technology.

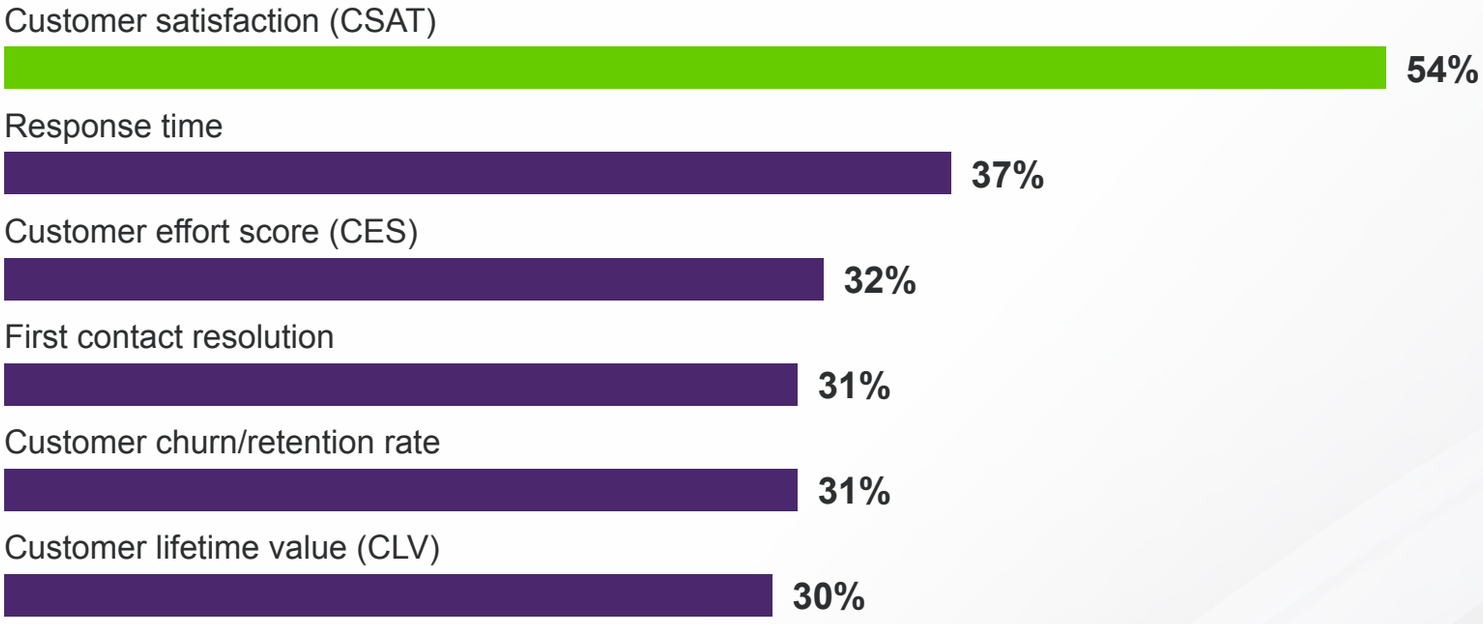
71%
see GenAI as a key driver for improving customer service delivery.

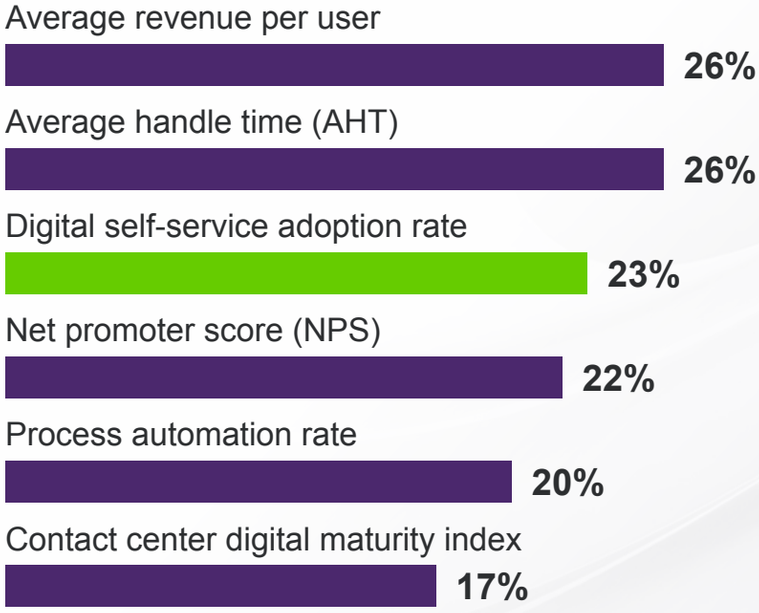
Only 10%
consider their organization in a "steady state" with GenAI, highlighting significant room for broader adoption.

Digital CX metrics: Measuring what matters

Industry professionals revealed a wide range of metrics for CX measurements. Traditional metrics, like CSAT, are being used by more than half (**54%**) of respondents, while less than a quarter are using digital transformation metrics, like digital self-service adoption rate (**23%**), to measure success.

How are you measuring your customer experience?





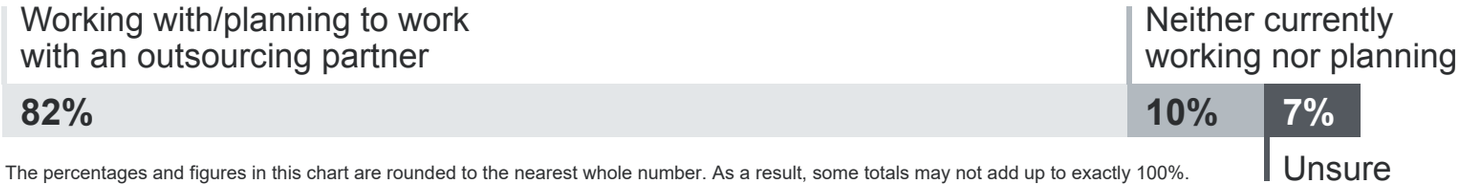
Multiple answers possible.

40% reported using three metrics, while **38%** used four or more metrics.

Achieving goals through outsourcing partnerships

82% of leaders are currently working with, or planning to work with, an outsourcing partner in 2025 to achieve their goals. AI is a dominant interest area, with AI-driven customer interactions (**44%**), data analytics (**43%**) and AI-driven agent interactions (**36%**) serving as the top three focus areas for their outsourcing engagements.

To what extent are you currently working with or planning to work with an outsourcing partner to achieve your 2025 CX goals?



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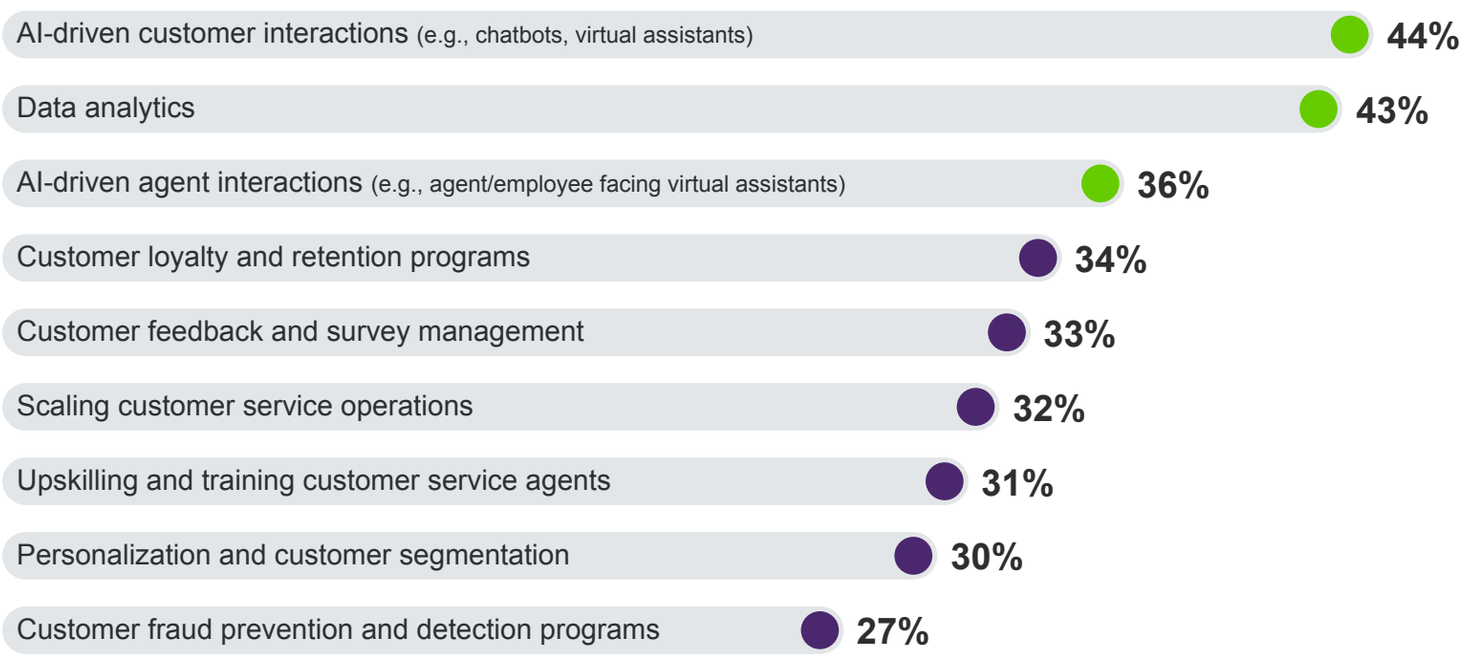
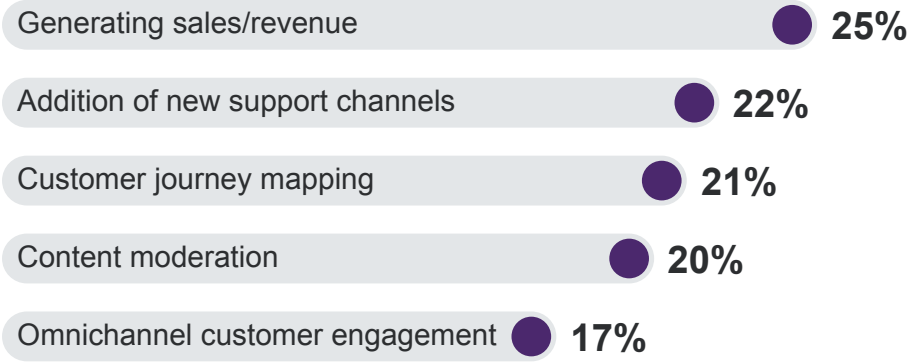
For which specific areas or tasks are you currently working with, or planning to work with, an outsourcing partner to achieve your 2025 CX goals?



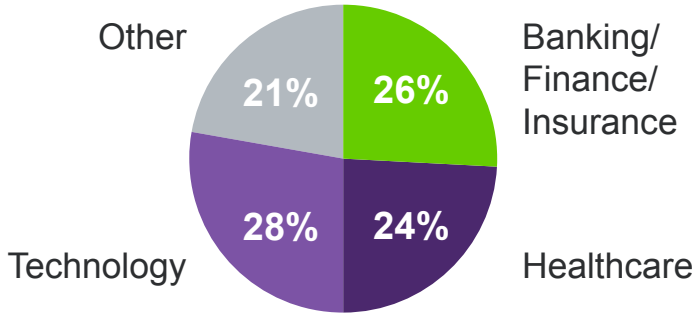


Multiple answers possible.

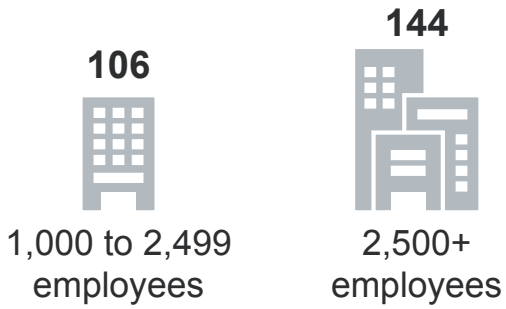
Breakdown of respondents

This survey was carried out online, between November 19 and December 3, 2024, with 250 participants from across the United States. It targeted decision-makers in customer experience and support services.

To which industry does your company belong?



How many employees are working in your organization?



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Advance your digital customer experience with TELUS Digital

As the AI-fueled CX partner of choice for leading brands, we can help you achieve your digital CX goals in 2025.

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