



CUSTOMER RESPONSE SUMMIT

CX Livewire: Consumer Voices,
Real-Time Reactions

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PANEL

CX LIVEWIRE: CONSUMER VOICES, REAL-TIME REACTIONS

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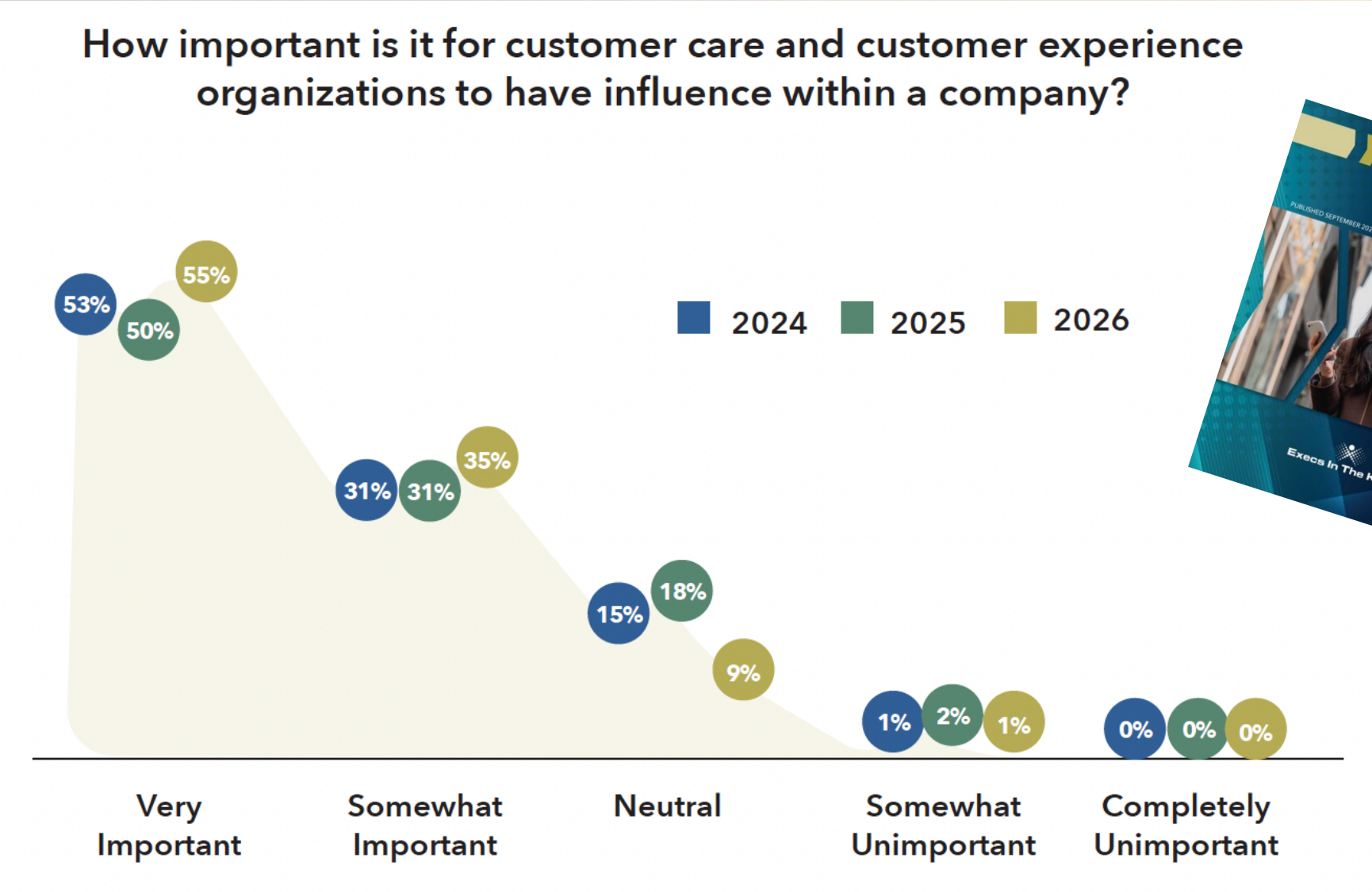
Today we'll be exploring these topics:

- The Influence of CX
- AI for CX Use Cases
- Customer Loyalty

BONUS TOPIC:

- Agent Training

The Influence of CX





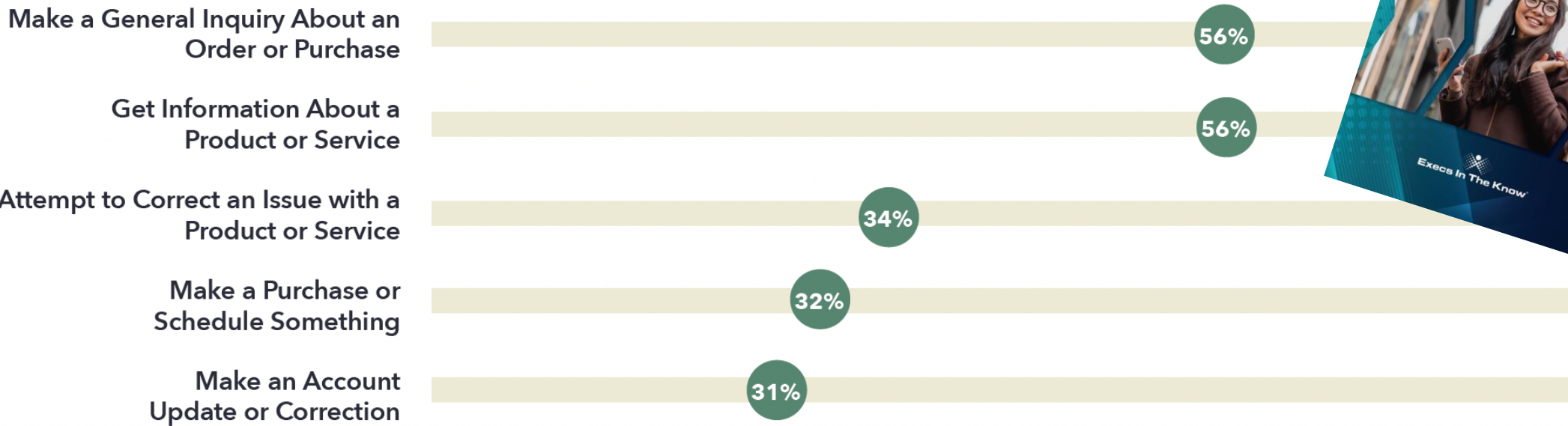
How much influence does your CX/customer care organization currently have on broader business decisions?

The Influence of CX

Q. Consumers believe CX should influence an organization. How do you help drive this? Where is influence the strongest, and where does it need to be better cultivated?

AI for CX Use Cases

Of the following tasks, which would you feel comfortable doing with the aid of an AI-powered solution? (Select all that apply.)





Which tasks are your customer-facing AI-powered solutions tackling today?

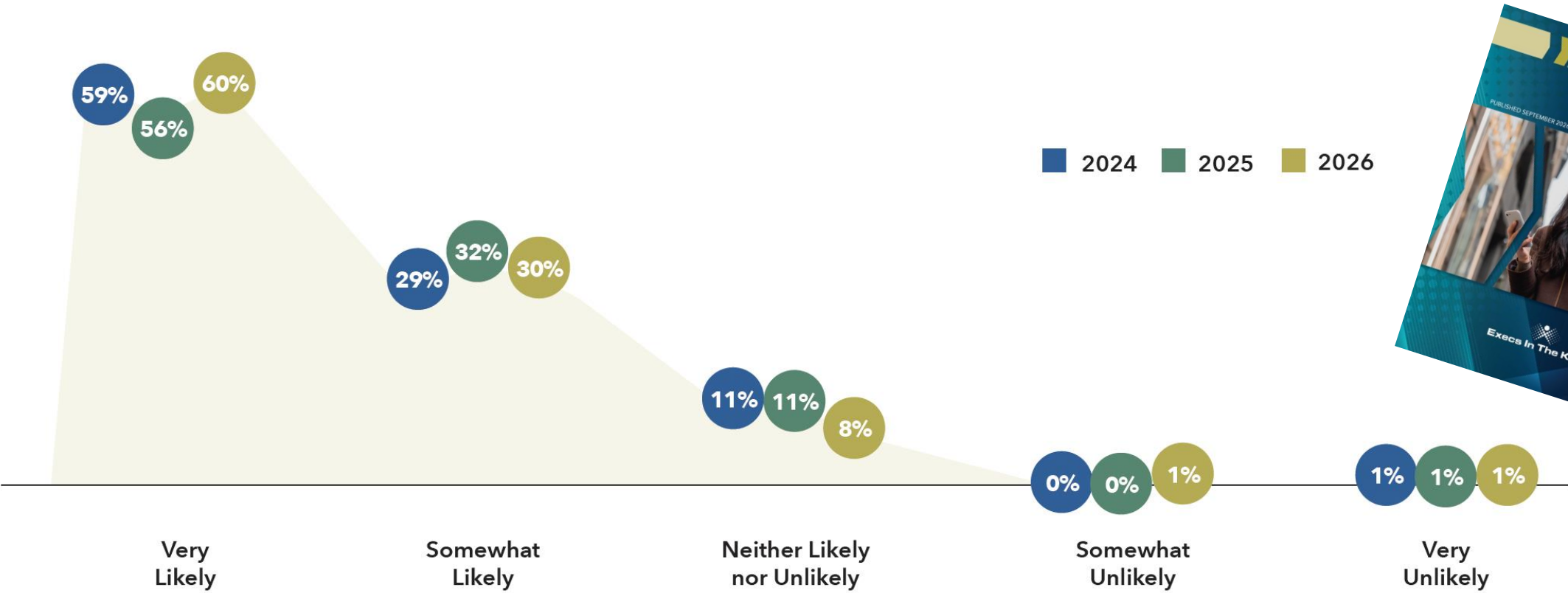
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AI for CX Use Cases

Q. What does your roadmap look like for expanding the use cases of AI-powered solutions within your organization?

Customer Loyalty

How likely is it that a positive customer care experience will increase your loyalty as a customer?





How effectively does your organization connect customer care performance to loyalty, retention, or customer value?

Customer Loyalty

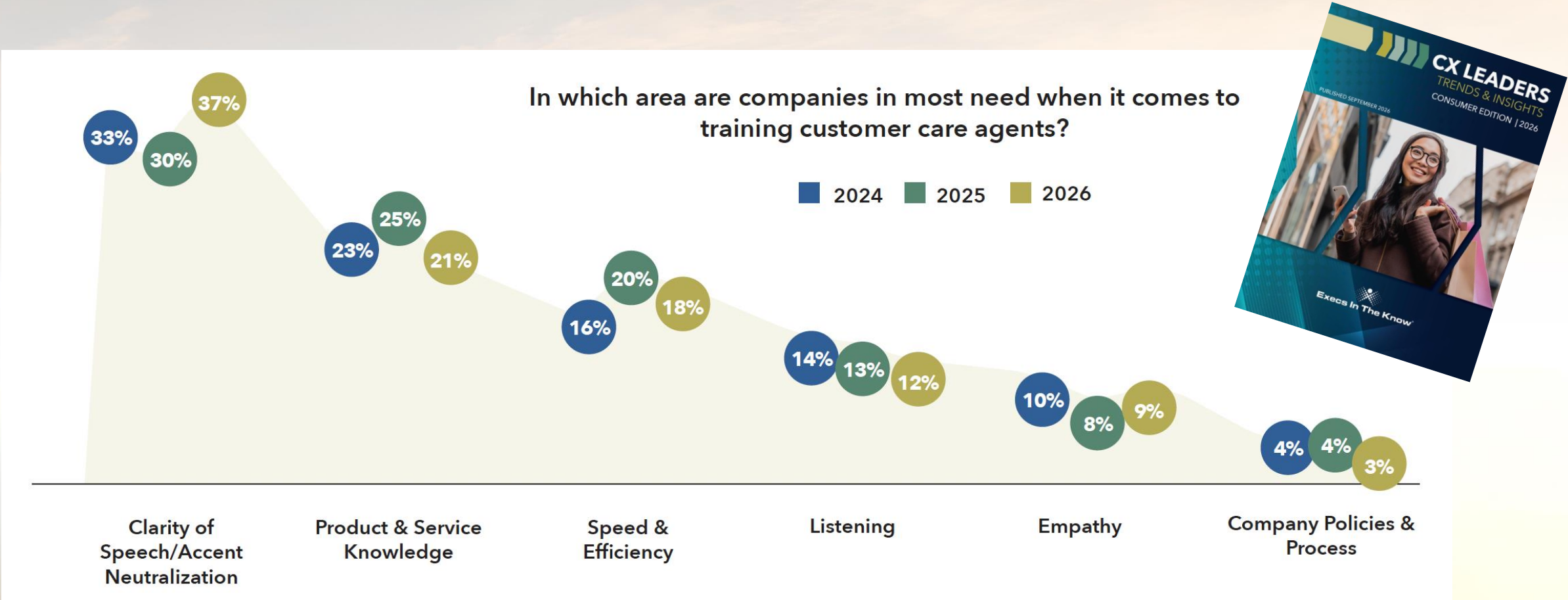
Q. Consumers clearly connect great care with loyalty.

**How do you move from acknowledging
this connection to quantifying and proving
it out to the wider business?**

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BONUS TOPIC

Agent Training





If you could improve just one frontline agent capability over the next 12 months, where would you invest first?

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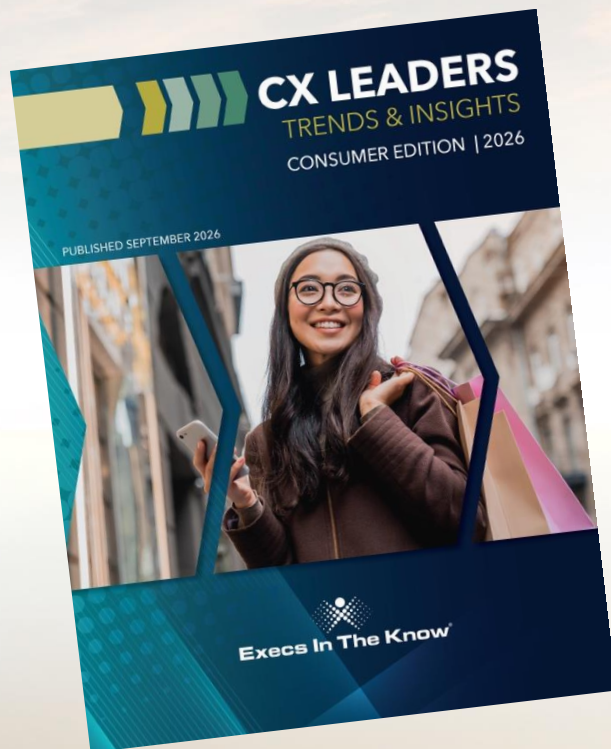
Agent Training

**Q. How closely do these consumer priorities align with
your own agenda for agent training?**

How do you determine where to focus?

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THANK YOU!



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the full report:

