

8x8

Navigating the shift in CX

Building a long-term, sustainable CX practice.



We'll come right out and say it.

This isn't another trend report. Change is inevitable and predictions only go so far. So, instead, we're talking about building endurance, resilience, and flexibility so organizations can adjust to the times.



Customer experience isn't just a department or a metric—it's an enterprise-wide strategy.

Organizations are finally catching on to what customer experience (CX) insiders have long known: Customer experience isn't just a department or a metric—it's an enterprise-wide strategy. It's the orchestration of every engagement and experience across your organization, purpose-built to forge durable, profitable relationships with customers. From Sales and Service (including contact centers and digital service desks) to Commerce and Marketing, every functional group creates opportunities for unprecedented business growth.

The numbers back it up

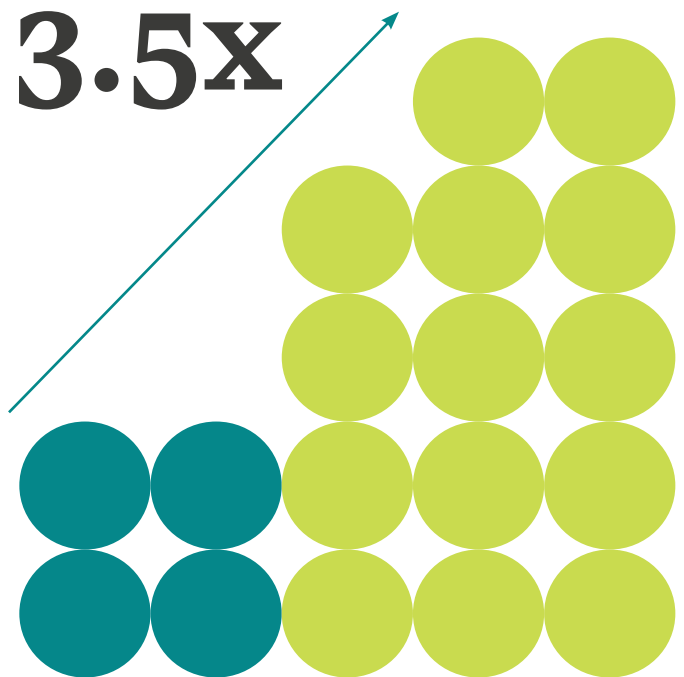
Organizations that view customer service as a value center achieve 3.5x revenue growth compared to their peers ([Accenture](#)). But CX isn't just about financial gains—it's about building unshakeable loyalty and competitive advantages your rivals can't replicate.

Here's the reality: Many organizations are attempting to meet 2025's customer needs with solutions designed for the past. Once upon a time, one product, one support channel, and one team got the job done. Today, customers interact across multiple channels, often simultaneously, and expect seamless transitions between them. They demand self-service options, context-aware support, and a brand that truly understands them.

Making 2025 the year of CX means embracing it as a team sport. This requires rethinking not just technology, but also how people and processes work together. Take a look at how people actually want to do their work and what will drive exceptional customer experiences. Seamless integrations across your tech stack remove obstacles and allow CX employees to simplify how they manage interactions and tasks. When processes are more intuitive, your teams can spend more time focusing on doing the work that matters—on creating better customer experiences.

It's time to maximize your CX potential and reimagine how your organization delivers on the promise of great customer experiences.

So, what do you need to make 2025 the year of CX?



revenue growth achieved by organizations that view customer service as a value center.



The diagnosis: What's keeping you up at night?

Your CX strategy is as disjointed as your data.

If your organization is running on legacy systems that lack automated workflows and unified data, it's really hard to get a holistic view of how CX functions across your organization. It's even harder to understand what's actually working, and what's getting in your way instead.

These recurring symptoms probably keep you up at night:

System fragmentation and disconnected data.

The stakes are high. In an era where CX is a primary differentiator, the inability to deliver seamless experiences isn't just a missed opportunity—it's a liability.

One tool here, another tool there, different logins and passwords and two-factor authentication, and nothing connects. Exhausting.

According to research by McKinsey, the average digital worker spends 9% of their time just switching between applications ([HBR](#)). Every minute spent juggling systems is a minute lost from the important work of building customer relationships.

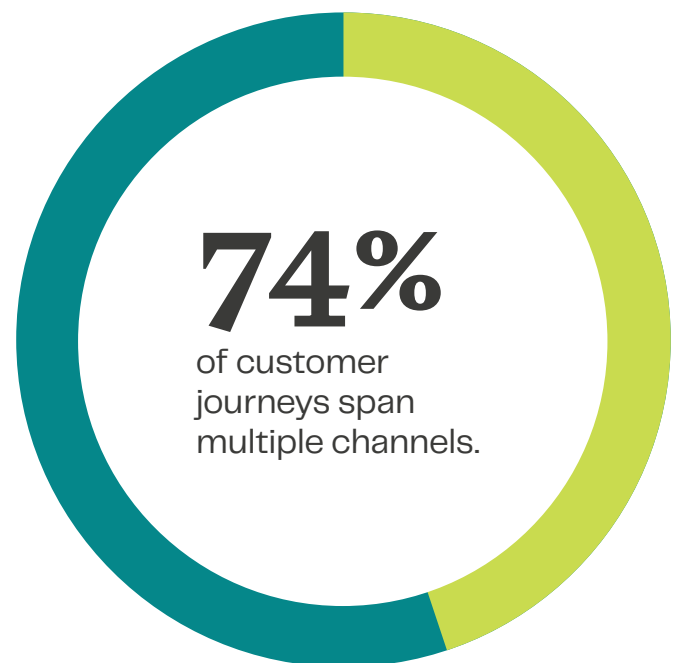
And while everyone likes to say they make data-driven decisions, a lot of the time, the right data just isn't there. With 74% of customer journeys spanning multiple channels ([Gartner, 2024](#)), fragmented customer data does real damage. When customers have to repeat themselves, they're telling you your systems aren't working.

A muddy data pool also makes it challenging to identify emerging trends, optimize processes, or react quickly to customer demands. The result is a business stuck in a constant scramble to catch up.



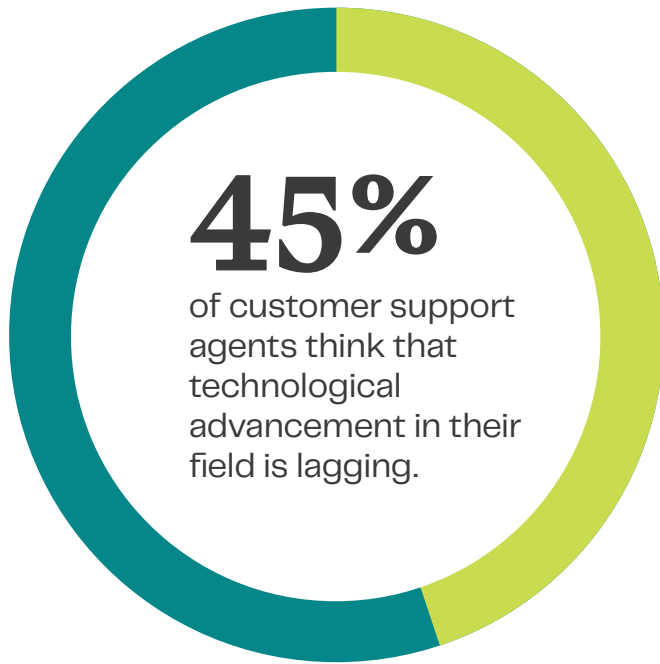
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20-30%

of revenue is reported lost to operational inefficiencies.



The cost of complexity

With 20-30% of revenue lost to operational inefficiencies ([Forbes, IDC](#)), maintaining disconnected systems isn't just frustrating, it's expensive.

Technical debt doesn't just jack up your running costs. It also impacts revenue. When customers are faced with fragmented digital experiences—such as repeated requests for the same information, or delayed responses—they perceive your brand as disorganized or indifferent to their needs. This perception can erode trust and drive customers toward competitors who offer a more coherent service.

If you don't have the right systems for collecting and communicating the right data with the right people, the customer experience inevitably suffers. Customer satisfaction and NPS metrics drop. That's bad for business.

Outdated, legacy tech also exhausts your frontline teams. According to one report, 45% of customer support agents think that technological advancement in their field is lagging ([ASAPP](#)). When tools are inadequate, support staff will inevitably spend way more time fighting systemic tech issues, like searching through disorganized knowledge bases, writing summaries, and tracking down customer information. These tasks occupy time that should be spent on actually solving customer issues.



Frustrated and disengaged employees.

CX employees are adrift in waters filled with change and uncertainty. Their old tools aren't cutting it anymore. Employees don't always have access to the data they need to provide the best service. And yet those same people are the front line of the business—when things break down, they're the ones that face an undiluted barrage of frustrated customers.

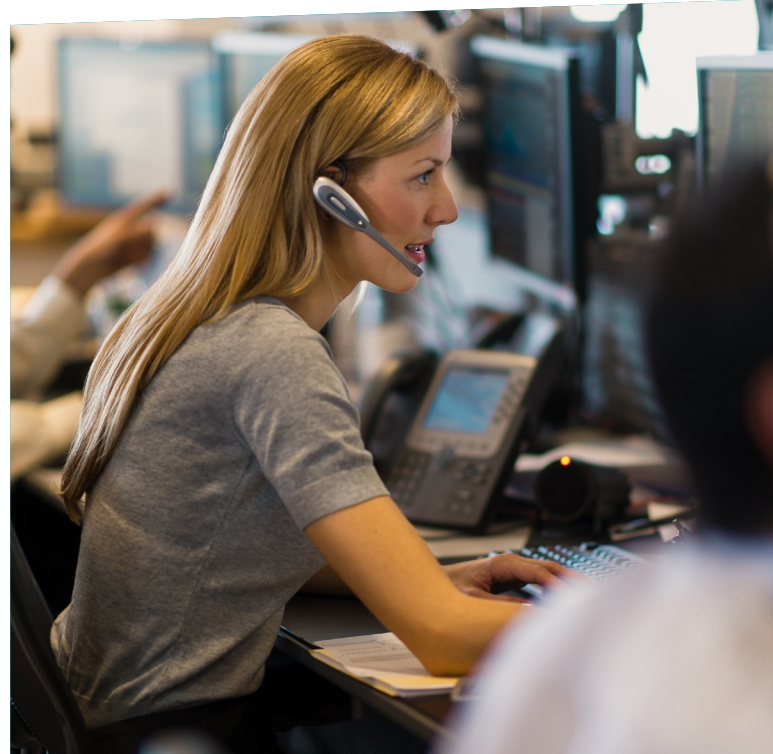
The future of work is also in question. Many people are worried about their jobs being replaced by AI. When leaders drop new tech on top of outdated systems and organizational structures, that's a recipe for some really annoyed employees. Those problems definitely don't get solved by adding AI to the mix.

Here's the thing: Agents want CX leaders to make their jobs easier. They want to have more intuitive systems that make it easier to actually serve customers. They want tasks automated so they can ditch redundant and mundane work. They want to spend their time actually helping, rather than creating more frustration for both themselves and their customers.

Organizations evaluating their CX approach have to confront issues around staffing and retention head on. It's no surprise that the average American customer service representative stays at one job for just over a year, a tenure far lower than in any other department ([Forbes](#)).

When those employees do leave, organizations lose irreplaceable institutional knowledge. According to a McKinsey study, the average cost of replacing a contact center agent runs between 10 and 20 thousand dollars. That's per agent. Do the math: If your yearly agent turnover is high, your attrition costs will run into the hundreds of thousands per year ([McKinsey](#)).

This problem is often compounded by the others we've mentioned; tools and data systems don't work well enough to fill the knowledge gaps left by employee attrition. All too often, experienced employees are still the top repositories for valuable information. They know how things really work in a way that legacy systems are unable to track and codify.



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Departmental barriers.

The contact center plays a pivotal role in setting the tone for a brand's relationship with its customers, often providing the first impression and the lasting memory of their experience. Agents can turn a frustrating interaction into an opportunity for advocacy and loyalty. But they're not alone. A creative campaign that sparks curiosity, a salesperson's uncanny product knowledge, or a finance rep's calm guidance during a tense situation—each interaction contributes to, or detracts from, the customer journey.

The bottom line? CX should be a team sport—but often isn't. Employees in roles like customer success, sales, finance, supply chain, and marketing—those operating in “informal contact centers”—often engage in customer-facing conversations without access to the tools and insights available to contact center agents. These employees are left to cobble together context while they hunt for customer data across fragmented solutions, which makes it harder to deliver consistent, high-quality experiences. These organizational barriers quickly become customer barriers, undermining the seamless experience every customer expects.

Unfortunately unchecked complexity fosters silos, both technological and cultural. Teams working within isolated systems develop disconnected workflows and priorities, further hindering collaboration and alignment. Silos don't just erode productivity; they stifle innovation and prevent organizations from presenting a unified front to customers.

Investing in tools that unify CX operations is a great place to start. When all customer-facing teams—whether in contact centers or beyond—have access to shared data, seamless communication platforms, and collaboration tools, the result is more effective interactions at every touchpoint. Removing these obstacles doesn't just boost retention; it empowers teams to create experiences that build trust, loyalty, and long-term customer relationships.

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The three keys to CX-driven growth.

The path forward isn't about adding more tools to an already overwhelming tech stack. Modern CX demands a fundamental rethink—a unified platform approach that turns these challenges into opportunities.

First: The human element.

Your employees are your brand's most valuable players. If they have access to unified tools and comprehensive customer insights, they're empowered to deliver exceptional customer experiences. Better tools drive higher engagement and lower turnover.

Happier employees are good for your bottom line. A recent Salesforce report found that companies that prioritize both their customer experience AND their employee experience see nearly a 100% increase in revenue compared to those that don't consider EX as important ([Salesforce](#)).

According to the Harvard Business Review, "A company cannot expect to deliver a tech-enabled, seamless, and intuitive CX, for example, if everything it does with employees is on paper, slow, and bureaucratic." This reduces to a simple equation: EX + CX = experience innovation ([Harvard Business Review](#)).

Even the best tools in the world won't do much if your organization isn't equipped to apply them properly. This goes beyond onboarding, training, or day-to-day work. It's about empowering all CX frontliners to not only do the work but also to drive the values of CX forward within your entire organization. Every team needs to be "bought-in" to how strategic CX improvements drive broader business impact (from revenue to employee engagement and satisfaction).



It's time to identify your best players—and build a strategy to keep them.

85% of customer service organizations will explore or pilot AI solutions by 2025.

Second: Leverage AI, but not just for the heck of it.

AI gets its own section because, well, the topic is unavoidable. Everybody's doing it!

But not everybody's doing it well.

While 85% of customer service organizations will explore or pilot AI solutions by 2025 ([Gartner](#)), many will discover that AI's effectiveness depends entirely on the foundation it's built upon. Adding AI to fragmented systems looks impressive in theory but creates problems in practice ([IBM](#)). Poor implementation can also undermine customer trust.

AI isn't about replacing human agents; it's about enhancing their capabilities.

According to a Business Insider Workforce Innovation Board roundtable, AI and employee well-being are two of the top concerns for C-suite executives ([Business Insider](#)). Balancing these two sometimes conflicting priorities should be an ongoing effort in the coming years.

"AI is not about cost takeout," says Anant Adya, Executive Vice President, Service-Offering Head, and Head of Americas Delivery at Infosys. "It's about the ability to do more and amplify the potential of our employees."

GenAI, machine learning, large language models (ChatGPT is an LLM, for example), and other aspects of what we call "AI" have massive potential to accelerate customer success, supercharge your team's capabilities and productivity, and generate growth.

Understanding where AI can have the most impact, upskilling your team, and having a trusted partner to guide you will make all the difference.

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Executive Vice President, Service-Offering Head, and Head of Americas Delivery at Infosys.

Some Contact Center as a Service (CCaaS) and CX software providers even offer no-code and low-code AI tools, enabling agents to create their own automated workflows. This ensures team members are free to discover new ways to optimize their productivity and efficiency without relying on support from IT experts ([CX Today](#)).

When used intelligently (pun somewhat intended), AI works best as an enhancer of human capabilities and as a boost for operational efficiency. When AI handles routine tasks, agents can focus on complex problem-solving and relationship-building, leading to higher CSAT scores and stronger customer loyalty. AI is a tool in the CX toolkit, but it shouldn't be the only one.

Ask yourself: Does AI actually solve the problem you're trying to address? Or does it create more problems than it solves?

When adding AI to your existing systems, do it with intention.

Third: Consolidation as the foundation.

Unified customer data and interactions aren't optional anymore. They're essential for survival. 77% of customers will choose, recommend, or pay more for a brand that delivers personalized experiences ([Forrester](#)). Put the customer at the center. It's obvious and basic, but now more than ever, getting CX right will dictate the success of the whole business, not just customer teams. CX leaders are in a unique position to create/execute strategies to deliver scalable, intuitive, and personalized experiences.

Building better personalization is impossible without effective internal communication, whether it's between people, departments, or systems. Focus on eliminating not just departmental silos, but technology silos as well. Integrate your communications with contact center solutions in a way that feels intuitive, and enable more efficient collaboration across your organization.

Think of system and organization integration as a CX union—where data is your shared, inter-departmental currency.



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13% of customers receive proactive communications.



Staying proactive, value through outcomes, and holding on to your MVPs.

CX is much more than customer support. It is where the relationship between your business and your customer is made. Or broken.

Searching for the right platform to support your CX is a significant step, but true success rests on how you implement it.

People, people, people: Empower your best agents—by giving them the technology, automation, shared data, and workflows they need to succeed. And to motivate them to stick around year after year (after year).

Know before your customer does: Most customers want proactive communications, but only about 13% get it ([Custify Blog](#)). But when you can map every stage of the customer journey, understand expectations, and deliver—that's CX gold.

Show your results, win over your organization: Change is hard. If you want to shift the CX mindset, show your work and focus on the metrics that matter. Beyond customer satisfaction, measure revenue impact, efficiency gains, and customer lifetime value.

Success in CX is about shifting the CX mindset from tech to people and organizational structure. Aligning people and tech impacts the entire customer journey. Plus, it has a quantifiable impact on the bottom line. That's unignorable.

Modernizing to stay ahead

Elevate CX from a cost center to a strategic function.

Creating seamless customer experiences requires a modern, adaptable foundation. It's about establishing a fluid, responsive environment where both interactions and data flow naturally. A unified communications ecosystem for customers and employees is mission-critical for delivering against business goals, enabling teams to modernize to stay ahead of the competition.

The future of CX demands more than incremental improvements. It requires a unified, proactive approach that transforms customer experience from a department into a core business driver. With the right foundation, AI becomes a force multiplier, making exceptional CX both scalable and sustainable.

It's time to stop being reactive to trends and crystal ball-driven analyst predictions, and start focusing on CX as a foundational investment. What you do this year will determine how your organization evolves and thrives for many years to come.

Not sure where to start?

Here's a quick checklist:

- Work on convincing leaders that they need to consider a CX vendor who can help unify communications and CX data across the business.
- Check in with your employees: What do they need to be more successful?
- Make a short list of vendors that can help address the problem.
- Begin vendor outreach and pre-sales discussions. Participate in custom and self-guided demos and vendor meetings.

[Learn how to power your CX ambitions with 8x8.](#)

