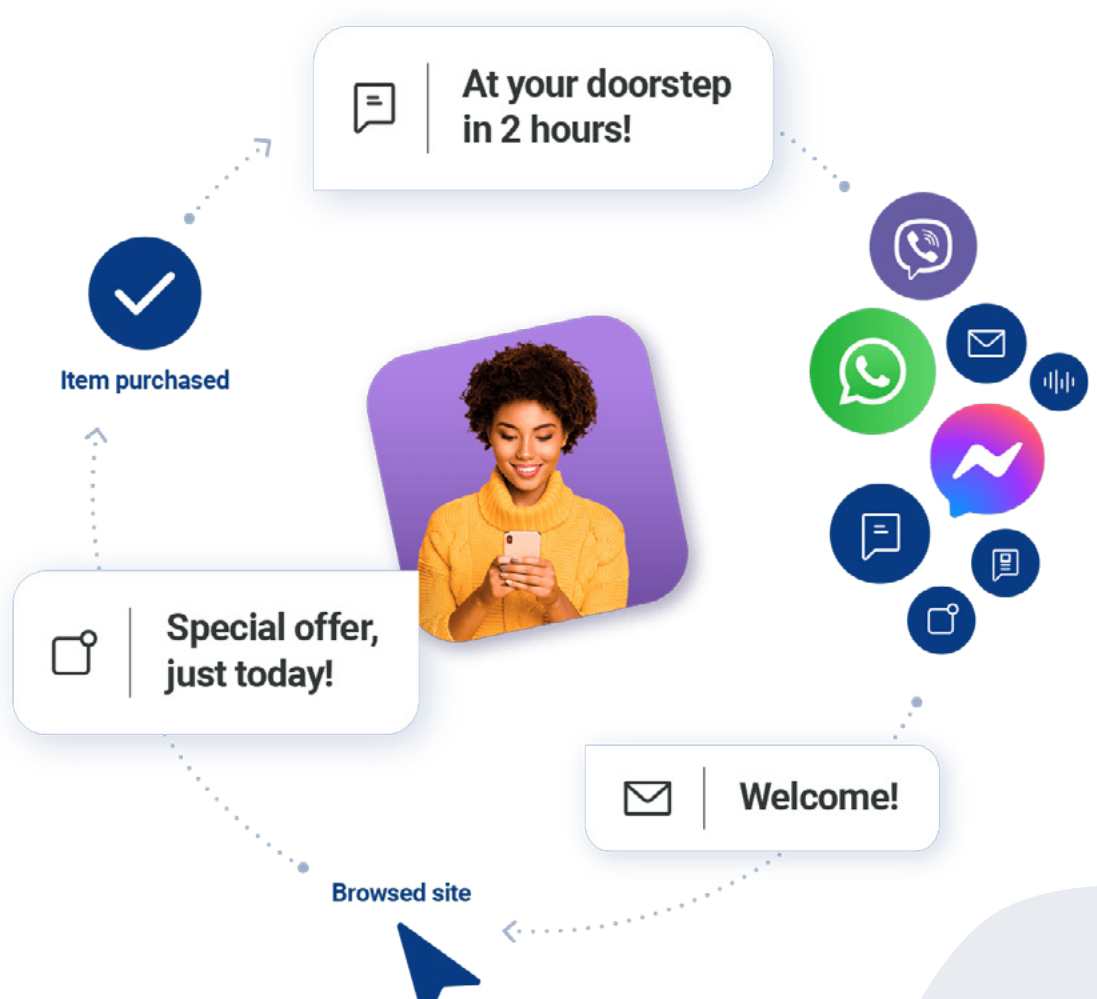


The Global State of Customer Experience in 2021

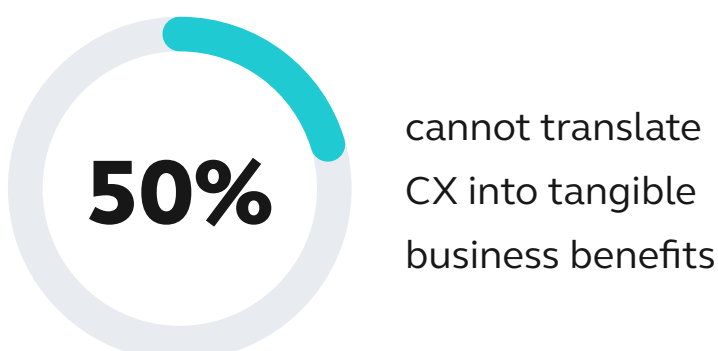
Today, CX practitioners are faced with a multitude of challenges. Together with CX Network, we spoke with more than 280 CX experts around the world to understand the challenges and trends shaping customer experiences.

This infographic summarizes the top trends shaping CX practitioner roles, the challenges complicating progress and the investments increasing customer lifetime values



[Download the full report here](#)

Top CX challenges

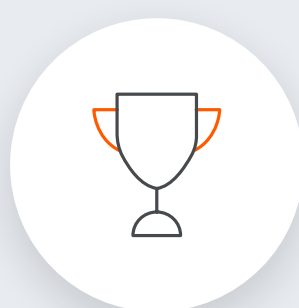
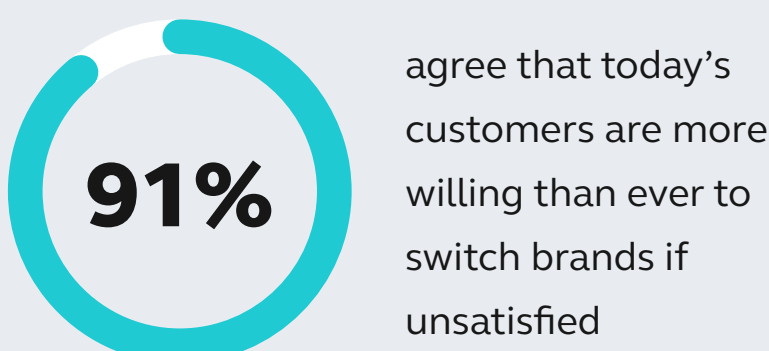
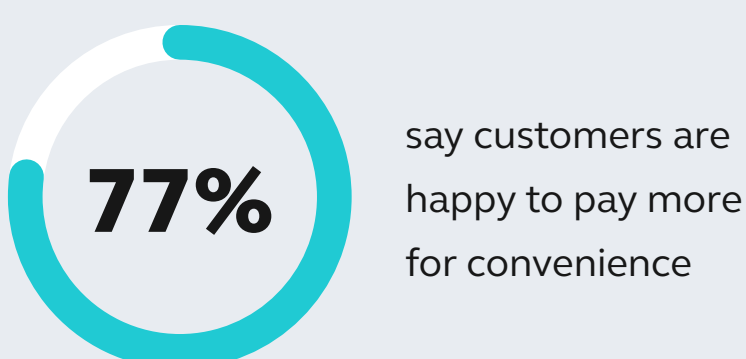


Building a customer-first culture = **toughest CX challenge**



“To provide a superior, customer-first experience, it’s crucial to capture customer feedback and insights across the end-to-end customer journey, rather than obsessing over individual touchpoints.”
Nikhil Shoorji, managing director of Europe at Infobip

Top CX trends



Digital customer experience = no.1 CX trend



Top CX investment priorities

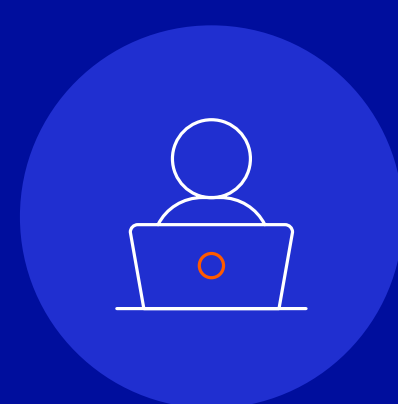


- Top three CX investment priorities:**
- Artificial Intelligence
 - Customer journey mapping
 - Data and analytics

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GLOBAL STATE OF CX DAY
A series of webinars exploring the results of the 2021 Global State of CX research by industry experts.

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Live event:
September 29, 2021

GLOBAL STATE OF CX REPORT
An exclusive study involving more than 280 CX experts on the trends and challenges shaping the customer experience industry.

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