EBOOK

# 2025 CX Trends: AI and Human Empathy in the Hybrid Era

glance

As we enter 2025, customer experience continues to evolve, driven by significant advancements in AI technologies and a renewed emphasis on human connection. The past year showed us just how important trust, empathy, and seamless hybrid experiences are in building customer loyalty. According to PwC, 73% of all consumers consider customer experience an important factor in their purchasing decisions, yet only 49% of U.S. consumers believe companies deliver a good customer experience today. This disconnect highlights the urgent need for businesses to close the gap between customer expectations and the reality of service delivery.

Looking ahead, predictive AI, which anticipates customer needs before they arise, will play a pivotal role in shaping the future of CX. However, the key to success in 2025 will be achieving the right balance between AI-driven efficiency and the warmth of human interaction. Companies that can blend these elements effectively will not only enhance customer satisfaction but also build deeper, more enduring relationships, setting the stage for long-term success in the evolving world of CX.

Unfortunately, consumers are less trusting than executives think, according to new PwC data. For example, in financial services, 89% of business executives believe they're "highly trusted" while only 34% of consumers say they "highly trust" their financial services provider.
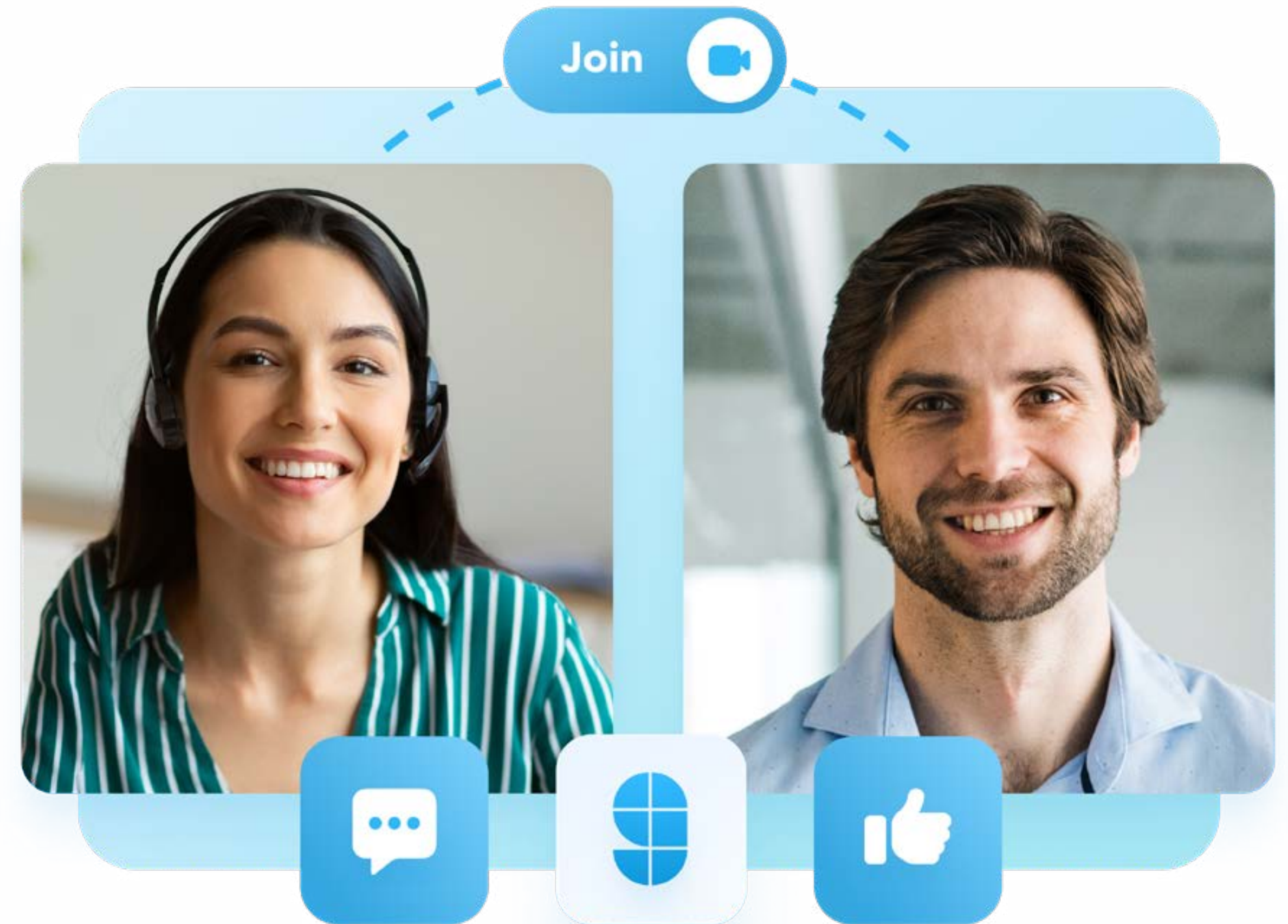
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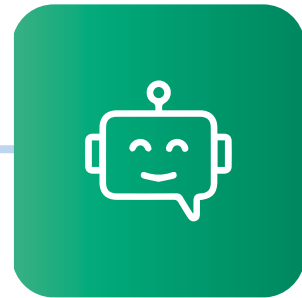
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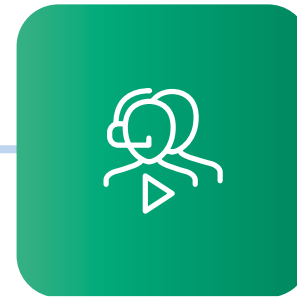
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Predictive CX: the future is now

Predictive AI technology in 2025.

Predictive AI is emerging as the driving force behind the next evolution of customer experience. Unlike reactive AI systems that respond to customer inquiries after they occur, predictive AI leverages advanced data analytics, machine learning algorithms, and real-time processing to foresee customer needs and address them proactively. This shift from reactive to predictive is set to revolutionize how businesses engage with their customers, offering a new level of service that is both personalized and anticipatory.

According to Gartner, 80% of organizations expect to compete mostly or entirely on customer experience in 2025, and AI will play a critical role in enhancing those experiences. Meanwhile, **Zendesk** found that 71% of leaders already believe that generative AI tools must be embedded directly into the tools agents are already using, signaling the industry's rapid shift toward native predictive capabilities.

Transforming customer experiences across industries

The potential of predictive AI extends to virtually every industry. Retailers can use predictive models to optimize inventory and personalize marketing efforts, ensuring that customers receive timely recommendations and offers. **PwC** found that 43% of consumers would pay more for greater convenience, a feature that can be enhanced by predictive AI applications in customer experience.

In healthcare, predictive AI can help improve patient outcomes. This aligns with the broader industry trend of using AI to anticipate customer needs and deliver personalized experiences, as highlighted by **Salesforce**, where 73% of customers expect companies to know their "unique needs and expectations."

Case studies: real-time applications in financial services

Several leading financial institutions have already begun to integrate predictive AI into their operations, yielding impressive results:

- **Real-Time Fraud Detection:** Predictive AI is being used by major banks to monitor transactions in real-time, identifying and flagging suspicious activities before they result in financial loss. **EY** reports that implementing AI in financial services has significantly improved detection rates and reduced instances of fraud.

- **Personalized Financial Advice:** Investment firms are leveraging predictive analytics to offer more personalized and relevant advice to their clients. **Virtasant** indicates that companies using AI-driven personalization have seen a 20% increase in customer satisfaction.

- **Enhanced Customer Support:** Predictive AI is also being used to anticipate customer service needs, enabling financial institutions to offer support before a customer even realizes they need it. Personalized advice improved customer satisfaction, as noted by Forrester in its 2024 reports on financial services.

The future of predictive CX

Looking ahead, the role of predictive AI in customer experience will only grow. As these technologies continue to evolve, they will enable businesses to create experiences that are not only more efficient but also more personalized and emotionally resonant. We believe that companies that successfully implement predictive AI will see significant improvements in customer loyalty and lifetime value.

⭐ Key takeaways

- Predictive AI is transforming customer experience across every industry, moving from reactive to proactive customer engagement using advanced data analytics and machine learning to foresee and address customer needs before they arise.

- Predictive AI will become essential for businesses, leading to more efficient, personalized content experiences, and hopefully increased customer loyalty.

Trust and transparency: the cornerstones of CX

Enhancing transparency and empathy in customer interactions

In 2025, trust has become the bedrock of customer experience, with transparency and empathy as its most vital components. Customers are increasingly demanding clear, honest communication from the brands they engage with. According to **Zendesk**, "63% of consumers are concerned about potential bias and discrimination in AI."

PwC highlights that once trust is broken, it's getting even harder for companies to earn it back. In 2024, only 38% of consumers were willing to forgive a company that makes a mistake if it takes the necessary steps to make it right.By offering detailed explanations of their products/services and addressing customer concerns with empathy, companies can significantly enhance customer trust and loyalty.

Trust-building initiatives in financial services

In financial services, firms are enhancing transparency by providing customers with detailed insights into their financial products and services. Interestingly, Forrester notes that Advisor-led firms are at the top of their **2023 Customer Trust Index** as opposed to self-directed investment firms – indicating that financial advisors play the crucial role in earning customer trust.

The surge of Guided CX usage

At Glance, we've seen a huge surge of Guided CX usage as companies realize the importance of improving customer experiences and strengthening customer relationships. Glance Guided CX sessions—where businesses can provide personal, human-to-human experiences to customers in a digital environment—increased by an impressive 175% from 2020-2024. This growth is even more pronounced in specific sectors, as shown in the graph below.

Growth in Glance Guided CX sessions from 2020-2024

175%	248%	500%
All Industries	Healthcare	Financial Services
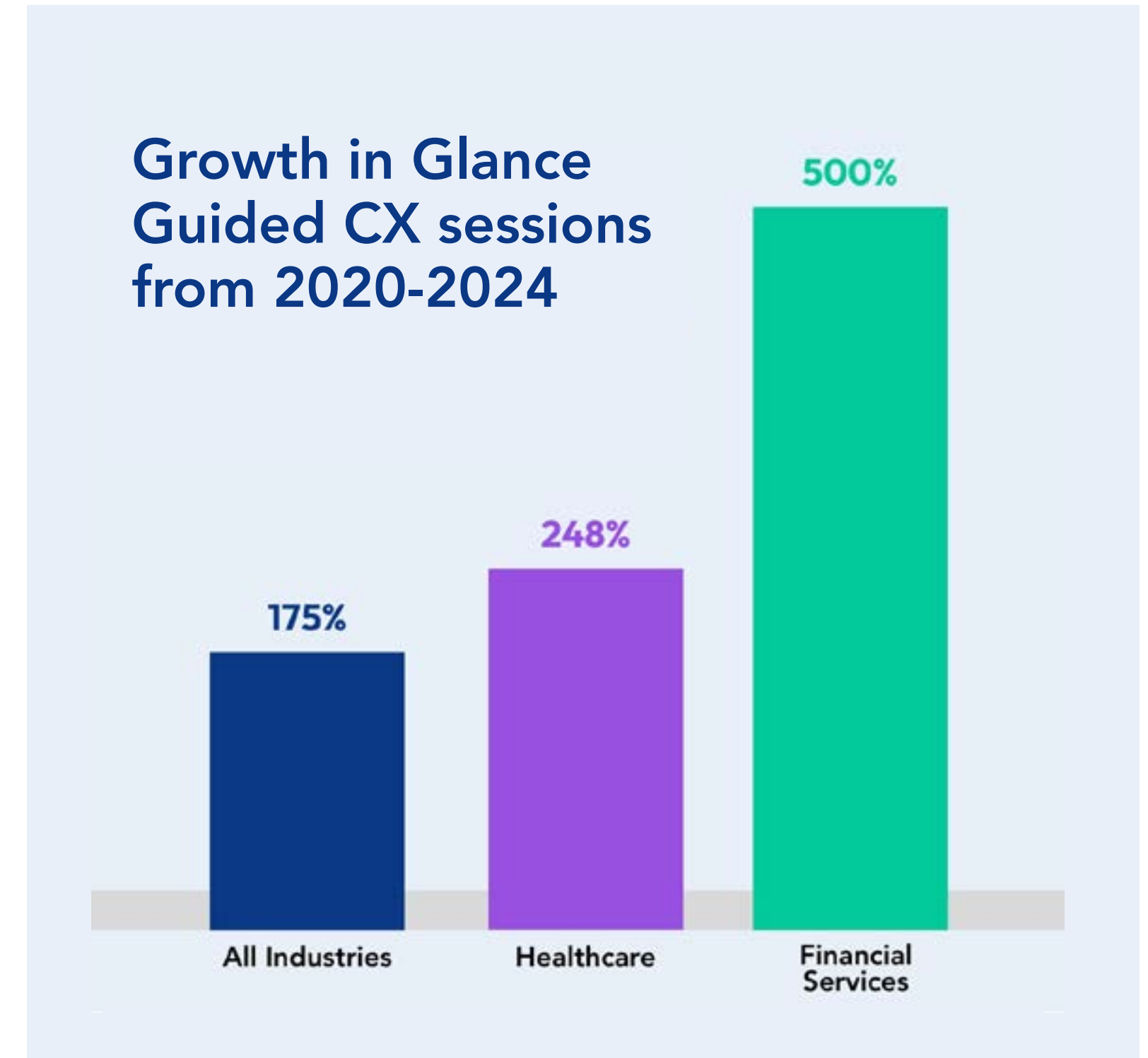
Driving revenue and long-term customer relationships

The connection between trust and revenue generation is increasingly clear, especially as consumers become more discerning about the brands they choose to engage with. Trust not only influences customers' willingness to repurchase but also **drives their overall commitment** to a brand. This behavioral loyalty is crucial in today's competitive market, where maintaining long-term customer relationships can significantly impact a company's bottom line.

Supporting this view, **Edelman's** research reveals that 7 out of 10 consumers now believe it's more important to trust the brands they buy or use than it was in the past. This shift reflects a growing trend where consumers prioritize trust as the key factor in their purchasing decisions, most often placing it above other considerations such as price or convenience. For brands, this means that cultivating and maintaining trust is no longer optional but the critical strategy for driving revenue.

The implications of this are profound. Brands that successfully build and sustain trust with their customers are more likely to see increased customer retention, reduced churn, and greater customer lifetime value. Trust acts as a protective buffer in times of crisis, making customers more likely to forgive occasional mistakes or poor experiences, as long as they feel the brand remains reliable and transparent. Moreover, trusted brands benefit from positive word-of-mouth, as loyal customers are more likely to recommend them to others, further amplifying their revenue potential.

⭐ Key takeaways

- Trust is essential for customer experience in 2025: Transparency and empathy are key components, with 63% of consumers concerned about bias in AI and 82% of top-performing companies focusing on the human experience in digital interactions.

- Glance Guided CX sessions increased by 175% from 2020-2024, revealing the growing importance of including trust-building human interaction in companies' strategies for developing better customer experiences and relationships.

- Trust directly impacts revenue and long-term relationships, making it a critical strategy for brands to increase customer retention, reduce churn, and boost lifetime value.

7 out of 10 consumers now believe it's more important to trust the brands they buy or use than it was in the past. **Edelman**

The hybrid experience: merging digital and human touch points

The new standard in customer interactions

As customer expectations continue to evolve, hybrid experiences—those that seamlessly integrate digital efficiency with human empathy—are becoming the new standard in customer interactions. In 2025, customers no longer differentiate between digital and physical touch points; they expect a unified, cohesive experience across all channels. Forrester found that, "according to customers, hybrid experiences not only generate the easiest and most effective experiences but they also create the most emotionally positive experiences compared to digital- or physical-only experiences."

Customers today want the convenience of digital solutions combined with the reassurance and emotional connection that comes from human interaction. For instance, a customer might begin their journey online, researching products or services, but seek out human assistance when they need personalized advice or support. By offering seamless transitions between digital and human touchpoints, companies can better meet these expectations and enhance overall satisfaction.

Best practices for blending digital and human experiences

Successful hybrid experiences require businesses to carefully design their customer journeys to ensure that digital and human elements complement each other seamlessly. According to Forrester, hybrid customer experiences create the easiest, most effective, and most emotionally positive experiences for customers. This approach not only meets customers' practical needs but also drives higher loyalty compared to digital-only interactions.

The success of hybrid experiences lies in their ability to cater to both the rational and emotional aspects of customer interactions. Customers appreciate the efficiency of digital tools, but they also value the personalized touch that human support can offer, especially in complex or emotionally sensitive situations. This is why integrating AI tools with human customer service has become increasingly important, as it allows businesses to offer the best of both worlds—speed and convenience alongside empathy and understanding.

Successful hybrid models in various sectors

Several industries have already embraced hybrid models with great success.

Financial services: Forrester found that banking customers continue to prefer hybrid experiences because they create the most emotionally positive interactions compared to digital-only or physical-only models. This preference highlights the importance of integrating digital and human elements to enhance customer satisfaction and loyalty. According to the report, U.S. Bank has successfully implemented "do it together" experiences, such as virtual appointments and live video with cobrowsing, enabling customers to receive support from their local branch banker wherever they are, contributing to higher customer satisfaction.

Insurance: Insurance can be complicated. Top providers are integrating solutions like Glance to join their customers in their browser or app, view what they are seeing, guide them as they navigate, and help them complete uploads, entries, submissions, and approvals. This can reduce confusion and provide a better experience for the customer and the agent.

Retail: According to **Gartner**, by 2025, retailers offering a unified commerce experience by frictionlessly moving customers through journeys

will see at least a 20% uplift in total revenue. Nordstrom has seen success with live video shopping where customers can see and learn about clothing before purchasing directly from the stream while also connecting with other customers in the chat.

The future of hybrid CX

We'll continue to see hybrid models evolve as the lines between digital and human interactions blur even further. In 2025, we'll see more businesses adopting advanced technologies like AI-driven personalization and predictive analytics to enhance their hybrid offerings. These tools will enable companies to provide even more tailored and responsive experiences, ensuring that customers feel valued and understood at every stage of their journey.

Key takeaways

- Customers in 2025 expect a unified, seamless experience across digital and physical touch points, combining the efficiency of digital solutions with the empathy of human interactions for the most positive and effective experiences.

- Successful hybrid models cater to both the rational and emotional needs of customers, driving higher loyalty compared to digital-only interactions by integrating AI tools with human support.

- Features like virtual appointments and live cobrowsing lead to higher customer satisfaction and loyalty.

Measuring what matters: tailored metrics over standardization

Measuring what matters: tailored metrics over standardization

A one-size-fits-all approach to metrics is becoming outdated. Instead, organizations are recognizing the importance of tailoring their performance measurements to align directly with their unique goals and how they serve their customers.

While traditional metrics like Average Handle Time (AHT) are still valuable, they may not capture the full scope of what's important for every business. As customer needs evolve and service delivery becomes more nuanced, organizations need to focus on what truly matters to their specific operations and customer expectations. For example, AHT may be critical for some contact centers where quick problemsolving can significantly impact customer satisfaction and loyalty. However, for businesses that emphasize long-term customer relationships or personalized experiences, other metrics like Customer Satisfaction (CSAT) or Customer Effort Score (CES) – or a mix of metrics that takes into account different parts of your customer journey – might be more insightful.

By customizing CX metrics to reflect the goals and challenges specific to their organization, businesses can gain more relevant insights and drive improvements that directly impact their customer base. This shift away from standardization allows organizations to track what matters most and enables them to be more agile in their customer experience strategies. Whether it's focusing on operational efficiency, customer loyalty, or personalized service, aligning CX metrics with organizational goals ensures that every data point serves a meaningful purpose in improving both the customer journey and business outcomes.

Setting the right goals

How are you setting your CX goals? Too often, these goals are arbitrary. When establishing goals, don't guess. Instead, look at:

- How your numbers are trending at each stage of the customer journey
- How your competitors and the industry are trending
- Forecasts for future performance
- Potential lift from experience improvements
- Understanding the difference between self-serve and human-led touchpoints

Include several stakeholders in conversations to ensure mutual buy-in and to ensure expectations are realistic. Today's top CX leaders are setting themselves up for success through collaboration and goals that reflect customers' experience, rather than shooting from the hip.

Selecting the right metrics

So, what are the right CX metrics to track today? That all depends on what your unique goals are. Organizations are trending more toward unsolicited feedback to assess the Voice of the Customer (VoC). However, solicited feedback is still more prevalent. Overall, **64%** of organizations' customer feedback is all or majority solicited compared to 71% in 2023 and 79% in 2022.

Here are some of the most popular KPIs organizations use to assess CX efforts today:

Solicited Feedback
- Net Promoter Score (NPS)
- Customer Satisfaction (CSAT)
- Customer Effort Score (CES)

Unsolicited Feedback
- Call transcription analysis
- Customer Lifetime Value (CLV or LTV)

Operational Metrics
- Customer churn rate
- Conversion rate
- Retention rate
- First Contact Resolution (FCR)
- First Response Time (FRT)
- Average Handle Time (AHT)

There's no secret formula. The right KPIs are the ones that tie to your organization's goals, and ultimately, lead to the most value for you and your customers.

Key takeaways

- Organizations now focus on tailoring performance metrics to align with their specific goals and how they service customers throughout each stage of their journey.

- Metrics should reflect an organization's unique operations and customer expectations.

- When setting CX goals, organizations should base them on current trends, competitive benchmarks, and collaboration with stakeholders to ensure realistic and mutually agreed-upon objectives.

- The right CX metrics depend on organizational goals, with many companies combining both solicited and unsolicited feedback to gauge the Voice of the Customer (VoC).
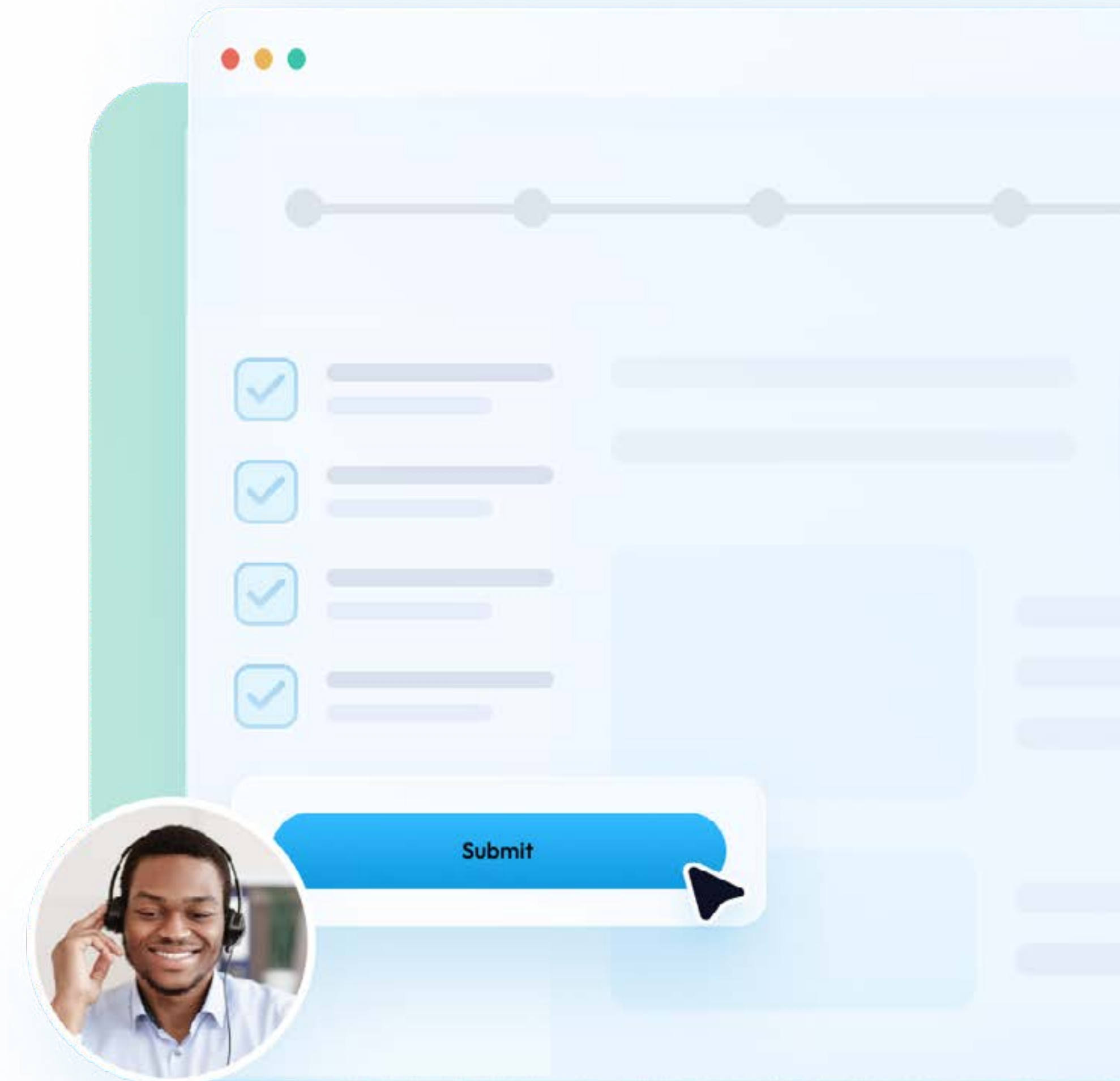
The human-AI collaboration: empowering the workforce

The synergy between AI and human agents

The rise of AI in customer experience has brought about significant changes in how businesses interact with their customers. Rather than replacing human agents, AI has become a powerful tool that enhances their capabilities.

This synergy between AI and human agents is particularly evident in the financial services sector, where the complexity of customer inquiries often requires a nuanced understanding that AI alone cannot provide. By automating repetitive tasks and providing real-time insights, AI enables agents to deliver more personalized and effective support, leading to higher levels of customer satisfaction and loyalty.

How AI is empowering customer service representatives

AI's role in empowering customer service representatives (CSRs) goes beyond merely handling routine tasks. By offering predictive insights and real-time data analysis, AI tools help CSRs anticipate customer needs and provide more accurate,

personalized responses. According to **Zendesk**, 70% of CX leaders believe that generative AI makes every digital customer interaction more efficient—and 75% of them think AI enhances human intelligence without replacing it.

Key ways AI is empowering CSRs include:

- **Real-Time Data Access:** AI provides CSRs with instant access to relevant customer data, enabling them to make informed decisions quickly.

- **Predictive Assistance:** AI can predict customer needs based on past interactions and behavioral patterns, allowing CSRs to offer proactive solutions.

- **Enhanced Decision-Making:** AI-driven analytics offer CSRs recommendations on the best course of action, improving the quality of customer interactions.

By leveraging these capabilities, CSRs can focus on building stronger relationships with customers, addressing their concerns more effectively, and enhancing overall customer experience.

AI+Human Maturity Model™ for Customer Experience

There's no denying that AI is changing the game … so now what?

Glance's AI+Human Maturity Model™ for Customer Experience is designed to help organizations understand:

- where they stand on the maturity curve
- where they have opportunities for growth
- uncover a clear path forward

This model outlines efforts related to data, infrastructure, and operations, and can help give you realistic targets. We developed this model based on best practices deduced from deep dialogue with our existing customers.

⤓ Download the Model

The future of human-AI collaboration in CX

Looking ahead, the collaboration between human agents and AI will continue to evolve, with AI playing an increasingly supportive role in customer interactions. The future of customer experience will be defined by this blend of human empathy and AI-driven efficiency. Companies that can effectively integrate AI tools into their customer service operations will not only enhance the capabilities of their workforce but also deliver more personalized, seamless, and satisfying customer experiences. As AI technology continues to advance, the potential for even greater collaboration will grow, enabling businesses to stay ahead of customer expectations and achieve long-term success.

Key takeaways

- AI enhances, not replaces, human agents.

- Understanding where you are on the AI+Human Maturity Model™ for Customer Experience can help you clarify what's next

- AI tools give CSRs access to real-time data, predictive assistance, and enhanced decision-making, helping them anticipate customer needs and improve the quality of interactions.

Final thoughts

As we step into 2025, the integration of AI and human empathy will continue to shape the future of customer experience (CX). Predictive AI, trust-building initiatives, hybrid models, and the right metrics will play pivotal roles in meeting evolving customer expectations. Businesses that strike the right balance between advanced technologies and human interaction will be well-positioned to enhance satisfaction, drive loyalty, and build long-term relationships. The synergy between AI and human agents empowers organizations to deliver more personalized, efficient, and emotionally resonant experiences—ultimately securing a competitive edge in the hybrid CX era.

Glance Guided CX for forward-thinking enterprises

A seamless experience for your customers

At Glance, we understand the importance of delivering a frictionless customer experience. Our Guided CX™ platform leverages intelligent signals that can leverage AI-powered tools to serve up human interaction at the right moment, ensuring your customers receive personalized, efficient, and empathetic support at every stage of their journey. Whether through live video, cobrowsing, or secure screen sharing, our solutions are designed to create meaningful interactions that build trust and loyalty.

Powerful integrations for your existing infrastructure

Glance's session controls can be integrated into desktop surfaces, including the most popular CRM and CCaaS solutions and/or your proprietary systems, and our APIs and SDK libraries can help you embed Glance into your systems in the way you want and into the products you bring to market. Glance has integrations with the leading CRM and CCaaS providers like AWS, Salesforce, Microsoft, Genesys, Five9, and more.

Protected by enterprise-grade security

We know trust is earned, not given. That's why Glance is committed to providing the highest level of security for your customer interactions. Glance was a pioneer in the DOM-based security approach for the enterprise and continues to be the industry leader, advancing the security threshold for visual collaboration. It supports stringent data privacy and security standards, maintains annual compliance with ISO/IEC 27001 and SOC 2 Type 2, and is verified by F500 customers. Glance is proven to scale without a decrease in quality during business-critical seasons such as holiday shopping, open enrollment, and U.S. tax filing.
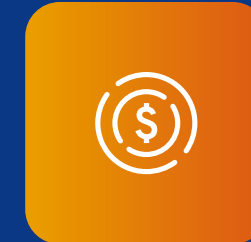
394% return on investment

According to an independent study, customers that implemented Glance Guided CX experienced considerable results over a three-year period, including a 394% return on investment and benefits worth $6.75 million.

"With Glance, it's an improvement in the customer experience and a reduction of expenses, which is rare when you have both of those things happen at the same time." - Customer experience group, financial services

Join the future of customer experience with Glance

Discover how Glance can transform your customer experience strategy. Our innovative platform helps you bring the irreplaceable human touch to your customer journeys, so you can deliver exceptional experiences that not only meet but exceed customer expectations. Visit www.glance.cx to learn more about how Glance can help you navigate the future of customer experience.

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