

CX GLOBAL INSIGHTS 2025

Unveil trends and opportunities to
elevate your Customer Experience

April 2025

Welcome to CX Global Insights 2025

We have launched our **CX Global insights 2025** to unveil trends and opportunities to elevate your Customer Experience.

This high profile thought leadership spans multiple sectors and countries.

A standardised benchmark study that covers CX performance and KPIs across sectors, the importance of creating an emotional attachment with customers, its impact on customer and business outcomes and which experiential and emotional levers brands need to pull to create stronger relationships. The report also outlines best practices across sectors and delves into critical

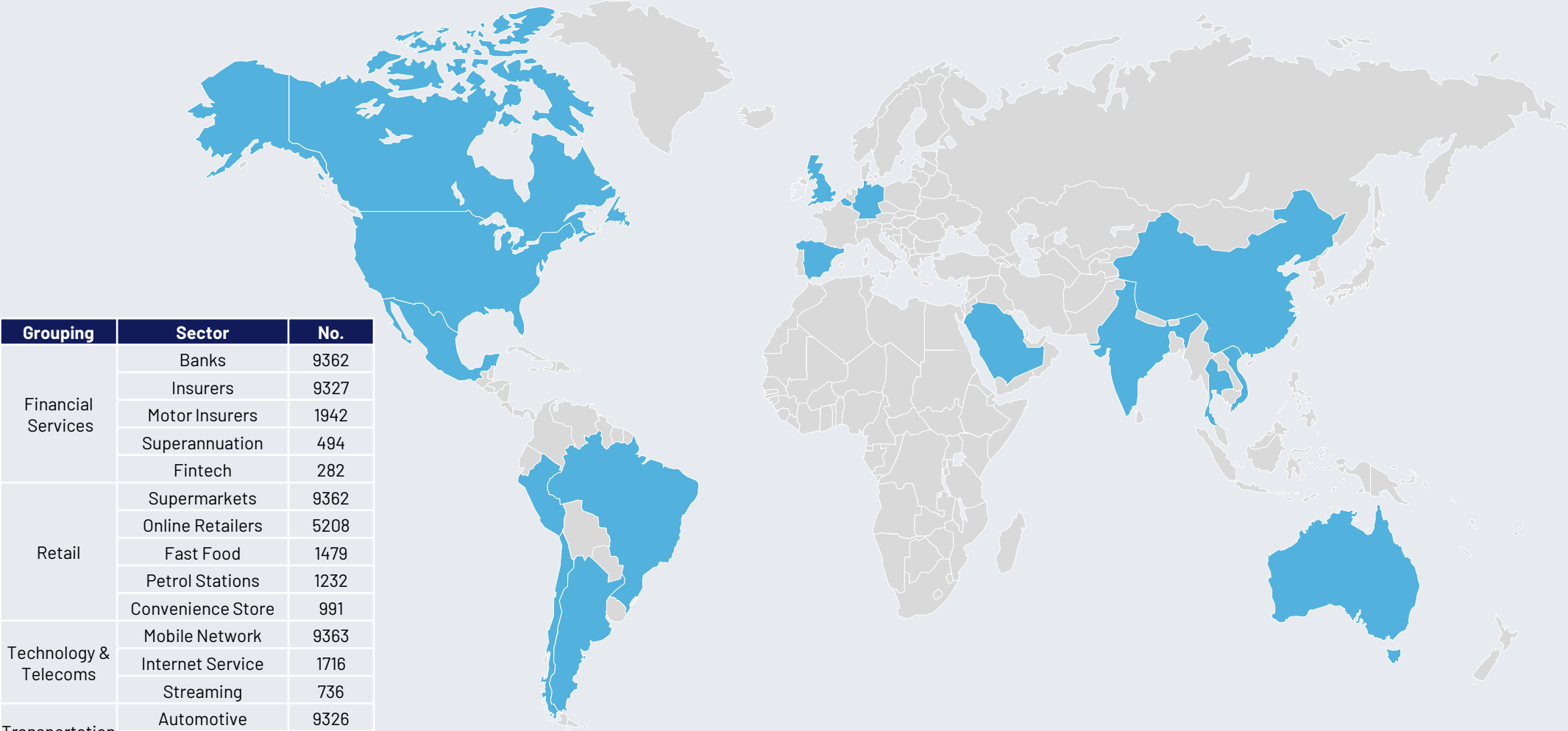
"Moments of Truth" in the customer journey, current CX trends and hot topics such as customer expectations, advocacy and AI.

We're here to help you interpret how it impacts your company or organisation.

For more information contact:
CX-Insights@ipsos.com

Coverage – 65K evaluations across multiple sectors and countries

CX GLOBAL
INSIGHTS 2025



Grouping	Sector	No.
Financial Services	Banks	9362
	Insurers	9327
	Motor Insurers	1942
	Superannuation	494
	Fintech	282
Retail	Supermarkets	9362
	Online Retailers	5208
	Fast Food	1479
	Petrol Stations	1232
	Convenience Store	991
Technology & Telecoms	Mobile Network	9363
	Internet Service	1716
	Streaming	736
Transportation	Automotive	9326
	Airlines	2931
Utilities	Electricity or Gas	1699

Country
Argentina
Australia
Belgium
Brazil
Canada
Chile
China
Germany
India
Mexico
Peru
Saudi Arabia
Singapore
Spain
Thailand
United Kingdom
United States
Vietnam



Summary

Delivering a better experience will make customers choose your brand and some will be willing to pay more for it.

While metrics such as NPS and CSAT are used as CX indicators – this report clearly reinforces the importance of emotional attachment as crucial for CX success.

The analysis identifies the key experiential and emotional building blocks of CX success.

Overall, the CX market is mainly driven by hygiene Forces of Certainty and Fair Treatment – highlighting the importance of getting the basics right before trying to elevate or differentiate the relationship.

But what sets best and worst performing apart is the ability to elevate the experience beyond basics.

A better and more memorable experience that meets or exceeds expectations leads to a stronger performance on Forces of CX and higher emotional attachment which in turns positively impacts CX KPIs, customer lifetime values and acquisition potential.

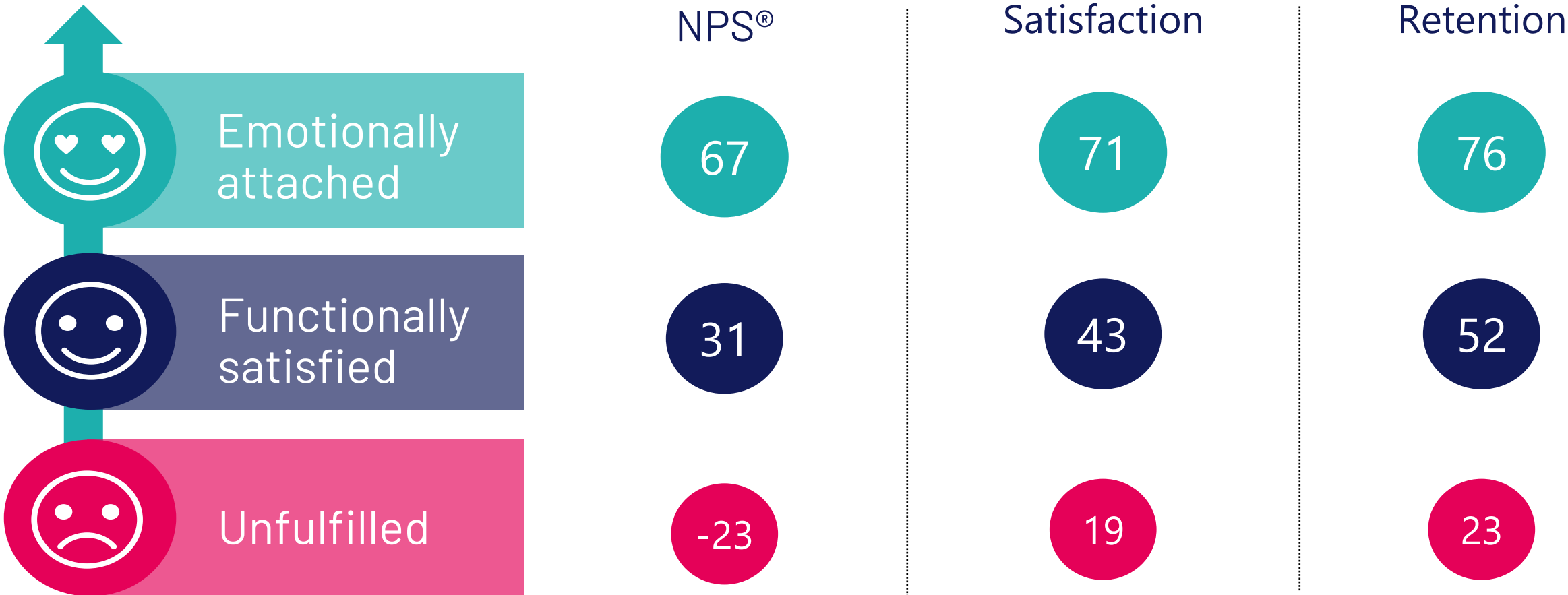
of customers say they
choose to use a brand
because they know
the experience will be
good

Only

14%

of customers believe
they will end up
benefitting most from AI

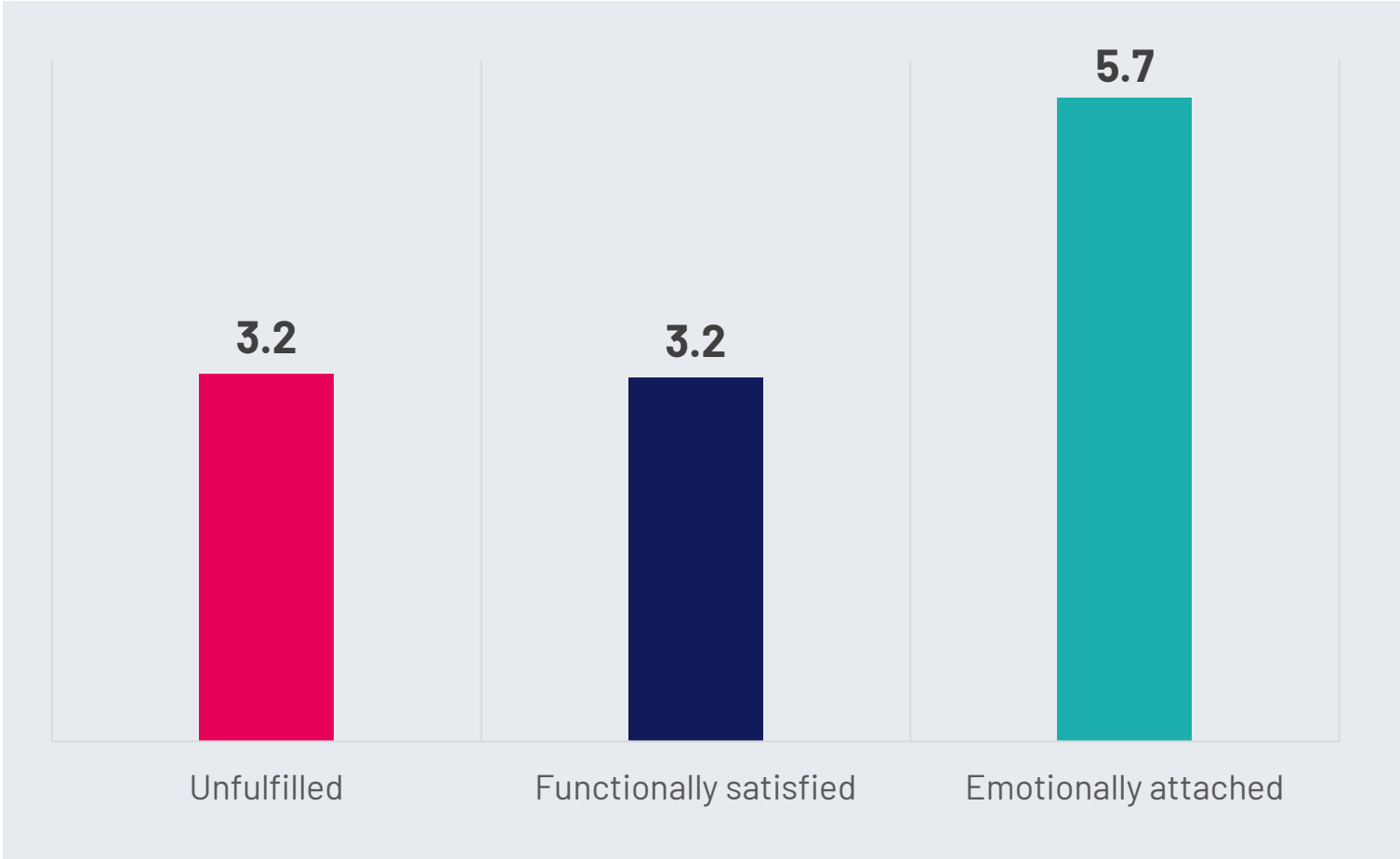
Emotional attachment is linked to higher CX KPIs and Customer Lifetime Value (CLV)



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Emotional attachment is associated to higher rates of recommendation hence contributing to customer acquisition

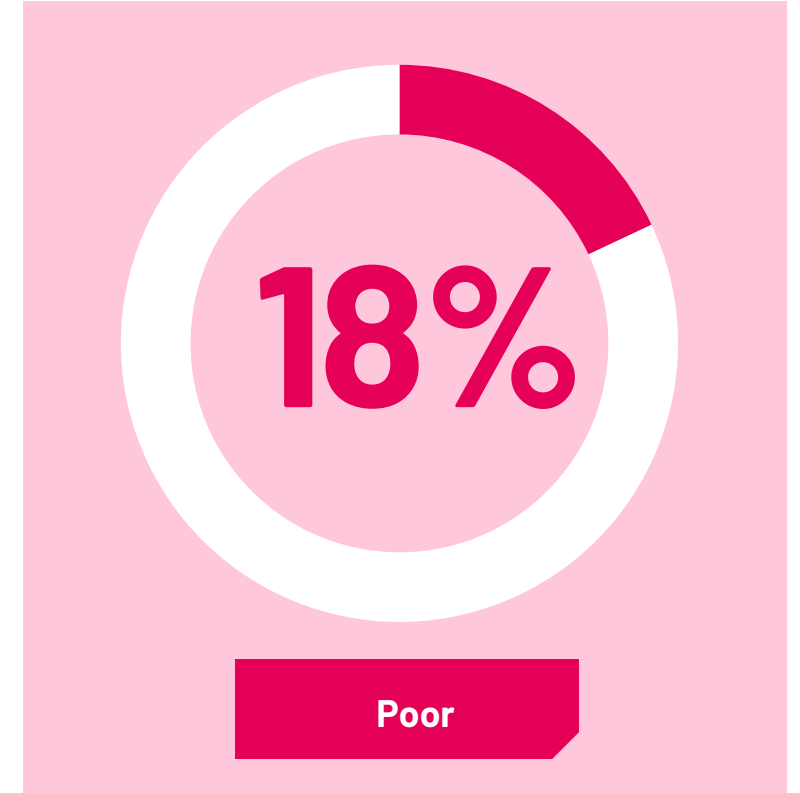
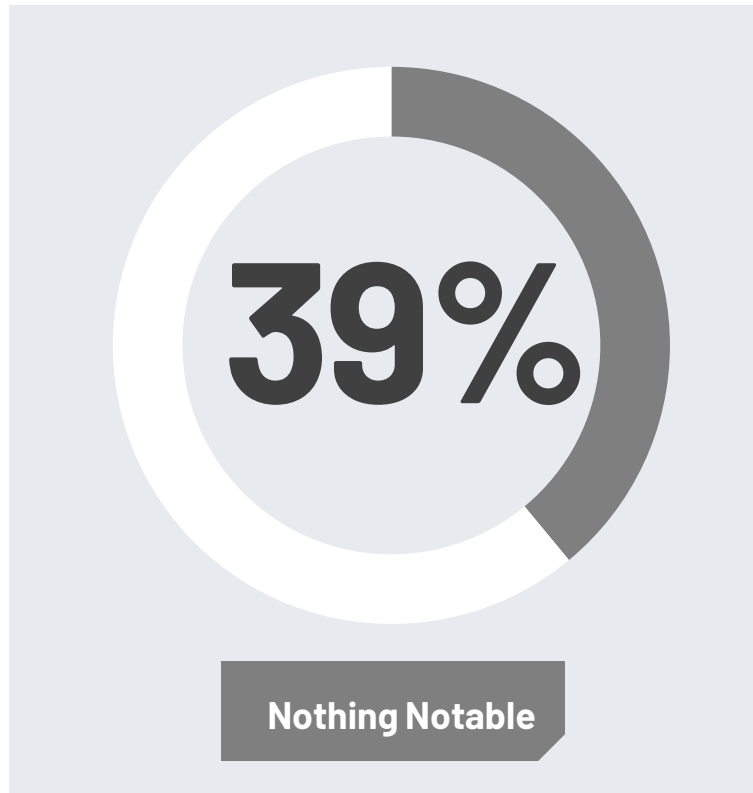
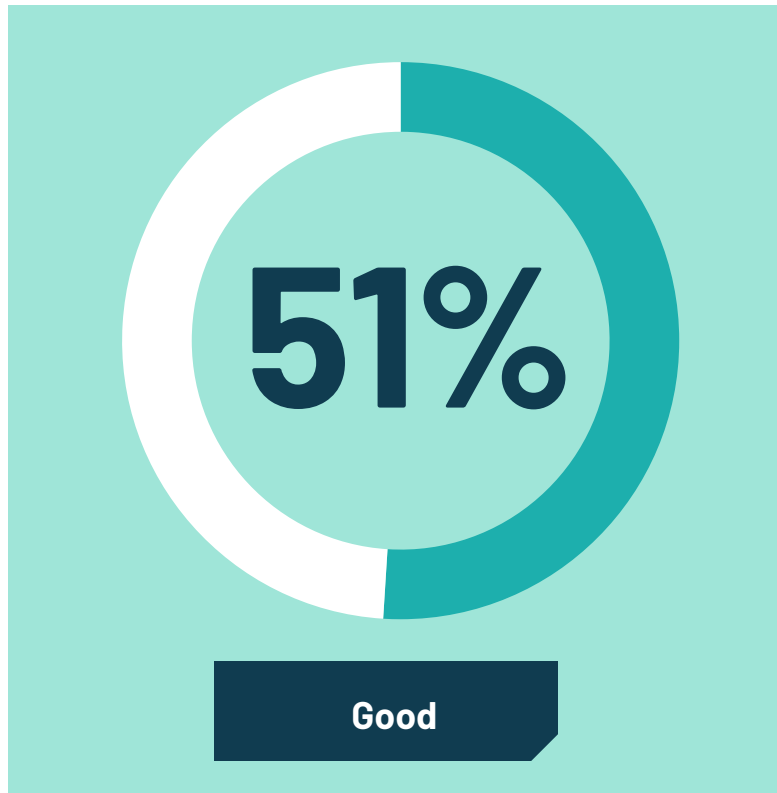
How many times have you positively recommended BRAND to friends and family in the last 12 months?



Emotionally attached are more actively promoting the brand they use to others.

Experience Quality – What's the current state of CX globally?

A tale of two halves – half of experiences are good, the rest are negative or un memorable
An opportunity to elevate CX



The building blocks of CX success

Emotional Factors



Experience Factors



Employee



ESG



Delivery



Omnichannel

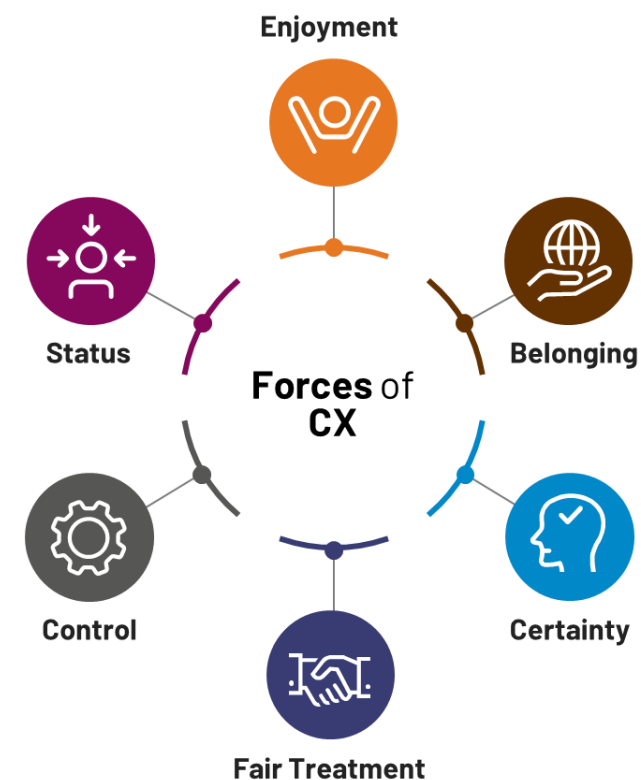
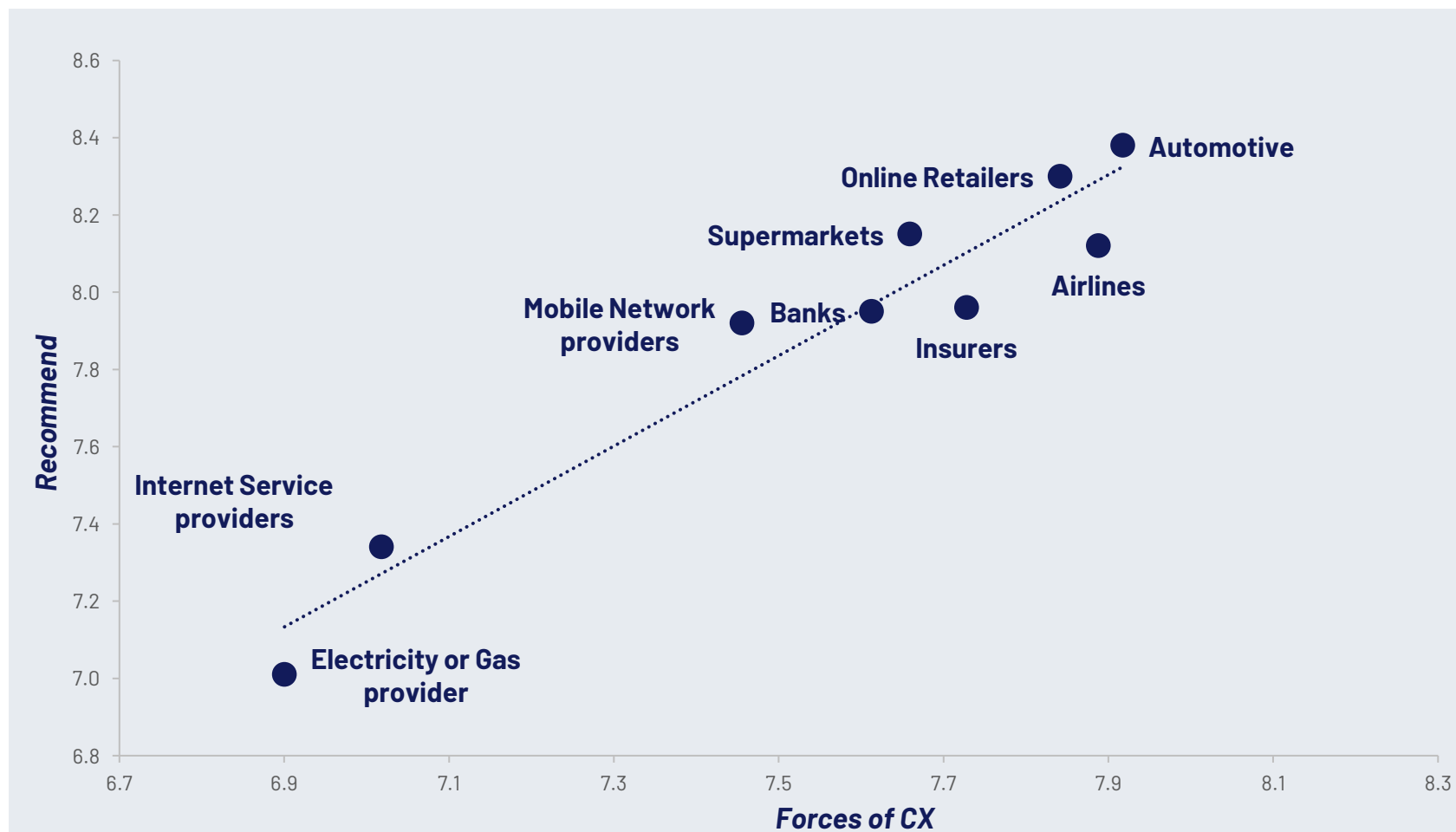


Personalisation



Brand Promise

The Forces of CX matter as they explain and predict customer outcomes



For more information

Contact the CX Insights team

CX-Insights@ipsos.com

Or visit:

<https://www.ipsos.com/en/cx-global-insights-2025-unlocking-future-customer-experience>