

CX Global Insights 2025

CX GLOBAL INSIGHTS 2025

Singapore edition

Unveil trends and opportunities to
elevate your Customer Experience

June 2025

WELCOME TO CX GLOBAL INSIGHTS 2025

We have launched our **CX Global insights 2025 – Singapore Edition** 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.

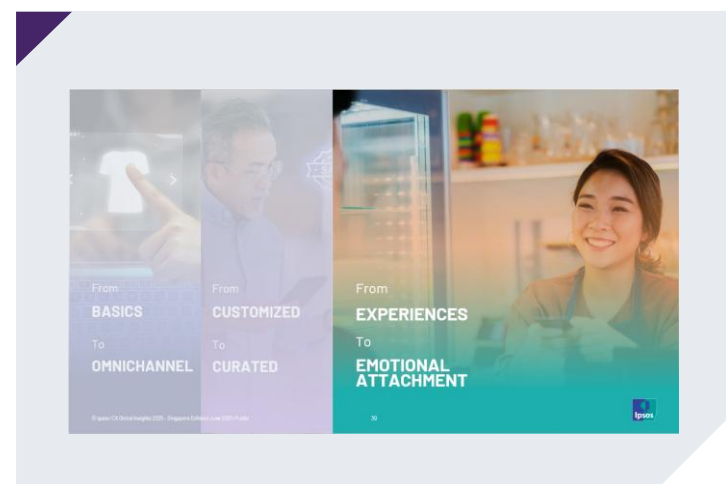
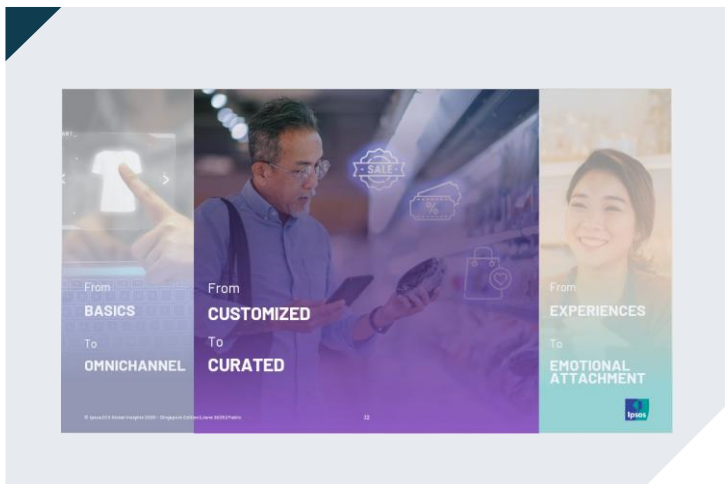
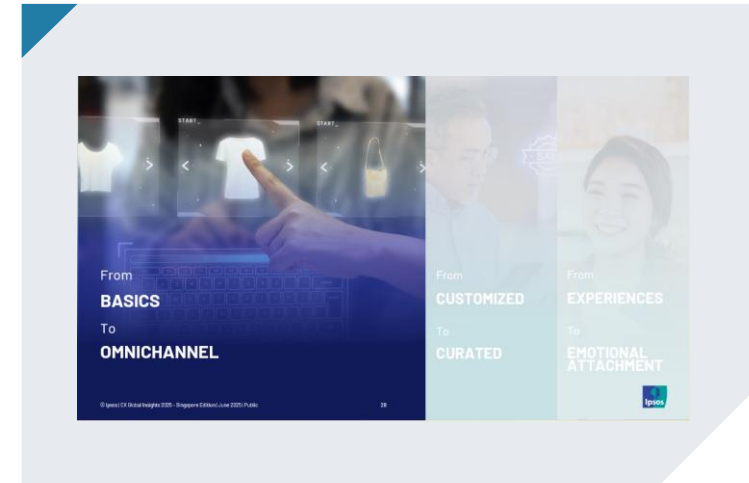
The report also outlines best practices and delves into current CX trends and hot topics such as customer expectations, advocacy and AI.

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

For more information contact:

Sara.Pike@ipsos.com

CONTENTS



IPSOS CX GLOBAL INSIGHTS 2025

65K evaluations across multiple sectors and countries



Grouping	Sectors	Global	SG
Financial Services	Banks	✓	✓
	Insurers	✓	✓
	Motor Insurers	✓	
	Superannuation	✓	
	Fintech	✓	
Retail	Supermarkets	✓	✓
	Online Retailers	✓	
	Fast Food	✓	
	Petrol Stations	✓	
	Convenience Store	✓	
Technology & Telecoms	Mobile Network	✓	✓
	Internet Service	✓	✓
	Streaming	✓	
Transportation	Automotive	✓	✓
	Airlines	✓	✓
Utilities	Electricity or Gas	✓	

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



SUMMARY

- 1 Delivering a better experience will make customers choose your brand and some will be willing to pay more for it.
- 2 In reality, actual experiences are disappointing.
- 3 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.
- 4 To elevate CX, brands must think differently about customers and technology.
- 5 The analysis identifies the key experiential and emotional building blocks of CX success that set the best and worst performing brands apart.



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

HEADLINES

57%

of customers started using a brand based on a recommendation from friends, family or social media



36%



84%



86%



81%

Global: 55%

While only

31%

would recommend the brand to friends, family or colleagues



36%



51%



57%



61%

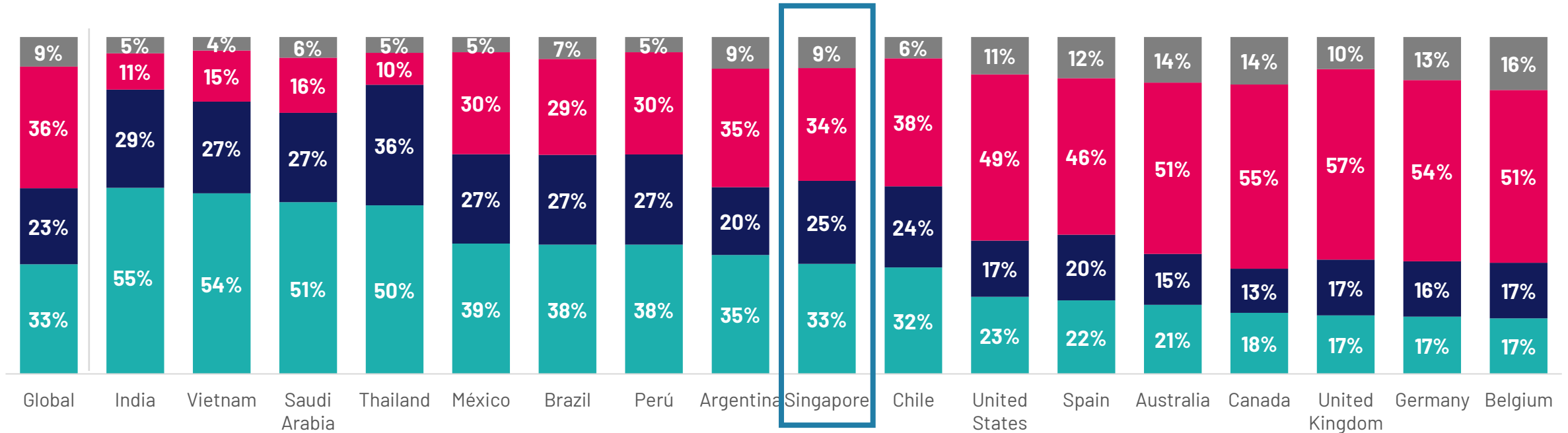
Global: 48%



57% of customers in Singapore say that recommendations impacted their decision to start using a brand

I first used the brand because of a recommendation from friends, family or social media

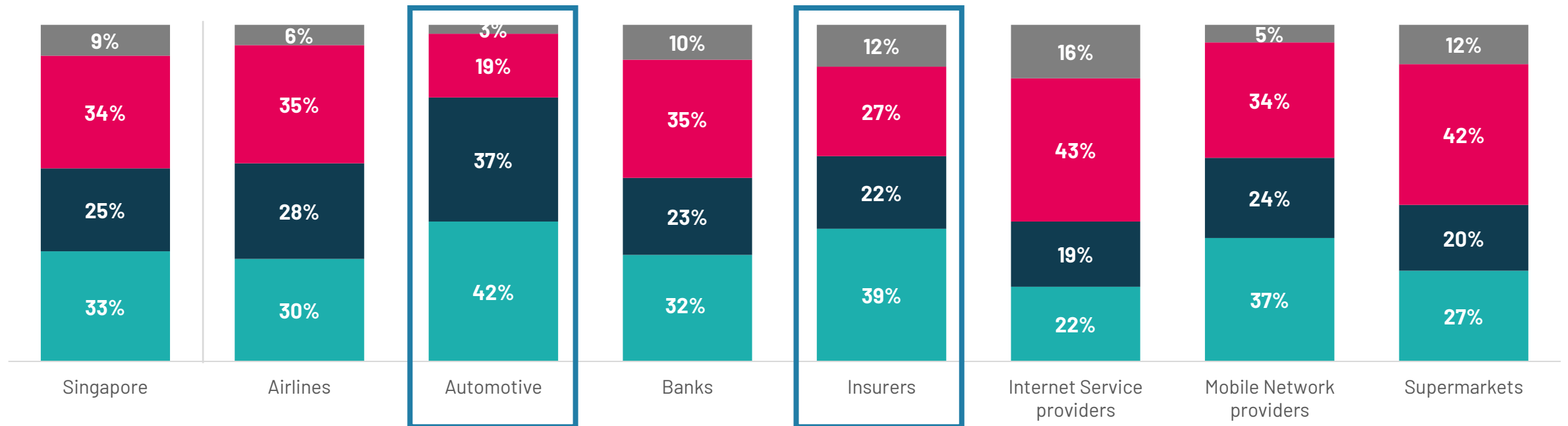
- Don't know/can't remember
- No - recommendation did not form part of my decision
- Yes - recommendation formed part of my decision but wasn't the main reason
- Yes - recommendation was the main reason I used/bought from them



Automotive and insurance have largest proportion of customers in Singapore who started using a brand based on recommendations

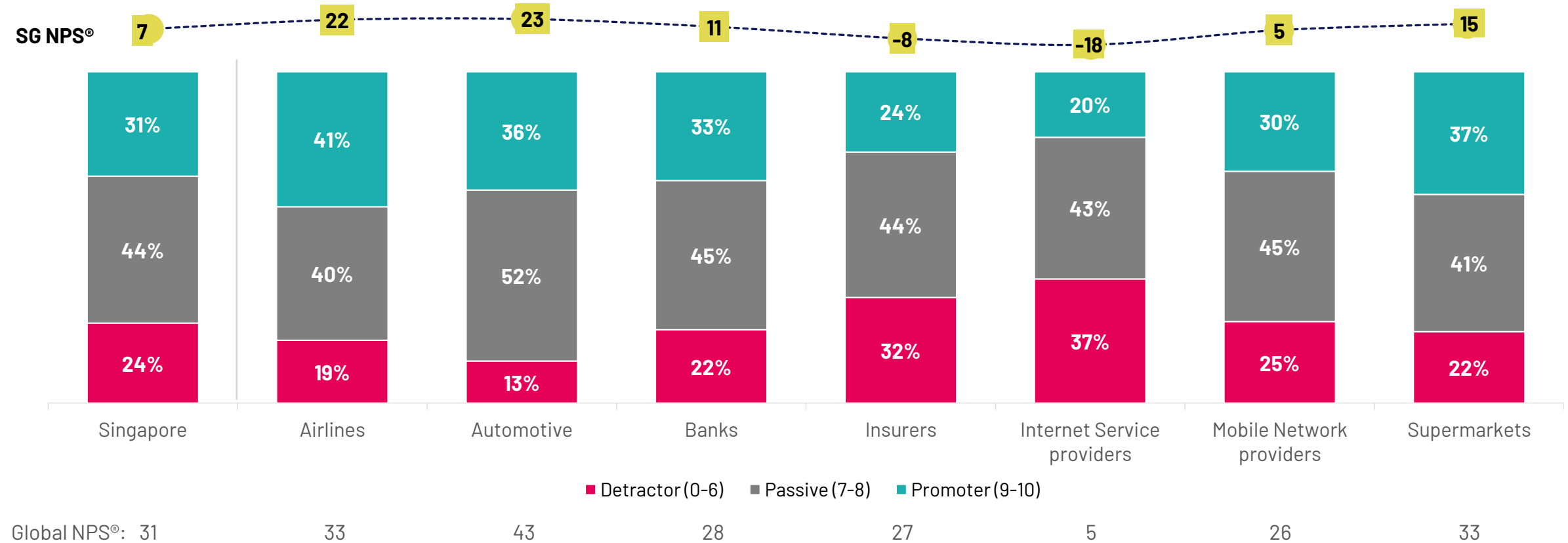
I first used the brand because of a recommendation from friends, family or social media

- Don't know/can't remember
- No – recommendation did not form part of my decision
- Yes – recommendation formed part of my decision but wasn't the main reason
- Yes – recommendation was the main reason I used/bought from them



31% of customers in Singapore are promoters, although NPS® varies by sector and country

How likely are you to recommend <brand> to friends, family or colleagues?
Please take account of all of your experiences with them, including everything that comes to mind.



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78%

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



73%



71%



73%



64%

Global: 70%

And over

50%

say they are willing to pay more to get better experiences



39%



62%



61%



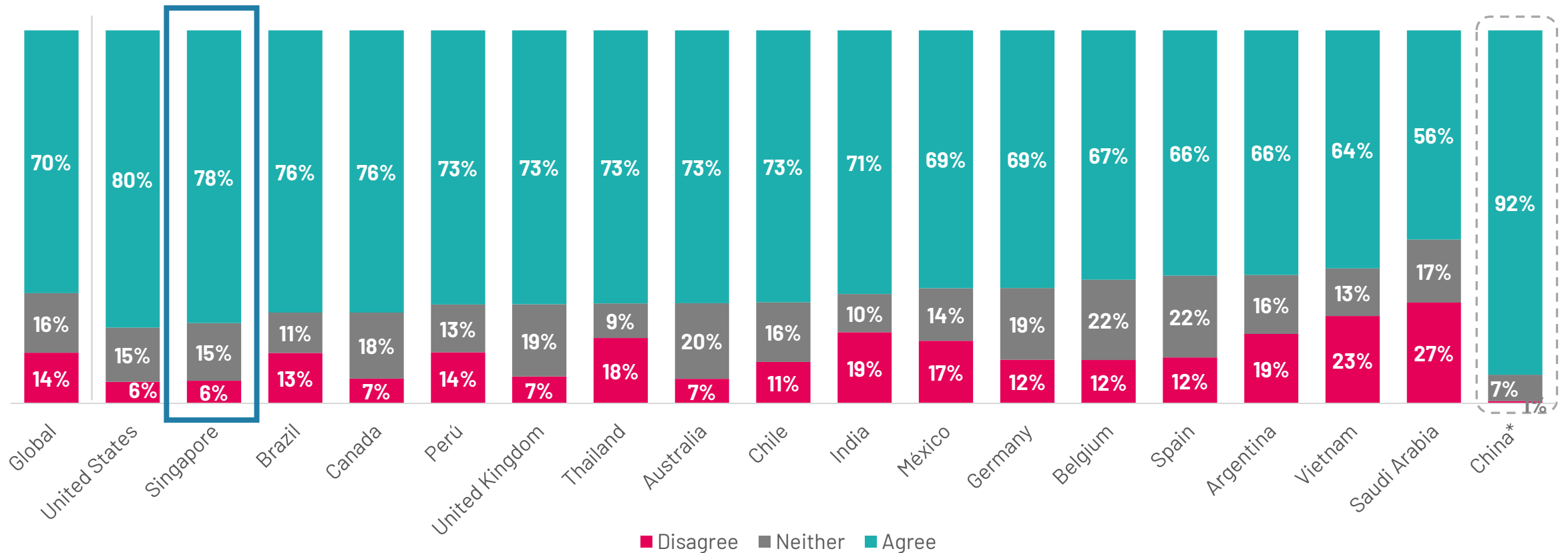
57%

Global: 46%



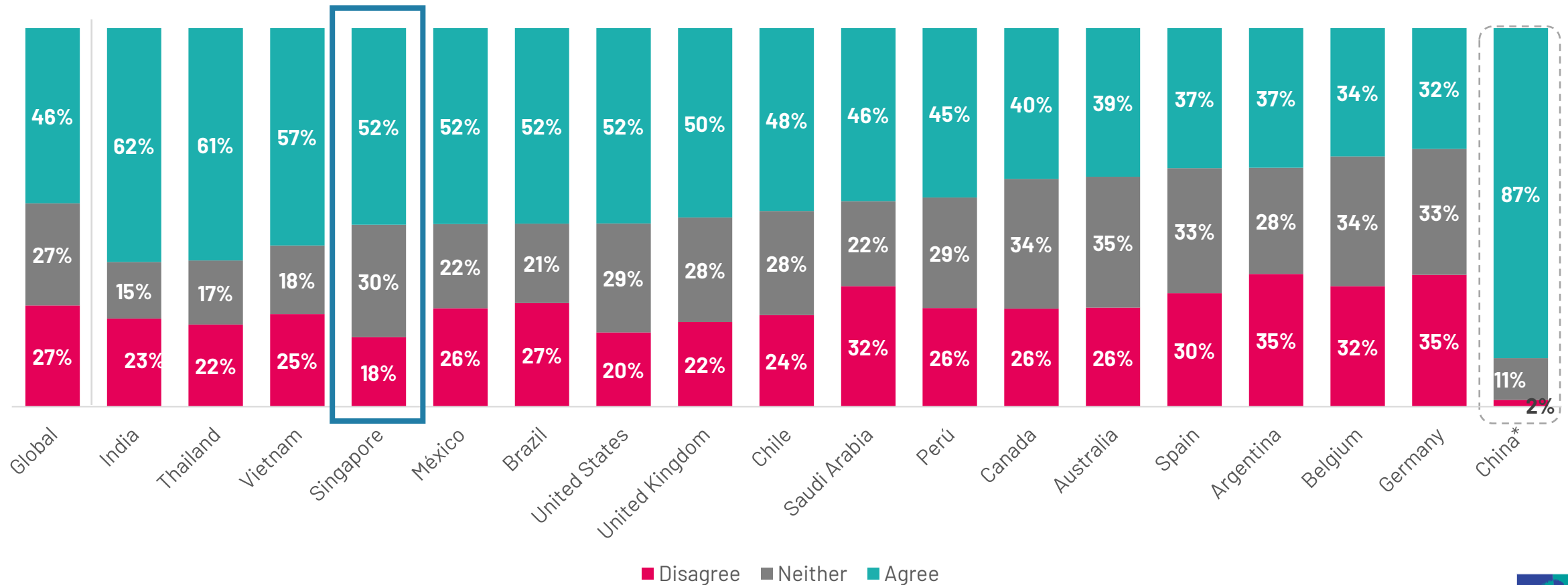
78% of customers in Singapore choose to use a brand because they know the experience will be good

I choose to use a brand because I know the experience will be good



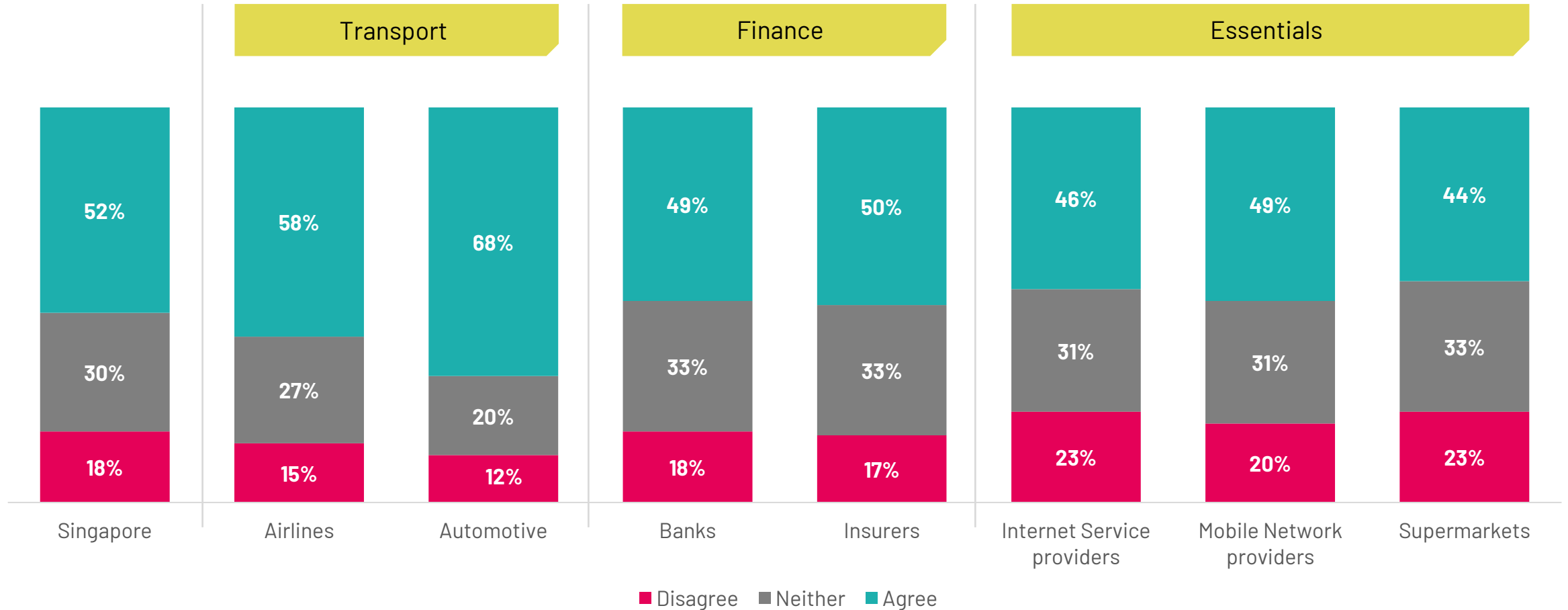
52% of customers in Singapore are willing to pay more for better experiences

I am willing to pay more to get better experiences as a customer



More customers in Singapore are willing to pay more for better experiences in automotive and airlines sectors

I am willing to pay more to get better experiences as a customer



86%

say the brand did not exceed their expectations



82%



80%



83%



84%

Global: 85%

59%

have had unmemorable experiences in the past 6 months



66%



29%



34%



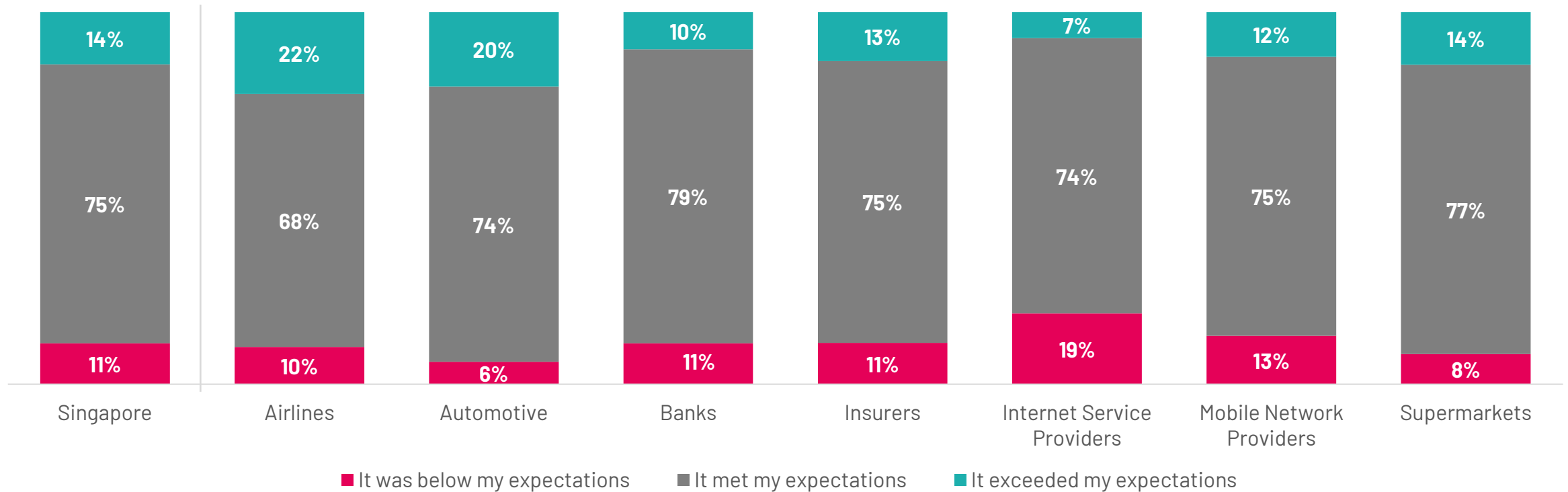
26%

Global: 52%



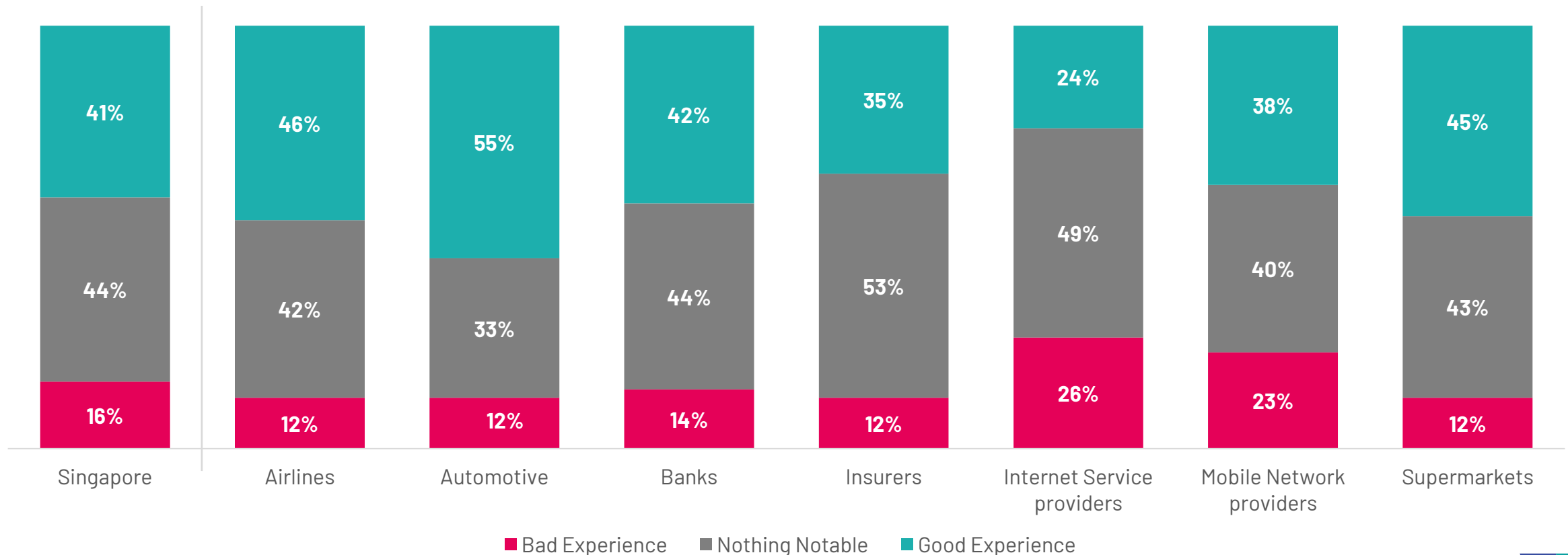
86% of customers in Singapore say the brand did not exceed their expectations, with automotive and airlines doing marginally better

My overall experience with <brand> matched what I expected I might receive from them



59% of customers in Singapore had unmemorable experiences recently, with ISPs and mobile network providers faring the worst

My experiences with <brand> over the past 6 months have been...



HOW TO SUCCEED IN CX

What are customers looking for?

1

Friendly, proactive,
empathetic **service**

2

Reliable and stable
products and services

3

Seamless, user-
friendly **digital**
experience

4

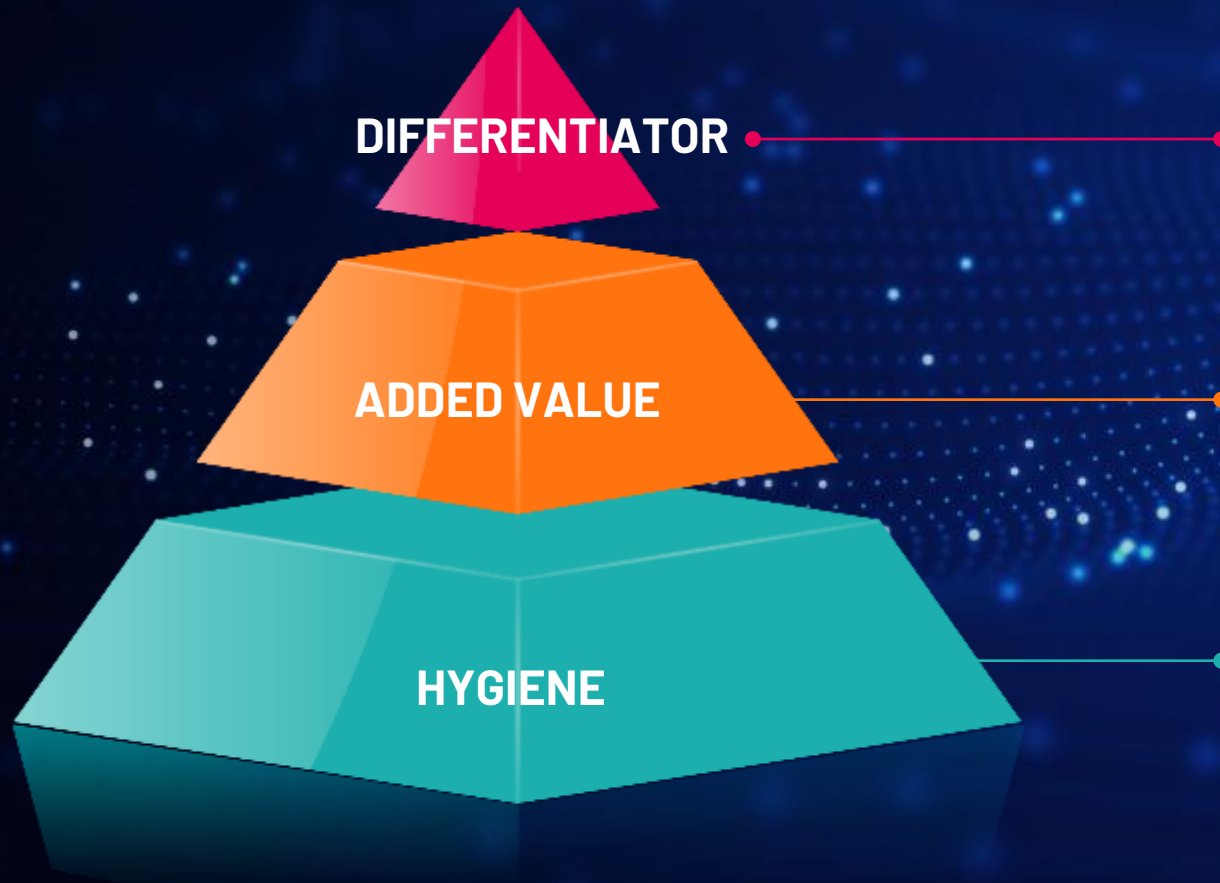
Value for money
and loyalty
rewards

5

Personalized
experiences and
recommendations



Building blocks of great experiences



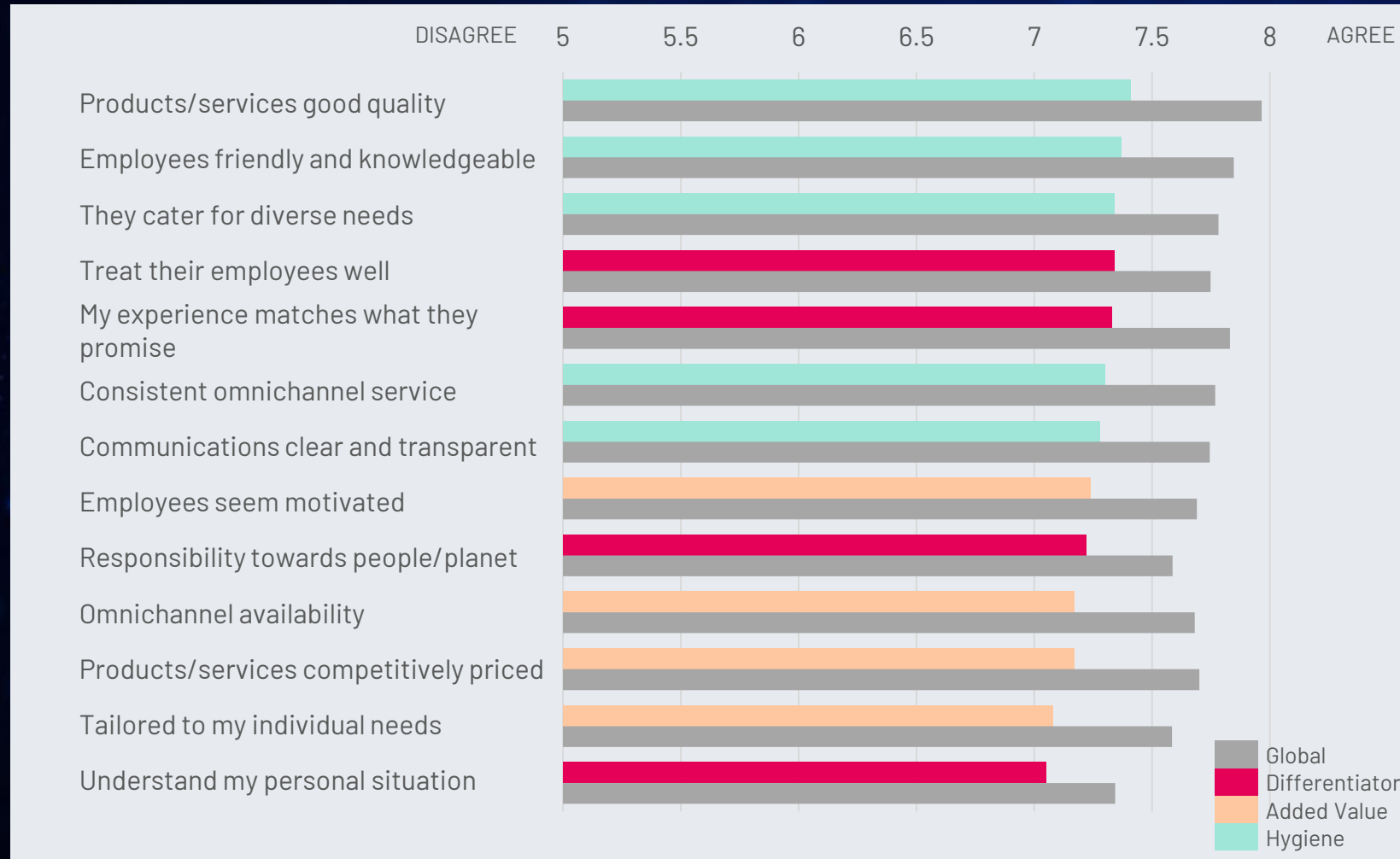
My experience matches promise	Treat their employees well	Understand my personal situation	Responsible towards people/planet
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Products / services competitively priced	Employees seem motivated	Omni-channel availability	Tailored to my individual needs
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Products / services good quality	Employees friendly / knowledgeable	Issues resolved	Cater for diverse needs	Communications clear / transparent	Consistent omni-channel service
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Experience Factors

An opportunity for brands to go beyond basics



Strong performance on hygiene factors that meet basic expectations such as good quality products / services, friendly and knowledgeable employees, cater for diverse needs

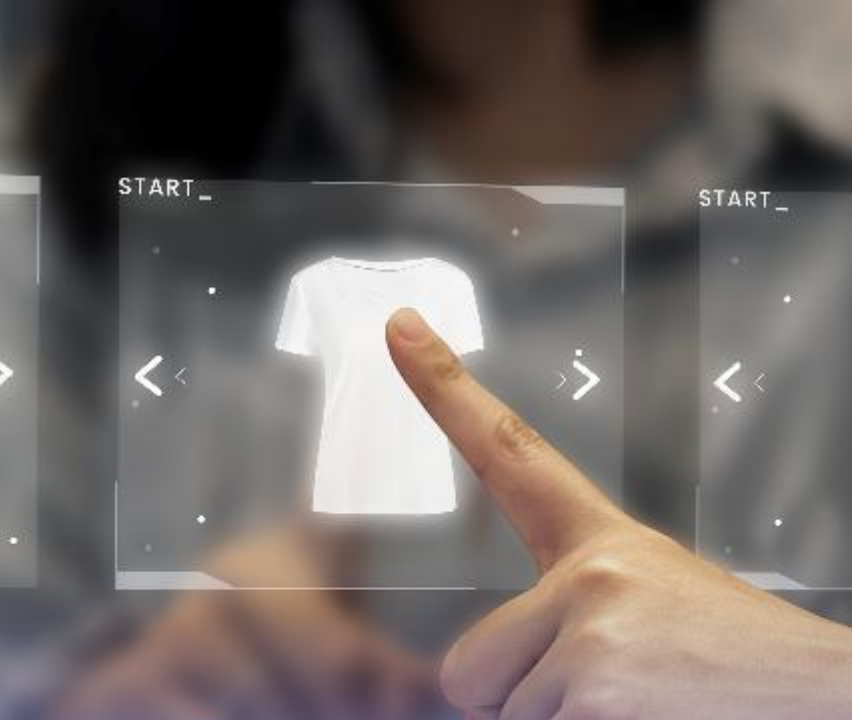
Opportunity to improve on omnichannel availability, tailor to individual needs and understand personal situation



*Customers become advocates of brands because they develop an **emotional connection** with their core purpose. Brands that elicit advocacy provide a value **beyond just product quality and experience.***

*This connection is something that deserves analysis, as it is the **foundation of true loyalty.***

- Michael Crooke, former Patagonia CEO



From

BASICS

To

OMNICHANNEL



From

CUSTOMIZED

To

CURATED



From

EXPERIENCES

To

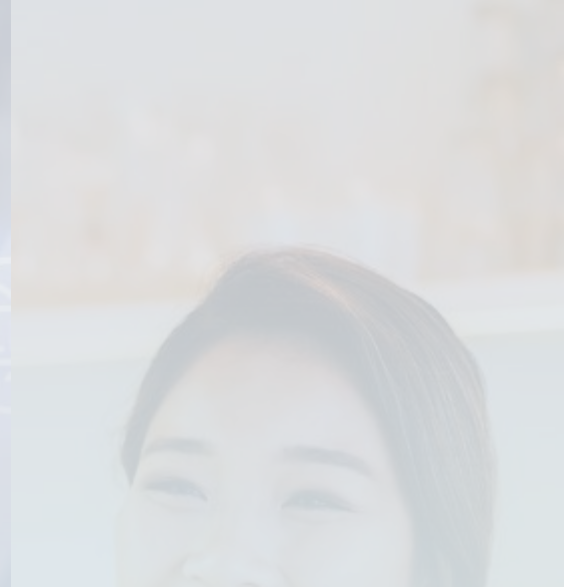
**EMOTIONAL
ATTACHMENT**



From
BASICS
To
OMNICHANNEL

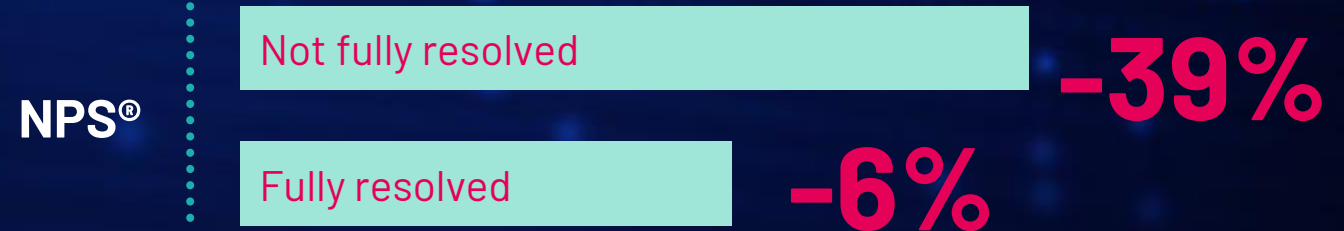


From
CUSTOMIZED
To
CURATED



From
EXPERIENCES
To
EMOTIONAL ATTACHMENT

Resolving issues improves NPS by 6.5x, but delivering right the first time is key



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Digital is convenient, but customers also want the human touch

80%

consumers use both online and offline sources to research and purchase

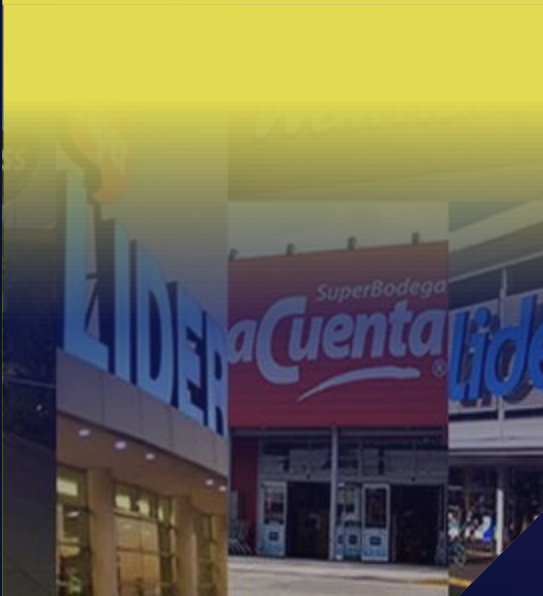
62%

expect consistent experiences across all channels



Sources: *Up Close And Personal* – Ipsos, Jan 2022, Survey by Google and Ipsos, 2018; *Capital One Shopping*, 2025

Case Study: Walmart Chile



BUSINESS QUESTION

How can Walmart Chile deliver a customer-centric omnichannel shopping experience to improve sales and retention?

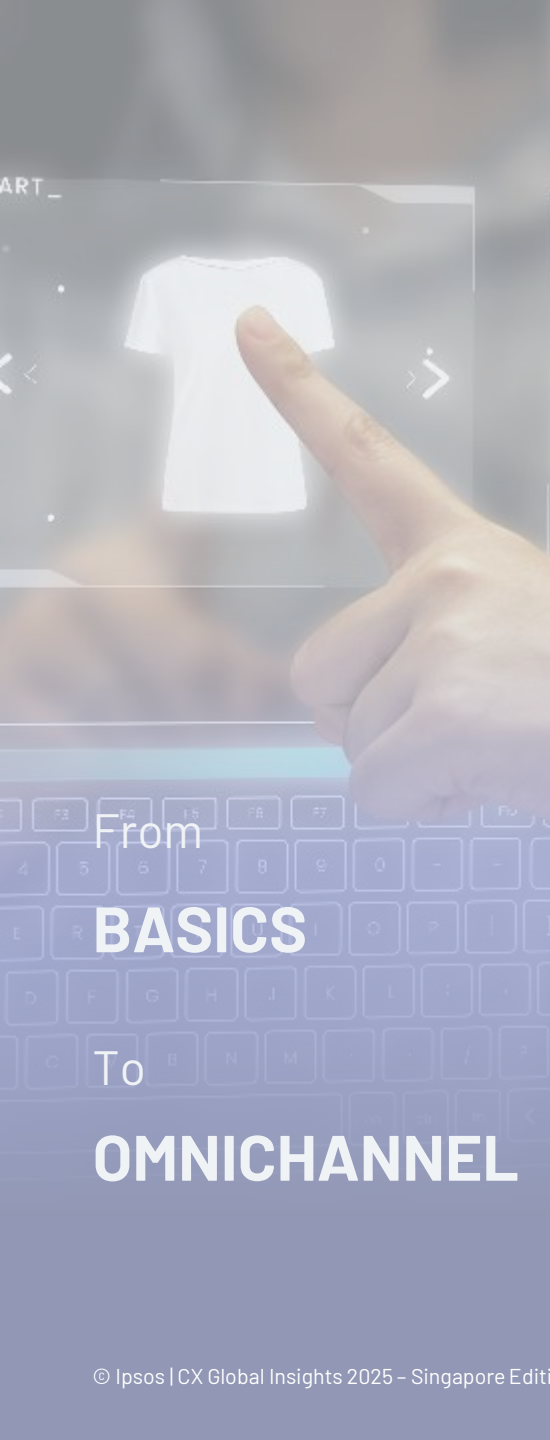
SOLUTION

CX Service Design approach:

- **Employee** customer-centricity assessment
- **Customer journey mapping** to redesign omnichannel customer experience
- **Financial analysis** to demonstrate ROCXI
- Redesigned **VoC program** to integrate more relevant sources of data

IMPACT

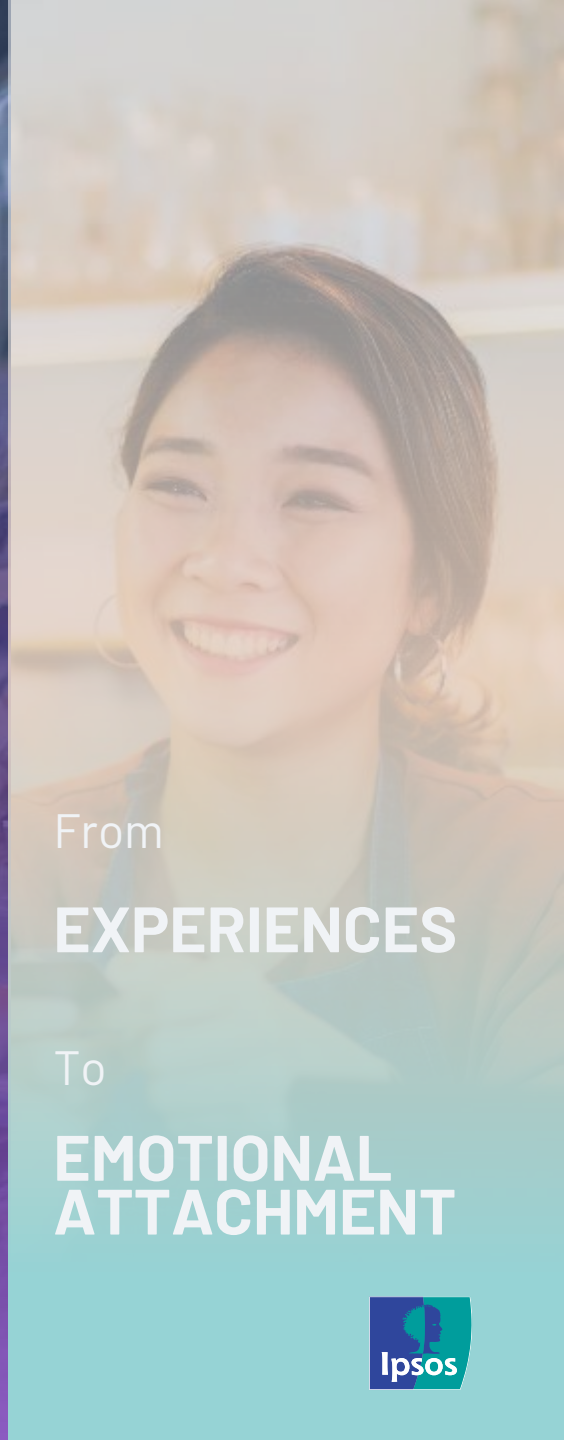
- Identified top 10 experience variables that explained 87% of revenue leakage from online channels
- Delivered strategic roadmap to drive transformation
- Reduced over €1 million churn in digital channels



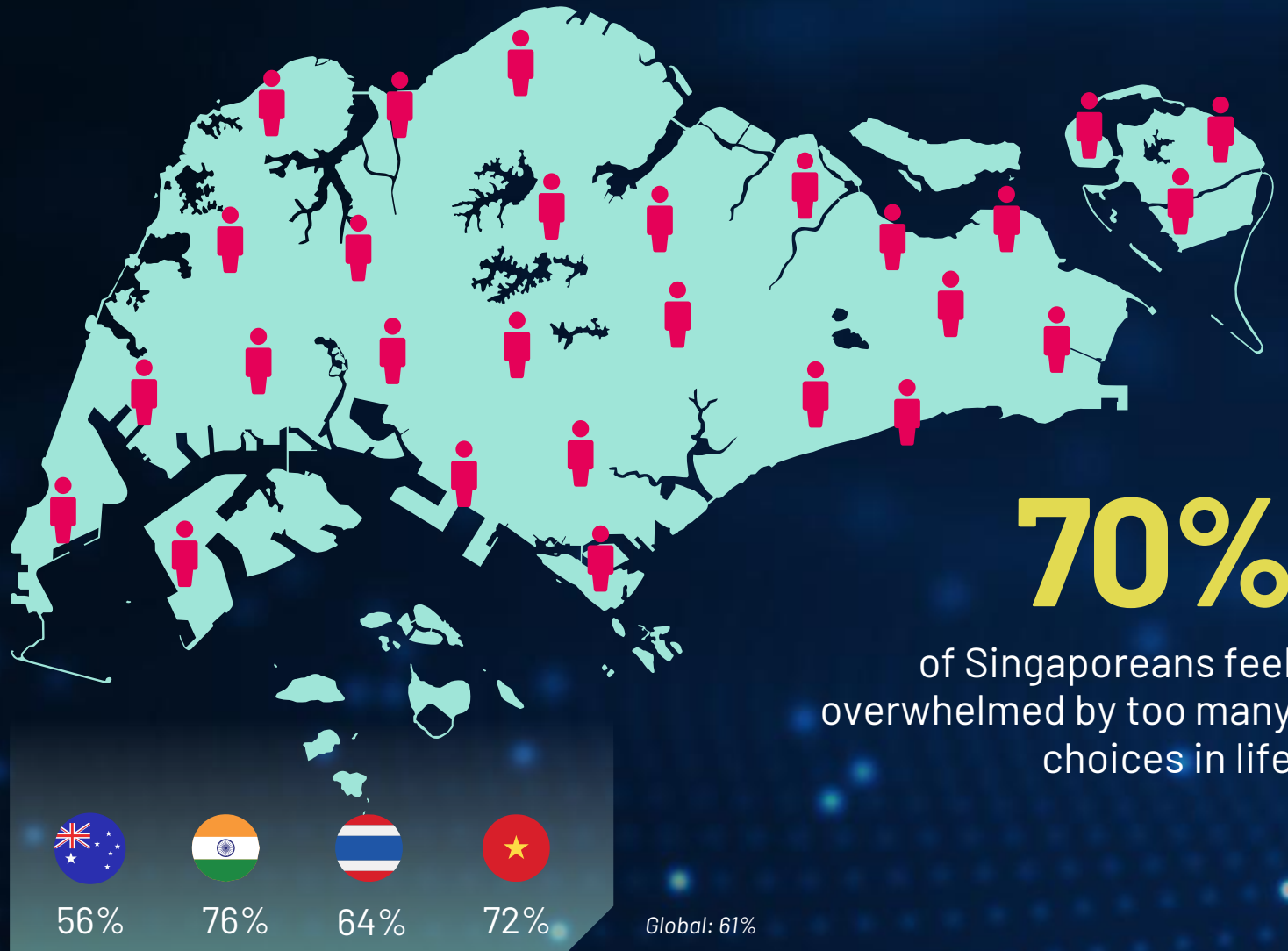
From
BASICS
To
OMNICHANNEL



From
CUSTOMIZED
To
CURATED



From
EXPERIENCES
To
EMOTIONAL ATTACHMENT



70%

of Singaporeans feel overwhelmed by too many choices in life

As people focus on the things they can control in their lives, brands can help people express and project their sense of self by curating recommendations to reduce choices

Source: Ipsos Global Trends (APAC), 2024

While customers crave authentic messages from trusted sources, brands need to balance value alignment vs. focusing on product benefits and customer experience for customers who just want the basics to be right

75%

agree "I tend to buy brands that reflect my personal values." (APAC)



64%



79%



79%



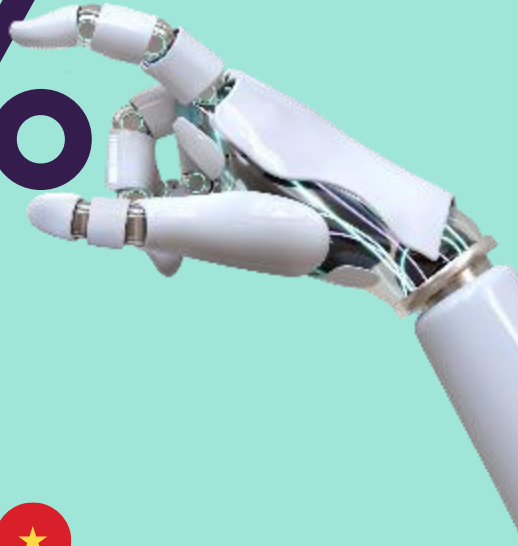
73%



Global 70%

44%

say using AI for customer service made their experience better



26%



62%



63%



75%

Global: 46%

- Design for AI to support HI
- Implement strong data protection measures and ensure GDPR, CCPA compliance
- Transparency is key to building trust



If you use it, disclose it

83% agree that companies using AI should have to disclose that use.



AI can be used to target ads, but humans create content

67% said they would be comfortable with AI being used to target ads, while 61% want their ad content on social platform to be created by humans

Sources: Ipsos AI Monitor 2025, [Artificial Intelligence-Driven Customer Service: Enhancing Personalization, Loyalty, And Customer Satisfaction, 2024](#), Patil, Dimple

Case Study:

Curated experiences –

It all starts with truly understanding the customer and listening at every touchpoint to predict behavior

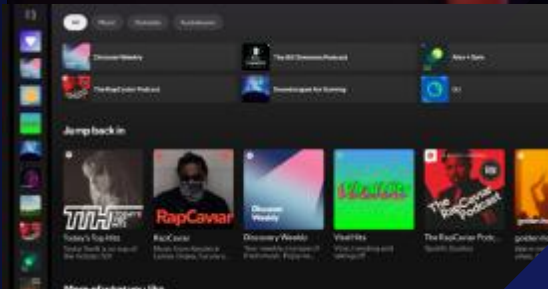
5-step approach to personalization:



33 million
versions of it



Personalized
Playlist



Source: [Case Study: How Netflix Uses AI to Personalize Content Recommendations and Improve Digital Marketing, Medium 2023](#)



From
BASICS
To
OMNICHANNEL



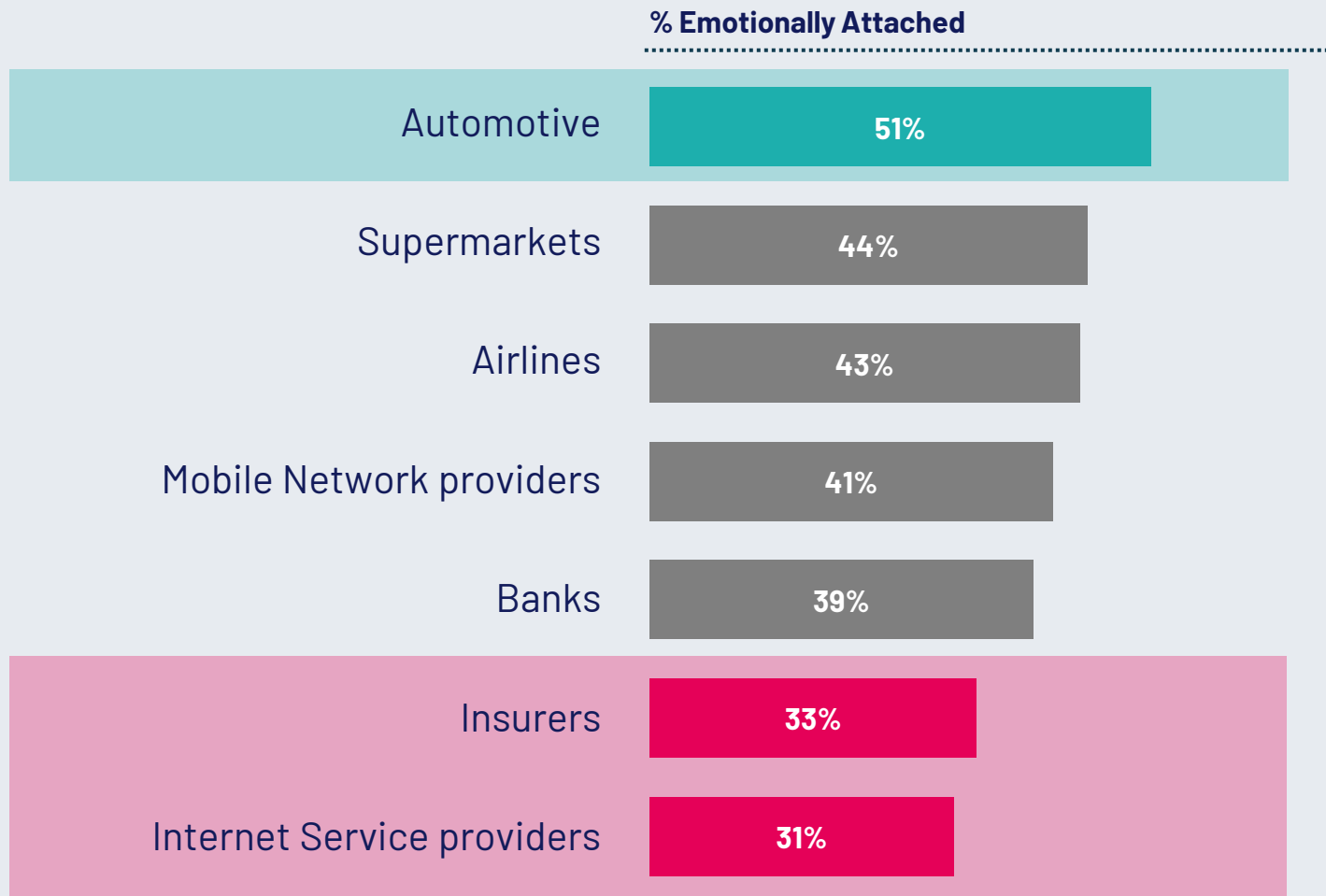
From
CUSTOMIZED
To
CURATED



From
EXPERIENCES
To
EMOTIONAL ATTACHMENT

Emotional attachment

- best and worst performing sectors in Singapore



Automotive are leading the way, while Insurance and Internet Service providers are showing lowest emotional attachment

70%

of Singaporeans who are emotionally attached say they are willing to pay more to get better experiences



53%



76%



75%



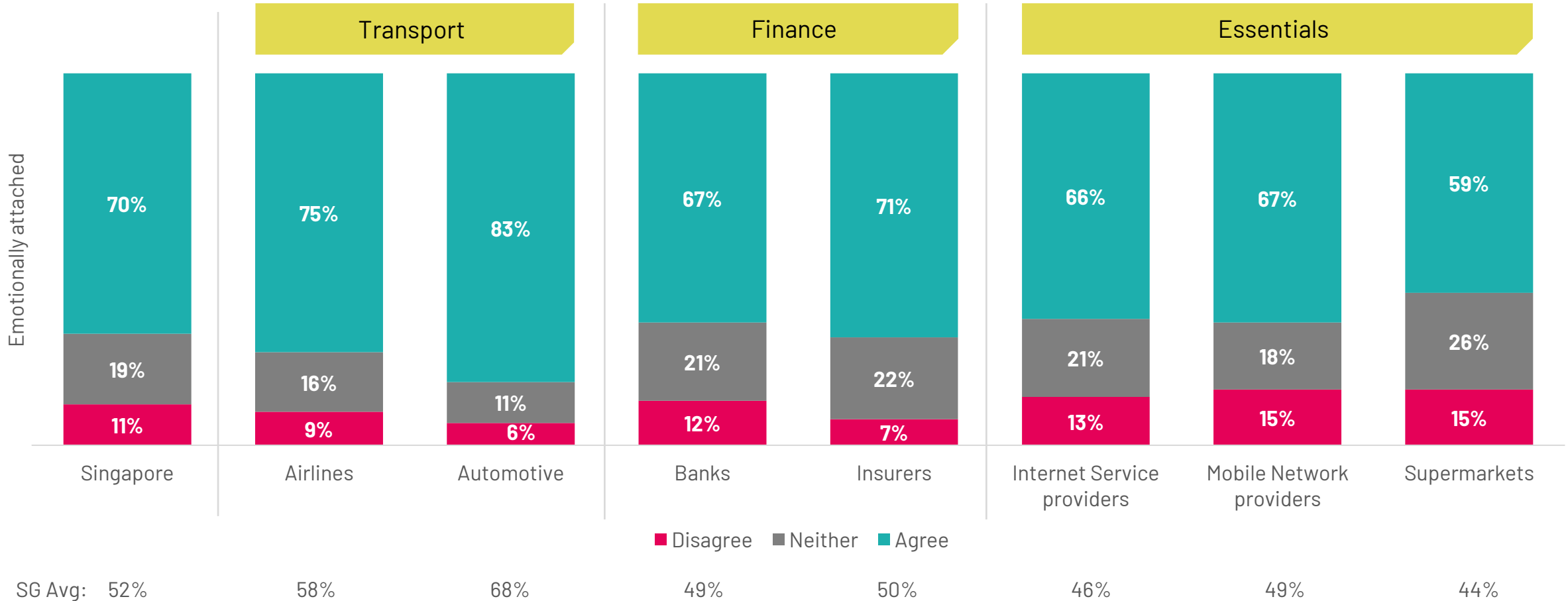
69%

Global: 63%



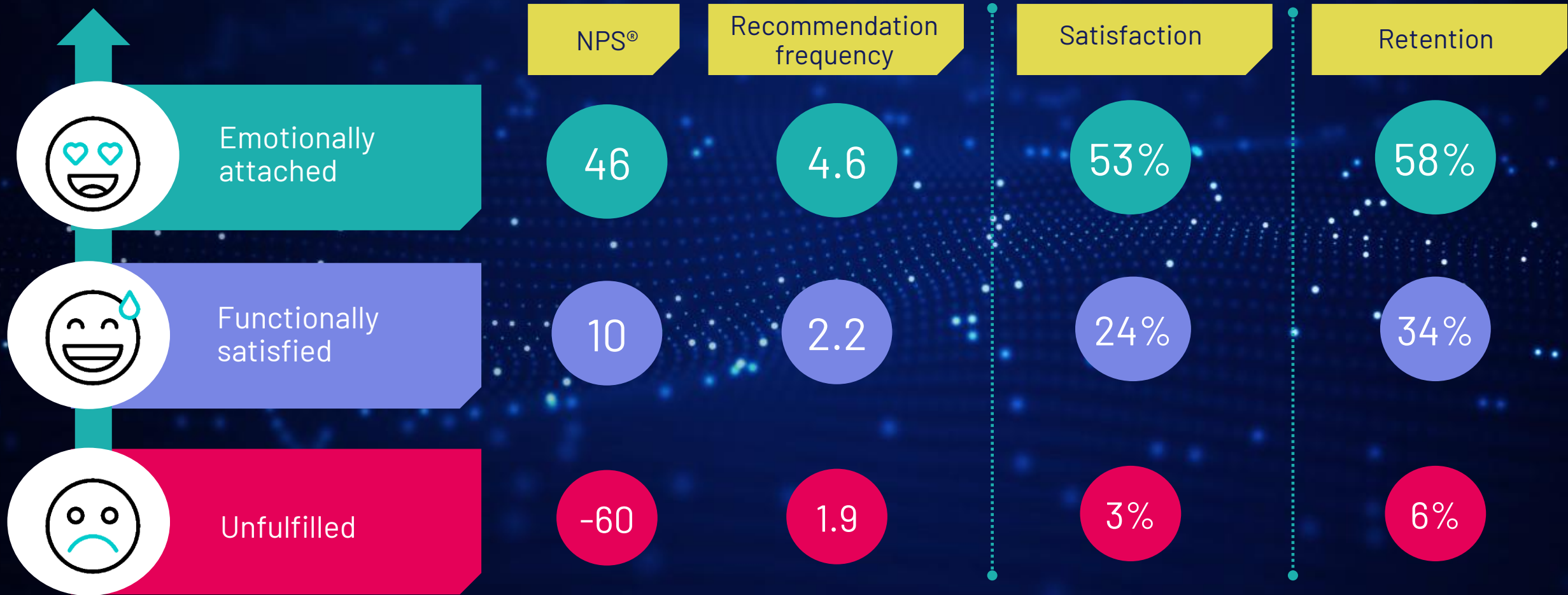
18% more customers in Singapore are willing to pay more for better experiences if they are emotionally attached

I am willing to pay more to get better experiences as a customer



Emotional attachment drives advocacy and loyalty

Linked to higher CX KPIs, Customer Lifetime Value (CLV) and more positive recommendations



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The Forces of CX

The science of building emotional attachment

Fair treatment



Customers feel that there is a fair exchange taking place

Certainty



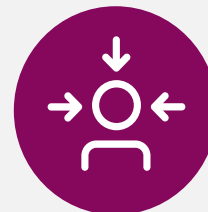
Customers feel that things are clear, and working as expected

Control



Customers feel in control of the situation

Status



Customers feel valued, respected and worthy of special treatment

Belonging



Customers feel a sense of affinity and that you care about the greater good

Enjoyment



Customers feel that their lives are being made easier and/or happier

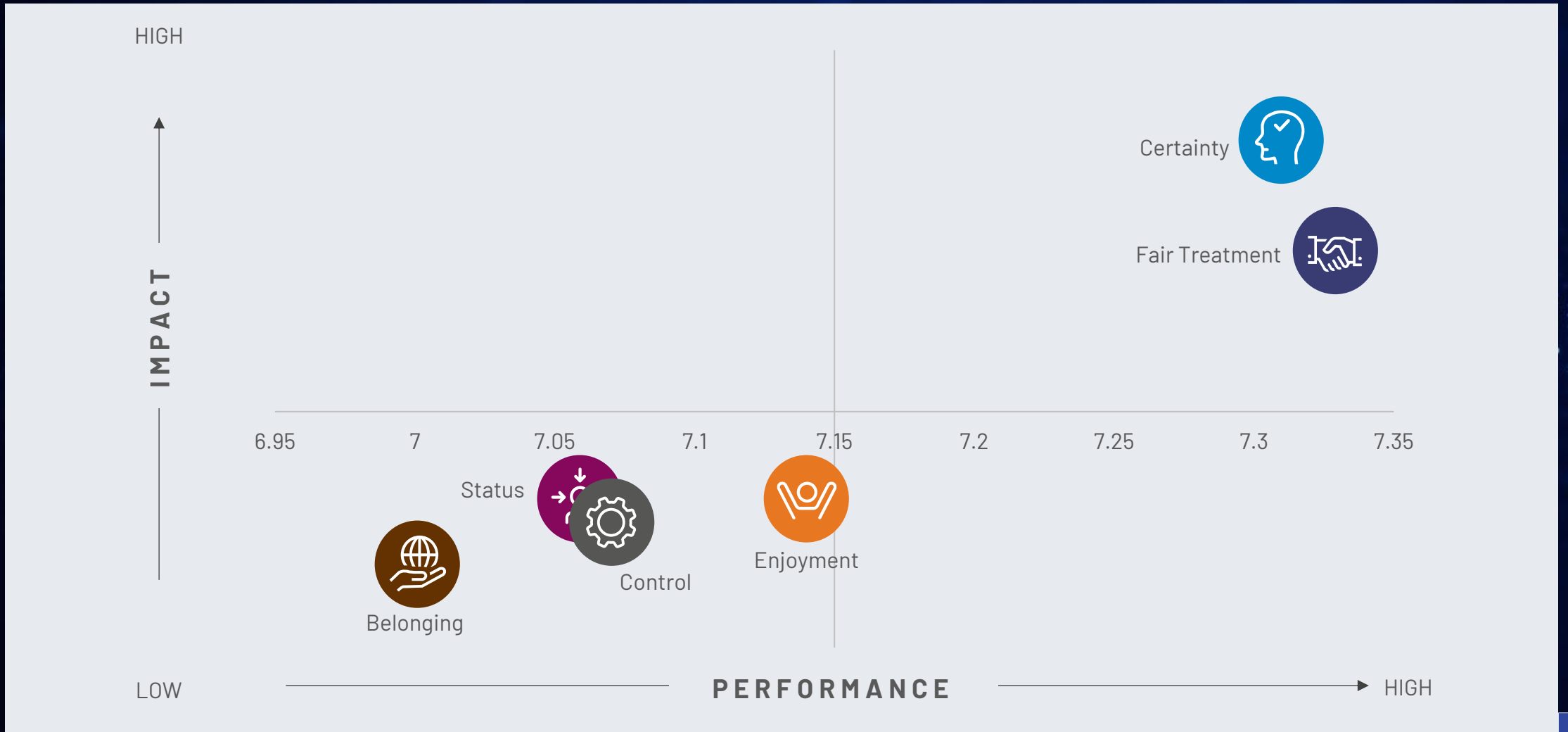
Hygiene Factors

Minimum viable experience

Differentiators

Adding value, creating meaningful connection

Opportunity to improve Status and Control in Singapore



Best practices for improving Control and Status

Fair treatment



Certainty



Control

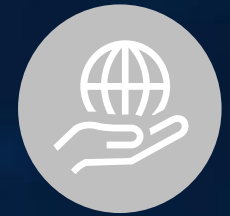
- Provide some **options** for personalization
- Ensure channels (e.g., mobile app) give customers the **information they need**
- Make different channels **available and seamless**



Status

- Show customers you **know who they are**, their history and **what they want**
- Make recommendations based on **customers' needs**
- Demonstrate **appreciation** of customers' time and **reward** them for their loyalty

Belonging



Enjoyment



Case Study: Broadband /Telco provider

BUSINESS QUESTION

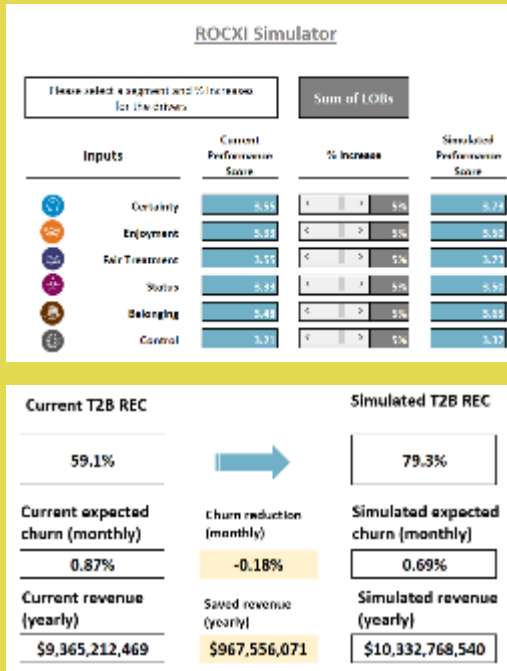
How can we reduce churn?

SOLUTION

- **Forces of CX:** New lens for exploring customer relationships focusing not just on functional delivery but meeting customers' relational needs.
- **ROCXI analysis:** quantify potential churn reduction of improving the Forces, saving revenue.

IMPACT

- Putting a monetary value on the improvement of the Forces of CX provided a compelling narrative to proceed.
- This was so impactful that we are working with our client to develop a single bespoke metric that distils all six Forces for use as a tracking measure of relationship strength.



CONCLUSION

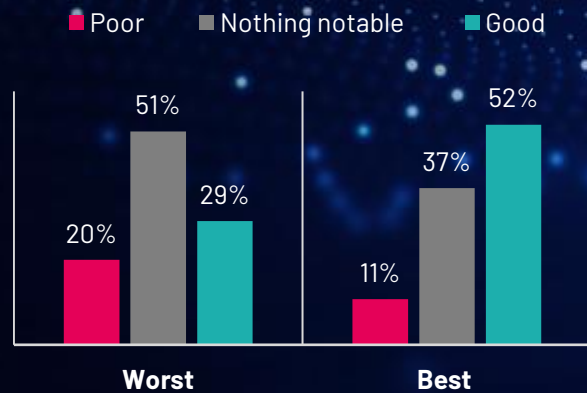
CX Success – Combining Experience & Emotional Factors



Best performing brands are...

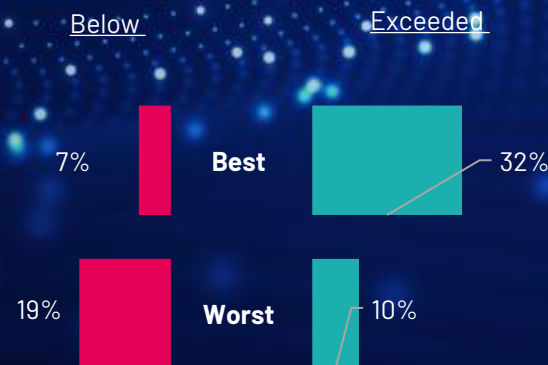
1.8x

More likely to deliver good experiences



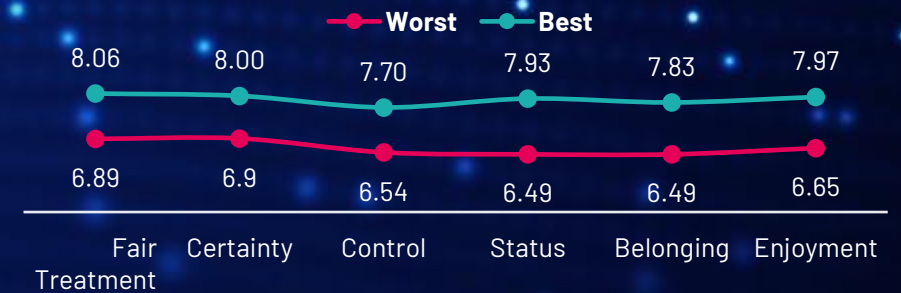
3x

More likely to exceed customer expectations



1.2x

More likely to do better on Forces of CX



... than worst performers

The Future of CX

1

Seamless and consistent omnichannel experience

Design with HUMANS at the core

2

Personalized through curation

AI supports HI

3

Exceed expectations & connect

Experience + Emotional Attachment

IPSOS CX

Ipsos is a global driving force in Customer and Employee Experience.

We collaborate with the world's leading organisations to help them grow the right talent, fulfill their brand promises, and optimise financial outcomes.

From corporate strategy to operational excellence, we cover the entire experience landscape.

Our research, advanced analytics and advisory solutions enable clients to

predict and adapt to change, create enriched, improved, and differentiated experience ecosystems.

Our approach is deeply human-centric, and our global network of expert teams have a rigorous understanding of CX and EX that's backed by decades of cultural knowledge and industry experience.

So, while our work is powered by insights and driven by technology, **it's always all about people.**



THANK YOU!

For more information

Contact the Singapore CX team

Sara.Pike@ipsos.com

Or visit:

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<https://www.ipsos.com/en-sg/customer-experience-0>