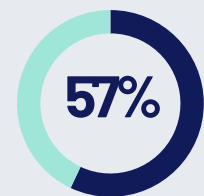
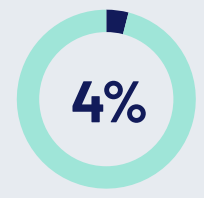


GLOBAL VOICES OF EXPERIENCE 2026

The comprehensive overview
of the opinions of Customer
Experience (CX) and Employee
Experience (EX) professionals
from around the world.



of organisations agree they consistently deliver customer experiences aligned with their brand promise.



have fully embedded AI in strategy and operations. Only 27% measure its impact.

Ipsos Maturity Framework Globally

CX Maturity Levels

35% Foundation

52% Practised

13% Leading

EX Maturity Levels

42% Foundation

45% Practised

13% Leading



ROI: AMBITION VS CAPABILITY

Only 1 in 8 organisations formally measure CX ROI and only half say their KPIs truly drive action.



PERSONALISATION AT SCALE

75% think that AI enables the delivery of personalised experiences at scale.



MORE THAN HALF (55%) OPERATE CX AND EX IN ISOLATION

Culture remains siloed, even when technology scales.

About the research:

735 Experience professionals from 13 sectors and more than 45 markets around the world completed the online survey between September and December 2025. Data shown represents the views of Experience professionals (including CX and EX practitioners), unless otherwise stated.

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