

CX GLOBAL INSIGHTS 2026

Unveil trends and opportunities to
elevate your **Customer Experience**

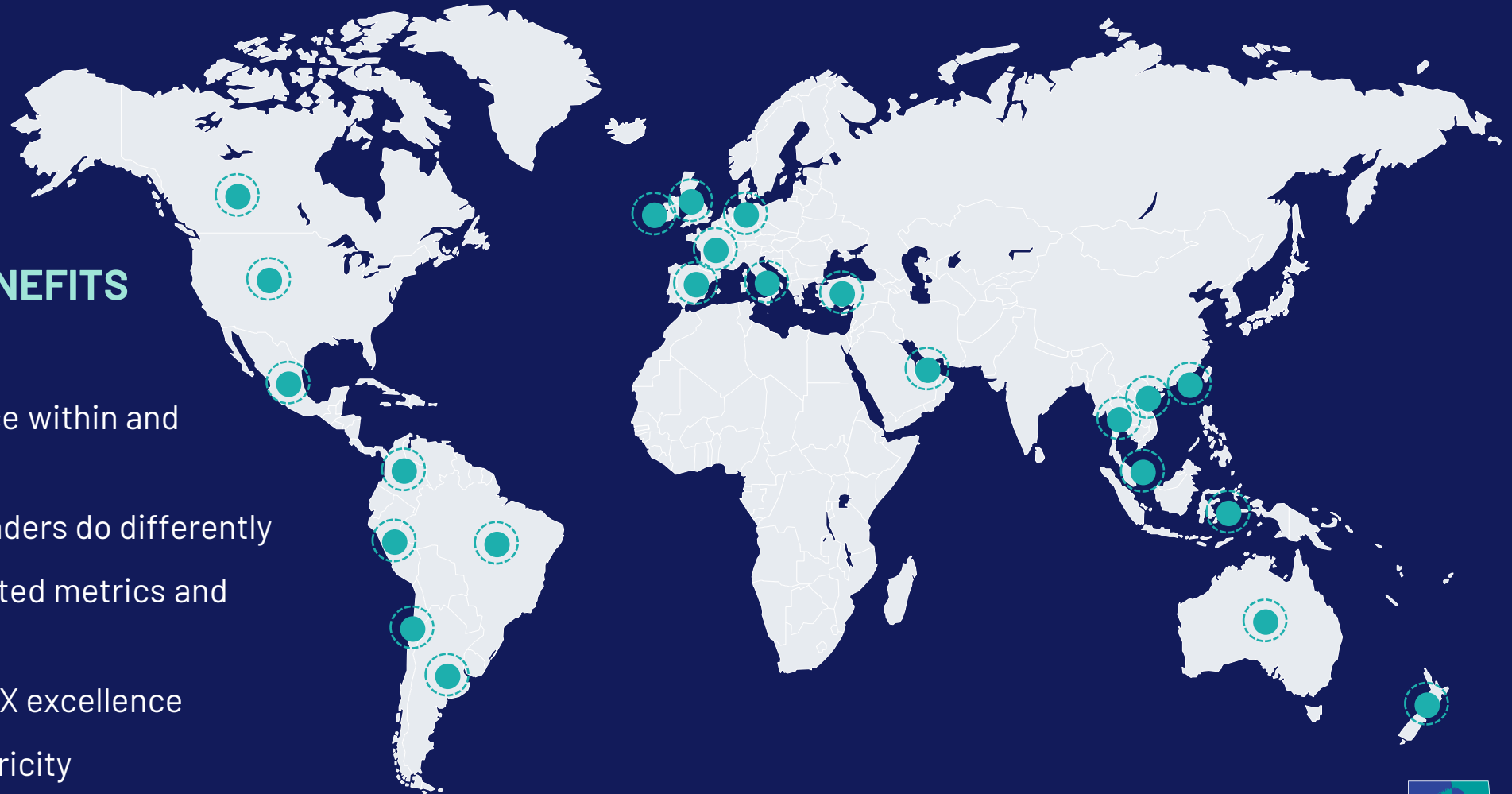
June 2026

Coverage:
85K evaluations across **23** countries

**CX GLOBAL
INSIGHTS 2026**

GLOBAL MARKET BENEFITS

- Track CX trends
- Benchmark performance within and outside your sector
- Understand what CX leaders do differently
- Use scientifically validated metrics and diagnostics
- Identify key drivers of CX excellence
- Improve customer centricity



INTRODUCING

AI MODERATION BY IPSOS

**Human expertise
meets AI efficiency**

**135 interviews across 4 regions to deep
dive into key CX topics and trends**

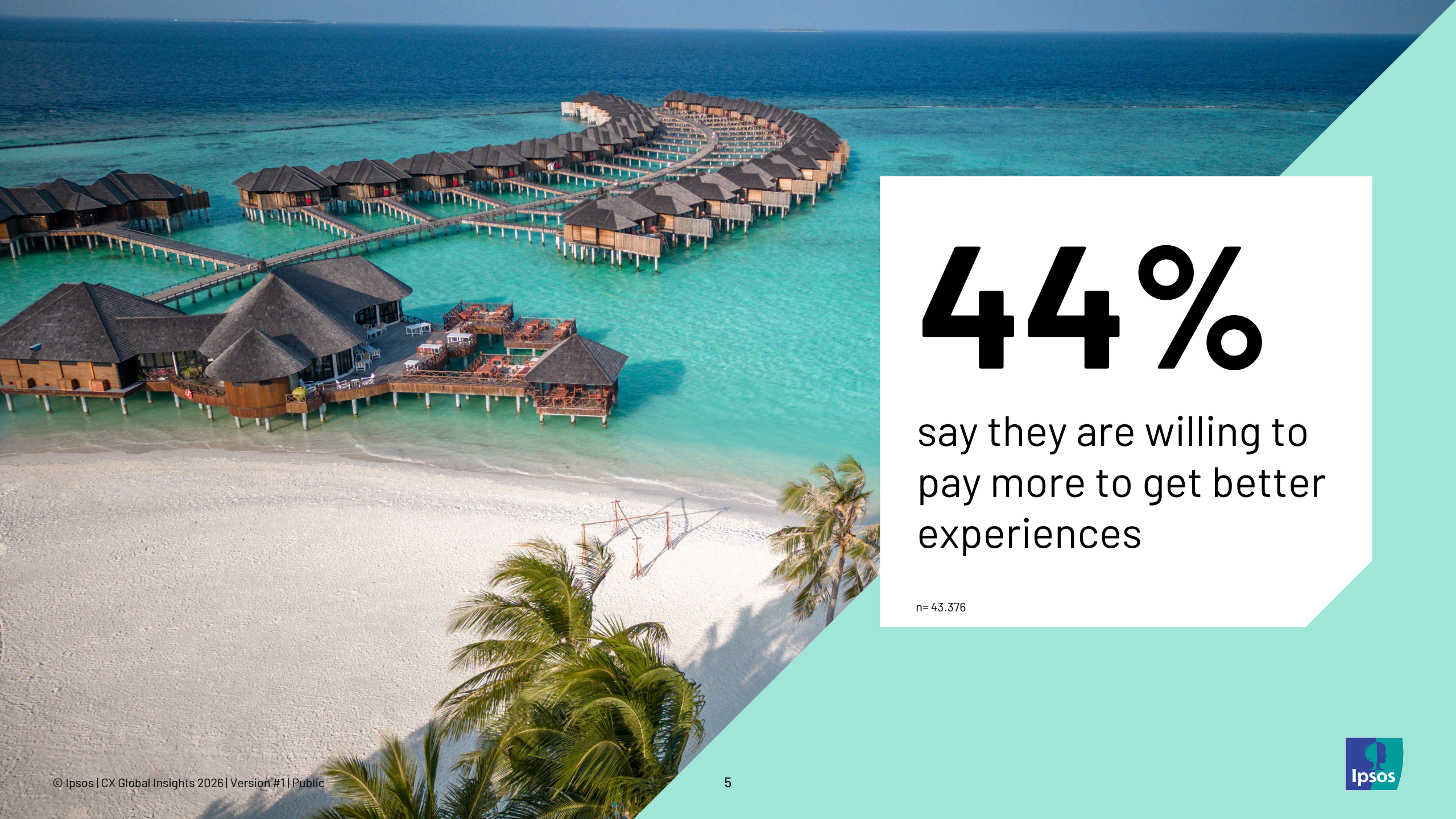


70%

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

n= 43.376



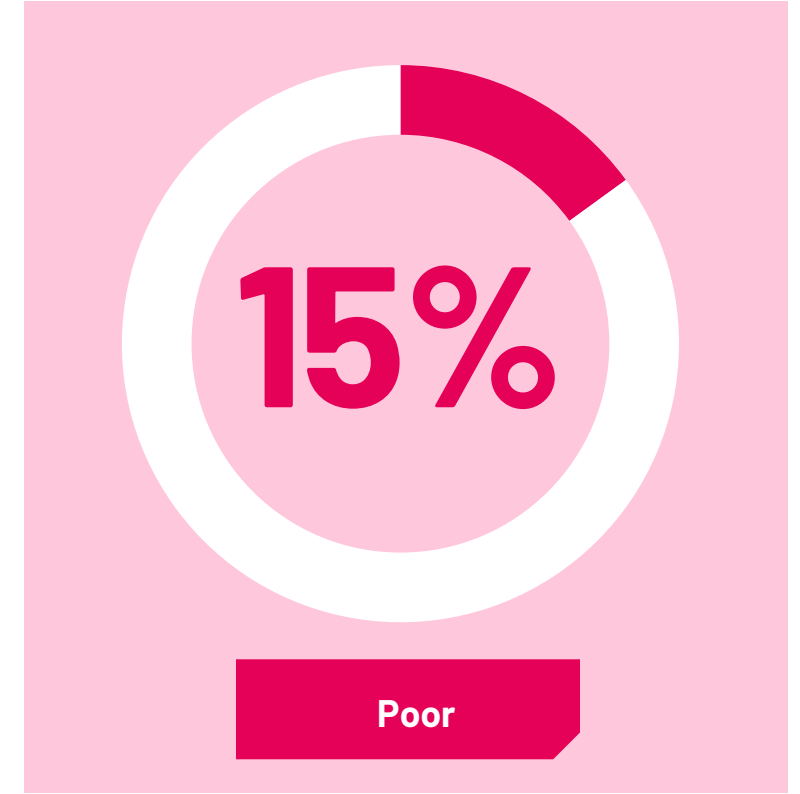
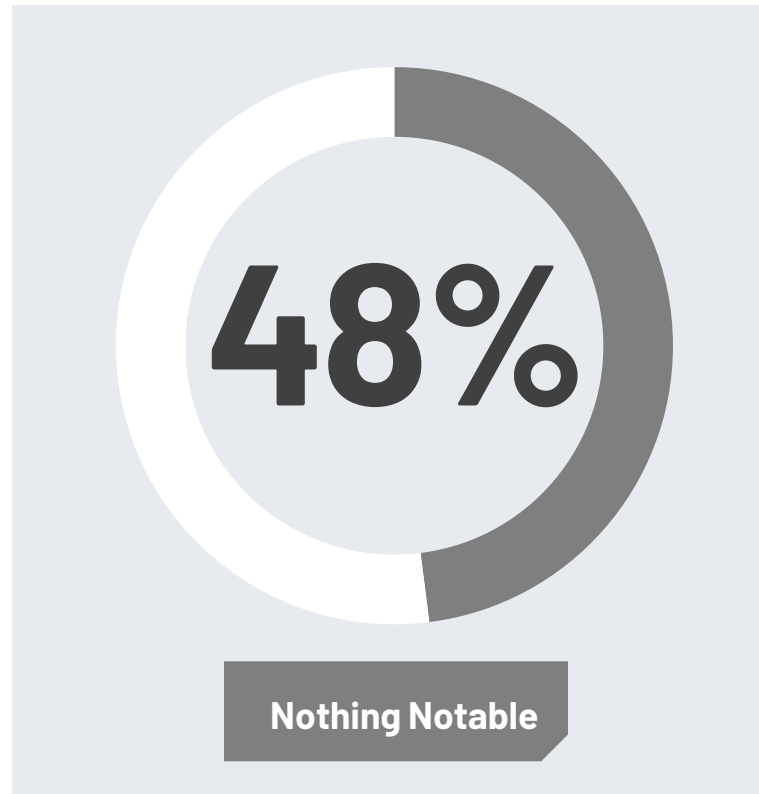
An aerial photograph of a tropical resort. In the foreground, there is a white sandy beach with several palm trees. Beyond the beach, a series of wooden walkways lead to numerous overwater bungalows with thatched roofs. The water is a vibrant turquoise color, and the sky is a clear, deep blue.

44%

say they are willing to
pay more to get better
experiences

n= 43.376

Half of experiences are unmemorable - A shift towards average experiences?



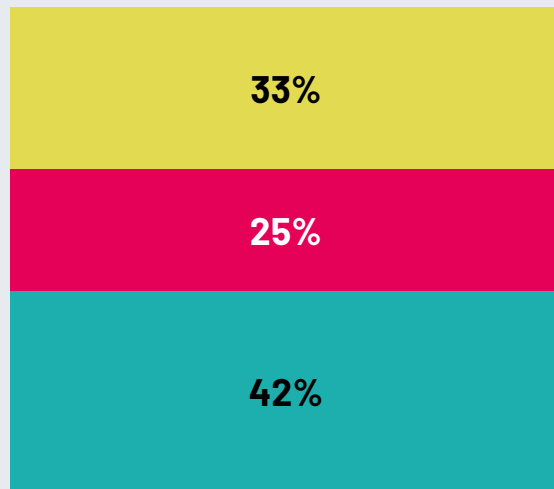
n= 85.294

Impact of AI

AI is not making Customer Experience better

In the last 12 months, have you been aware of any company using AI in your interaction with their customer service support? (% only customer who said yes)

■ Made it better ■ Made it worse ■ No difference

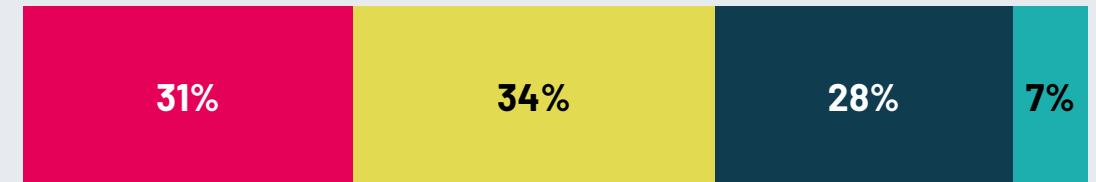


n= 85.294

AI assistants accepted primarily as co-pilots

For each of the following situations, how would you prefer to work with this AI assistant?

■ Would not use AI ■ Advice only ■ AI acts after approval ■ AI acts by default



n= 85.294

Customers are still struggling when things go wrong

- **Only 33%** of all customer issues get fully resolved
- **Half of customers** feel they put in **more effort** than companies to get things resolved!
- In 30% of the cases the company **did nothing** following a customer issue
- In 85% of cases the company **did not even apologise**

Every interaction leaves a signal

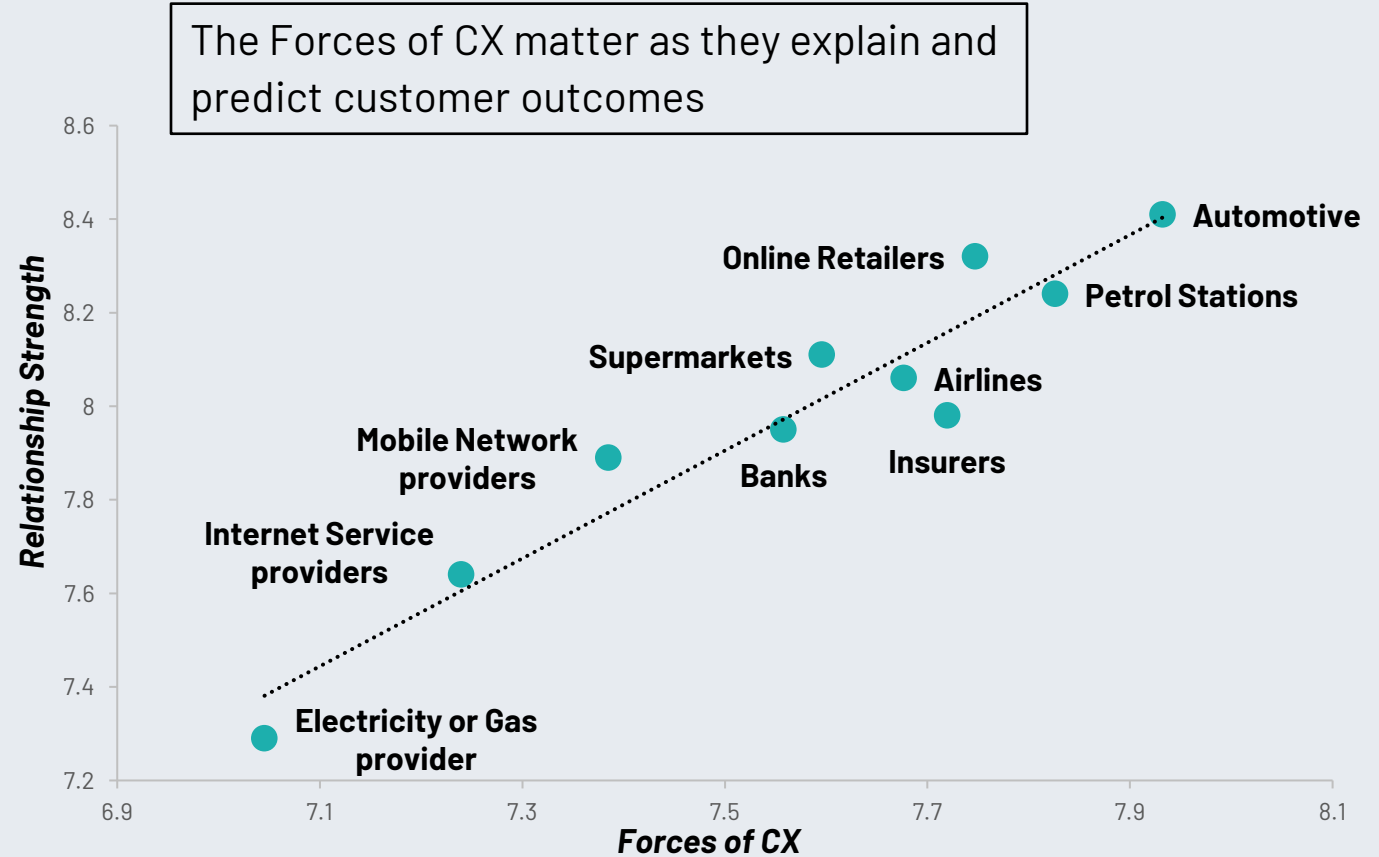
CX is not only what brands deliver.

It is the emotional meaning customers attach to how they were treated while it happened.

Did the brand make me feel certain, in control, fairly treated, recognised, cared for or emotionally lighter?



The Forces of CX – The science of strong relationships



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

	NPS®	Satisfaction	Retention
 Emotionally attached	67	71	77
 Functionally satisfied	31	42	53
 Unfulfilled	-21	19	23

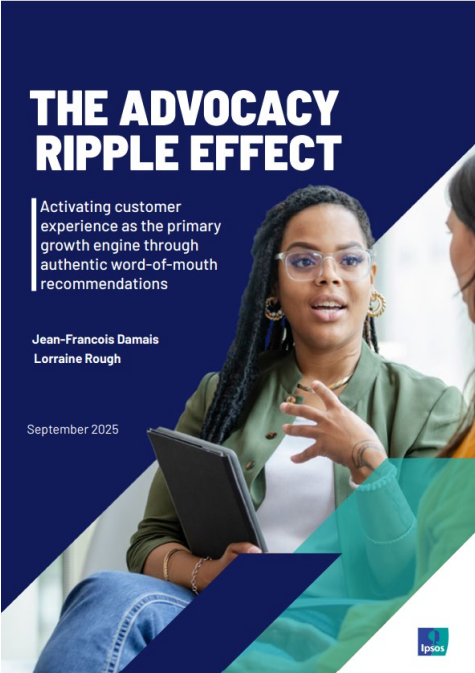
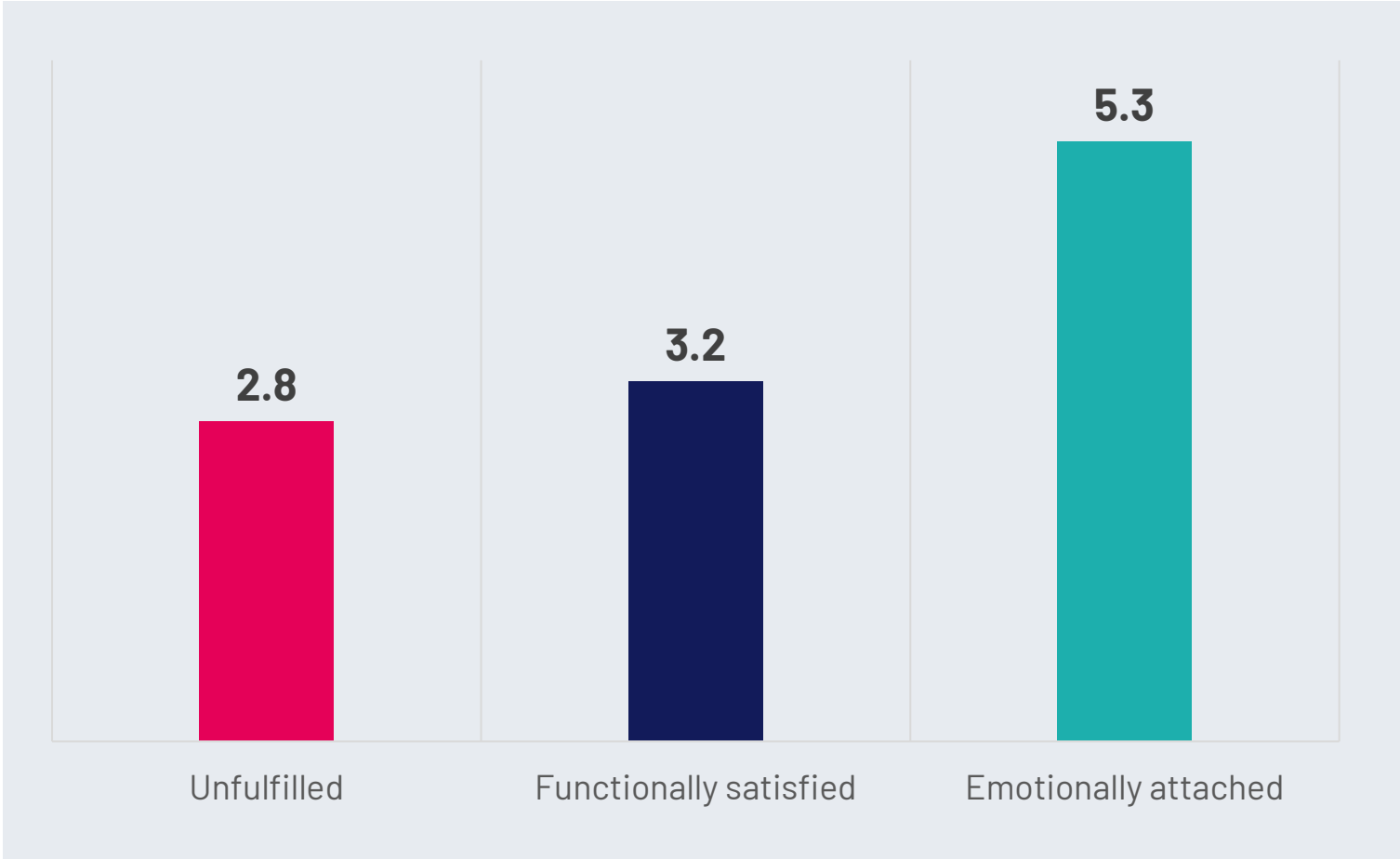
n= 80.917

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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 a BRAND to friends and family in the last 12 months?



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

The next CX challenge is closing the Emotional Experience Gap at scale

When **CX works**, it builds trust and an emotional attachment.

When **CX breaks**, it adds burden and creates self-protection.

When **recovery** works, it restores clarity, ownership and emotional balance.

When **emotional attachment** is strong enough, customers are willing to transfer it to others.



THE BRAND CHALLENGE

The challenge is to **design CX to deliver emotional outcomes**. More consistently, across more channels and more moments.



Technology can play a role in closing the gap. But it should not be a replacement for human CX. AI must be held to a higher standard than removing friction. It must be delivered in a way that helps create a human connection.

For more information

Contact the CX Insights team

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Or visit:

<https://www.ipsos.com/>

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