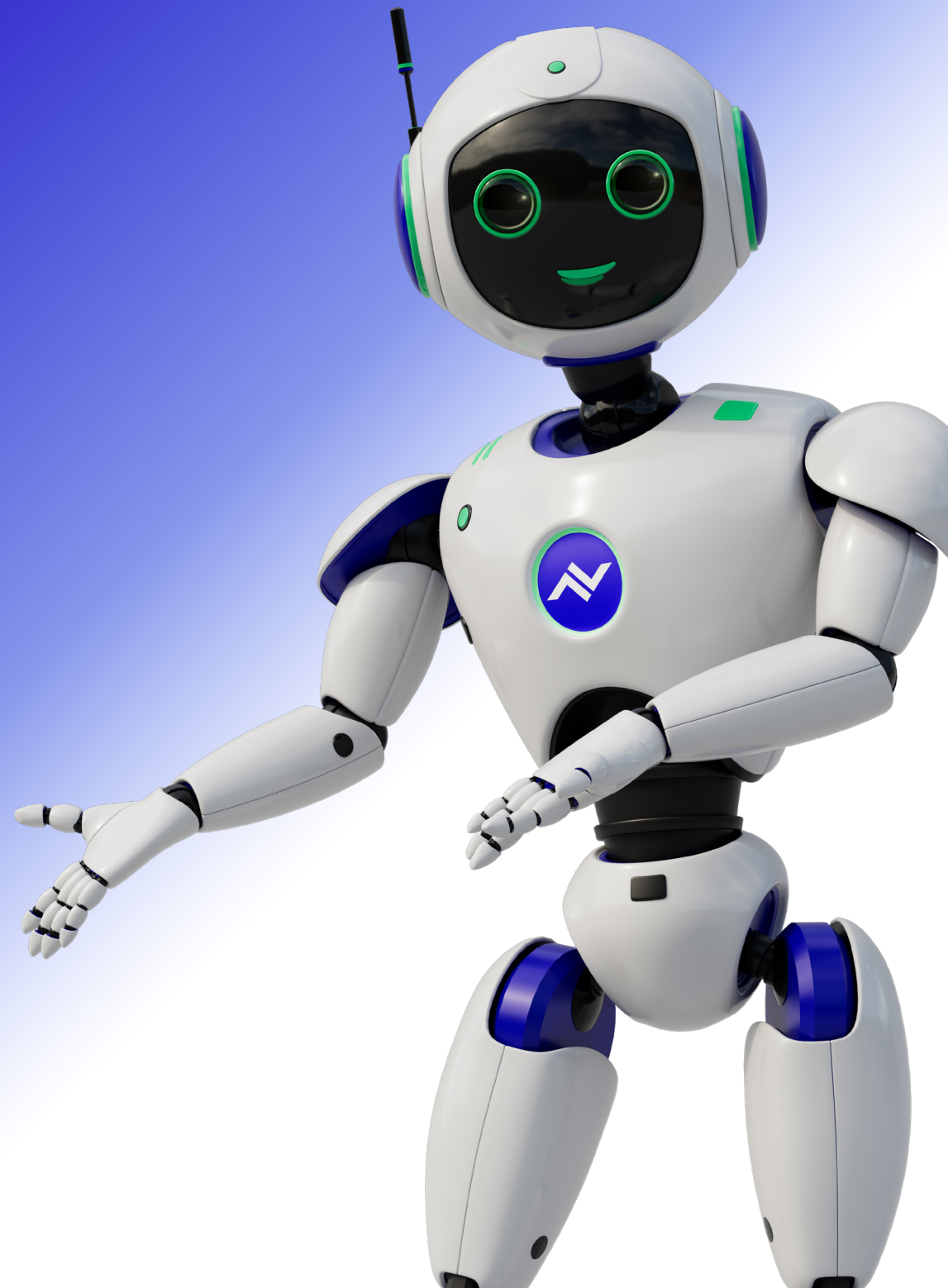


The Connected Experience Report

What Senior Decision Makers Reveal About CX, EX, AI and Digital Transformation



ABOUT THE RESEARCH

Customer experience, employee experience, and digital transformation are closely connected. The tools employees use, the information they have, and the technology supporting them all shape the experience customers receive.

To understand how organisations are approaching these priorities, we surveyed 250 senior decision makers responsible for CX, EX, AI, and digital transformation. They shared how their organisations prioritise experience, where the biggest challenges lie, and how technology and data support improvement.

The results highlight different approaches to experience, alongside common barriers such as budget pressure, system complexity, and organisational alignment. This report summarises the findings and explores what they mean for leaders working to improve experience across their organisations.



A Combined CX and EX Approach Is Most Common

We asked: Which areas of communications, if any, is your organisation currently focused on?

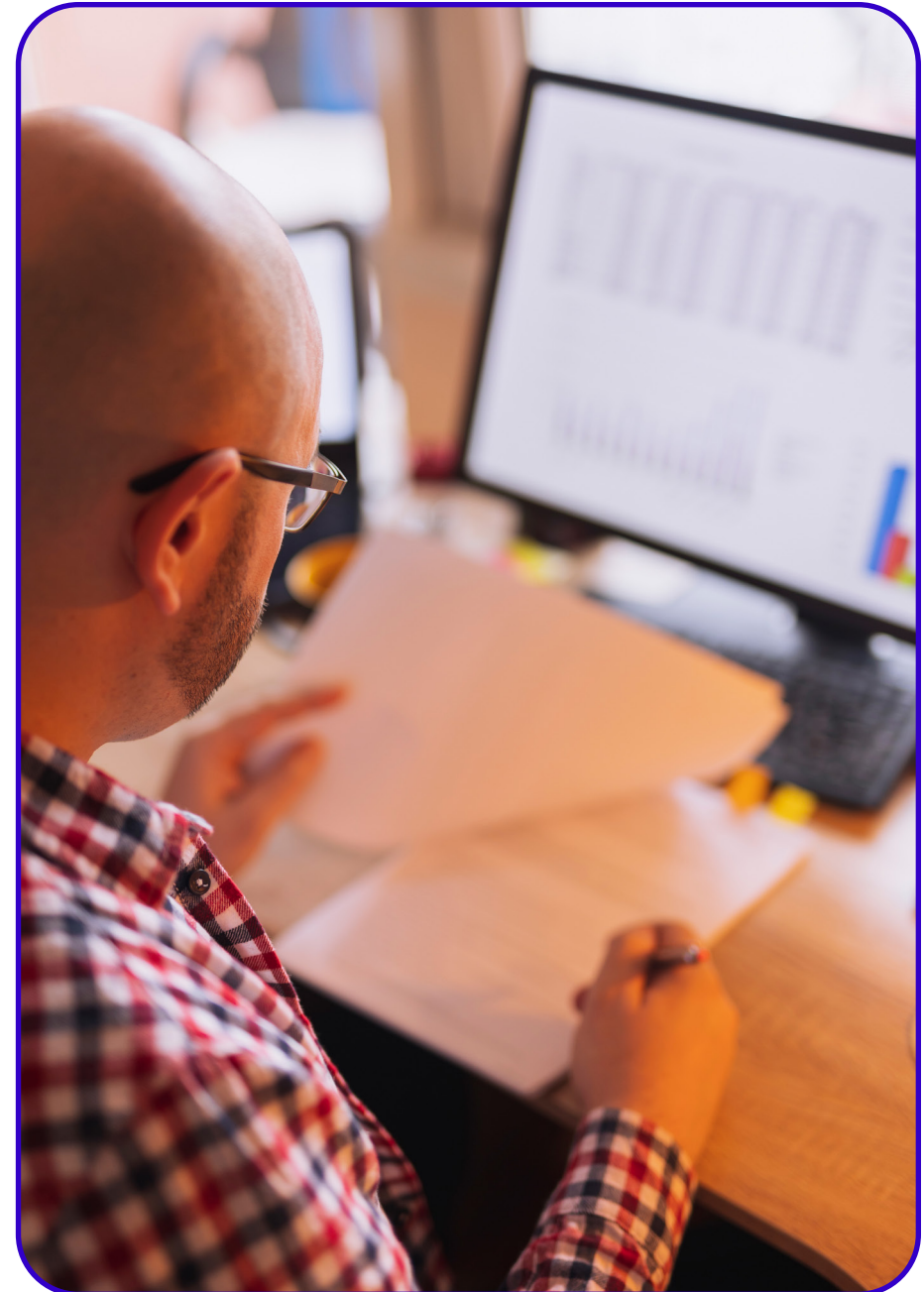
The responses suggest many organisations see customer and employee experience as closely linked rather than separate initiatives.

- ◆ **40%** focus on both Customer and Employee Experience
- ◆ **37%** prioritise Customer Experience only
- ◆ **16%** prioritise Employee Experience only
- ◆ **7%** report no active experience focus

While customer initiatives receive slightly more attention overall, a large proportion of organisations are also investing in the people delivering those experiences.

What this means for you

Focusing on just one side can create gaps. Strengthening customer initiatives without supporting employees can limit delivery, while internal improvements without a customer link can reduce impact. A balanced approach increases the likelihood that experience improvements translate into real results.



Focusing on Experience Improvement

We asked: What, if anything, best describes your organisation's approach to experience improvement?

- ◆ **41%** focus on **measurable experience improvements**
- ◆ **39%** focus on **solving specific experience challenges**
- ◆ **13%** describe their approach as **ad-hoc or reactive**
- ◆ **7%** say experience improvement is **not a current focus**

The responses clearly demonstrate a planned approach rather than reacting only when problems appear.

What this means for you

Many organisations combine longer-term improvement with practical fixes to specific issues. If experience work in your organisation is mostly reactive, setting clearer goals and measures could help create stronger progress.



Leaders See Experience as a Business Performance Driver

We asked: To what extent do you believe experience impacts overall business performance?

Overwhelmingly, senior decision makers report that experience has a role in how organisations perform.

- ♦ **71%** say experience has a **significant impact**
- ♦ **23%** say it has a **moderate impact**
- ♦ **6%** say it has limited or **no impact**

The responses show broad agreement that experience influences outcomes such as customer trust, loyalty, and operational performance.

What this means for you

Experience is widely recognised as important to business performance. The challenge is less about proving its value and more about improving how experience is delivered and measured.



Customer Expectations Create the Greatest Pressure

We asked: Where does your organisation face the greatest experience-related challenges?

Many organisations report pressure from rising expectations and the need to deliver consistent service.

- ◆ **48%** cite **managing customer expectations**
- ◆ **39%** mention **staff capacity or efficiency**
- ◆ **34%** highlight **technology limitations**
- ◆ **29%** report **inconsistent service delivery**

The results suggest that expectations, resources, and systems all play a role in shaping experience challenges.

What this means for you

Experience challenges often come from several sources at once. Addressing only one area may not solve the wider problem.



Data Is Collected, But Not Always Fully Used

We asked: How effectively does your organisation use data and insight to understand experience?

Many organisations gather experience data, but fewer feel they use it very effectively.

- ◆ **18%** say they use data **very effectively**
- ◆ **47%** say **somewhat effectively**
- ◆ **26%** report **limited effectiveness**
- ◆ **9%** say **not effective**

This suggests data is available, but turning it into clear action remains a challenge.

What this means for you

The opportunity may lie in making better use of existing insight rather than collecting more data.



Real-Time Visibility Is Not Universal

We asked: Does your organisation have real-time visibility into customer or employee experience?

Real-time insight is available in some organisations but not all.

- ◆ **41%** say **yes**, they have real-time visibility
- ◆ **38%** say **visibility is partial or delayed**
- ◆ **21%** say **no real-time visibility**

Many organisations still rely on delayed information when assessing experience.

What this means for you

Faster insight can make it easier to respond to issues before they grow into larger problems.



Confidence in Technology Is Mixed

We asked: How confident are you that your current technology supports experience improvement?

Confidence in technology varies among organisations.

- ◆ **22%** say they are **very confident**
- ◆ **43%** are **moderately confident**
- ◆ **27%** report **low confidence**
- ◆ **8%** say **not confident**

The responses show a wide range of views on whether current systems fully support experience goals.

What this means for you

Technology plays a key role in enabling experience improvements, but confidence depends on how well systems support daily work.



AI and Automation Are Being Explored

We asked: What role, if any, does AI or automation play in your experience strategy?

Many organisations are either using or exploring AI and automation.

- ◆ **29%** say AI is **actively used today**
- ◆ **34%** are **exploring or piloting AI**
- ◆ **22%** plan to **introduce it in the future**
- ◆ **15%** report **no current plans**

Interest in AI appears widespread, even where adoption is still developing. Encouragingly, 16% say nothing reduces their confidence.

What this means for you

AI is often introduced gradually, starting with targeted use cases rather than large-scale change.



Experience Is Viewed as a Competitive Factor

We asked: How important is experience as a competitive differentiator in your market?

Most respondents see experience as an important factor in how organisations compete.

- ◆ **61%** say it is a **critical differentiator**
- ◆ **30%** say it is **important but not unique**
- ◆ **7%** say it is a **minor factor**
- ◆ **2%** say it is **not a differentiator**

Experience is widely seen as something that can influence reputation and performance.

What this means for you

Delivering a reliable and consistent experience can influence how organisations are perceived.



Budget and Technology Are the Biggest Barriers

We asked: What are the biggest barriers to improving experience in your organisation?

Respondents point to several obstacles when improving experience.

- ◆ **48%** cite **budget constraints**
- ◆ **42%** mention **technology complexity**
- ◆ **31%** report **lack of internal alignment**
- ◆ **24%** say **skills or capability gaps**

Financial pressure and system complexity appear frequently among the responses.

What this means for you

Improving experience often requires addressing organisational and technical barriers alongside strategic goals.



Most Organisations Expect Further Investment

We asked: How likely is your organisation to invest further in experience-related initiatives?

Many organisations expect continued investment in experience initiatives.

- ◆ **39%** say **very likely**
- ◆ **41%** say **somewhat likely**
- ◆ **15%** say **unlikely**
- ◆ **5%** say **very unlikely**

The responses indicate that experience remains an area of planned investment for many organisations.

What this means for you

Experience initiatives continue to attract attention and resources in many organisations.



Confidence in Future Improvements

We asked: How confident are you that your organisation will deliver better experiences over the next two years?

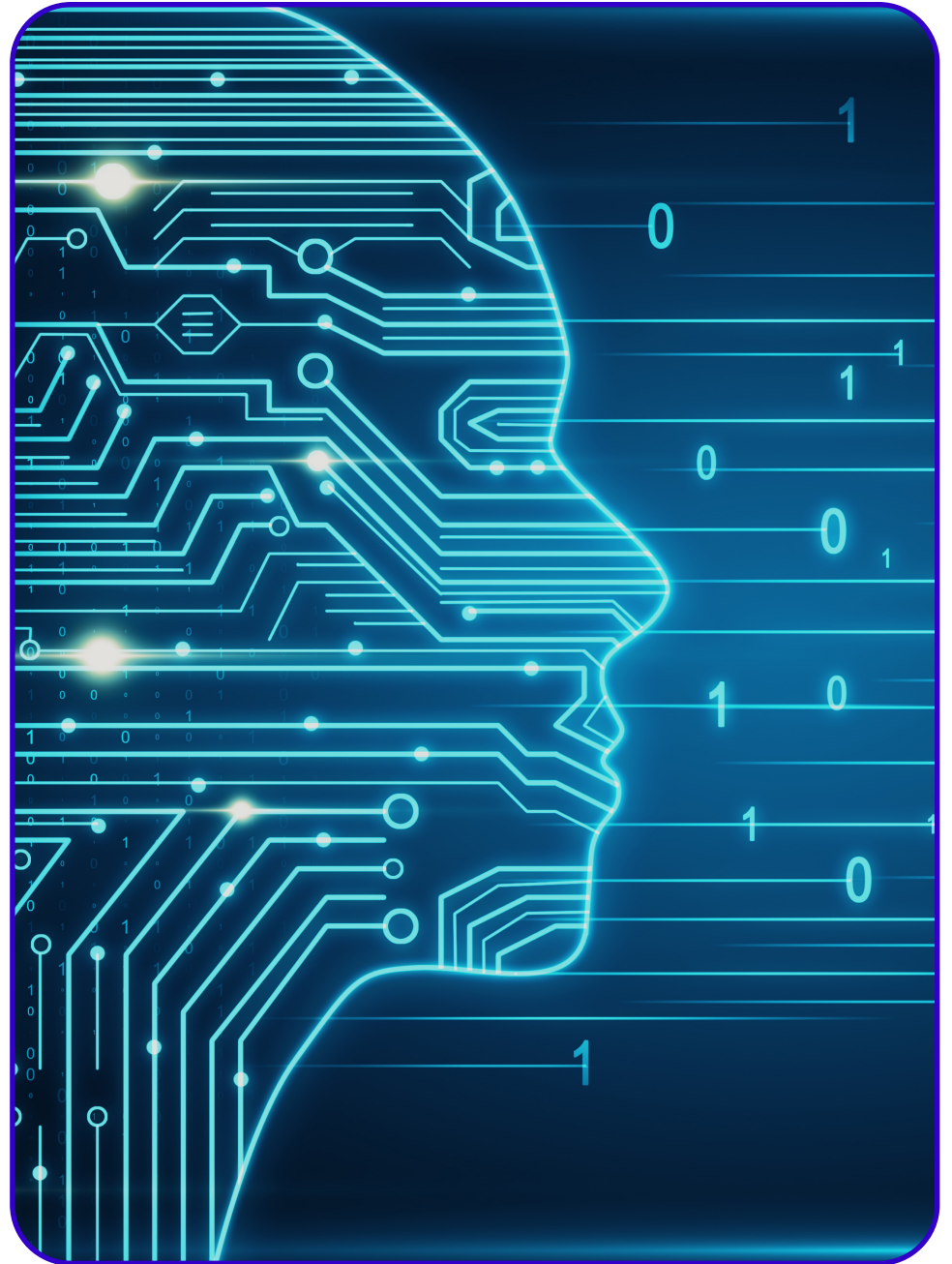
Most respondents express some level of confidence.

- ◆ **33%** say **very confident**
- ◆ **44%** say **moderately confident**
- ◆ **18%** report **low confidence**
- ◆ **5%** say **not confident**

Confidence levels vary, but most organisations anticipate improvement.

What this means for you

Confidence in improvement is common, but outcomes may depend on how organisations address existing challenges.



Final Thoughts

The findings point to a transition moving quickly from curiosity to commitment.

AI-enabled communications are becoming part of the expected baseline. Most organisations have this well on the radar — but a significant minority risk falling behind as expectations accelerate.

The opportunity now lies in embedding AI confidently, addressing security transparently and focusing on measurable operational value.

What this means for you

AI is already reshaping customer and employee expectations. If you'd like to explore what these findings mean for your organisation, get in touch with the NFON UK team at hello-uk@nfon.com, or call 0330 383 8000.

Let's start the conversation.



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