

# What's Powering CX in 2025?

*Hint: It's Not Only AI*



## Everyone's talking about AI and for good reason.

It's transforming how we scale service, personalise experiences and manage cost.

But while the spotlight's on automation, **four less-hyped** forces are reshaping CX behind the scenes.

From empowered frontline teams to human-first service design, the real competitive edge in 2025 will come from how businesses blend technology with trust, purpose and people. These four shifts are changing how service feels and how it performs.

**For CX leaders, they're impossible to ignore.**

## Trend 1: Employee Experience is Supercharging CX Results

**Burned-out agents don't create loyal customers. Happy ones do.**

Employee experience is one of the strongest, and most overlooked, drivers of customer satisfaction. As engagement drops globally, businesses that invest in agent wellbeing outperform the rest. In high-churn environments, flexible work, pay equity and purpose-led culture aren't HR perks. They're retention strategies that boost loyalty and performance.

### DATA POINT

**10% increase**  
in customer  
ratings from  
highly engaged  
employees

*(CX Network)*

### DATA POINT

**Only 21%** of  
employees  
globally feel  
engaged at  
work

*(Gallup)*

### DATA POINT

**71% of worker  
engagement** is  
driven by pay  
satisfaction

*(Patel, IJHRM 2024)*

### DATA POINT

65% of remote  
BPO agents  
**report higher  
satisfaction**

*(SHRM)*

### DATA POINT

Employees  
happy with pay  
are **55% less  
likely to leave**

*(Patel, IJHRM 2024)*

## Trend 2: First-Contact Resolution is the New CX Battleground

**Customers want resolution, not redirection.**

Expectations are shifting fast: customers are done waiting. They want their issues resolved the first time, with no transfers or callbacks. That's why frontline empowerment is rising as a CX priority. Brands like T-Mobile and Amex are showing that when agents have the authority and tools to act, FCR goes up and so does loyalty.

### DATA POINT

**Only 8% of customers** think they get a good experience

*(Renaissance.io)*

### DATA POINT

69.3% of customers **expect first-contact resolution**

*(Pentafon USA)*

### DATA POINT

First-call resolution = **2.1x more likely to recommend**

*(Qualtrics)*

### DATA POINT

**90%+ FCR** at Amex through empowered agents

*(CallCriteria)*

### DATA POINT

**15% FCR boost** at T-Mobile via smarter agent tools

*(CallCriteria)*

## Trend 3: Human-First Service is a Competitive Advantage Again

**After all the tech hype, people still want people.**

In 2025, digital fatigue is setting in. Customers want connection, not just convenience. While chatbots and automation have their place, a growing number of people feel underserved by tech-driven support. Businesses that double down on human empathy, emotional intelligence and nuanced conversation, supported but not replaced by technology are winning back trust.

### DATA POINT

**74% prefer**  
human support  
over bots

(Qualtrics)

### DATA POINT

68% expect  
brands to show  
empathy. **Only  
37% say they  
do**

(Salesforce)

### DATA POINT

**64% of  
companies**  
aren't training  
staff in empathy  
or social skills

(Calabrio)

### DATA POINT

30% of  
customers  
**doubt AI's  
accuracy**

(Five9)

### DATA POINT

64% of leaders  
admit they  
**prioritise cost  
over customer  
satisfaction**

(Accenture)

## Trend 4: Borderless, Purpose-Led CX Teams Are Taking Over

**Values now drive vendor selection and unlock 24/7 support.**

Enterprises are rethinking their sourcing strategies, not just for cost or coverage, but for alignment. Impact sourcing, remote-first agents and purpose-led BPOs are emerging as strategic differentiators. With talent shortages rising and ESG climbing the agenda, customers care who's behind the service. In 2025, your vendor's values are part of your brand.

### DATA POINT

40 to 45% of companies **prioritize ESG in BPO decisions**

*(Bain & Deloitte)*

### DATA POINT

**75% of US businesses** report talent sourcing challenges

*(Entrepreneur)*

### DATA POINT

By 2028, half of agents will work remotely **from non-traditional locations**

*(Deloitte)*

### DATA POINT

Remote customer service is expected to **grow by 55%**

*(Convin)*

### DATA POINT

**76% of consumers** ditch brands that ignore people & planet.

*(Key ESG)*

## The purpose-driven BPO alternative. Home to the top 1-3% of global CX talent.

Work for Impact is a certified B Corp pioneering an outsourcing model that's great for people - and businesses.

Unlike most BPOs, we don't hide talent behind layers of management and markup. You have full control of an outsourced CX team that feels in-house, paying up to 70% less while talent earns significantly more.

That's why we consistently attract and retain the top 1-3% of global CX talent - our clients enjoy an industry-leading staff retention rate.

We do what big BPOs won't. Like investing in people, giving you full control with truly flexible contracts and building around your needs instead of pushing a one-size-fits-all "solution".

Discover how we're breaking the BPO standard at [workforimpact.com](https://workforimpact.com)

*"Work for Impact allows us to maintain an exceptional standard of service while lowering costs and offering better pay for talent. Three birds with one stone!"*

- Curiosity Stream (NASDAQ: CURI)

