

Companies face critical customer experience resource shortages

Article

Customer experience leaders don't have all the resources they need, so they have to outsource. Over 80% of CX leaders plan to outsource in 2022 in some capacity, according to January 2022 research from Telus International and Pulse. Resources run short in four key areas: budgets, systems and technology, talent, and expertise.

- **Budgets are a constant struggle.** Only 27% of CX leaders have their own budget, and almost half the budgets plateaued or decreased, according to an April 2022 MyCustomer report. It is accepted and easier to bring in a consultancy or agency than add to the permanent budget.
- **CX technology and systems have complex problems.** Most are overloaded and antiquated and thus have compatibility issues and a mixture of necessary and unnecessary data. Almost 90% of CX leaders believe their current tech stack holds them back and that they need new tech solutions to improve operations, per an October 2021 survey from Chattermill. And without expertise and guidance, CX leaders risk adding the wrong tech.
- **CX teams are getting smaller.** They are being asked to do more with less and given less time to produce results. Dealing with labor challenges is the top concern for CX leaders, according to March 2022 research from Verint. Contracting out services extends the CX team to complete priority projects.

Areas With the Greatest Impact on Customer Experience (CX) & Engagement Challenges According to CX Professionals Worldwide, Dec 2021

% of respondents



Source: Verint, "The Engagement Capacity Gap Study 2022," March 22, 2022

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- **Internal CX expertise is sparse.** There is no clear career path to CX, and formal education and on-the-job training is limited. Over 85% of CX leaders come from a background other than CX, and over 80% have been in the role five years or less, according to MyCustomer. Given those challenges, it's often more efficient to contract needed skills instead of hiring for them.

KEY STAT: The top seven priorities of CX professionals require resources that CX leaders need to outsource.

Top Priorities of Customer Experience Professionals Worldwide in 2022

% of respondents, Dec 2021



Source: Verint, "The Engagement Capacity Gap Study 2022," March 22, 2022
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Spotlight: A Guide to CX Agencies and Consultancies

