SogoCX

sogolytics

The Sogolytics Experience Index: Customer Edition (CX) 2026

Table of Contents

1 Executive Summary

Customer experience (CX) is entering a new era defined by higher expectations, tighter margins, and faster change. **Sogolytics' annual national survey of 1,011 adults** examines how consumers rate CX across major industries, what drives trust and loyalty, and where companies must focus to stay ahead.

Findings reveal that **consumers reward reliability over novelty.** Financial services and entertainment lead in overall CX quality, followed by healthcare and retail. Telecommunications and travel and hospitality rank lowest, reflecting persistent frustration with reliability, communication, and issue resolution. Even in industries built on convenience, inconsistency continues to erode confidence.

The top CX performers share common strengths: **transparency, speed, and accountability.** More than half of participants said a single poor interaction can permanently affect their trust in a brand, while nearly as many will switch providers if issues remain unresolved. **Loyalty now depends more on integrity and consistent delivery.**

Looking ahead, consumers expect companies to simplify experiences and strengthen trust. Reducing costs and protecting customer data tops the list of future priorities, followed by balancing automation with human interaction and improving transparency. Only a few respondents view personalization as essential, signaling fatigue with surface-level engagement and a shift toward authenticity and fairness.

To meet rising expectations, companies must protect data, simplify value, balance automation with empathy, and deliver reliably across every interaction.

In 2026, the quality of CX will be measured by how thoughtfully and empathetically companies use technology. Brands that balance innovation with humanity will set the new standard for loyalty, trust, and long-term growth.

Introduction

The verdict is in: CX in 2026 and beyond isn't just a differentiator, it's table stakes. The Sogolytics Customer Experience Report confirms what businesses are learning the hard way: Creating one great moment is achievable, but delivering consistent excellence is where most brands fall short. When 40% of customers report satisfaction with their most recent interaction, but only 24% with typical experiences, the message is unmistakable: CX inconsistency destroys trust faster than any single mistake.

As expectations continue to rise, four non-negotiable imperatives emerge.

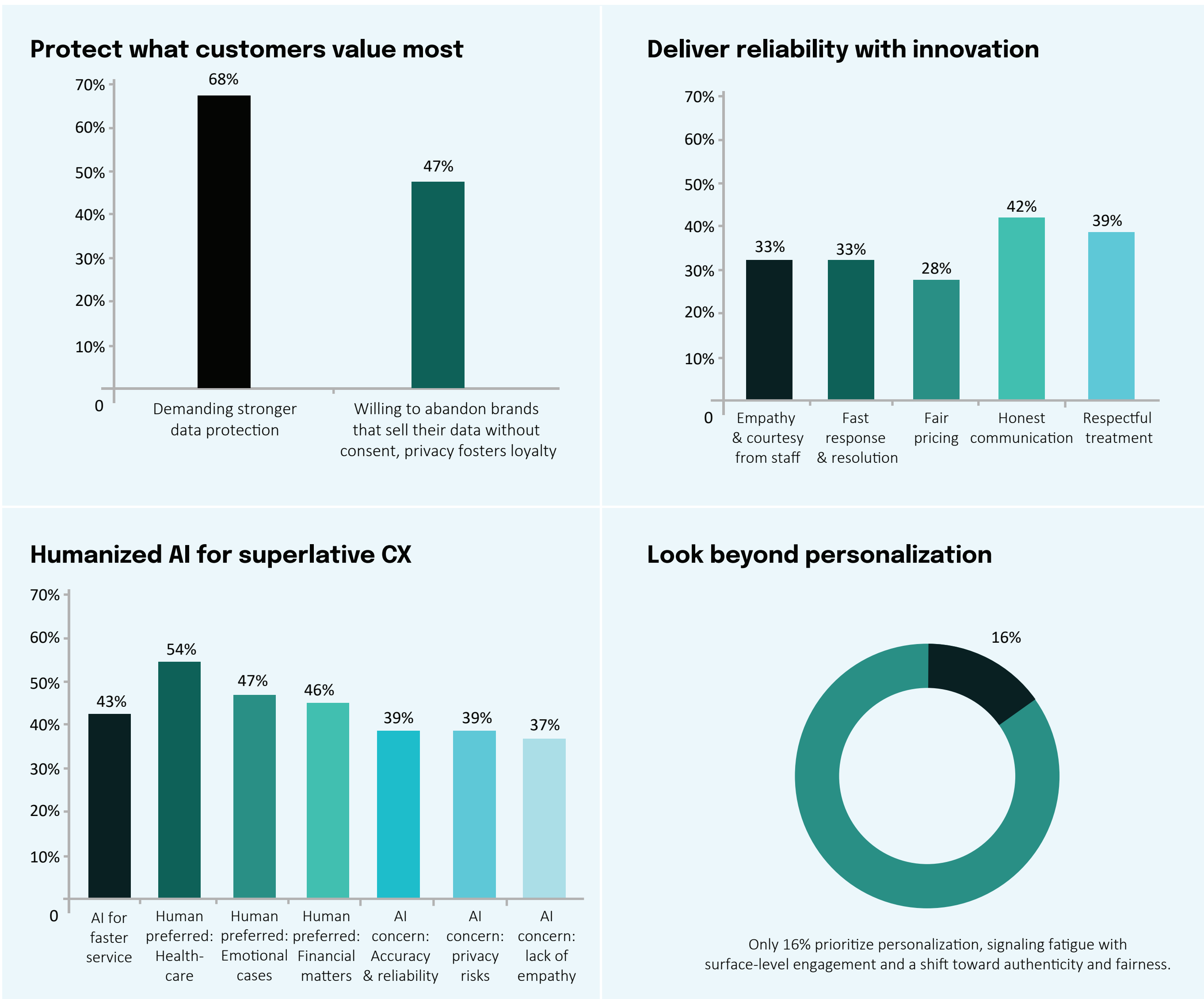

Figure 1

As we step into the new year, exceptional customer experience will not be built on groundbreaking technology alone, but on respect, reliability, and genuine human connection, powered by technology that serves people, without replacing the human element.

The question is whether your organization is ready to meet the CX standard that customers now demand.

3 Methodology

This report draws on findings from a nationwide survey conducted by **Sogolytics in October 2025.** The survey explored customer perceptions of experience quality, personalization, data trust, automation, and loyalty across major industries.

A total of 1,011 adults across the United States participated, with census-based quotas in place to ensure balanced representation by **age, gender, and region.**

Industry quotas ensure proportional representation across key sectors, including **financial services, healthcare, retail, technology, travel and hospitality, government, and entertainment and media,** among others. Participants were randomly selected through a national research panel, and responses were collected online using the Sogolytics platform.

1,011 Adults

Demographics

Age

Gender

Region

Industries

Financial Services, Healthcare, Retail, Technology, Travel and Hospitality, Government, Entertainment and Media

4

The State of CX Going Into 2026

One good experience doesn't guarantee sustained CX

Satisfaction levels remain high in specific moments but taper off in daily reality. 40% of participants were very satisfied with their most recent interaction as a customer. When asked about the quality of experiences they typically receive, only 24% said they were very satisfied. The contrast highlights how well companies can deliver one great experience yet struggle to sustain that standard across multiple touchpoints.

This discrepancy also shows the contrast between how consumers think about the small picture of daily interactions as opposed to the big picture general sentiment. With the constant inundation of negative perceptions of CX in the news and social media, consumers might be more negative about overall CX trends, even if their day-to-day experiences as customers are completely satisfactory.

Industry perceptions

When ranking overall quality, **financial services** and **entertainment and media** led, followed by **healthcare** and **retail.** Telecommunications and travel and hospitality ranked lowest, echoing common frustrations with reliability, communication, and resolution. Even in industries built on convenience and connection, inconsistent service continues to erode confidence.

Ranking industries by overall customer experience quality

How would you rank the following industries in terms of the overall quality of customer experience they provide, with 1 being the best and 9 being the worst?

(N = 1,011)

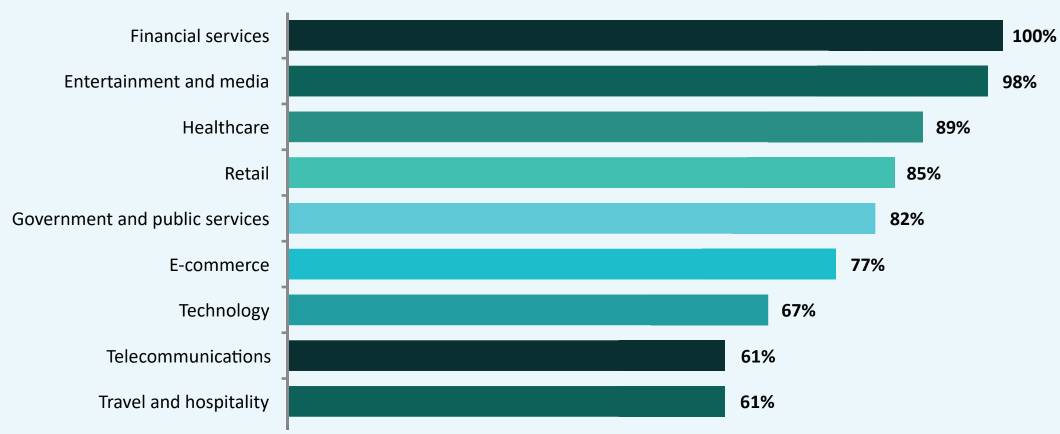

Figure 2: This graph shows how participants ranked major industries in terms of overall customer experience quality. Participants were given a list of key sectors and asked to rank them from best to worst.

Consistency, not capability, defines the customer experience today. Even strong industries struggle to maintain high standards across every touchpoint, revealing that satisfaction depends less on standout moments and more on steady delivery.

5

The New Standard: Expectations and Experience Gaps

How expectations have changed over the past five years

Customer expectations have clearly shifted upward. Nearly half of all respondents reported higher expectations today than five years ago, including **26% who said slightly higher and 17% who said much higher.** Only 18% said their expectations have fallen.

Change in customer expectations, over five years

How are your customer experience expectations different now from your expectations five years ago?

Weighted Score: 3.39 | (N = 1,011)

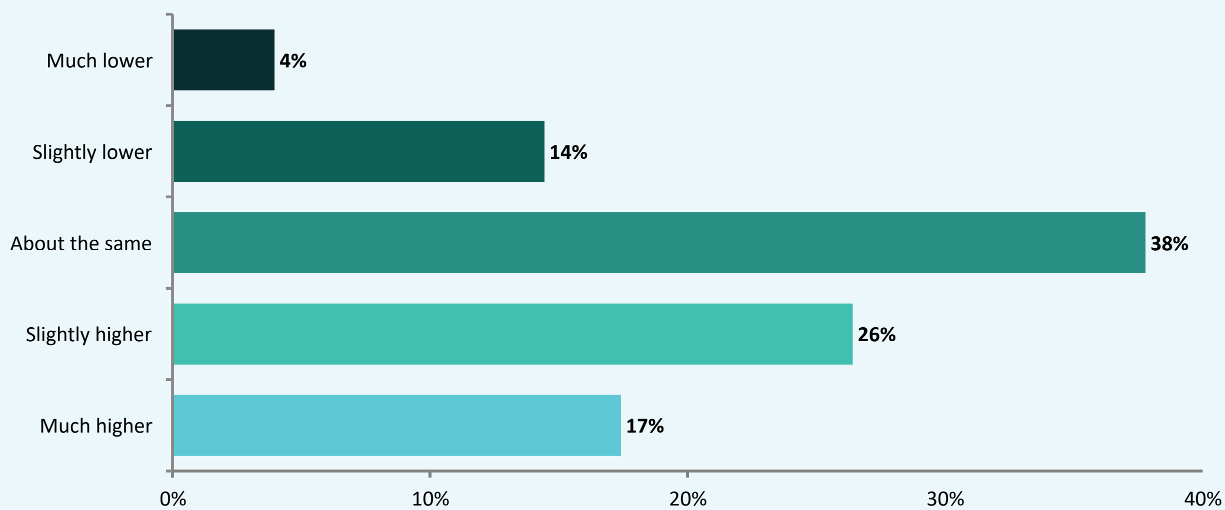

Figure 3: This graph shows how participants' expectations have changed over the past five years, reflecting shifts from roughly 2020 to 2025.

These results might represent the well documented contrast between the optimism of youth against the wisdom of age. **The rise is strongest among Millennials,** where 52% said their expectations are higher. Among Gen Z respondents, 46% reported an increase, compared with 43% of Gen X and only 32% of Boomers. **Older respondents were also the most likely to describe their expectations as unchanged (47%),** reflecting steadier standards once essential services like healthcare and finance meet consistent quality.

5

Change in customer expectations, by generation

How are your customer experience expectations different now from your expectations five years ago?

Weighted Score: 3.39

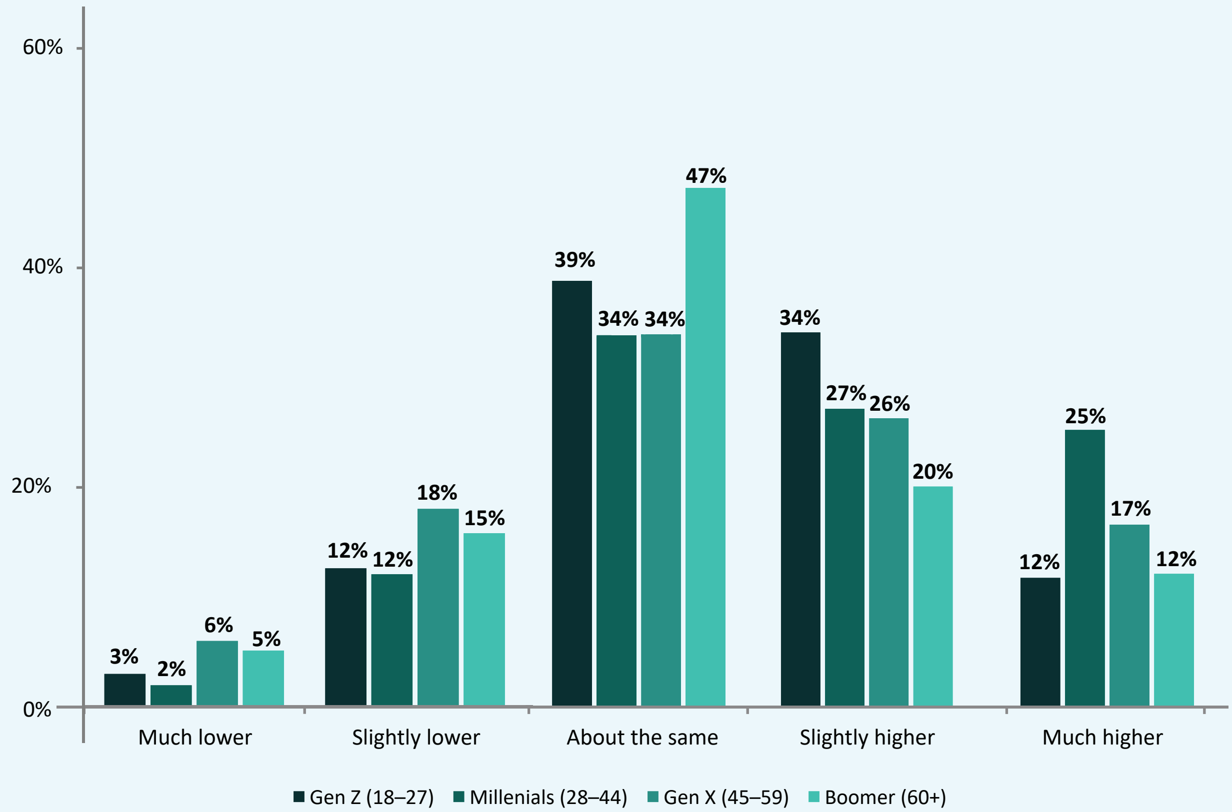

Figure 4: This graph shows how customer expectations have changed across generations over the past five years, covering the period from 2020 to 2025.

Education reveals an even sharper divide. **Rising expectations were reported by 66% of participants with a master's degree, the highest of any group.** Among those with a bachelor's degree, 44% said their expectations have grown, followed by 42% of those with some college or a doctorate or professional degree. Participants with some high school or less showed the lowest increase, at 38%.

The pattern suggests that **greater exposure to digital tools and service innovation among highly educated adults continues to raise expectations for speed, transparency, and personalization** across all interactions. Because consumers with higher levels of education also tend to have higher incomes, these results could reflect rising expectations rising among those who patronize more expensive businesses with higher service standards.

Across all demographics, the direction remains clear. Expectations are rising faster than many organizations can evolve, and the standard for what counts as a satisfying experience continues to climb. What once impressed, now simply meets expectations.

5

Consumer expectations for key CX factors

Expectations have expanded beyond convenience. The strongest consensus centers on privacy and data respect, where 68% of participants agreed that they now expect stronger protection of their personal information, including 42% who strongly agreed. **Privacy has become a defining expectation of trust,** not just a supporting factor in experience.

Ethical and transparent behavior also dominates. 62% said they now expect brands to act responsibly and ethically, and 60% expect more transparency and honesty from companies. **Responsibility and openness now carry as much weight as speed or price,** marking a shift in what customers perceive as quality.

Efficiency still matters but draws a more divided response. 52% agreed that they expect faster and more efficient service, while a sizable share remained neutral or disagreed. Speed alone no longer guarantees satisfaction, as customers increasingly value efficiency balanced with empathy.

Specific customer expectations over the past five years

To what extent do you agree with the following statements about how your expectations have evolved over the past five years?

Weighted Score: 3.69

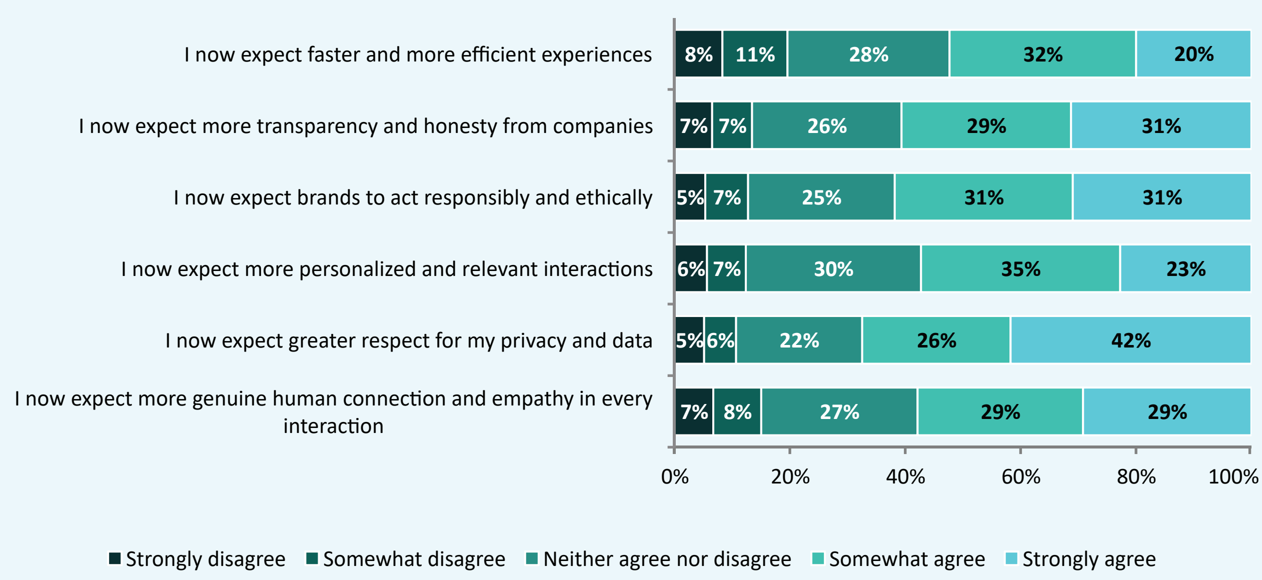

Figure 5: This graph shows how customer expectations have evolved across key areas between 2020 and 2025. Because of rounding, the total percentage may not equal 100%.

5

Empathy and personalization continue to emerge as key differentiators. While 58% agreed that they now expect more human connection and relevance, these expectations are slightly less pronounced than those for privacy or ethics.

Overall, customers now expect more than smooth transactions. They look for speed, transparency, ethical responsibility, and human awareness, a combination that continues to redefine what it means to deliver a truly satisfying experience.

What makes the best and worst experiences

Positive experiences are built on human connection and swift resolution. The leading factors that made recent customer experiences stand out were **empathy and courtesy from staff (33%) and fast response and resolution time (33%).** These results show that customers value genuine, attentive service and quick, effective solutions above all else. **Price fairness and value for money (28%)** ranked third, reinforcing that respect and responsiveness matter most when paired with fair treatment.

Top factors behind positive experiences

Consider the best customer experiences you've had recently. What made them stand out?

(N = 1,011)

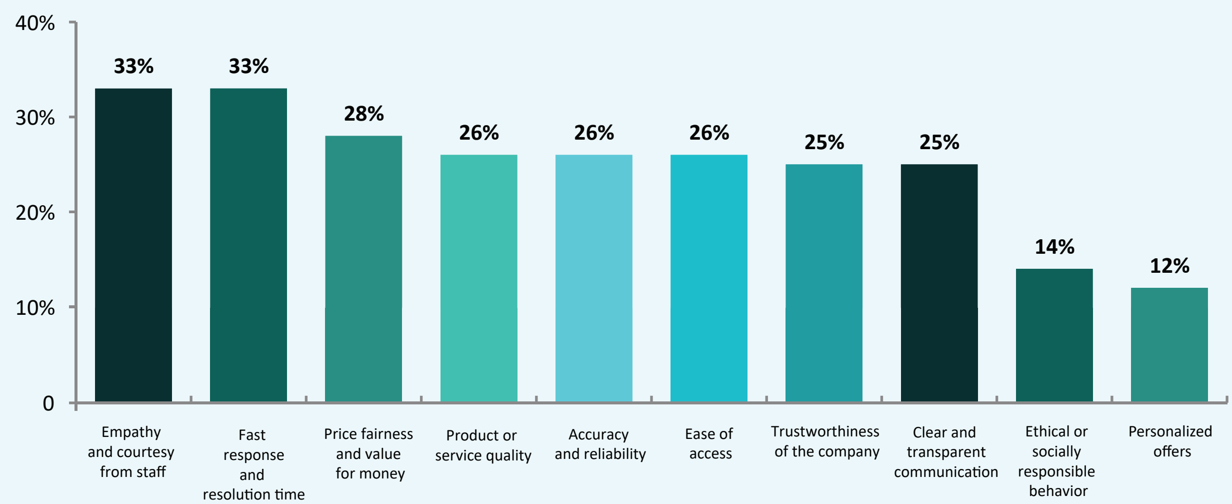

Figure 6: This graph shows the top factors that made recent customer experiences stand out. Participants could select up to three options from a multiple-choice list. Because multiple answers per participant are possible, the total percentage may exceed 100%.

5

A second tier of drivers centers on consistency and reliability. About one in four respondents credited **product or service quality, accuracy and reliability, and ease of access** for defining their best experiences. These results show that dependable performance and smooth access reinforce the positive impression created by empathy and speed.

Negative experiences reveal the opposite pattern. The top sources of frustration were **poor communication or unhelpful responses (37%), long wait times or delayed service (36%), and hidden fees or misleading information (28%).** Each reflects a breakdown in clarity and timeliness that damage confidence and satisfaction.

Top factors behind negative experiences

Consider the worst customer experiences you've had recently. What made them stand out?

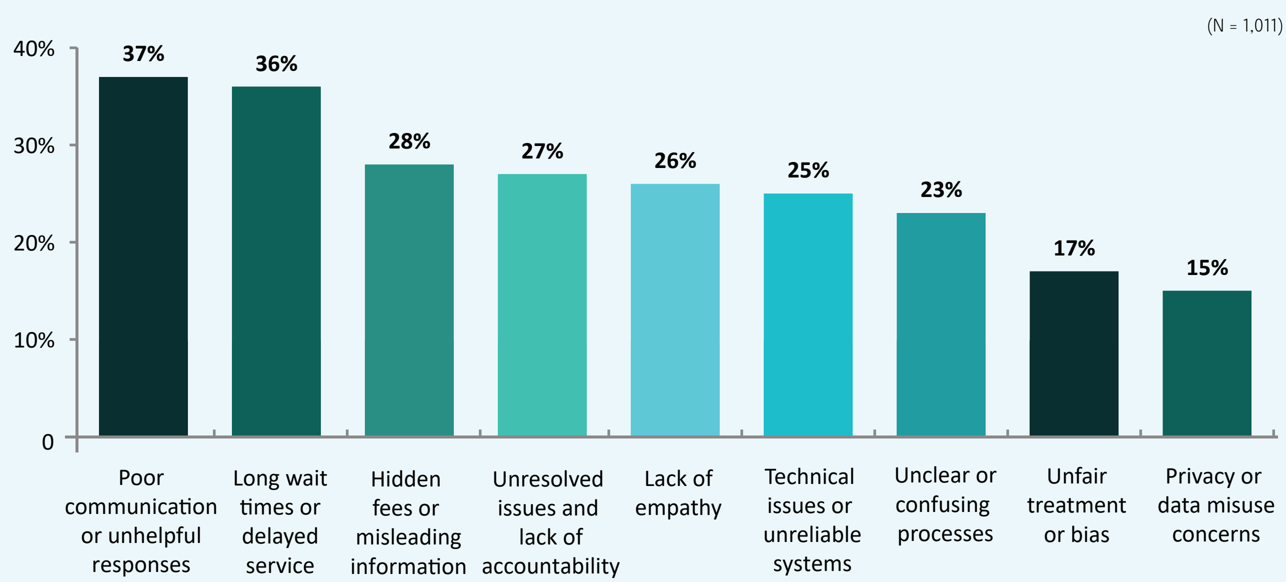

Figure 7: This graph shows the main factors that made recent customer experiences negative. Participants could select up to three options from a multiple-choice list. Because multiple answers per participant are possible, the total percentage may exceed 100%.

Close behind were **unresolved issues, lack of empathy, and technical problems or unreliable systems,** indicating ongoing gaps between automation and human support. When service failures are left unaddressed, credibility and trust decline quickly.

The results show a clear symmetry between what delights and what frustrates. The best experiences are driven by empathy, speed, and fairness, while the worst are defined by delay, confusion, and indifference. **Clear, timely communication is the difference between a resolved issue and a lasting frustration.**

6 The AI / Human Balance

Overall sentiment toward AI in CX

Customer views on automation and artificial intelligence (AI) remain divided. About one in three participants (32%) said AI has both positive and negative effects on customer experience, while 22% believe it harms the experience overall. Only 19% said it improves it, reflecting cautious optimism rather than strong support. Many participants were unsure or said AI makes little difference, showing that opinions are still forming as automation becomes more visible across industries.

Sentiment toward AI use in CX

How do you feel about the use of automation and AI (e.g., chatbots, predictive recommendations, self-service tools) in customer experience?

(N = 1,011)

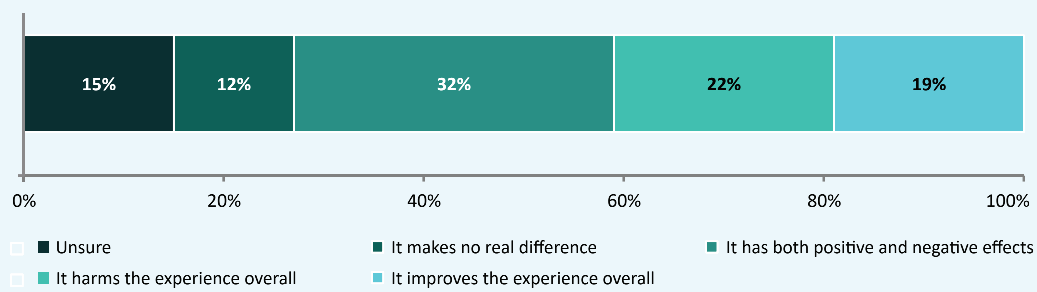

Figure 8: This graph shows how participants feel about the use of automation and AI tools such as chatbots and predictive recommendations in customer experience. Participants rated their views on a five-point scale.

Overall, the findings suggest cautious acceptance. Customers recognize the efficiency AI offers but still question its ability to deliver empathy, accuracy, and trust.

Growing willingness to use AI for faster service

Customers embrace AI when it delivers real speed and simplicity. Nearly half of participants (43%) agreed that they would use automated chats and AI tools for faster, smoother experiences, **while an additional 15% of participants strongly agreed.**

Younger generations are notably more receptive. Among Gen Z, 50% said they are somewhat or strongly willing to use AI for speed, alongside 49% of Millennials. This willingness drops to 45% among Gen X and only 27% among Boomers, who were also the most likely to disagree. **Age appears to be the strongest factor in shaping willingness, with comfort declining steadily among older respondents.**

6

Willingness to use AI for faster service, by generation

I am willing to use automated chats and AI tools if it means faster and smoother experiences.

Weighted Score: 3.25

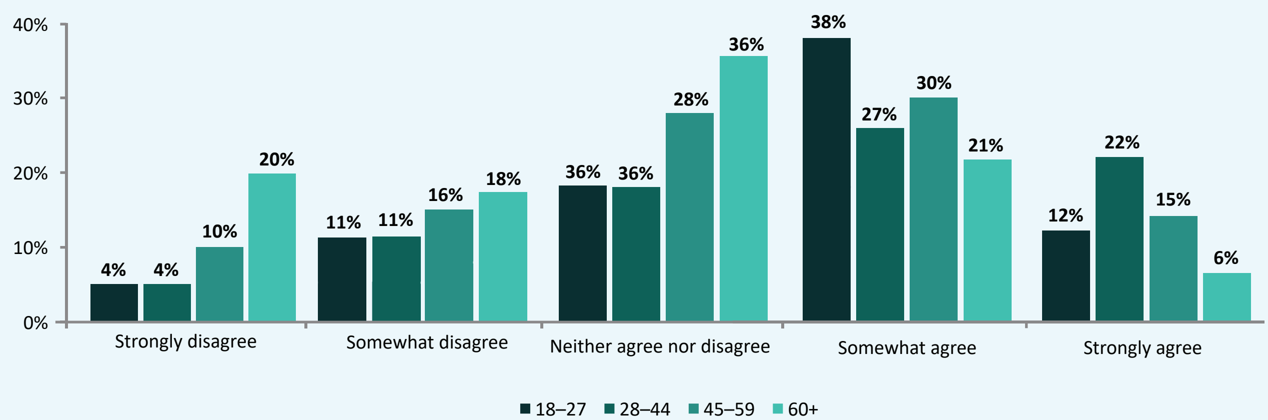

Figure 9: This graph illustrates how willingness to use AI tools varies by generation. It visually compares agreement levels across age groups, showing where openness peaks and where skepticism rises.

Overall, acceptance of AI is conditional. Customers are open to automation when it clearly improves convenience and reduces effort, but they still expect a human option when issues become complex or emotional.

Concerns about automation

As automation becomes more common, customers are weighing its risks as carefully as its benefits. The top issues identified were **accuracy or reliability (39%), privacy or data security risks (39%), and loss of human jobs or personal connection (38%). Lack of empathy (37%)** and difficulty explaining complex issues (35%) followed closely, underscoring the continuing need for clarity and accountability when technology replaces human support.

6

Top concerns about using AI-driven experiences

What concerns do you have about using automated or AI-driven experiences? Please select all that apply.

(N = 1,011)

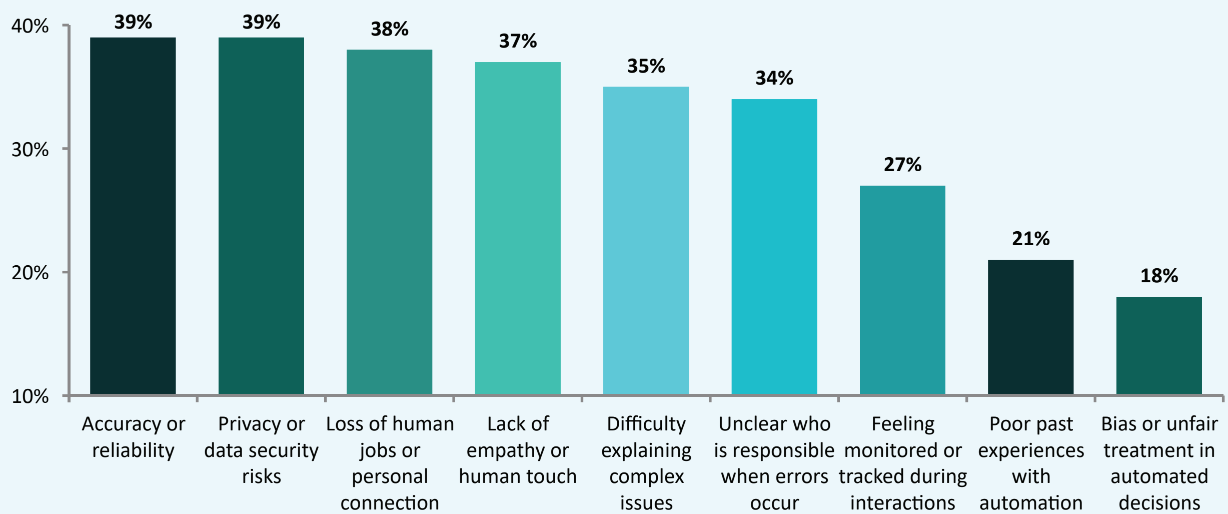

Figure 10: This graph shows the main concerns participants expressed about using automated or AI-driven customer experiences. Participants selected all applicable concerns from a multiple-choice list. Because multiple answers per participant are possible, the total percentage may exceed 100%.

Older participants expressed stronger concern across nearly every category. Among Boomers, **54%** cited accuracy or reliability and 50% cited privacy and data security risks as top worries. Nearly half also pointed to a lack of empathy (47%) and unclear responsibility when errors occur (46%).

Younger participants such as Gen Z expressed similar but less intense concerns, with around 31% citing reliability and job loss, and 32% pointing to lack of empathy. They were also more likely to mention bias (22%) and feeling monitored or tracked (24%), showing awareness of fairness and privacy rather than outright mistrust.

Overall, the findings show that confidence in automation depends on consistent performance and transparent oversight. Customers may accept AI assistance, but they expect it to be accountable, secure, and human-aware.

6

Human touchpoints that matter most

Even as automation expands, some interactions still require a human touch. The most common areas where participants preferred speaking with a person were **healthcare and medical consultations (54%), emotional or sensitive situations (47%), and financial discussions or negotiations (46%).** These results show that when the stakes are personal, financial, or emotional, speed takes second place to empathy and trust.

Situations where human interaction is preferred

What concerns do you have about using automated or AI-driven experiences? Please select all that apply.

(N = 1,011)

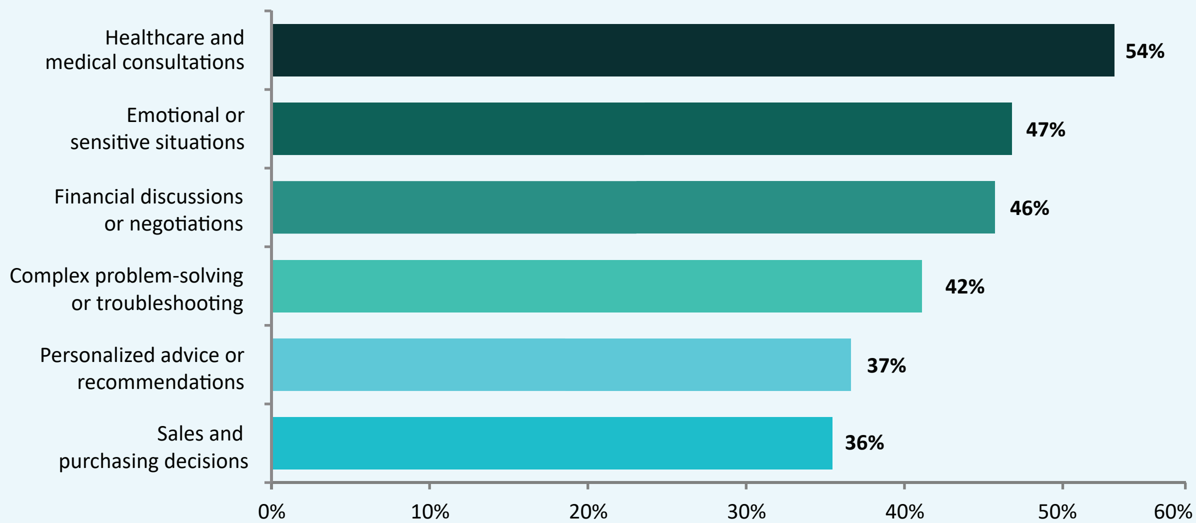

Figure 11: This graph shows the areas where participants prefer interacting with people rather than automated systems, even when it means slower service. Participants selected all applicable areas from a multiple-choice list. Because multiple answers per participant are possible, the total percentage may exceed 100%.

Complexity also drives the need for human involvement. Participants emphasized the importance of human interaction for problem-solving, personalized advice, and major purchasing decisions. **They favored human judgment when clarity and confidence mattered most.**

AI may enhance convenience, but it cannot replace the connection. Customers still turn to people when choices feel high-risk, high-stakes, or deeply personal.

7 Personalization, Privacy, and Trust

Personalization: Importance vs. satisfaction

Personalization remains important but underdelivered. More than half of respondents (52%) rated it as very or extremely important, while another 35% described it as moderately important. Only 12% viewed it as slightly or not important, showing that tailored experiences are now broadly expected. Men placed slightly greater emphasis on personalization, with 58% rating it as very or extremely important compared with 49% of women.

Importance of personalized experiences

How important is it to you that companies offer personalized experiences (such as tailored recommendations, customized communication, or individual pricing)?

Weighted Score: 3.56 | (N = 1,011)

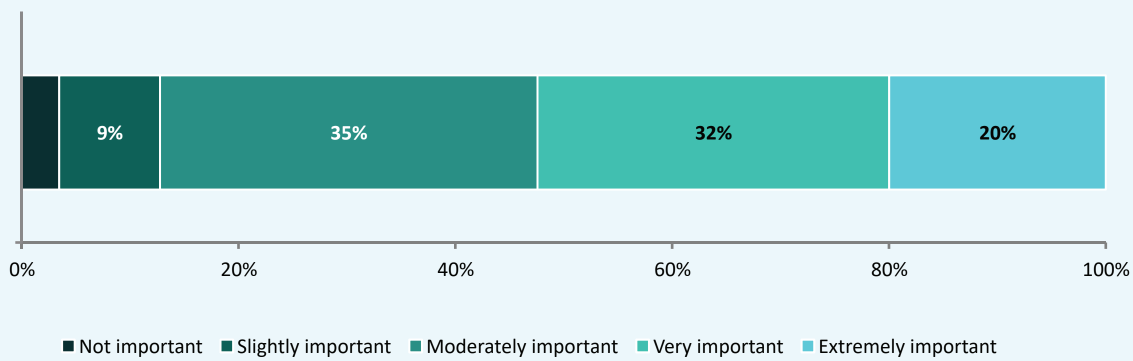

Figure 12: This graph shows how important customers consider personalized experiences. Because of rounding, the total percentage may not equal 100%.

Yet, when it comes to personalization, satisfaction hasn't caught up. Only 18% described themselves as very satisfied with the personalization they receive, while another 33% said they are satisfied. The results highlight a clear gap between how much customers value personalization and how effectively it's delivered.

Companies have adopted personalization as a goal but often fall short of making it meaningful. True personalization requires understanding and anticipation, not just the delivery of more options or recommendations.

7

Comfort with company data use

Customers remain cautious about data collection. Only 32% said they are mostly or very comfortable with companies using their personal data to improve experiences, while 38% said they feel uncomfortable. The remaining 29% were neutral, showing a widespread sense of hesitation rather than clear trust.

Comfort levels vary sharply with age. Gen Z and Millennials are the most open to data use, with 43% of Gen Z and 40% of Millennials feeling mostly or very comfortable. Comfort declines with age, dropping to 28% among Gen X and only 21% among Boomers.

Gender differences are modest but consistent. Men show slightly higher comfort, with 36% mostly or very comfortable compared with 29% of women. Women are also more likely to remain neutral or slightly uncomfortable, reflecting continued skepticism around how companies handle personal data.

Comfort with company data use, by gender

How comfortable are you with companies collecting and using your personal data to improve your experience?

Weighted Score: 2.58

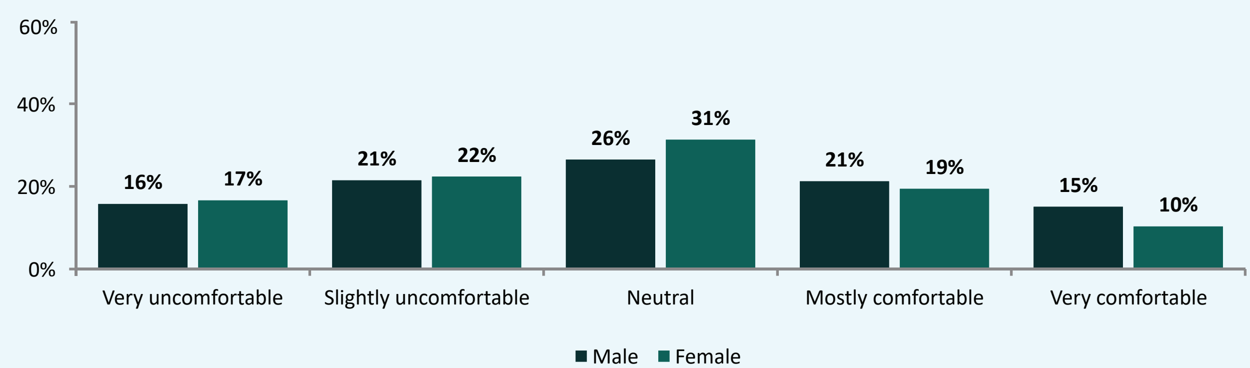

Figure 13: This graph shows how comfortable participants feel about companies collecting and using their personal data to improve experiences, segmented by gender.

Overall, trust in data practices remains limited. Most customers accept that personalization requires data sharing but remain uneasy about how their information is collected and used.

7

Trust, transparency, and consequences for data misuse

Transparency has become the foundation of digital trust. Nearly three in four participants (72%) agreed that companies should be more transparent about how customer data is used, including 44% who strongly agreed. **Trust, however, remains far weaker.** Only 47% said they trust most companies to protect their personal data.

Breach of trust carries clear consequences. Almost half of respondents (47%) said they would stop using a company if they discovered it sold their data without consent, underscoring how fragile brand relationships become when privacy expectations are violated.

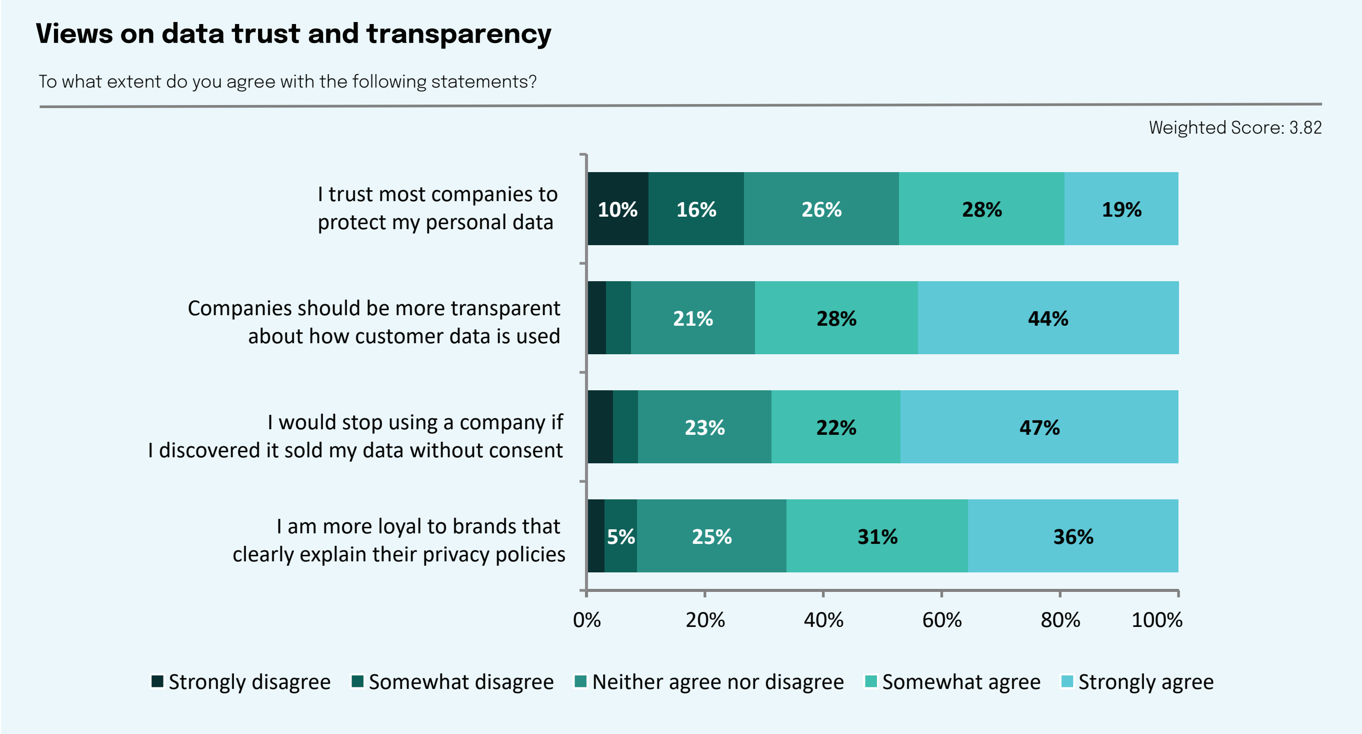

Figure 14: This graph shows how participants view data privacy and transparency. Participants rated their level of agreement with each statement on a five-point scale ranging from strongly disagree to strongly agree. Because of rounding, the total percentage may not equal 100%.

A majority (67%) agreed that they are more loyal to brands that explain their privacy policies clearly, suggesting that openness not only prevents damage but actively strengthens engagement.

Overall, the data shows that transparency and control are now non-negotiable in customer relationships. Trust cannot be assumed; it must be earned through honest communication and consistent protection of personal data.

8 Building and Maintaining Trust

Factors influencing trust

Trust continues to rely on honesty and respect more than policy or promotion. The most influential factors in building trust were **honest and open communication (42%) and respectful treatment of customers (39%).** Fair and transparent pricing (35%) and data protection (35%) followed closely, showing that transparency and accountability shape lasting credibility more than brand image or messaging.

Top factors influencing trust in a company

Which factors most influence your trust in a company?

(N = 1,011)

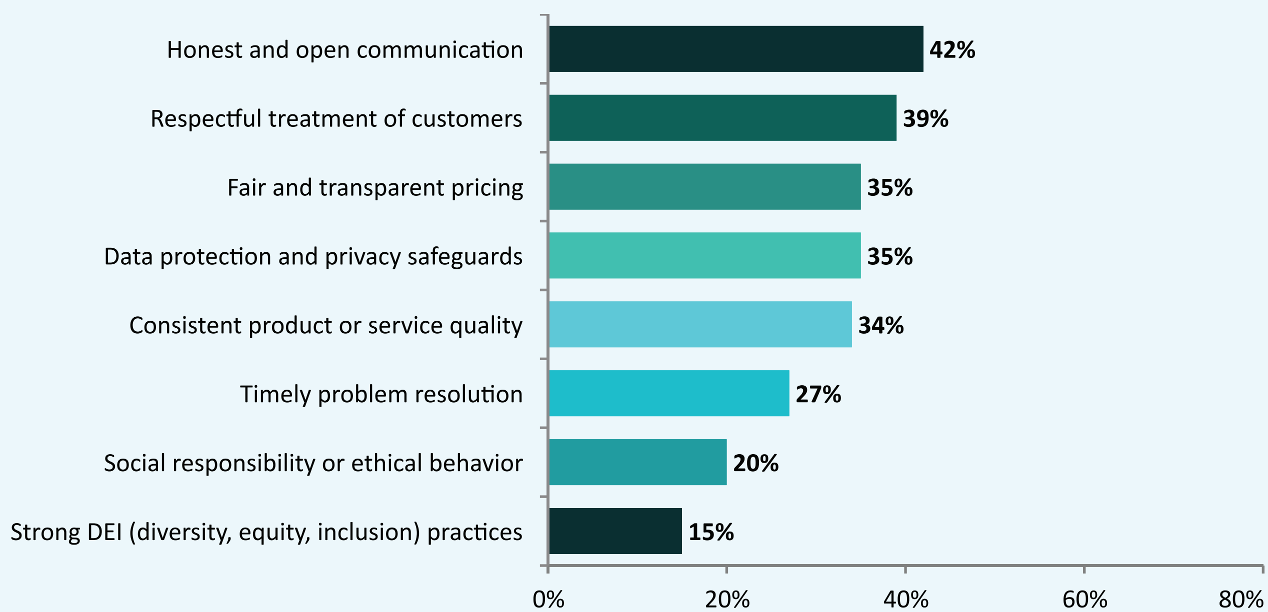

Figure 15: This graph shows the key factors that most influence customer trust in companies. Participants could select up to three options from a multiple-choice list. Because multiple answers per participant are possible, the total percentage may exceed 100%.

Reliability remains essential. About one in three participants cited consistent product or service quality as a key trust driver, while just over a quarter mentioned timely problem resolution. **This combination reinforces that trust depends on both what a company says and what it delivers.**

Overall, the results show that trust grows from clear communication, consistent delivery, and fair treatment. The basics that define genuine reliability.

8

Influence of social, environmental, and political stance

Customers increasingly expect companies to stand for something, but not all causes carry equal weight. The majority said that a company's social (65%) and environmental (65%) positions influence their experience or purchasing decisions at least somewhat, while 61% said the same about political stance. However, fewer see these factors as decisive, with only about one in four saying they significantly shape their choices.

Influence of company values on customer decisions

To what extent do each of the following factors influence your overall experience or purchasing decisions?

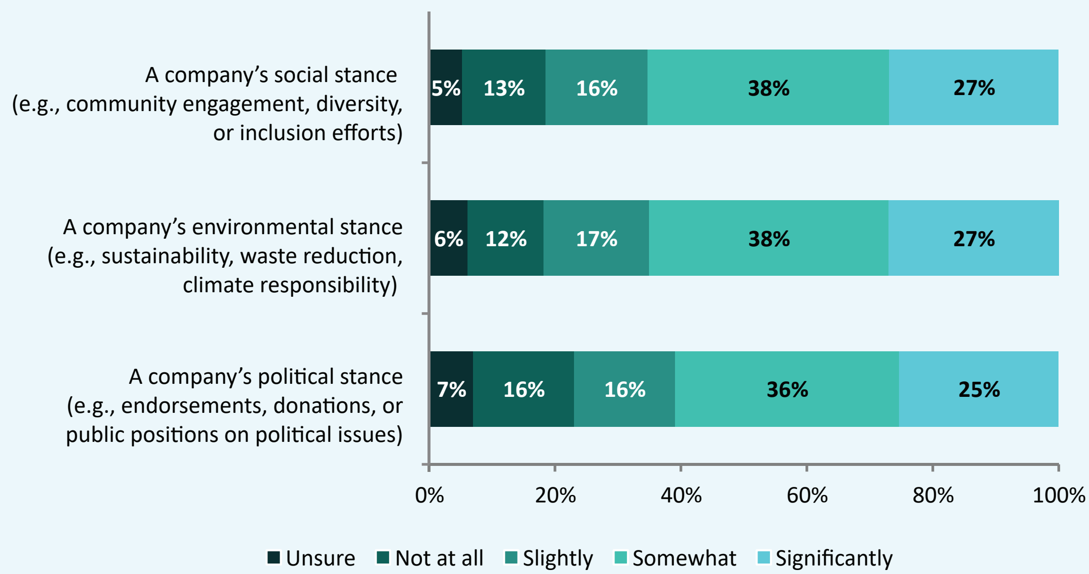

Figure 16: This graph shows how a company's social, environmental, and political positions affect customer experiences and purchasing decisions. Participants rated the level of influence each factor has on their choices using a five-point scale. Because of rounding, the total percentage may not equal 100%.

Overall, values matter but balance matters more. Customers want companies to act responsibly without overstepping into territory that feels performative, polarizing or overly political.

9 Feedback and Action Loops

How consumers prefer to share feedback

Email remains the dominant feedback channel across all audiences. It was selected by 41% of participants, far ahead of other options, reinforcing its role as the most reliable and accessible way to share input. **Text messages (29%), phone calls (26%), and social media (25%)** followed, showing that customers still value direct and interactive communication when sharing feedback.

Top customer feedback channels

How do you prefer to share feedback about your experiences with companies?

(N = 1,011)

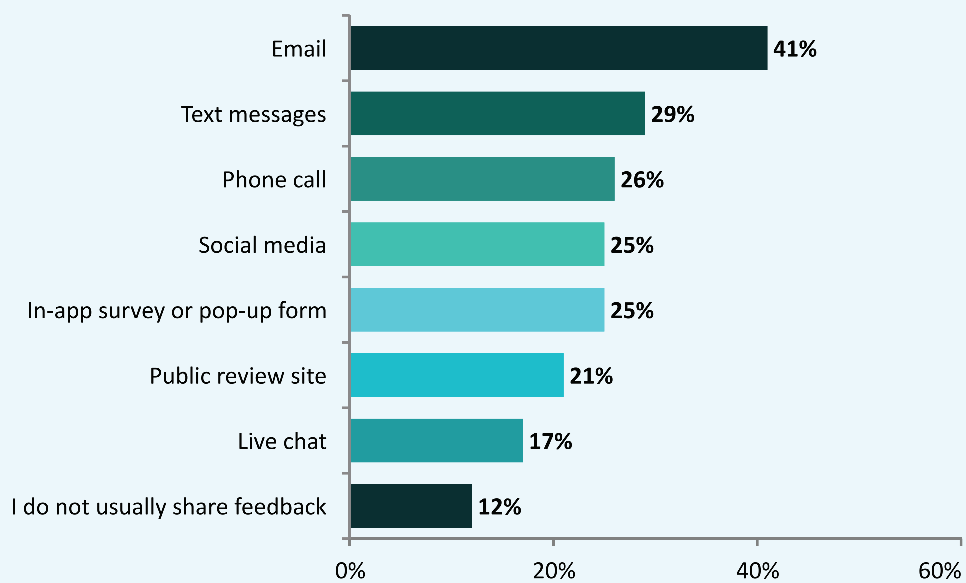

Figure 17: This graph shows the channels customers most often use to share feedback about their experiences. Participants could select up to three options from a multiple-choice list. Because multiple answers per participant are possible, the total percentage may exceed 100%.

While email dominates as the primary channel, secondary preferences differ by generation. Younger participants are more likely to use **social media** or **in-app surveys,** reflecting comfort with digital and real-time engagement. Older participants, especially Boomers, tend to prefer **text** and **phone calls** over public platforms and are more likely to report not sharing feedback at all.

Overall, customers balance convenience with control. Email remains constant, familiar, private, and reliable, while other channels reflect evolving habits shaped by age and digital fluency.

9

Who shares feedback?

Just over half of the customers actively share feedback. In the past year, 54% of the participants said they had provided feedback to a company, while 46% had not.

Customer feedback participation over the past year

Have you shared feedback with a company in the past 12 months?

(N = 1,011)

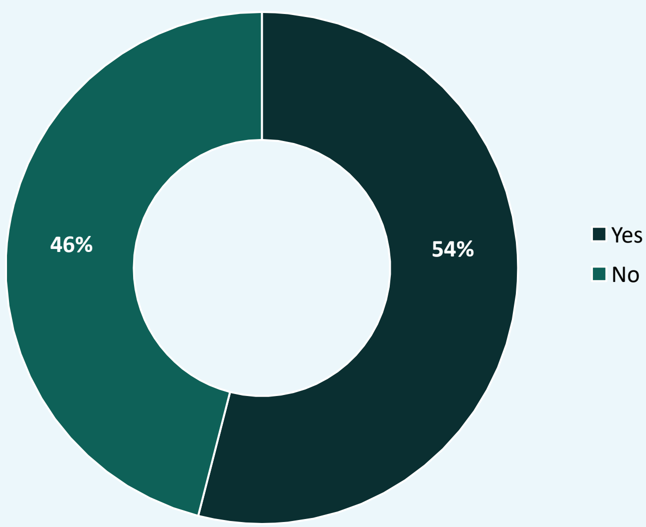

Figure 18: This graph shows how many participants shared feedback with a company in the past 12 months.

Men were notably more likely to engage (62%) compared with women (48%), indicating that men may be more inclined to report issues or share suggestions directly. However, both groups preferred the same primary feedback channel, email, showing that men and women differ in how frequently they share feedback, not in how they choose to share it.

9

The perceived impact of customer feedback

Most customers are uncertain whether their feedback makes a difference. Only 32% said their feedback led to clear improvements, while another 26% reported minor or unclear changes. Nearly the same share, 27%, saw no change at all, and 15% were unsure.

Perceived results of sharing feedback

Did you feel your feedback led to any visible action or improvement?

Weighted Score: 2.76 | (N = 550)

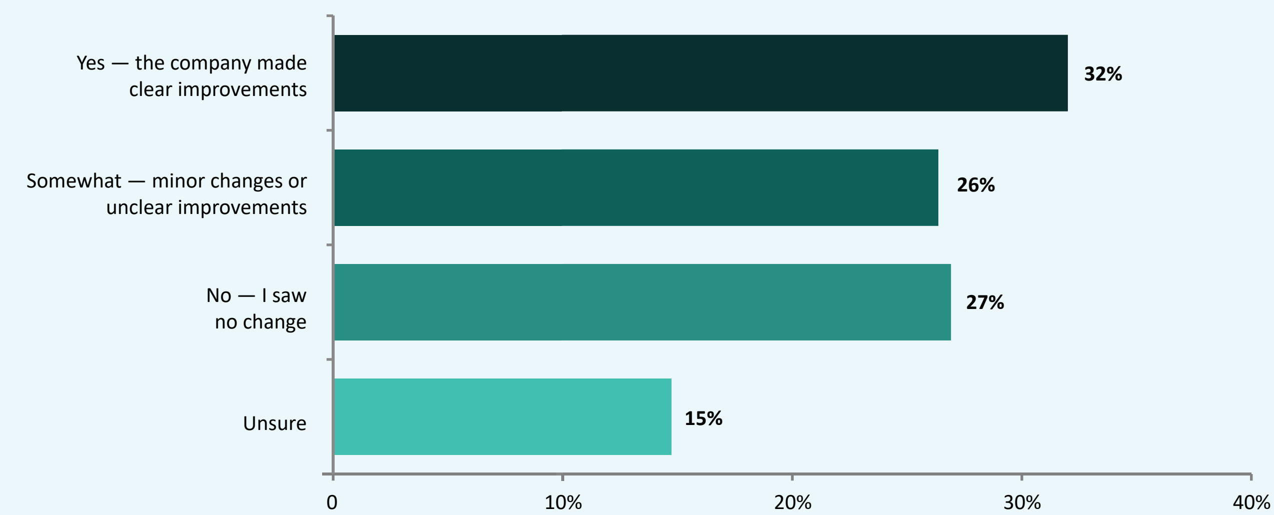

Figure 19: This graph shows how participants rated the impact of their feedback over the past year. The question was asked only to participants who had previously said they shared feedback, representing a subset of all respondents.

These results highlight a communication gap between action and awareness. Even when companies make improvements, customers may not recognize them without visible acknowledgment or follow-up. **Closing this loop can strengthen trust and reinforce the value of feedback.**

10 Loyalty and Switching Behavior

Self-reported loyalty levels

Customer loyalty today is more fluid than fixed. Most participants still lean toward familiar brands, but few remain loyal without reason. About three in four (75%) identified as somewhat or very loyal, while 21% described themselves as neutral. Only a small group (5%) said they often switch between brands or rarely buy from the same brand twice.

Customer-reported loyalty levels

How loyal would you say you are as a customer?

(N = 1,011)

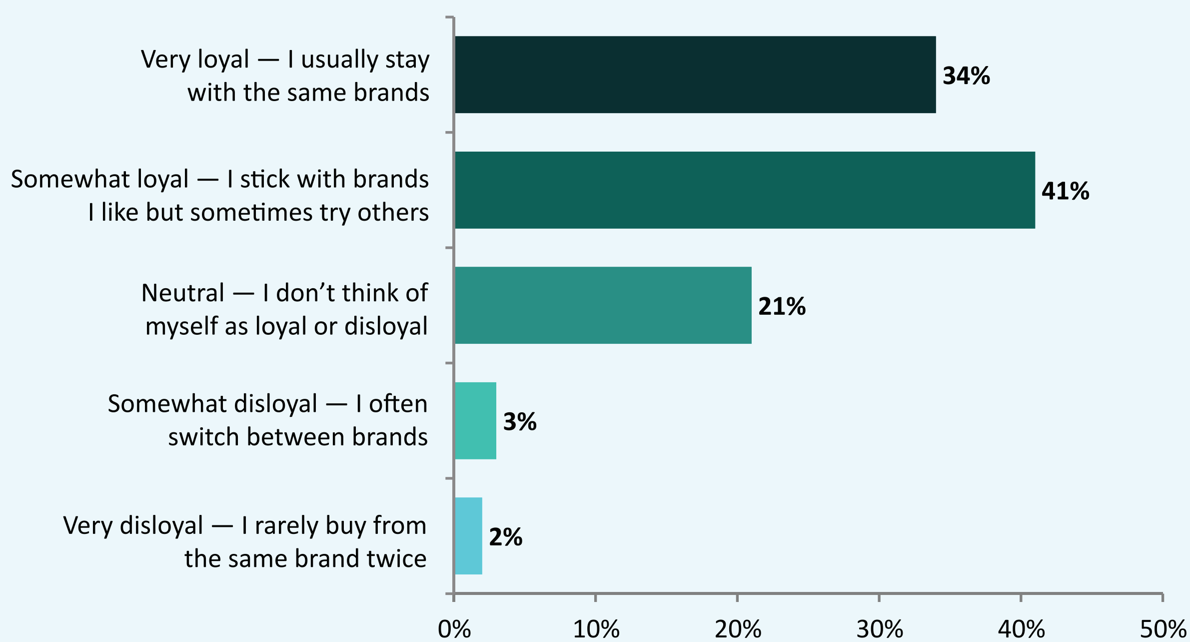

Figure 20: This graph shows how participants rated their own customer loyalty. Because of rounding, the total percentage may not equal 100%

Loyalty now reflects satisfaction and trust rather than habit. Customers stay where they feel valued, yet remain open to switching when a better experience, price, or value emerges.

10

Customer reactions to negative experiences

Customer reactions to poor experiences are split between patience and quick exit. About 35% of participants said they remain neutral after a single bad experience, while 33% are likely or very likely to switch to a competitor. Only 31% said they are unlikely to leave, suggesting that one misstep can easily test loyalty.

Likelihood of switching after one bad experience

How likely are you to switch to a competitor after a single negative experience with a brand?

Weighted Score: 3.06 | (N = 1,011)

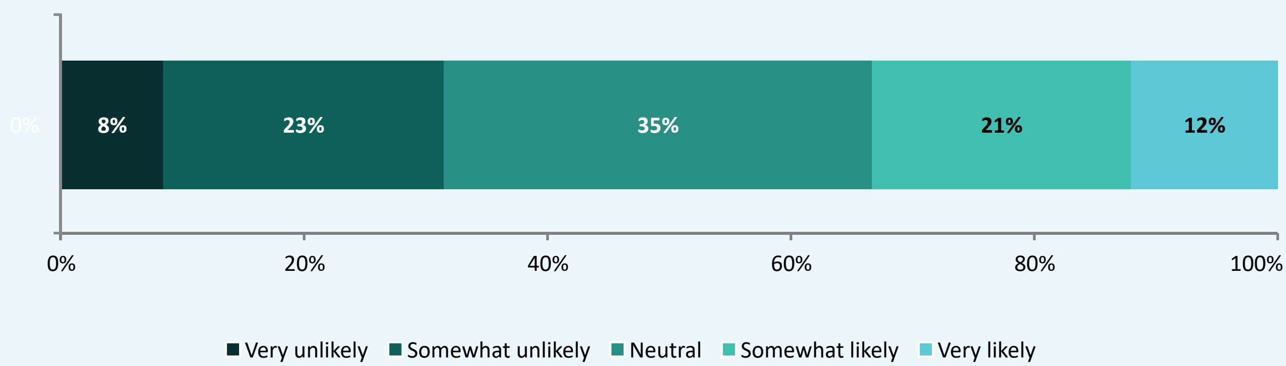

Figure 21: This graph shows how participants rated their likelihood of switching to a competitor after a single negative experience with a brand. Because of rounding, the total percentage may not equal 100%.

Gender differences stand out in how customers respond to a bad experience. **Women tend to stay neutral,** with 41% saying a single negative interaction would not immediately affect their loyalty. Men, on the other hand, are more decisive, with 42% saying they would likely or very likely switch to another brand compared with 27% of women.

Among those who consider themselves very loyal, 39% said they would likely or very likely switch after a single bad experience, compared with 33% of those who described themselves as somewhat loyal. The least loyal customers show similar or higher risk, with nearly four in ten ready to leave even after minor disappointments. **Loyalty today is conditional and can be lost quickly when expectations aren't met.**

10

Top factors driving long-term loyalty

When asked what most influences their long-term loyalty to a brand, participants focused on fundamentals rather than trends. **Product or service quality (22%), affordability and pricing (21%),** and **customer service quality (15%)** emerged as the strongest drivers, showing that reliability and value still outweigh novelty or personalization.

Men ranked product or service quality highest (24%), while **women placed affordability and pricing first (23%),** reinforcing that both dependability and value are essential to trust.

Across generations, Gen Z prioritized trust and transparency, **Millennials and Boomers focused on product or service quality, and Gen X leaned toward affordability and pricing.**

Loyalty isn't earned through words but through actions. **When brands deliver on quality, fairness, and honesty, they build relationships that last,** even as customer expectations evolve.

The Future of CX

Evolving CX priorities

As companies plan for the decade ahead, priorities are shifting from expansion to endurance. **Cost reduction and data protection emerged as the top imperatives, cited by 44% and 43% of participants, respectively.** Yet beyond financial pressure and cybersecurity, a deeper challenge is taking shape: preserving human connections in a digital world. **More than one in four respondents (27%) emphasized the need to balance automation with human interaction,** signaling concern that convenience may come at the cost of empathy.

Customer priorities for the next decade of experience

What areas do you believe companies should prioritize over the next 10 years to improve customer experience?

Weighted Score: 3.06 | (N = 1,011)

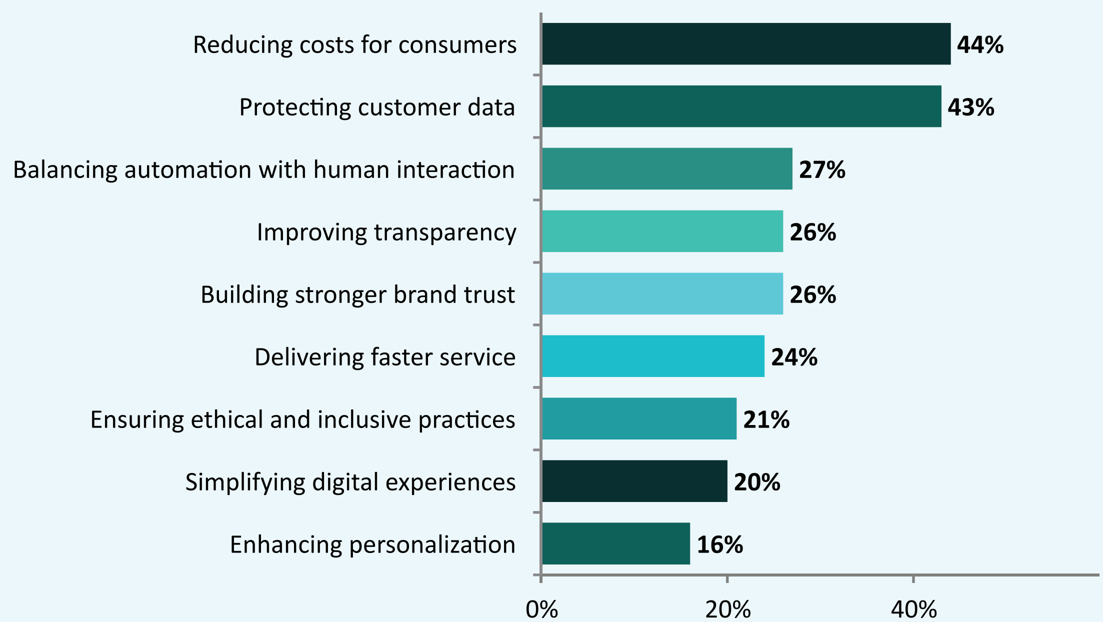

Figure 22: This graph shows the top areas consumers believe companies should prioritize over the next 10 years. Participants were asked to select up to three areas from a multiple-choice list that they believe companies should focus on most to improve customer experience. Because multiple answers per participant are possible, the total percentage may exceed 100%.

Transparency and brand trust round out the next tier of focus areas, reflecting a growing demand for accountability. Consumers are less interested in promises and more in proof. They expect faster, fairer, and more ethical engagement, with one in five respondents also calling for stronger inclusion and simpler digital experiences. Only 16% prioritized personalization, once a defining CX trend, suggesting fatigue with surface-level tailoring and a desire for more meaningful relevance.

11

Generational and gender differences

Segment differences underscore the generational divide in CX expectations. Younger consumers prioritize future focus for transparency (35%), personalization (26%), and reducing costs (32%), reflecting digital fluency shaped by both social awareness and financial caution. Middle-aged consumers center on practicality and trust, with top priorities including data protection (41%), cost reduction (41%), and brand reliability (27%). Older respondents focus most on safety, affordability, and human connection, showing strong preference for protecting customer data (62%), reducing costs (59%), and maintaining personal service (35%). **These distinctions hint at a future where successful brands must design experiences that flex across values as much as demographics.**

Cost and data protection rank high for both men and women, though women emphasize them slightly more strongly. Women also place greater importance on balancing automation with human interaction (27%), reflecting preference for empathy and connection. Men, in contrast, focus more on transparency (32%) and brand trust (29%), highlighting a stronger desire for clarity and credibility. These contrasts suggest that while both groups value security and fairness, women define great experiences through understanding and care, while men associate them with openness and reliability.

11

Key CX insights for the road ahead

The findings make clear what customers expect and where companies must focus next. Here are five ways forward-thinking companies can prepare now.

01

Protect what matters most.
Make data privacy and cybersecurity non-negotiable foundations of every customer interaction.

02

Keep affordability in focus.
Simplify pricing, reduce hidden fees, and demonstrate tangible value to maintain loyalty.

03

Balance tech with touch.
Use automation to enhance convenience without eliminating human support when it counts most.

04

Earn trust through transparency.
Communicate clearly, deliver consistently, and show accountability when mistakes occur.

05

Build inclusive, ethical experiences.
Design products and services that are fair, accessible, and aligned with evolving customer values.

These are not optional investments but expectations. The next decade of CX will reward brands that treat empathy, trust, and value not as differentiators but as daily disciplines.

About Sogolytics

Sogolytics delivers speed, clarity, and scale through a powerful platform built for enterprise teams managing customer journeys and employee engagement. Sogolytics streamlines the entire feedback cycle–from intelligent survey creation to real-time dashboards and automated text analysis. Our platform is purpose-built to support teams of all kinds: intuitive enough for business users, powerful enough for analysts, and customizable for every audience.

Design sophisticated, personalized feedback flows in minutes. Automatically adapt questions based on logic and earlier responses. Pre-fill messaging based on user data. Then, visualize results immediately–no waiting, no digging. With sentiment analysis, turnkey reports, and real-time dashboards, your team can go from data to decisions in record time.

And while our technology is sophisticated, our support model is refreshingly human. Our 24/7 customer support team is here whenever you need a partner–not just a platform.

> **Connect with Sogolytics for resources, demos, and upcoming webinars that explore how AI is reshaping the customer experience. Join the conversation and discover new ways to listen, leearn and grow with your team.**

SogoCore

Enterprise Feedback Management

SogoCX

Customer Experience Management

SogoEX

Employee Experience Management

sogolytics

To learn more about Sogolytics and how we can help you to conduct your own research, connect with our team today.

Email

info@sogolytics.com

Phone

+1 (800) 646-0520

Website

www.sogolytics.com