



5 key emerging technologies and their impact on customer experience

According to Gartner, “Technology is becoming a critical component of customer experience initiatives. By 2020, more than two-thirds of customer experience projects will involve technology. In addition to using mature CRM technologies such as case management, organizations must also follow emerging technologies to determine how they can improve the customer experience. Emerging technologies are disruptive by nature, but the competitive advantage they provide is not yet well known or proven in the market. Most will take more than five to 10 years to reach the Plateau of Productivity on Gartner’s Hype Cycle. Leading organizations will be implementing them with the knowledge that financial returns may take years to emerge, even as these technologies impact and improve the CX.”



We believe this report highlights a common challenge that many businesses face, adapting to modern customer expectations of personalized interactions that are maintained across multiple channels while investing in the right solution that increases revenue over time. At Zendesk, we build CX solutions as well as a CRM platform, Zendesk Sunshine, to help businesses achieve superior customer experiences with greater efficiency and increased ROI.

“Meeting customers when and where they want to be engaged. Customers use many channels when they interact with organizations. It will be impossible to deliver a personalized customer experience without understanding how customers use and experience the different channels by which you communicate. Multichannel customer engagement technologies can provide the foundation for this.”

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Our key highlights of the report:

- An analysis of which emerging technologies will have the greatest impact on the future of CX and how those technologies will impact the industry
- Next steps on how to implement the top emerging technologies strategically into your business objectives
- A detailed description of the top 5 emerging technologies including, AI, Virtual Customer Assistants and Chatbots, Omnichannel Customer Engagement, and IoT
- Recommended research to continue to understand the path forward for providing a modern customer experience.

150,000+ customers and growing

Zendesk is a service-first CRM company that builds support, sales, and customer engagement software designed to foster better customer relationships. From large enterprises to startups, we believe that powerful, innovative customer experiences should be within reach for every company, no matter the size, industry or ambition. Zendesk serves more than 150,000 customers across hundreds of industries in over 30 languages. Zendesk is headquartered in San Francisco, and operates offices worldwide. Learn more at www.zendesk.com.

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Gartner, 5 Key Emerging Technologies and Their Impact on Customer Experience, Don Scheibenreif, 8 August 2019

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