



TOP 10

CX Trends You Need to Know for 2023

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As the omnichannel buying experience dissolves the boundaries between the offline and online customer journey, more brands have adopted an agile CX strategy investing in innovative technology designed to deliver outstanding consumer satisfaction.

Dive in to the latest trends to gain a competitive advantage in 2023.



TREND #1

Online Reviews Matter More Than Ever

87% of consumers say online reviews and ratings are more critical today than before COVID-19.

During the pandemic, customers increasingly trusted online reviews to inform themselves before making a purchase, and this trend isn't going anywhere. When buying a product, going out to eat, finding a service, or conducting a "near me" search, people place a very high value on peer feedback.

WHAT TO DO

Local consumers see your online listings and reviews every day on search. With a proactive online review and reputation management strategic plan, you can ensure that your online presence is positive, captures attention, and converts passive searchers into actual buyers.

CHATMETER CAN HELP

Chatmeter helps multi-location businesses inspire customers through more 5-star reviews, [consistent review responses](#), and active social media participation. Our Suggested Response functionality uses Natural Language Processing (NLP) to always deliver the perfect response.



EXPLORE MORE

Download the [Reputation Management Guide: How to Manage Your Online Reputation](#).

TREND #2

Getting Found Online Isn't Enough

72% of consumers that used a search engine for a local query visited a business within a five mile radius.

Online “near me” search is often the first action customers take and a significant indicator that they’ll soon visit a local business to make a purchase. It’s an absolute must that your locations rank on Page 1 across Google, Apple Maps, Facebook, Yelp, and more to ensure that ready customers find you and choose you.

WHAT TO DO

It’s not optional. If you want your brand to rank on top of search results and capture the attention of your perfect customers, you need an online reputation management strategy that includes monitoring and updating listings, SEO optimization, and brand visibility metrics.

CHATMETER CAN HELP

Check out this click-through guide to [Chatmeter's Listings Management solution](#). Speak louder than the competition with a platform that protects your local profiles from inaccurate data and duplicate listings while staying up-to-date with today's SEO trends and best practices.



EXPLORE MORE

[6 Essential Steps for Increasing Foot Traffic to Your Retail Store With Local Listings.](#)

TREND #3

Not-So-Great Reviews Are an Opportunity

28% of consumers want to read negative reviews.
32% wouldn't purchase without seeing any negative reviews.

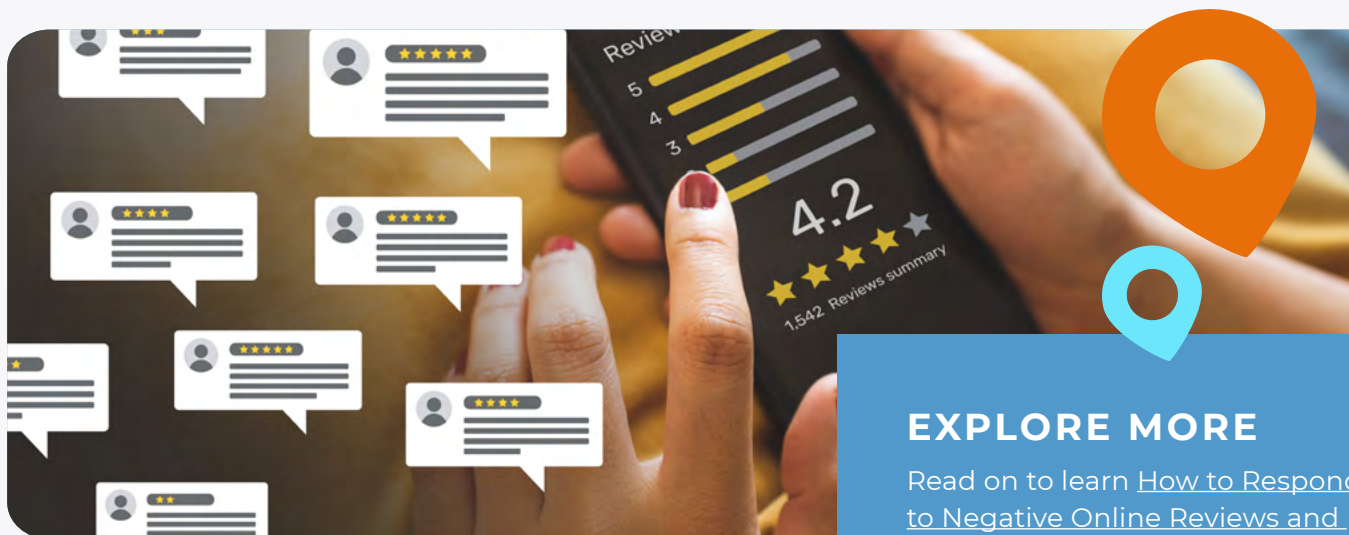
Before handing over their hard-earned dollars, consumers do their due diligence, including digging into a brand's entire presence — flaws and all. It can raise a red flag if things look too squeaky clean online. Negative reviews should no longer ignite worry for savvy business owners. They should, however, be acknowledged. Nobody likes a one-sided conversation.

WHAT TO DO

A few negative reviews heighten consumer trust and add brand authenticity. Responding directly, with care and empathy, to low-star reviews provides an opportunity to increase customer retention. This shows both the dissatisfied reviewer and those reading reviews that you care about the customer experience. [Here are some great ways to respond.](#)

CHATMETER CAN HELP

Did you know that one-in-three customers will return and upgrade their negative review to a positive after an authentic interaction with a brand? Chatmeter turns a tedious task into a CX and [brand-building opportunity](#) that increases customer trust.



EXPLORE MORE

Read on to learn [How to Respond to Negative Online Reviews and Win Back Buyers.](#)

Reputation Management Is a Priority

71% of marketing industry executives are concerned about online brand reputation management.

Although [90%](#) of companies today have a CXO role on their leadership team, only 50% of execs actively support a reputation management program at their organizations.

WHAT TO DO

While fiscal restraint — especially during uncertain economic times — is essential, investing in artificial intelligence and machine learning tools can give your business the CX edge it needs to engage customers without hiring additional human resources.

CHATMETER CAN HELP

[Chatmeter](#) is the only all-in-one reputation management and brand intelligence platform to combine AI-powered deep listening with real-time CX agility to drive customer loyalty and growth for multi-location enterprises.



EXPLORE MORE

[Read how Brookshire Brothers keep their customers happy online and off.](#)

Gen Z Is Impacting Brands

At \$360 Billion, Gen Z has tremendous worldwide spending power that will only continue to grow over time.

They're not kids anymore — and they've got money to burn. The challenge for 2023 and beyond is to drive Gen Z buyers to your brand for more than a one-time purchase. To do that, you must listen deeply to their unique needs, wants, and expectations.

WHAT TO DO

Gen Z demands an omnichannel customer experience. To meet these demands, your brand must build engaging online content that seamlessly blends with the in-person experience. Consider [psychographics](#) to develop a meaningful profile of your ideal consumer.

CHATMETER CAN HELP

Using deep listening that covers 100% of the chatter that matters for your brand, [Chatmeter analyzes billions of customer reviews](#), social media mentions, and sentiments from hundreds of sources to help the world's best-known brands keep a pulse on the customer experience at each of their locations.



EXPLORE MORE

Read our blog, [Win More Gen Z Customers with Local SEO and Reputation Management](#).

Customers Are More Brand Aware Than Ever

56% of IT leaders name 'customer needs analytics' as their top investment for improving CX.

Surveys, assumptions, and last year's data can't compare to the CX insights delivered by today's top customer needs analytics platforms — and it's not going unnoticed. Every day, more organizations are investing in technologies to pinpoint the wants and needs of their buyers as they become more educated, more demanding, and have more choices.

WHAT TO DO

Identify your company's blind spots by engaging deep listening AI tech to mine unstructured data from the voices of your customers (VOC) in real time. Then measure recurring themes emerging from your structured feedback and compare them to the raw emotional unstructured sentiment from customers as a powerful method for testing your CX assumptions.

CHATMETER CAN HELP

Chatmeter's platform with its deep listening and agile CX technology easily [syncs with your BI tool stack](#) to support an omnichannel growth strategy with real-time, hyper-accurate consumer data.



EXPLORE MORE

[How A&W's 5-star Reviews Increased 25% By Investing in CX Tech.](#)

TX Is Becoming the New CX

With **25%** higher CX metrics versus competitors without, brands using a Total Experience (TX) strategy can expect more satisfied customers.

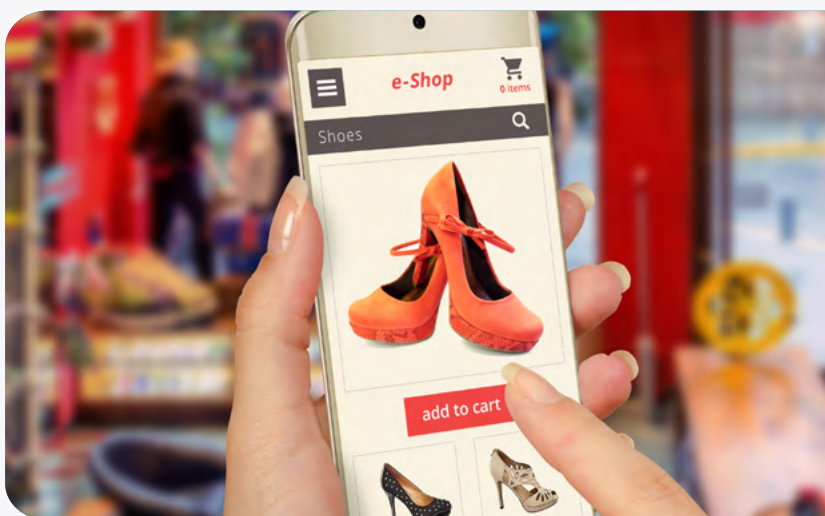
A [Gartner survey](#) found that “the top two reasons for pursuing digital initiatives are to enhance customer experiences and improve employee productivity.” Business leaders are increasingly looking to apply a TX strategy that places value on employee and user experience as much as customer experience.

WHAT TO DO

With an end-to-end platform that captures every word of the online chatter about your brand, your team can brilliantly build a complete 360° understanding of what customers really want from your brand. From there, create unbeatable strategies that will win their love and life-long loyalty.

CHATMETER CAN HELP

Pinpoint the locations where team members are succeeding and where they might be falling short. Validate new products or services by digging deep into customer sentiment. Unveil exciting new and previously unseen business opportunities — [ALL from one dashboard.](#)



EXPLORE MORE

How does it work? Click [through the Chatmeter platform here!](#)

Corporate Social Responsibility Matters

47% of consumer perceptions and beliefs about a brand are related to customer benefits.

According to a FleishmanHillard report, “It’s no longer enough just to create great products and services. The other half of consumer perceptions are shaped by a company’s impact on society (32%) and information regarding how a company’s management behaves (21%).”

WHAT TO DO

Trust and authenticity matter more than ever to consumers. Be proactive and vocal about communicating to your customers about what your brand is doing to positively impact employees, local communities, and the world at large.

CHATMETER CAN HELP

Inform your brand’s biggest fans about your company’s values by creating, posting, and scheduling content across Facebook, Twitter, Instagram, Google Posts, LinkedIn, and more using Chatmeter’s [Social Media Management](#) solution, designed for multi-location businesses.



EXPLORE MORE

[Improve Customer Trust and Maximize Retention With Reputation Management](#)

Tech Investments Are a Competitive Advantage

90% of employees say that without an investment in CX technology, their brand will lose business to brands that do.

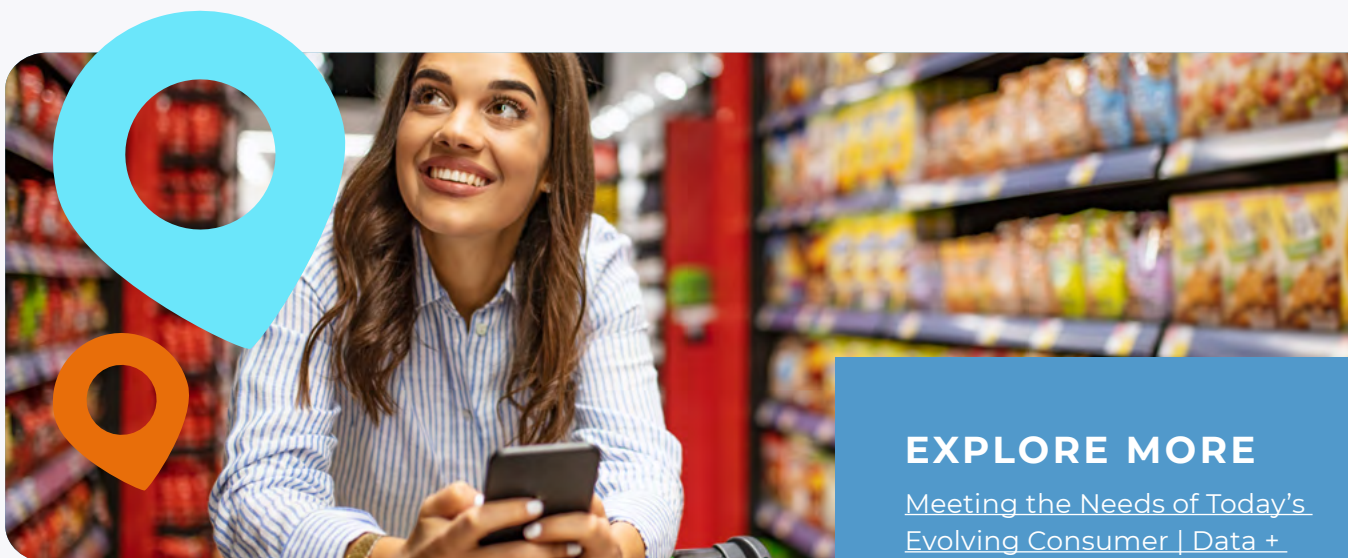
Your employees pay attention to how other brands — and especially your direct competitors — use CX technology to excel at seamless, flexible, personalized experiences. Ensure that your brand delivers consistently exceptional omnichannel experiences that soar above the rest.

WHAT TO DO

Success today means an investment in emerging CX technologies. From automated chatbots providing 24/7 customer service to AI tech identifying customer preferences to intuitive interfaces built to increase customer engagement, a wide range of tools can deliver the results you need.

CHATMETER CAN HELP

Chatmeter makes it easy to extract insights and analytics for a single location, a regional group, or across the enterprise. Create customized reports that meet your business intelligence needs and implement agile, data-driven CX strategies based on customer feedback in real-time.



EXPLORE MORE

[Meeting the Needs of Today's Evolving Consumer | Data + Trends for CX](#)

Customers Are Expecting 360° CX

73% of consumers say CX is as critical as price and product quality in purchasing decisions.

With today's abundance of choices, consumers demand more than great prices and quality products — they expect top-tier experiences at every step along their customer journey. If they don't find that with your brand, they'll switch to a competitor that has it all.

WHAT TO DO

Illuminate sentiments hidden beneath the surface to decode exactly what your customers want. Machine learning, AI-powered solutions scrape millions of online reviews, comments, posts, etc., to extract the most essential insights into your customers' minds revealing keywords, prevailing topics, and the sentiment expressed.

CHATMETER CAN HELP

Filter through the online chatter to discover actionable insights with [Pulse](#), Chatmeter's AI-powered text and sentiment analysis engine. Pulse exposes the raw, authentic sentiment and trends from customer feedback, increasing your ability to deliver the CX your customers expect.



EXPLORE MORE

[Check out this interactive walk-through and see why Pulse works!](#)

What These 10 Trends Mean for Brands in 2023

Without a doubt, 2023 will put consumer-facing brands to the test. Between a tense global economy, sky-high inflation, and recession worries, the year ahead will push people to be more intentional and mindful about how they spend their time and money.

To capture consumer attention — and their dollars — brands must consistently beat the competition at service, experience, and product quality. Smart CMOs and CXOs will succeed in locking loyalty while attracting new buyers by investing in powerful agile CX strategies and technologies that power exceptional experiences at every touchpoint.

The rise of big data has made deciphering vital voice of customer (VOC) insights through spreadsheets or manual aggregation antiquated. Brands must be able to read between the lines to identify blind spots and growth opportunities directly tied to the real-life experiences of their customers. No longer are reading reviews and comments enough. With up to 80-90% of customer chatter sitting in unstructured data, brands must tap into the “chatter that matters” with real brand intelligence.

Chatmeter, a pioneer in the reputation management technology space, has developed the first platform to combine reputation management with VOC business intelligence. Through limitless end-to-end visibility, company-wide efficiency, and unparalleled consumer insights, your brand can soar above the competition with the next generation of Total CX Management.



With AI-driven deep listening capabilities, today's future-forward CX platforms will provide unmatched insights across the enterprise, from the local store manager to the C-suite.

Research Quoted:

1. The Power of Authenticity, [FleishmanHillard](#)
2. Quick Answer: What are the Biggest Areas of Investment in Customer Analytics?, [Gartner](#)
3. Online Reviews Statistics and TRENDS: A 2022 Report, [ReviewTrackers](#)
4. The Total Experience Strategy for Better Retail Digital Interactions, [Gartner](#)
5. Gen Z Has \$360 Billion to Spend, Trick Is Getting Them to Buy, [Bloomberg](#)
6. Why Reputation Management is Key To Your Brand's Success, [AdAge/DAC](#)
7. Customer Experience (CX) TRENDS 2022, [FeeFo](#)
8. The Ultimate List of Marketing Statistics for 2022, [Hubspot](#)
9. Experience is everything: Here's how to get it right, [PwC](#)
10. CX in the new normal: Why agility and collaboration are key to success, [GetFeedback](#)
11. Read more about unstructured data – the chatter that matters – [here](#).

See how we support the world's best-loved brands.

[Book Demo](#)



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