

How Cutting-Edge Customer and Employee Experiences are Driving New Paths to Growth

Business leaders have long known that better experiences drive better business outcomes, but the technology defining cutting-edge experiences is evolving rapidly. At the same time, the importance of employee experience (EX) has grown to rival that of customer experience (CX) when it comes to driving growth, profitability, and operational excellence. Now, business leaders have an unprecedented opportunity: to reimagine experience using a new class of advanced technologies and find new paths to success through the combined power of EX and CX. Explore how innovative, frictionless, and secure experiences are redefining the landscape of modern business.

Experience as a growth driver

Recognizing their pivotal role in fostering growth, loyalty, and retention, businesses are increasingly weaving CX and EX initiatives into their core strategies. This investment reflects an understanding that these experiences are more than mere interactions: they are critical engagements that shape brand perception and build enduring relationships.

By the numbers

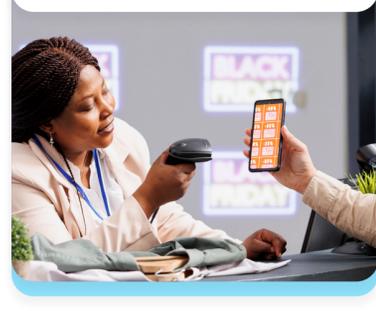
Customer Experience

2X

The growth rate of customer experience leaders vs. customer experience laggards since 2016.¹

60%+

of enterprise executives increased loyalty budgets during their most recent planning cycle.²



Employee Experience

~50%

in potential increased revenue for companies that improve the employee experience.³

39%

of retail leaders cite improving employee experience as a top priority for digital transformation efforts.⁴



A new demand for data

What's driving experience? Data. The CX and EX ecosystem has made data the linchpin for informed and strategic decision-making, and driven new investments in robust, interconnected data systems. This focus on data transforms interactions from generic to personalized, fostering a deeper connection and satisfaction for both customers and employees.

71%

of CX leaders say they will increase spending on customer insights solutions and increase budget for data and analytics programs.⁵



An array of emerging tools and applications



CX innovation



GenAI chatbots and customer service

Transforming customer interactions with real-time, AI-driven responses, enhancing efficiency and personalization.



Natural language processing and machine learning

Offers instant access to customer context, streamlining communication and understanding.



Virtual Reality/Augmented Reality

Creates immersive experiences, elevating engagement, elevating interaction in both training and marketing.



Digital displays

Captivating visuals that grab attention and provide interactive customer experiences.



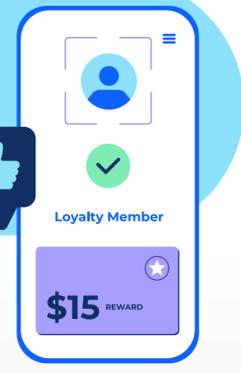
Cashless transactions

Speed, convenience, and security in customer payments, streamlining the checkout process.



Loyalty programming

Building deeper customer relationships through personalized rewards and experiences.



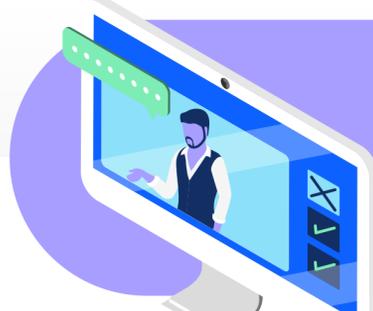
Personalization

Tailoring experiences to individual preferences, enhancing customer satisfaction and loyalty.



IoT-enabled smart stores

Integrating Internet of Things technology for smarter, more connected, and efficient retail operations.



EX innovation



Cloud-based collaboration

Empowering teams to work together seamlessly, regardless of location.



Streamlined payroll and cashless tip cashouts

Simplifying employees financial transactions for greater convenience and satisfaction.



AI-enabled workflow optimization

Enhancing productivity through intelligent automation and decision-making.



Task automation

Streamlining routine tasks, allowing employees to focus on more strategic activities.



Apps and mobile devices

Offer personalized tools for workload management, data insights, and customer service that can be used on-the-go.



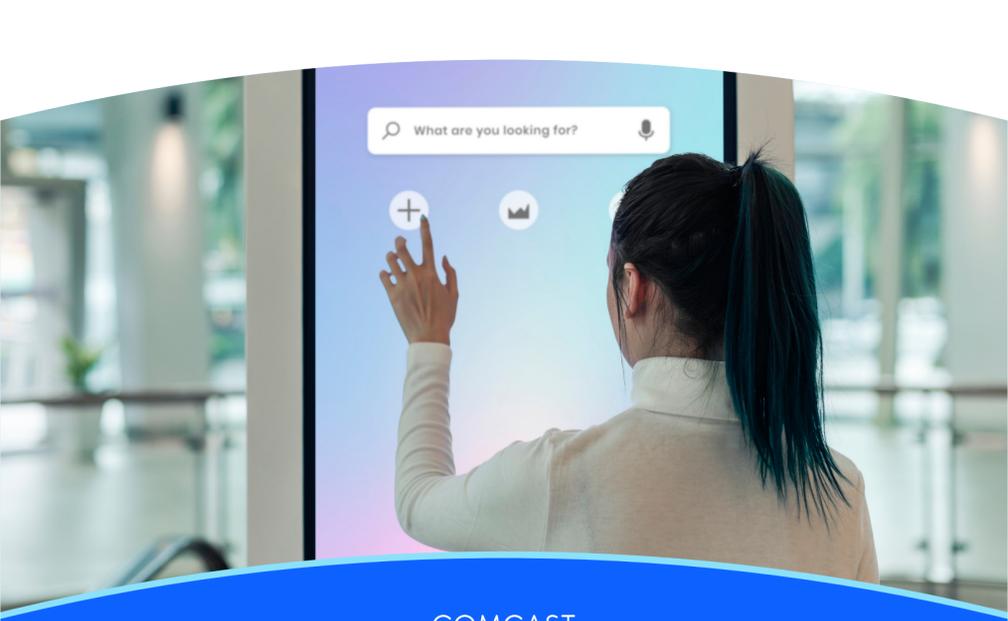
Feedback platforms

Facilitate continuous employee feedback and engagement, fostering a participatory and inclusive workplace culture.



Smart office tech

Create a connected workplace with IoT devices, optimizing office comfort, efficiency, and resource use.



Learn how Comcast Business is helping business leaders leverage technology to power customer and employee experiences.

[Learn more](#)

1. McKinsey & Company, Experience-led growth: A new way to create value

2. PwC, Customer Loyalty can be your growth engine

3. Harvard Business Review, 5 Factors That Make for a Great Employee Experience

4. IDC, 2023 Global Retail Survey

5. Forrester, Planning Guide 2024: Customer Experience