

skills-based hiring: customer experience talent.

As AI technology transforms the way we work, customer interactions are becoming more personal and specialized, with a focus on quality over quantity. High level needs can be automated, but customer experience and engagement (CEX) professionals still need strong interpersonal skills for complex issues.

20%

of people in the U.S don't speak English at home, making culturally sensitive customer service increasingly important.¹

essential qualities:

-  empathetic
-  communicative
-  proactive

hiring challenges.



service consistency

Outsourcing CEX teams can cut costs and give companies with larger call volumes access to global — and multilingual — talent. But with less quality control, service consistency may suffer.



need for human touch

Automation and generative AI could continue to drive down the need for CEX talent, but important issues still require human touch.



the right skills

While certifications won't be mandatory for CEX roles in 2024, hiring managers will need to look for candidates with both soft and tech skills.

customer experience and engagement

hire for key skills



teamwork

As accessible customer data increases, CEX professionals who collaborate with product, sales, and marketing departments will deliver a better overall experience for your customers.

conflict resolution

Longer, more specific CEX calls require talent with empathy, communication, and problem-solving skills to meet customer needs.

initiative

As the direct line to customers, CEX professionals with initiative can update knowledge bases and collaborate with your teams on key customer pain points.



CRM software

Talent experienced with Salesforce, Zendesk, and CRM software can provide more efficient, personalized service through omnichannel communications, KPI tracking, and more.

chatbots and live chat

CEX professionals who review chatbot logs and customer profiles before choosing to interact live or use prepared replies will make the most out of automation.

multilingual skills

As more businesses expand internationally, multilingual skills and culturally sensitive customer service will remain important.

data analysis

Integrating customer service data with business data can put CEX managers in the unique position to strengthen the customer journey across your entire business.



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At Randstad, we can help you develop a skills-based hiring strategy tailored to your needs. To attract future-ready CEX talent, [connect with us](#) today.