Executives Expect Customers and Employees to Become More Demanding



Percentage of executives that think their **customers** and **employees** are going to get **more** or **less** demanding over the next 3– 5 years:



Base: 1,541 Executives from companies with 1,000 or more employees Source: Qualtrics XM Institute Q4 Global Executives Study Copyright © 2022 Qualtrics [®] All rights reserved.