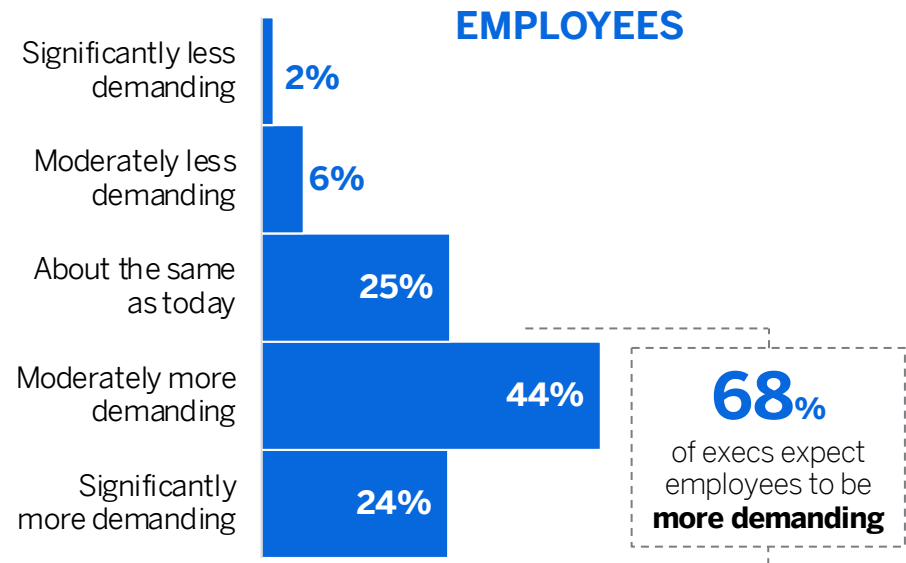
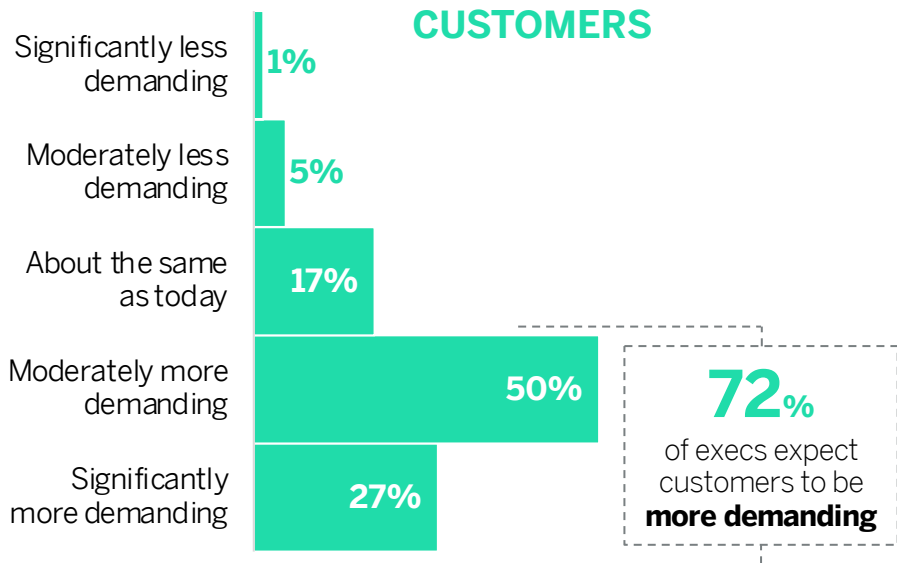


Executives Expect Customers and Employees to Become More Demanding

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

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