SurveyMonkey®

EX

CX

AI

How teams, tech, and expectations are shifting:
The 2025 business trends report

About this report

Take a look at today's business world, and it's clear that teams are leaner, consumer expectations are higher, and AI is the new reality. To help you navigate, our research spotlights the need-to-know divides between what companies want to achieve and what they're actually delivering.

This report uncovers three key pressure points defining 2025: employee burnout, underused AI, and the widening CX gap. Backed by fresh data from nearly 6,000 professionals and consumers, these are the insights that'll help leaders move smarter and faster this year.

Contents

Smaller teams + big demands = wear and tear on employees
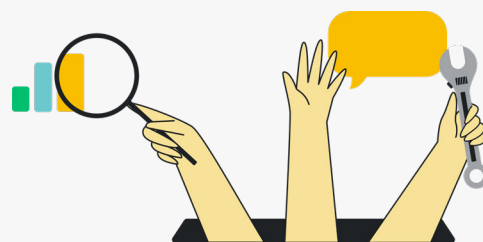
7 out of 10 of business leaders expect their teams to work at a faster pace now compared with a year ago

Teams are leaner, stressed, and pressured to do more—all while working faster:

- 62% of business professionals are more stressed about work in the last 6 months

- 34% of leaders say they or their colleagues have taken a burnout-related leave of absence in the last year

- 48% of leaders say it's become harder to fill roles with qualified candidates in the last 6 months

As businesses face budget constraints and talent shortages, some are relying on existing workers to fill skill gaps and take on new responsibilities—also known as "quiet hiring."

More than half of business leaders have updated their recruiting strategies in the last year to consolidate multiple roles into one.

73% of business pros have taken on more responsibilities at work in the last 6 months

53% of business leaders have consolidated multiple roles into one in the last year

So what's the impact on compensation?

Half (49%) of business pros say their pay stayed the same while responsibilities increased, with public sector workers (57%) more likely to report this than those at private companies (46%).

Small business owners are more likely to say their pay has increased with the increase in responsibilities (35% vs. 24% of business pros overall).

It's not all bad news:

84% of business pros feel empowered to prioritize higher-impact tasks at work and 85% feel they've had the opportunity to learn new things at work in the last 6 months.

FIG.1 | BUSINESS PROS WHO SAY THEY'VE HAD OPPORTUNITIES TO LEARN NEW THINGS AT WORK IN THE LAST 6 MONTHS

	Agree	Disagree	No answer
	85%	13%	1%
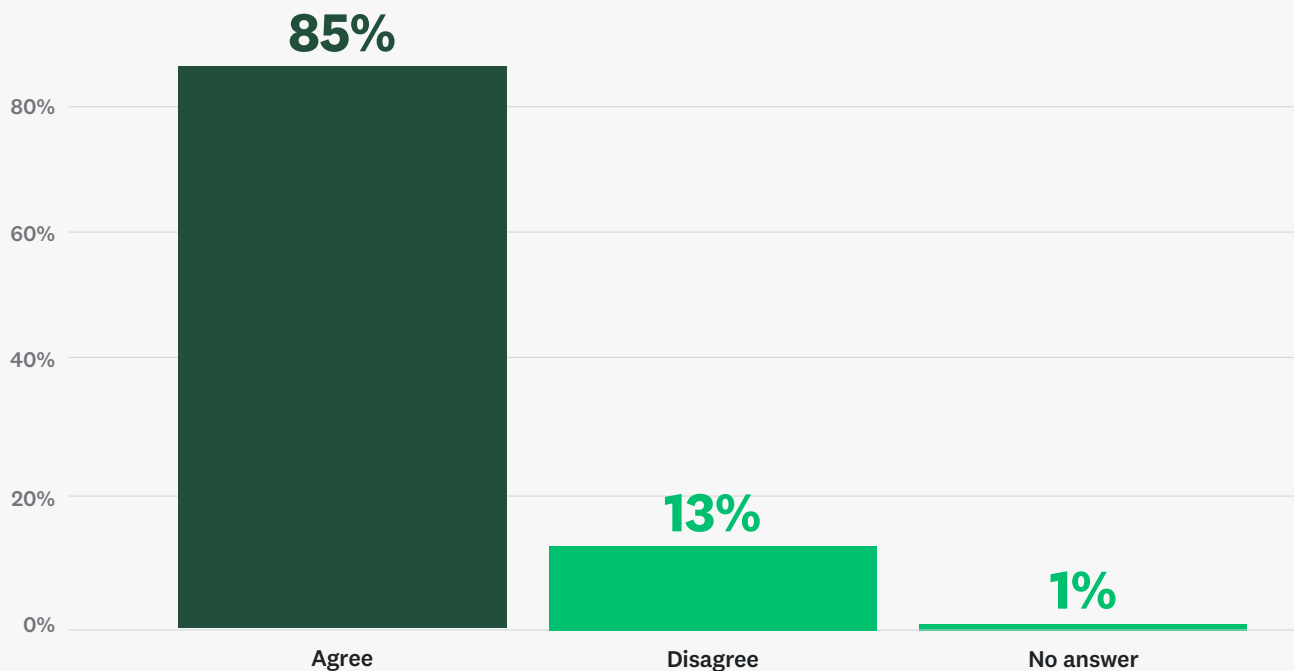
Keep up with employees

Employee feedback can shape a positive company culture that empowers teams and drives better business outcomes, including employee productivity and focusing on fewer, high-impact priorities.

LET'S SOLVE IT:

Measure, track, and improve employee engagement with our employee engagement survey template. Assess key insights and data trends, and use AI to uncover sentiments in real time.

Find out how employees feel about their job, and learn what you can do to improve their experience with our employee motivation survey template.

Gauge workloads and quickly understand how your team is feeling with our work-life balance survey template or employee workload survey template.

FIG.2 | THE MANAGEMENT STRATEGIES OF BUSINESS LEADERS WHO USE EMPLOYEE SURVEYS VS. THOSE WHO DON'T

- LEADERS WHO SURVEY
- LEADERS WHO DON'T SURVEY

Strategy	Leaders who survey	Leaders who don't survey
Encouraging asynchronous work	54%	42%
Incorporating focus hours	42%	24%
Managing out poor performers	53%	42%
Empowering employees to take ownership of their work	84%	78%
Focusing on doing fewer things, better	53%	40%
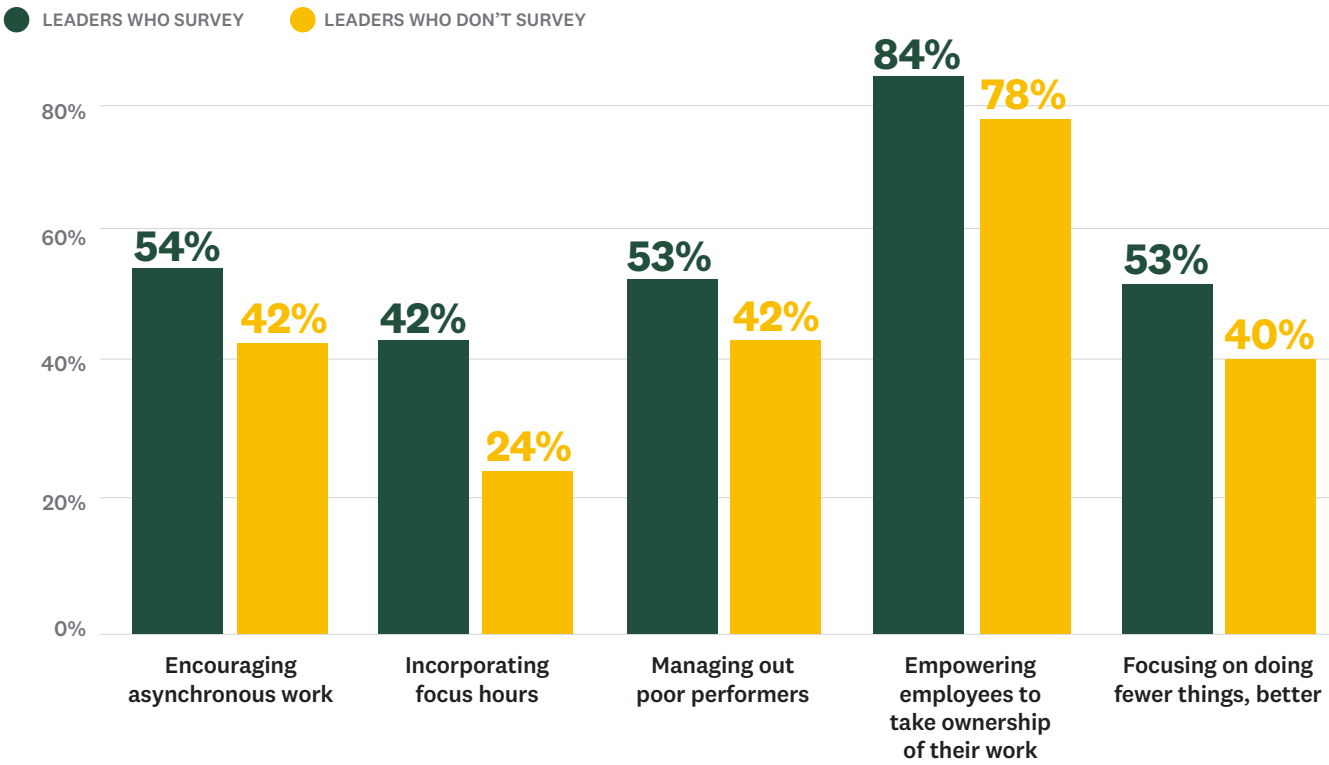
Provide employees with training and support

On top of hiring challenges, businesses are dealing with an older generation of employees retiring and leaving skill gaps. If this rings true for your business, pinpoint employee needs so you can deliver the right training for upskilling.

59%

of business leaders say that the older generation retiring and leaving skill gaps is an issue for their team

LET'S SOLVE IT:

Learn how employees are using tools and platforms so you can drive organizational efficiency with our tools and process improvement survey template.
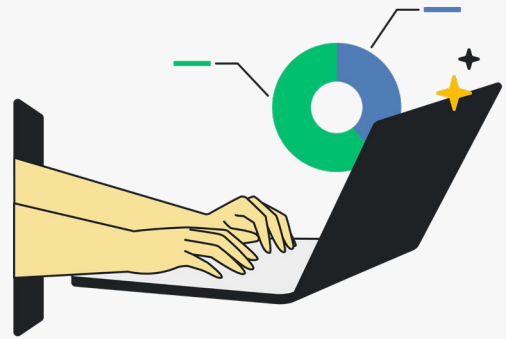
Develop tailored onboarding and learning programs for your organization with our training course evaluation survey template.

Gauge your company's career development options and employee growth opportunities with our career development survey template.

# Businesses aren't hitting the AI sweet spot

Many business pros feel behind-the-curve on AI, despite a belief that AI improves efficiency. Only 34% say they are using AI at work. And there's a generational split: 42% of Gen Z business pros are using AI, compared with 36% of Millennials, 31% of Gen X, and 26% of Boomers.
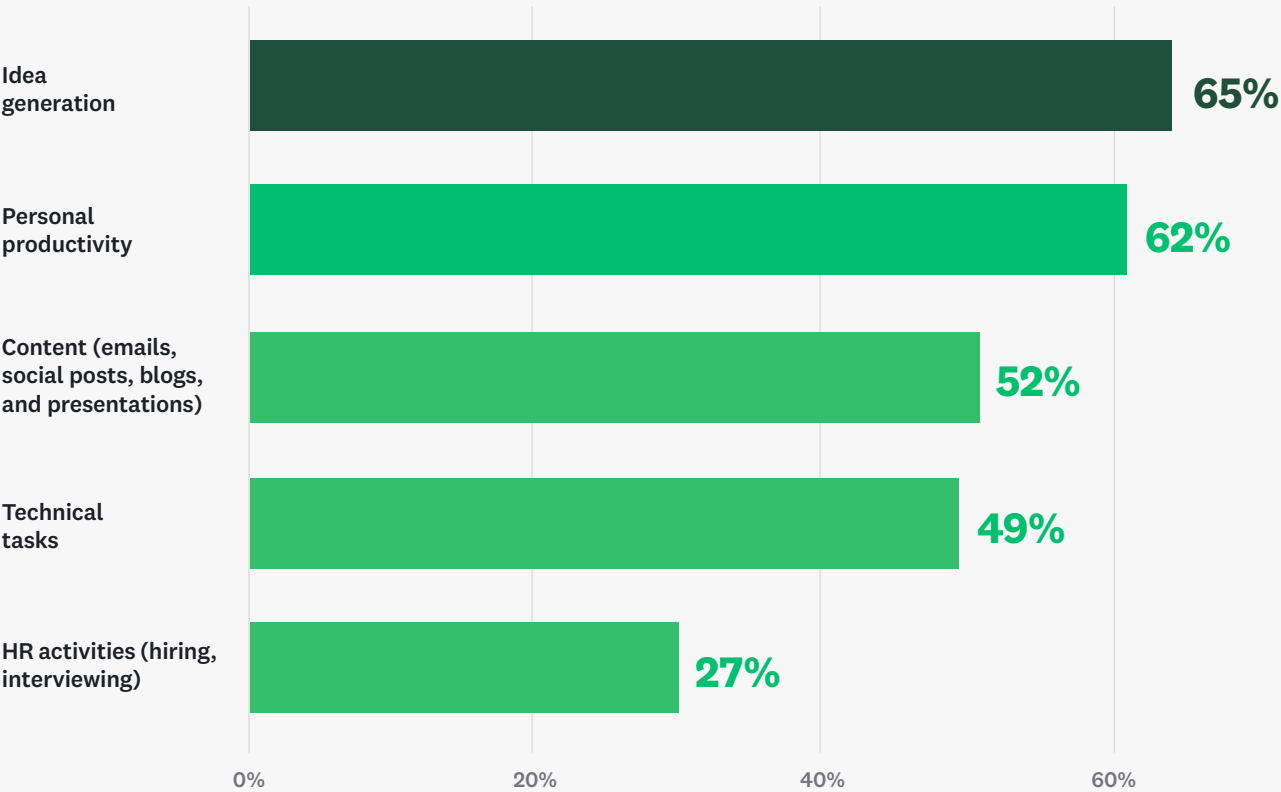
FIG.3 | MANAGERS ARE MORE LIKELY TO EXPLORE AI'S POTENTIAL VS. NON-MANAGERS
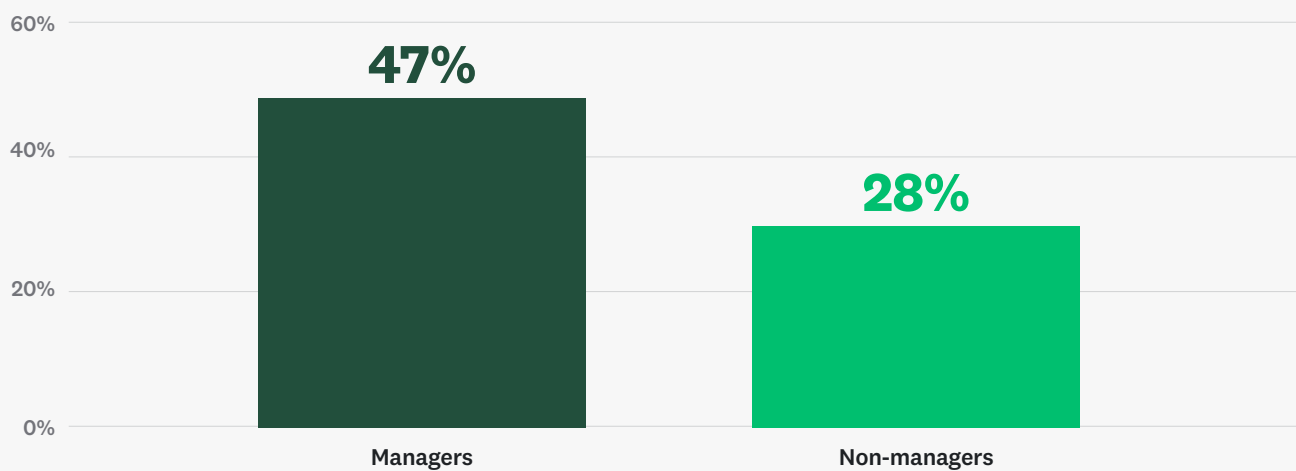
Among those using AI, 61% are using standalone tools like ChatGPT, 45% are using AI integrated into tools they were already using, and 23% are using AI solutions custom-built for their company.

AI has a positive impact on business pros who use it: 84% have seen some benefit, including 53% who say AI helps them work more efficiently, 48% who say it improves the quality of their work, and 47% who say it helps them generate new ideas.

FIG.4 | HOW BUSINESS PROS ARE USING AI ON THE JOB:

Category	Percentage
Idea generation	65%
Personal productivity	62%
Content (emails, social posts, blogs, and presentations)	52%
Technical tasks	49%
HR activities (hiring, interviewing)	27%

Help employees catch up to AI's potential

Our study found business pros worry about the data security and privacy of AI tools used by people at their company (54%) and AI tools incorporated into their company's products or services (57%). By providing clear guidance on security and best practices, businesses can help employees feel comfortable using AI and adapting to new tools.

39%

of business pros say their company has taken steps to address concerns around AI

LET'S SOLVE IT:

Use our AI readiness assessment survey template to understand current usage of, interest in, and readiness to adopt AI tools.
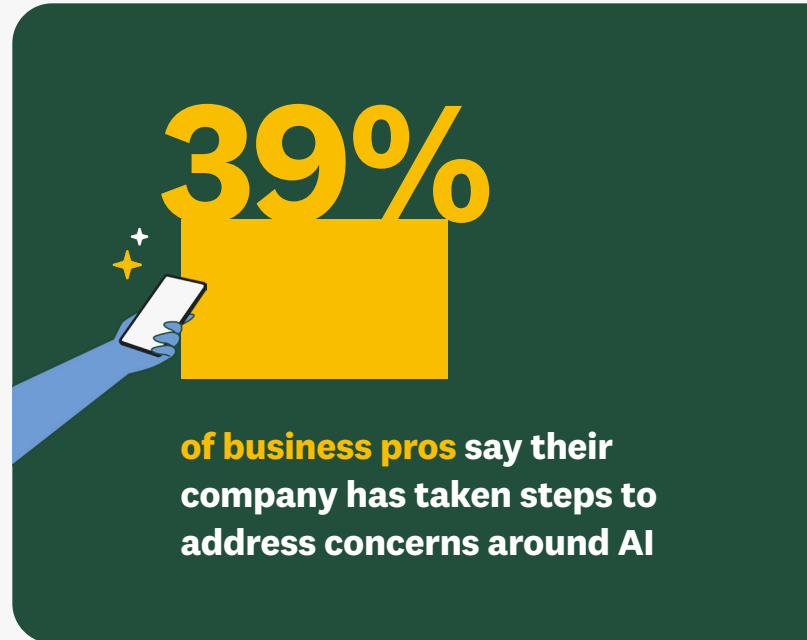
Learn how you can benefit from the power of AI without compromising your data, with SurveyMonkey security, compliance, and privacy controls.

SURVEYMONKEY AI

What sets us apart? We've built our machine learning (ML) models on over 25 years of survey data:

- 84M+ data points feed our AI per day

- 1.9M+ AI predictions made daily

Turn customer insights into action with AI

Given consumers' strong feelings about when they want AI vs. human assistance, it's more critical than ever to get targeted feedback. Be thoughtful in how you deploy AI by keeping a pulse on customer service feedback so you can fine-tune how you're using the technology.

1 out of 3 CX pros use AI to analyze customer feedback

LET'S SOLVE IT:

Tap into our AI capabilities to create a high-quality survey from scratch in under a minute and use sentiment analysis to see how respondents really feel without spending hours sifting through open-ended responses to find patterns.

8 out of 10 consumers prefer an employee when they need help on a web page or online store

Although 44% of consumers prefer self-serve options when making purchases, when they need help, they still want to talk with a person. Nine in ten (91%) prefer an employee over a chatbot when they call a customer service line.

CX is a key differentiator, but there's a disconnect

About half (52%) of business leaders say price and customer experience are both equally important right now when making a business purchase, which lines up with the 57% of consumers who say the same.

But consumers have really spotlighted the importance of their experience: the vast majority say they're more likely to open their wallets for companies known for good CX.

So if your CX rep holds that much sway, what do you need to know about the state of customer satisfaction?

Well, the truth is that there's a major disconnect:

- 49% of CX pros believe their customer experience has improved in the last 6 months

- 53% of consumers believe the customer experience has gotten worse in the last 6 months

96%

of consumers are more likely to purchase from a company with a reputation for good CX
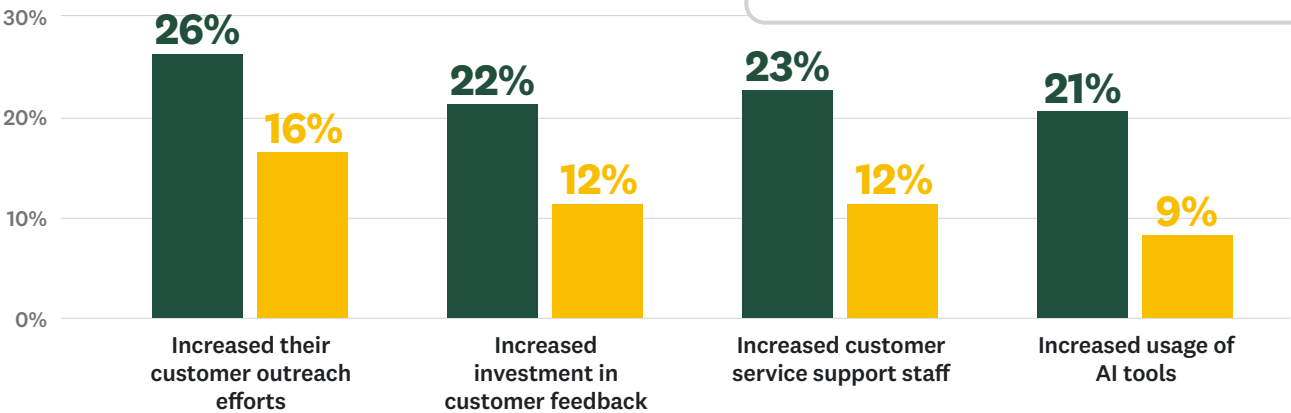
Don't sleep on customer insights

With 72% of consumers pulling back on spending in the last three months, don't make it harder on yourself by glossing over customer needs.

Uncover the key drivers of customer satisfaction. Collect feedback and benchmark CSAT, NPS®, customer service feedback, customer effort score (CES), and more in hours to see how you stack up. Quickly transform feedback into actionable insights that improve satisfaction using intuitive analysis features.

FIG.5 | CHANGES TO CX STRATEGIES IN THE LAST 6 MONTHS, IN RESPONSE TO ECONOMIC CONDITIONS

● CX PROS WHO USE SURVEYS   ● CX PROS WHO DON'T USE SURVEYS

	Increased their customer outreach efforts	Increased investment in customer feedback	Increased customer service support staff	Increased usage of AI tools
CX pros who use surveys	26%	22%	23%	21%
CX pros who don't use surveys	16%	12%	12%	9%

CX pros who conduct surveys are on the leading edge

CX pros who survey are much more likely to say they've increased AI usage and investments in customer outreach, feedback, and support staff.

TAP INTO THE REAL DIFFERENTIATOR: INSIGHTS

In today's business landscape—where lean teams, evolving AI, and shifting customer expectations are the norm—organizations must be agile to stay ahead.

Unlock hidden opportunities, validate bold ideas, and drive real impact—just by listening.

See solutions by role

METHODOLOGY

The SurveyMonkey "Business Trends" study was conducted March 25-31, 2025 among a sample of 2,912 business professionals in marketing, customer experience, human resources, and other roles involving surveys or feedback.

A supplemental survey was conducted at the same time among 2,481 US adults. Respondents for this survey were selected from the more than 2 million people who take surveys on our platform each day. The modeled error estimate for this survey is plus or minus 2.0 percentage points.

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I work for a travel company called Vivara. We want to get customer feedback on our travel booking ser...

Build survey

Who do you want to survey?

Country | Gender

Age | Household Income

100B questions answered
42M+ global users
20K+ 5-star reviews

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