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What Are Customer Expectations, and How Have They Changed?

Customer expectations hit all-time highs.

TIME TO READ: 3 MINUTES



By definition, customer expectations are any set of behaviors or actions that individuals anticipate when interacting with a company. Historically, customers have expected basics like quality service and fair pricing – but modern customers have much higher expectations, such as proactive service, personalized interactions, and connected experiences across digital channels.

To better understand how customer expectations are changing, Salesforce Research surveyed 14,300 consumers