

# The History of CX



# CX From Scratch: The History of CX

The concept of Customer Experience didn't suddenly appear out of thin air in the 1960s; it has deep roots in marketing theories, customer service, and various other fields. CX traces to the earliest days of trade, where interactions between buyers and sellers laid the foundation for understanding customer satisfaction. Its story intertwines with the evolution of business, adapting to technology, economics, and society. However, let's start at the very beginning.

## THE BIRTH OF CX IN ANCIENT TRADE

---

Even though CX didn't formally emerge until the 1960s, the reason for its invention dates back a bit earlier. Trade, involving the exchange of goods and services, existed in prehistoric times, with its origins in [southwest Asia](#). It's no surprise, then, that the oldest recorded customer complaint dates as far back as 1750 B.C. in Mesopotamia. The text, inscribed on a clay tablet by Nanni, details multiple issues that arose during a transaction with a merchant named Ea-nāšir. Multiple clay complaints found in the area suggest that Ea-nāšir considered poor product quality, rude treatment, and the absence of refunds as an integral part of his sales technique. Archaeological evidence underscores CX's significant impact, showing that Ea-nāšir's approach most probably led to his failure in entrepreneurial attempts. He had to give up parts of his home and re-brand. [Source](#)

## THE INDUSTRIAL REVOLUTION AND CX

---

As we fast-forward to the 18th-century Industrial Revolution, during which the economy shifted from agrarian to manufacturing-focused, we observe a continued evolution in the relationship between customers and businesses. This transition marked the era of mass production, bringing about significant changes in customer-business interactions. Businesses not only had to adapt to the challenges of large-scale production but also needed to consider how to reach and serve their customers. While the modern concept of Customer Service departments didn't exist yet, and the term itself wasn't a part of the vocabulary, the idea of assisting customers and ensuring their satisfaction rose in popularity.



Opstalent Spółka z o.o. sp.k.  
Ul. Ślężna 132 53-111 Wrocław

Tel UK: +44 203 519 5290 | Tel PL: +48 71727 57 00 | Tel US: +1 332 232 7475

Mail: [contact@opstalent.com](mailto:contact@opstalent.com)  
[www.opstalent.com](http://www.opstalent.com)

## EVOLUTION OF CUSTOMER SERVICE THROUGH COMMUNICATION INNOVATIONS

---

Until the invention of the telephone, the primary means of assisting customers were face-to-face interactions or written correspondence, such as letters (or, of course, clay tablets). This revolution in communication not only made customer service more accessible but perhaps laid the groundwork for today's expectation of immediate, on-demand support. The term "Customer Service" itself is commonly associated with Alexander Graham Bell patenting the telephone in 1876. This invention revolutionized communication, and it wasn't long before phone calls became the primary mode of connecting with others, especially after the introduction of the telephone switchboard. Around the mid-1950s, the creation of Automatic Call Distributor (ACD) technology replaced the old manual switchboards, leading to the establishment of the first call centers in the early 1970s. While there's some debate about who opened the very first call center, examples such as the Birmingham Press and Mail, as well as Lloyd's Bank in the UK, were among the earliest ones. They set up phone lines to handle simple customer questions, bringing consumers and businesses closer together. [Source](#)

## EVOLUTION OF MARKET RESEARCH AND CUSTOMER-CENTRIC STRATEGIES

---

In parallel with these developments, market research began to take shape, initially in the 1920s to improve advertising strategies but expanding to all sectors around the 1950s. It also shifted its focus toward behavioral sciences, aiming to understand consumer behavior, attitudes, and motivations. It wasn't just about putting out ads anymore; it became evident that advertising wouldn't be as effective as it could be with a 'one size fits all' approach; they needed to target specific groups. Marketing became an indispensable tool for adapting strategies to meet customer needs.

As the 20th century progressed, the early 1970s saw the emergence of the concept of Customer Relationship Management, with businesses issuing annual surveys to measure customer satisfaction. The goal was to manage and analyse data and interactions between businesses and customers, leading to more personalized customer service. CX, slowly gaining notoriety since its creation in the 1960s, began to attract even more attention as businesses started to understand that Customer Experience was closely linked with success (unlike Ea-nāşir. Additionally, the 1980s witnessed companies researching customer satisfaction, further enabling them to understand their clientele.

## TECH-DRIVEN TRANSFORMATION

---

The advancements in technology in the 1990s accelerated the development of CX strategies. The rapid growth of the Internet marked a new era, opening new channels of communication and interaction, making it easier to engage with customers. The rise of data analytics tools and CRM systems allowed businesses to adapt their approaches based on information about



customer behavior and preferences. The ability to analyse vast amounts of data at once enabled companies to make well-informed decisions.

Over the last two decades, the bond between businesses and technology has grown even stronger. Analytical tools have become a necessity, and the idea of providing an omnichannel experience, involving interactions with customers across multiple channels, has gained popularity. Companies like Amazon revolutionized CX by using data analytics to personalize shopping experiences, showcasing the power of understanding and anticipating customer needs. Given the advancements in technology and customer engagement, the concept of CX is directly connected with the natural progression of customer interactions, allowing for a more in-depth understanding of customers.

## CONCLUSION

---

The concept of CX has evolved alongside the progression of customer interactions and technological advancements. It has grown from ancient complaints scribbled on clay tablets to a field that integrates data analysis, personalized service, and omnichannel engagement. These changes reflect how businesses perceive and prioritize their customers. Gone are the days when customer service was solely about responding to complaints; today, it represents a proactive and strategic approach to building lasting relationships with customers. At OpsTalent we understand that fostering lasting relationships with our customers is not just a matter of reacting to their concerns but also about anticipating their needs, delivering personalized experiences, and ensuring seamless interactions. This approach not only enhances customer satisfaction but also fosters loyalty and brand advocacy, which are vital for the long-term success of OpsTalent.

**Are you ready to adapt your CX strategies to these evolving trends? Contact us to learn how we can help!**



**OpsTalent Spółka z o.o. sp.k.**

Ul. Ślężna 132 53-111 Wrocław

**Tel UK:** +44 203 519 5290 | **Tel PL:** +48 71727 57 00 | **Tel US:** +1 332 232 7475

**Mail:** [contact@opstalent.com](mailto:contact@opstalent.com)

**[www.opstalent.com](http://www.opstalent.com)**



# Smarter Outsourcing. Scalable Technology. Better Business.

ArenaCX is the global marketplace platform where companies build, sustain, and scale their CX operations.

[Schedule A Meeting](#)

[See How It Works](#)

