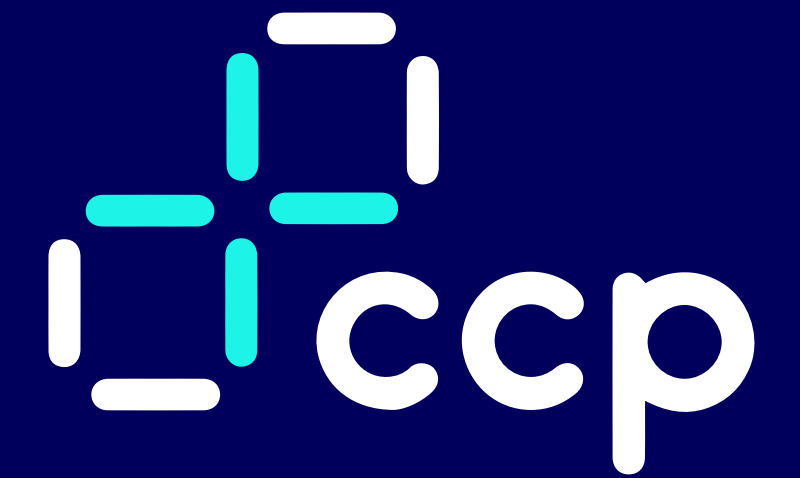
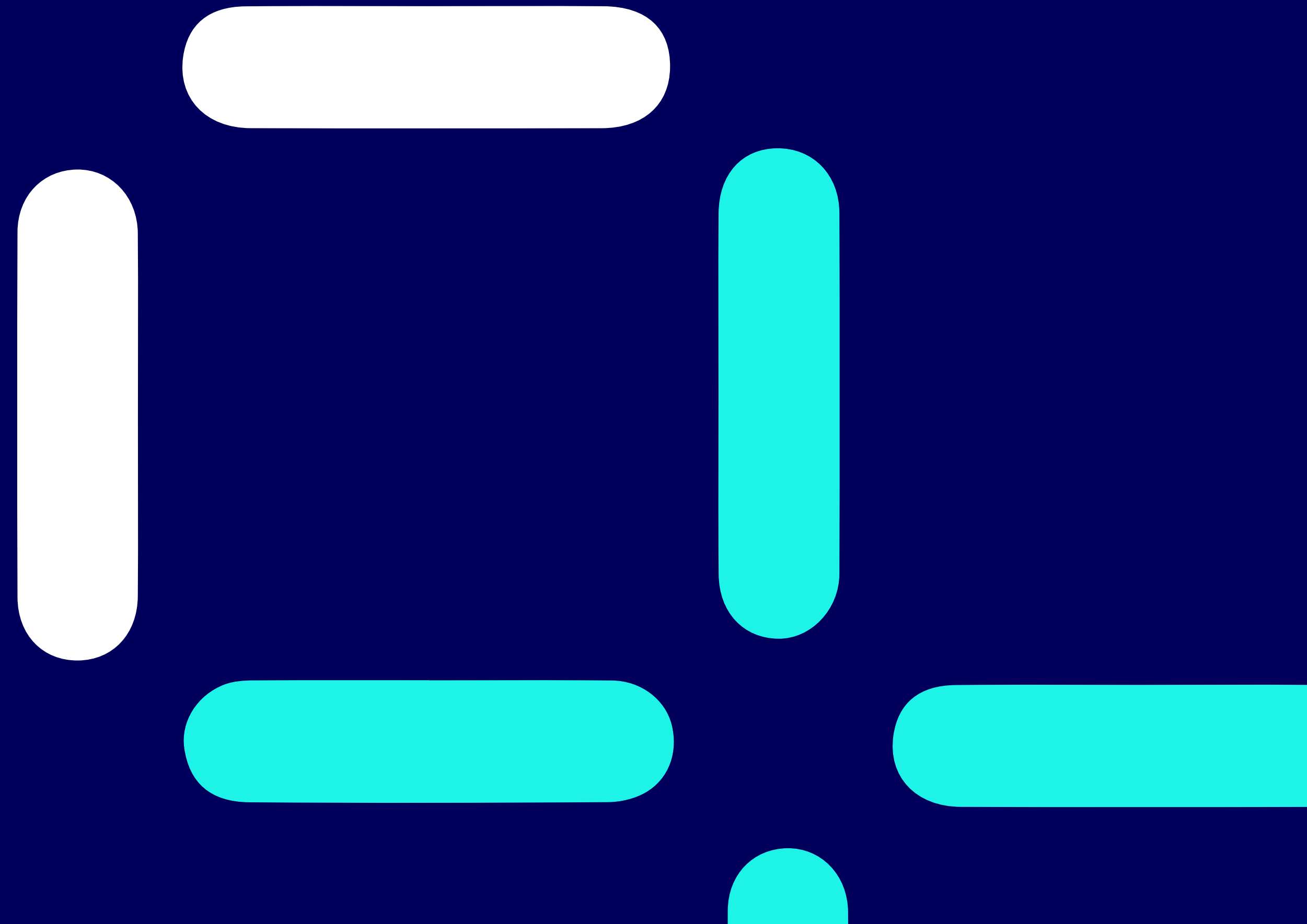


The CX inflection point: Fast AI, fragile alignment

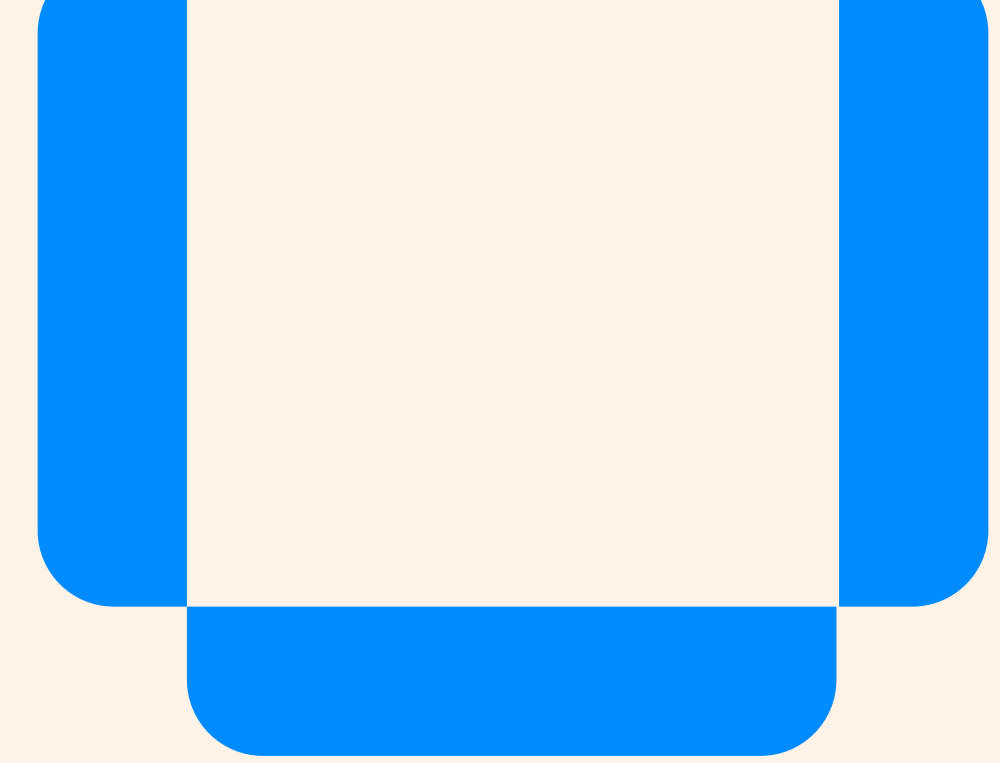


Closing the decision gaps
between boards, CX leaders
and the front line for sustainable
competitive advantage



Contents

1. Introduction	01
1.2 The headline: AI is highlighting growing disconnects	02
1.3 Key themes: misalignments need ownership, governance and measurement	03
2. AI is holding up a mirror to CX: revealing strengths and gaps	04
2.1 AI objectives depend upon a spectrum of organisational realities	05
2.2 AI often reflects what already exists	06
2.3 Key takeaway	07
3. Ownership, governance and leadership: closing the accountability gap	08
3.1 Fractured relationships and strategy are causing headaches	09
3.1.1 Change management is the missing link: move faster with less regret	10
3.1.2 Advice for BPOs: start with the ask	11
4. CX as a value multiplier: an ongoing missed opportunity	12
4.1 The metrics trap	13
4.1.1 The pros and cons of NPS and CSAT	14
4.2 Metrics for better decisions and outcomes	15
4.3 Three golden rules of introducing outcome-based metrics	16
4.3.1 Developing your portfolio of metrics for the short-, medium- and long-term	17
4.3.2 Remember	18
5. AI-implementation needs solid data and security foundations	19
5.1 Connectedness unlocks business-defining advances	20
5.2 The right foundations for your success	21
5.3 Cyber security is entering a new phase of hidden dangers	22
5.3.1 Cyber threats at scale: a new world order	23
5.3.2 The new era of cyber security: future threats need action now	24
6. Seven practical tips to closing the decision gaps	25
6.1 The real inflection point	26
7. About CCP	27



1. Introduction

Some of the most valuable business conversations happen when experienced practitioners can speak freely about what's working, what's not, and what keeps them awake at night.

In that spirit, we hosted our now-traditional December roundtables with senior brand-side CX leaders at the end of 2025.

The aim of these is two-fold: first, to **provide a space to share challenges, experiences, and ideas** under the Chatham House Rule; second, to **distil common challenges into structured thinking** that can help the wider CX community in the year ahead.

Diverse business maturity, investor objectives, operating models, outsourcing strategies, and operating context bring both nuance and opportunity for collaboration and learning.

From highly commoditised, transactional environments and an organisation driving in-house AI at pace – already achieving headcount reductions of 80%+ – to deeply emotive or vulnerable ones and those keen still to start their AI journey, we thank our contributors for their willing candour. Quotes throughout the paper are taken from our sessions.

Contributors included:

- Richard Bartlett, Vice President Sales Marketing, Smartest Energy
- Ryan Bradshaw, Senior Crisis & Data Breach Response Manager, Experian
- Chris Gallimore, Contact Centre Performance Manager, Elvie
- Heather Gibson, Senior Global Director of Fan Support, DICE
- Kate Hearn, Head of International Individual Giving, UN World Food Programme
- Parag Patel, S V Management, Kiwi.com
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- Phil Purdy, Head of Customer Happiness, Yoto
- Joe Quinlivan, Head of Customer Care, Gousto
- Jim Steven, Head of Crisis & Data Breach Response Services, Experian
- Lou Zonato, Director – CX Operations, Love Holidays

1.2 The headline: AI is highlighting growing disconnects

In the second half of 2025, CCP saw a sharp acceleration in conversations about AI. While AI framed much of the roundtable discussion, one theme was consistent: **a growing disconnect between business ambition, technological momentum and the real needs of customers.**

Boards want rapid returns – or are highly risk averse. Technology vendors promise silver bullets. CX metrics rarely reward loyalty and long-term value. With CX leaders often left trying to reconcile all three.

Against this backdrop of ‘uneven readiness’ for next-gen CX, there were also plenty of examples of organisations tackling these tensions through clear governance, better metrics and more collaborative partner models.

This paper draws on those discussions to surface the challenges that matter most in 2026 and beyond, and our collective experience to help solve them.



1.3 Key themes: misalignments need ownership, governance and measurement

The CX sector is scaling AI and automation at unprecedented speed. The primary constraint is no longer technology itself, but how effectively organisations understand, govern and deploy it.

Across our roundtables we heard:

A CX ecosystem under strain

- Boards are often still demanding AI strategies without always understanding where AI helps and where it harms
- Technology teams and CX teams are struggling to align priorities
- Customer expectations are shifting faster than organisational and technological models
- Relationships between BPOs and their clients are straining under mis-aligned strategy

What AI is revealing

- Currently, intelligent automation works well in simple, low-emotion, rules-based interactions
- But it can damage CX when deployed as a blunt instrument at critical human moments
- Organisations are discovering that strategy must come before AI as some implementations are rolled back

Where organisations are struggling most

- Automation is outpacing organisational understanding and readiness
- Measurement systems often remain rooted in legacy operational metrics that aren't fit for a hybrid human/AI world
- CX is still widely treated as a cost centre rather than a driver of value
- Ownership of AI in CX is often unclear and organisations are struggling to make good, joined-up decisions
- 'Thoughtful speed' depends on the clarity of mandate and organisational alignment

How leaders are responding

The most mature organisations are adopting:

- Clearly defined automation use cases
- Cross-functional transformation councils
- Outcome-based KPIs
- Strict data governance
- Relentless A/B testing

These structures allow for moving fast *and* well.

Implications for partners

- Brands are seeking collaborative BPO relationships to evolve commercial models
- Listening, co-creation and alignment matter more than technology roadmaps

Cyber security

- Data and cyber risks are often ahead of organisational readiness
- AI is facilitating attacks
- Security must be built into Next-Gen CX as a foundational guardrail, not an afterthought

Bottom line

AI success in CX will belong to organisations that pair technological momentum with human judgement, clear ownership and metrics that reflect real commercial outcomes.

2 AI is holding up a mirror to CX: revealing strengths and gaps

AI continues to dominate the CX conversation. At least for boards, tech vendors and BPOs. But for CX leaders, its value depends heavily on context. What they need from vendors and internal AI teams is more nuanced.

Customers' needs remain as always: rapid resolution to easy queries and real live humans when matters are complex, vulnerable or fraught. Demand for immediacy and accuracy is rising, and will intensify over the next five years as older Gen Alphas enter adulthood.

Some brands are learning the hard way that blanket AI deflection strategies are flawed, forced to roll back poor implementations as hidden dissatisfaction and increased churn surface.

"If you thought Gen Z's immediacy expectations were huge, you need to be ready for Gen Alpha"

2.1 AI objectives depend upon a spectrum of organisational realities

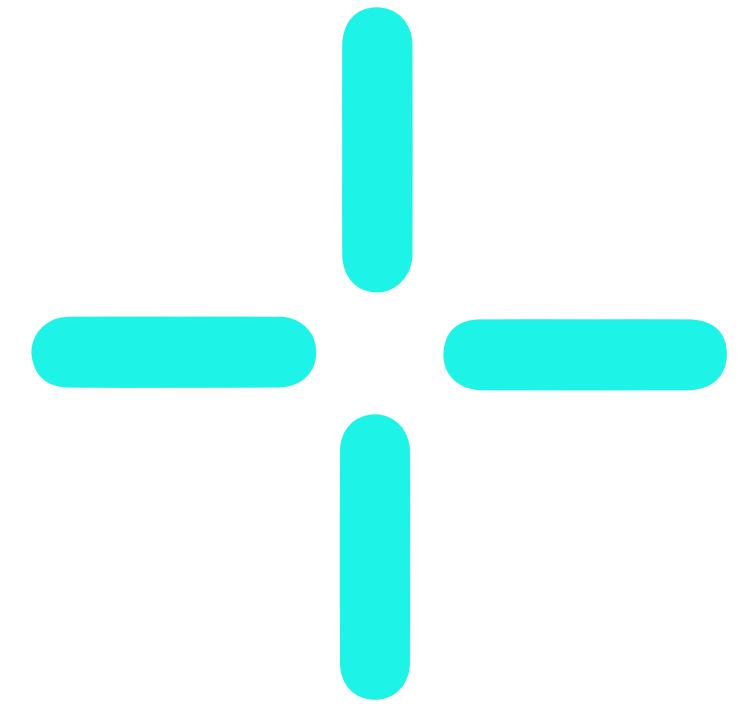
AI application depends fundamentally on an individual organisation's context, objectives and customer needs.

For some, cost reduction is their ultimate goal. Driven by thin margins, transactional queries, a desired exit or low perceived competition. Widespread AI-driven automation could be their golden ticket to fast value.

Conversely, for brands handling volumes of emotionally-charged queries, the prospect of using AI even to direct the query let alone synthesise an accent/language is mildly terrifying. Their approach is one of extreme caution and a need to solve for different challenges, such as cultural alignment and high levels of emotional intelligence.

Added to that is a range of differences in approaches to AI and data. Where some regard retaining complete control over their AI, systems and data as paramount, others look to outsource partners as their primary path to innovation.

AI application depends fundamentally on an individual organisation's context, objectives and customer needs.



2.2 AI often reflects what already exists

Perhaps the most powerful insight is philosophical rather than technical: AI often inherits the DNA of the organisation deploying it.

Where journeys are well-designed and data well-ordered, AI performs. Where they are not, rushed implementation may simply scale existing problems.

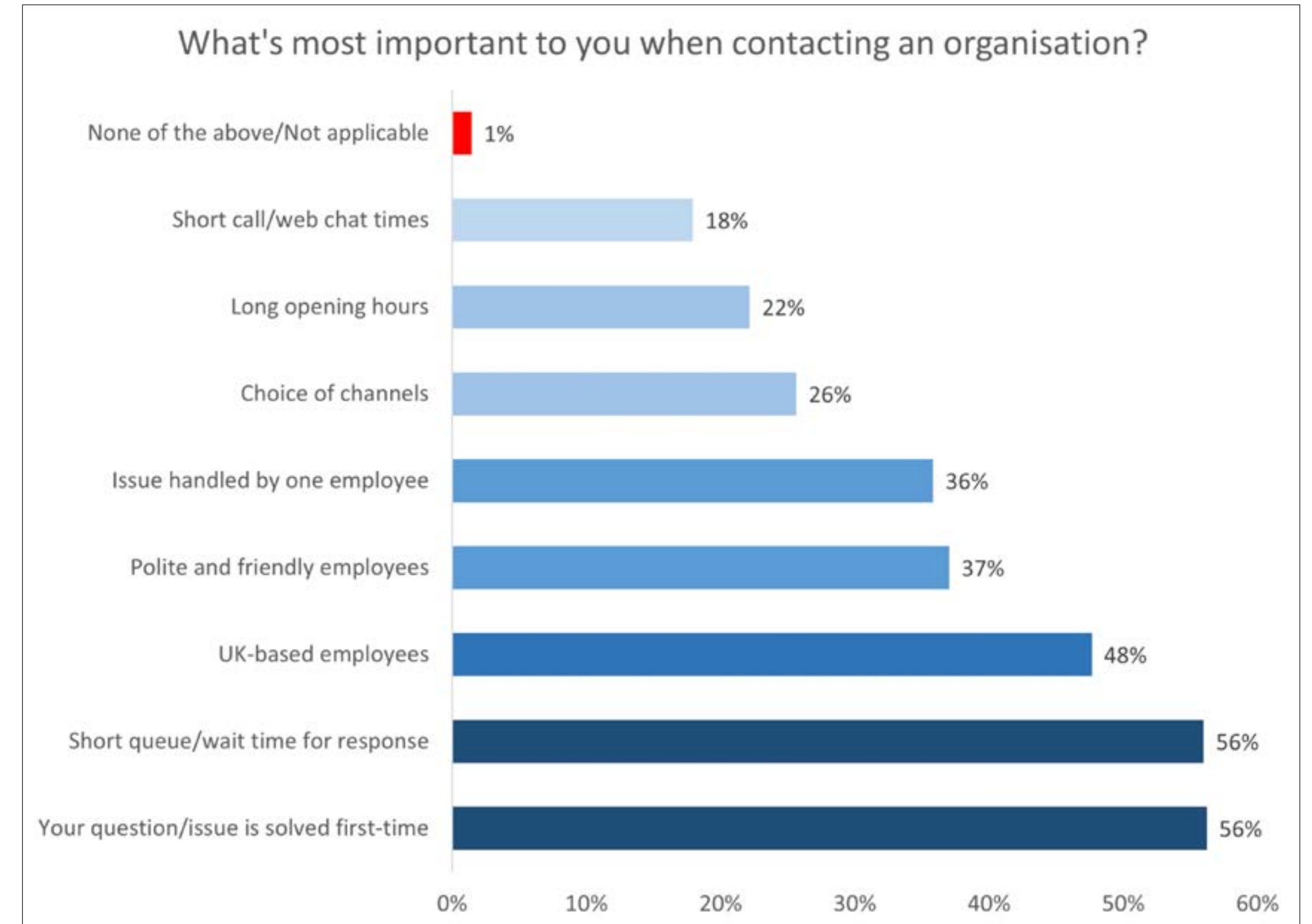
Many brands feel that AI is currently best-suited to simple, repetitive and low emotion interactions, or where immediacy matters more than empathy.

Organisations are learning, sometimes painfully, where human connection is non-negotiable. That automation often fails when stakes are high – be they upstream service failures, customer stress (related or not) or high-value moments.

And in some cases, customer-centricity has been sidelined to fulfil a vision to adopt first in the race for automation and cost reduction.

But as Contact Babel's most recent 'Exceeding UK Customer Expectations' survey¹ shows, first contact resolution is still the ultimate customer need.

¹<https://www.contactbabel.com/what-customers-want-when-they-contact-an-organisation-and-what-they-get/>



2.3 Key takeaway

It is essential to build nuance back into the conversation.

Don't automate just because you can – efficiency alone doesn't equal better CX, nor does it automatically translate to the top or bottom line.

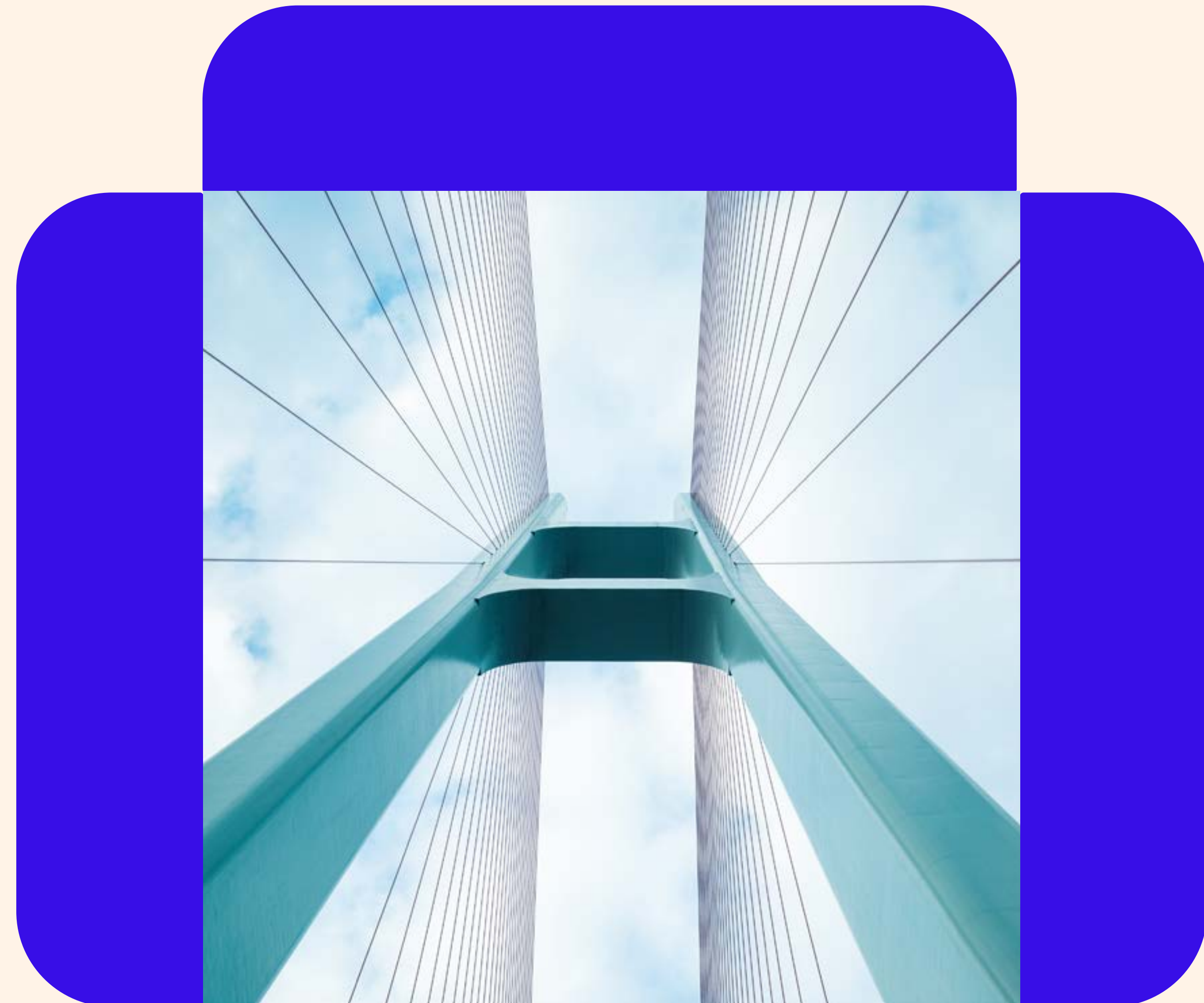
Do automate where it genuinely improves the experience and business outcomes.

Which begs the question, how do you make these decisions?

3 Ownership, governance and leadership: closing the accountability gap

Automation is moving faster than understanding. Every week, we're bombarded with whitepapers showcasing the latest innovations. This irony isn't lost on us! Vendor noise and tool sprawl is both deafening and threatening consistency.

There is real risk that organisations are pushing automation first and dealing with the CX fallout later.



3.1 Fractured relationships and strategy are causing headaches

The AI pressure remains strong. But it is highlighting and exacerbating disconnects across the board.

And these misalignments are creating challenges for CX leaders. IT and tech are often in the driving seat due to the complexity, pace and risks of technological change. But that cannot be so in isolation.

There is misalignment between:

- Boards and the operational reality of CX
- Businesses and both the lived experience and value of their customer
- Technology ambition, CX strategy and customer reality
- BPOs and the true commercial and emotional needs of their clients

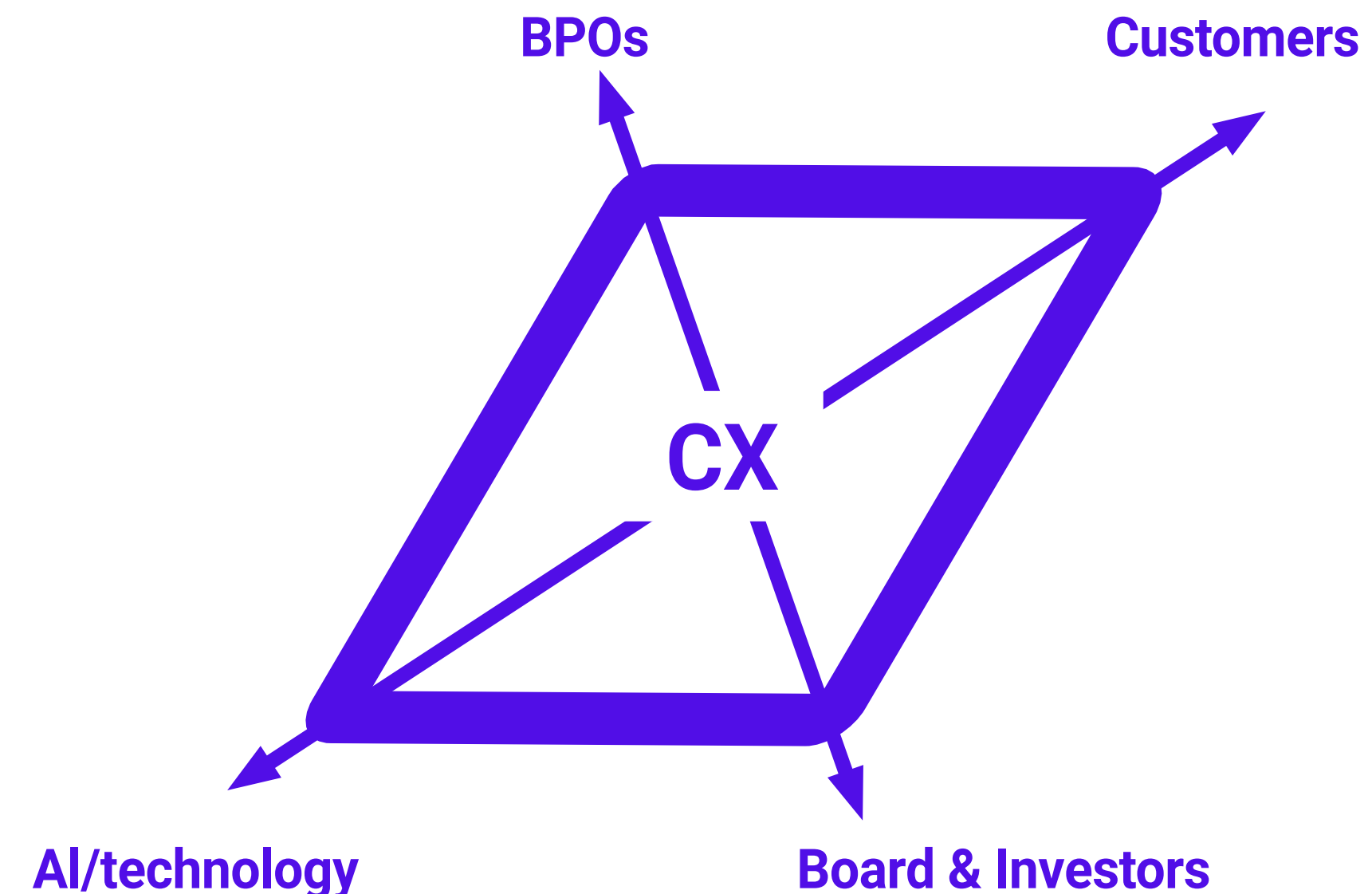
This is often driven by:

- C-suite pressure for visible AI-progress, coupled with misunderstanding about how and where AI genuinely adds value and a perceived need to leap to the ultimate AI-solution
- Limited feedback loops from customers, agents and CX leaders
- The expectation that tech teams become experts in very short order
- Technology implementations absent adequate customer journey mapping
- Commercial models that no longer fit a hybrid AI/human world

The consequences are often:

- Automation deployed before strategy
- CX teams left to manage the downstream consequences
- BPOs hard-selling AI solutions to replace lost FTE revenue
- Third-party contracts extended for “safety” rather than conviction
- Frustration and failed strategies

The CX tension headache



3.1.1 Change management is the missing link: move faster with less regret

The most successful organisations are **steadfast in change management. It is as important as, if not more than, technological capability. CX leaders need to help design strategy and develop the use cases, though often they are not invited to.**

Think:

1. Cross-functional teams and shared-ownership

Engage cross-functional councils and transformation groups to steer and execute strategy. Organisations are complex; proximity to customers and analytical insight is critical. Create intentional tensions to surface better solutions and decisions.

2. Clear objectives and north star KPIs

Align everyone behind the same aims. If driving value is key, make it the shared goal. Develop universally understood KPIs, such as customer lifetime value (LTV), to support value-based decision-making. Ditto for cost.

3. Business before technology

With the benefits of (or risks of not) deploying AI our dominant context, tech is driving some priorities. CX and AI strategies must be business-led. Innovative tech might solve problems you didn't know you had, but do the analysis that sets the strategy first.

4. Roadmaps and programme management

With many moving parts and opportunities for 6-figure+ investments, strong planning is critical to delivering both quick wins and transformation projects. Expect plans to change, and iterate to prove value, drive ROI confidence, then re-invest.

5. Map the customer journey first

Customer journeys are complex. Failure to map them is embedding existing flawed ones in AI, making old mistakes faster and cheaper. Tech can solve current pain points, but only if they're surfaced beforehand.

6. CX is situational

AI must reflect human needs and respond to nuance and changing dynamics. AI as a blunt instrument is always going to lead to frustration. Don't make assumptions. Start with the ask, not the answer.

7. Leader or a follower?

Decide whether you need to be at the bleeding edge, making the mistakes, or a close follower learning from those of others while still realising value. You may spend less overall. Or annoy fewer customers with missteps.

"Good buy-in means a better chance of success"

3.1.2 Advice for BPOs: start with the ask

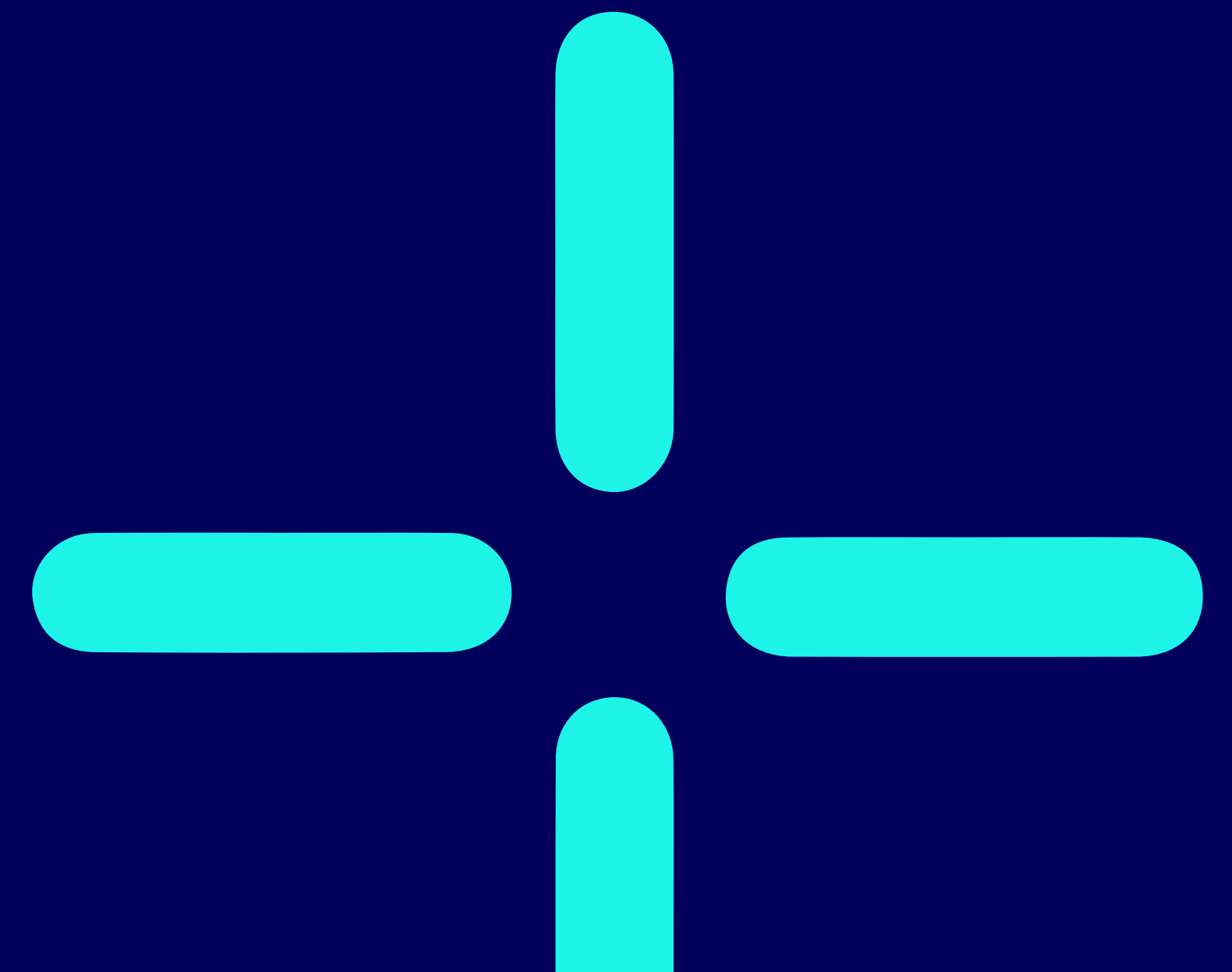
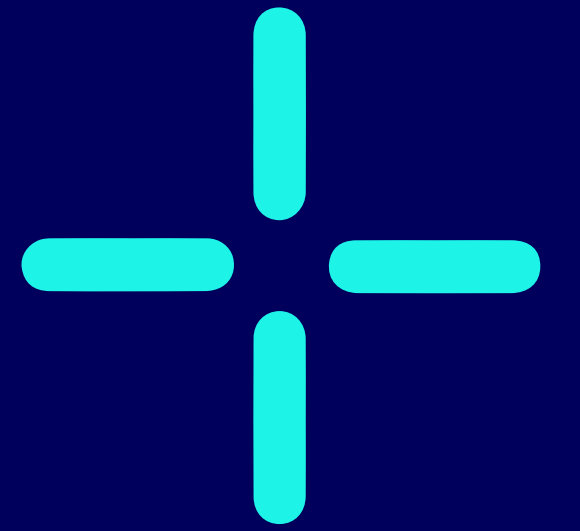
While the commercial model challenge is real for outsource providers and vendors, mostly, brands are looking for partnerships that can deliver on their needs. A handful may be looking to drive costs at any cost, most need help with process, and in some cases, they need AI innovations that accelerate their development.

They know that BPOs need to make money to be able to provide a service, but lack the collaboration that will make transitioning away an FTE-based model work for both parties.

They are keen to talk about co-creating new, aligned models. Ones that account for global data control and privacy or how to upskill and balance the demands on the agents taking the strain of a more intense workload. And how to embed those needs with their procurement teams.

While you may want to talk about AI and tech, they may want to talk more about advisors, value and brand. So open the dialogue and start with the ask, not what's in your sales kit.

“They know more about tricky customers and could package this [solution] beautifully... they need to invest in people and solve problems.”



4 CX as a value multiplier: an ongoing missed opportunity

Just as change management and governance controls decision-making, the right measurement informs it.

Despite years of rhetoric about customer centricity, CX still often faces the challenges of budgets being seen as a cost centre and operations as hygiene rather than strategy. And to some extent, they are.

But as any CX leader will tell you, good service, even in bad situations, has a short-term impact on a customers’ emotional response that can limit brand damage, and a long-term impact on retention, loyalty and avoiding downstream revenue loss. A strategic conversation with measurable financial value.

Yet many organisations still fail to measure CX impact at meaningful points in a customer journey, or through meaningful metrics related to commercial outcomes.

In November 2025, Contact Babel reported² retention, quality and customer effort taking a back seat to cost among UK boards.

And so AI investment is often focused on short-term cost reduction and not driving loyalty and revenue.

“[We use] CX as a value multiplier – intent increases with good CX”

² The Inner Circle Guide to South African Contact Centres, November 2025

Figure 7: Upon which single metric does your board / senior management most judge the success of your CX programme? (SA, UK and US)

CX metric	South Africa	UK	US
Net Promoter Score (NPS)	25%	28%	25%
Customer satisfaction score	25%	18%	25%
Customer retention rate	17%	5%	8%
Overall revenue / sales	13%	17%	23%
Cost per service interaction	4%	14%	13%
Customer Effort Score	4%	3%	1%
First contact resolution rate	4%	3%	2%
Quality score	4%	2%	1%
Other	4%	10%	2%

4.1 The metrics trap

Value is still relatively rarely recognised in contact centre metrics. Many organisations remain stuck in a world of time to answer, average handling time and Net Promoter Score – the top metric in South Africa, the UK and the US.

Plus these measures mean even less in blended AI and human service models.

In one example, a Chatbot's SLA measured response speed. This IT-derived metric being just one example of efficiency having become a proxy for success, with no account of whether the response was good. Quality matters.

In another, a bot applied in the right context – a simple query with an immediate, confident response – consistently achieved higher CSAT scores than humans. Speed and quality combined to satisfy customer need, with all the feels and no human empathy required. However, when bots were used in the wrong context, CSATs plummeted. Quality matters.

CSAT is a leading indicator of sentiment, not of value. Used in isolation, it won't impress a CFO as a measure of success – their job is to protect cash, reduce risk and defend the company's valuation of a business, as well as improving the quality of earnings.

Meanwhile, CEOs are trading off growth vs focus, culture vs execution and optionality vs commitment. They want to know where the business is overperforming and how to scale it, and where it is leaking value and how to address it. They care about customer stickiness, revenue efficiency, scalability and defence of margins. Perhaps reliance on NPS and CSAT persist because they don't have alternatives.

So how can CX leaders switch the narrative from cost to value?

"We're not yet as outcome-based as we would like, but we do work on productive hour models"

4.1.1 The pros and cons of NPS and CSAT

NPS

Pros

1. Simple and comparable – single scores that stakeholders can track over time
2. Indicates overall sentiment – with a high-level view of experience trends
3. Benchmarkable – working as a familiar reference point

Cons

1. Easy to misread – it misses the multi-dimensional why of experience: emotion, effort, outcome, context
2. Weakly predictive of loyalty and value – often failing to correlate with repeat purchase, advocacy or lifetime value
3. Overweights extremes – ignoring the passive middle of profitable, realistic customers
4. Easily gamed in customer conversations – “anything less than a 9 means I failed”

CSAT

Pros

1. Immediate feedback – to surface issues quickly
2. Reflects sentiment trends – signalling early shifts before broader metrics move
3. Touchpoint level insight – highlighting where friction occurs

Cons

1. Signals sentiment, not value – high scores don't guarantee loyalty
2. Reactive, not predictive – a backward-looking metric
3. Context matters – as with NPS, it misses metrics such as effort or customer segment

Neither metric is useless, but both are blunt measures of sentiment. They work best alongside other metrics that provide context, predict value and indicate loyalty to deliver actionable learning.

4.2 Metrics for better decisions and outcomes

Measurement is only useful if it helps you make better decisions.

That doesn't mean abandoning important operational metrics, but it does mean using them in the context of the bigger story, linked to financial outcomes.

As AI becomes central to CX, customer- and outcome-based measurement is increasingly critical to ensure the organisation doesn't unknowingly destroy value. And it offers CX leaders a real opportunity to truly establish the value of their operations and step into smart conversations with their CFO and CEO.

Using the right metrics at the right time drives the right decisions and behaviours. Better still, a handful of shared, consistently derived strategic metrics can align an organisation and drive performance across the board.



4.3 Three golden rules of introducing outcome-based metrics

Clearly a CX leader cannot embed organisation-wide measurement alone. But championing metrics that tell the story of the business outcome is an important paradigm-shift, and the only one that truly supports a value-based narrative.

It's worth remembering that context matters. Sustainable long-term performance must often be balanced against investor demand for quarterly EBITDA growth, investment vs cash and so on. So the measures you use need to align to the outcomes you are seeking.

So what should CX leaders think about when it comes to defining these metrics?

Three golden rules:

1. Reflect customer behaviour, not just sentiment
2. Link directly to financial or strategic outcomes
3. Be operationally actionable

"CSAT is our core metric, but we've done work to link CSAT to LTV"

4.3.1 Developing your portfolio of metrics for the short, medium- and long-term

To truly drive the value narrative, a portfolio of metrics is needed across outcome periods and objectives.

While customer lifetime value (LTV) is popularly regarded as the gold standard, it's not always possible to measure it accurately at a given point in time. And it may not suit the outcome.

Combining it with other metrics, such as CSAT, helps build both a short- and long-term picture of value. And efficiency measures still matter.

Think:

1. Short-term: Focus on what you need to deliver this quarter (or other agreed period) and reconcile with finance. Sometimes trade-offs are needed to drive efficiency, rather than growth or value. Examples:

- a. EBITDA impact of CX initiatives
- b. Cost-to-serve
- c. Service success rates (to avoid revenue leakage from failures)
- d. Margin by customer segment

2. Medium-term: These metrics support the value conversation, explain CX impact on future revenue and provide early warning signals. Examples:

- a. LTV movements by cohort/segment
- b. Retention of profitable or high potential LTV customers
- c. Speed and quality of issue resolution
- d. Share of wallet, or relevant proxies, such as product penetration/usage or survey data

3. Long-term: Connect CX to enterprise value and investor stories. Demonstrate how today's CX decisions improve tomorrow's earnings. Examples:

- a. Predictability of revenue – how CX keeps things stable
- b. Cost efficiency embedded in successful customer journeys
- c. Demonstrably scalable service models
- d. Showing how experience-driven differentiation survives price pressure

This is indicative, not exhaustive. Each business needs to commit to developing its own framework. One that steers important decisions and behaviour, both internally and with external providers.

Measurement maturity is a journey to shifting the cost to value narrative.

4.3.2 Remember

1.

Shared north star metrics keeps everyone strategic aligned – yours must ladder up to them.

2.

Metrics support trade-offs – your portfolio should make these choices visible.

3.

Beware vanity metrics – sentiment matters but is not a measure of value.

4.

Metrics must flex with strategy – there is no single 'right' answer.

Strategy focus

Growth: LTV and share of wallet matter most.

Profit protection: Optimise cost-to-serve, ensure service success, avoid failures.

Preparing for exit: Emphasise efficiency, predictability and repeatability.

Turnaround: Manage the drivers of churn and CX-led leakage.

They're all important, all value-driven, but emphasis is driven by strategy.

Talk to CFOs like this:

"This experience failure drives avoidable cost"

"This customer journey increases revenue volatility"

"This segment delivers negative LTV"

"This CX investment reduces working capital requirements"

They want metrics tied to the P&L that make financial outcomes more predictable and controllable.

Talk to CEOs like this:

"This experience creates loyalty that survives price pressure; this one does not"

"If we do this here, we will win (or lose) there"

"This is growth we can unlock without acquiring new customers"

"This segment looks stable, but the experience limits future value"

They want clear choices, fewer blind spots and confidence in decisions. They do not want CX as a belief system.

5 AI-implementation needs solid data and security foundations

As we have seen, the AI rush has sometimes led to decision-making shortcuts. System integration and data hygiene are often deprioritised in favour of more visible AI deployment. But without these foundations, meaningful AI progress is harder, where fear of “getting it wrong” leads to inertia – or worse, “getting it wrong” comes to pass.

CX leaders often have to advocate for balance – acting as the brakes on poor automation and translating customer impact into commercial language, but often without evidence or authority. They battle to stop ill-considered rollouts, become accountable for outcomes they didn’t design and are asked to push cultural change without structural backing.

Safe, scalable CX automation requires solid data connectedness and governance. Tactical or non-customer-facing progress can continue in parallel – back-end deployments often advance faster, such as in managing risk, fraud and churn. But it’s essential to be clear about what makes an AI application performant.

“I push back a lot [against the idea] that ‘we don’t need to fix what’s here’ [or] ‘just put a lipstick on top and this is all going to look good’.”

5.1 Connectedness unlocks business-defining advances

Even the most sophisticated organisations still struggle when it comes to accessing the data needed to unlock AI's true potential.

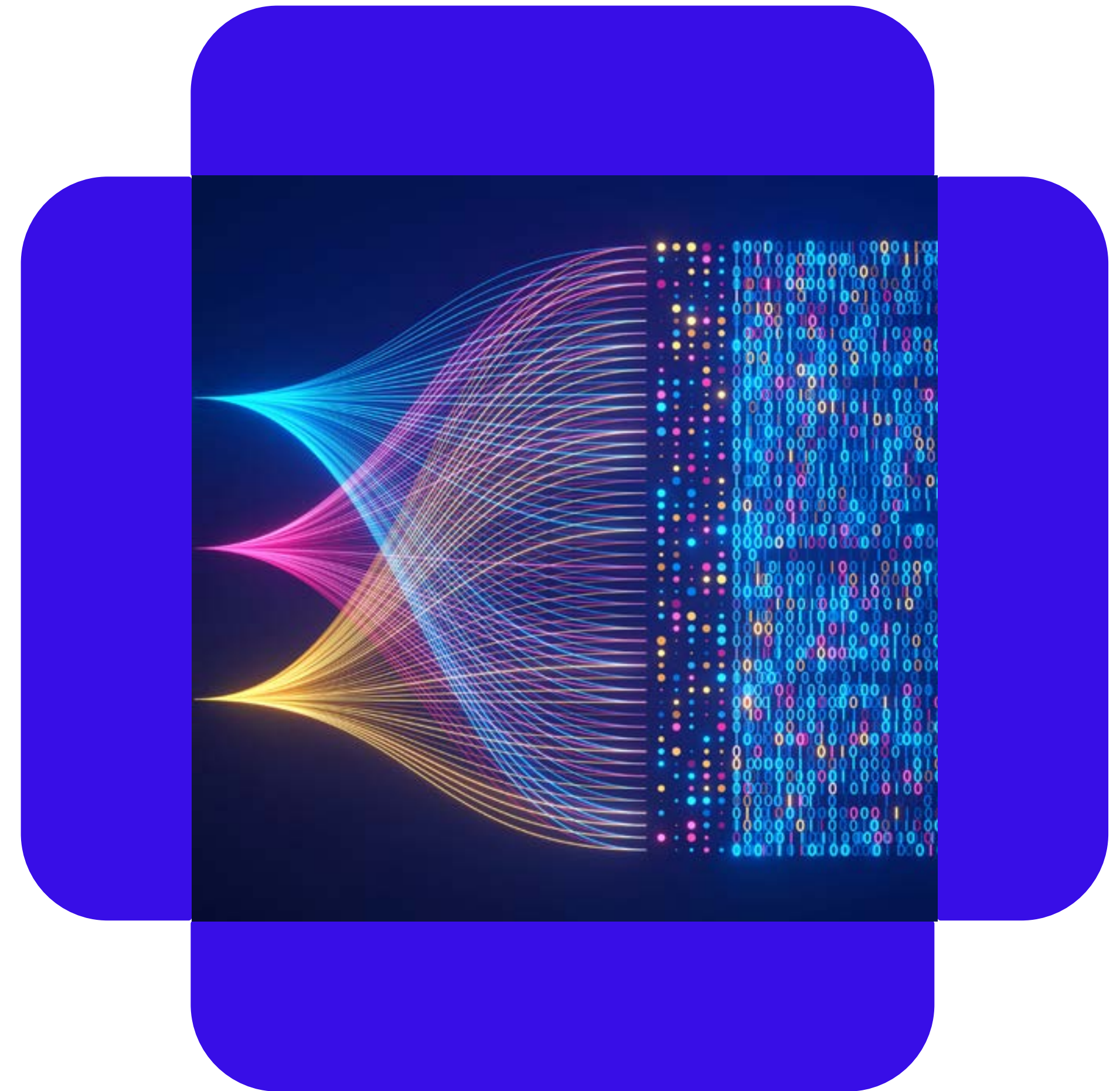
Meaningful personalisation, predictive service and intelligent automation are still frustrated by siloed, inconsistently structured and poorly connected data. This is compounded when working with multiple vendors and BPOs, introducing more inconsistency and risk.

But to make those business-defining advances, foundational work can't be ignored.

For many, that means standardisation of platforms, reducing tool sprawl and total ownership of data and CX architectures. These brands can't afford to be locked in by technology or the complexity of interfacing with a portfolio of BPOs, each with different AI offers of their own.

Though for others, those offers can be the lifeblood of innovation and advancement.

"Data is what unlocks it"



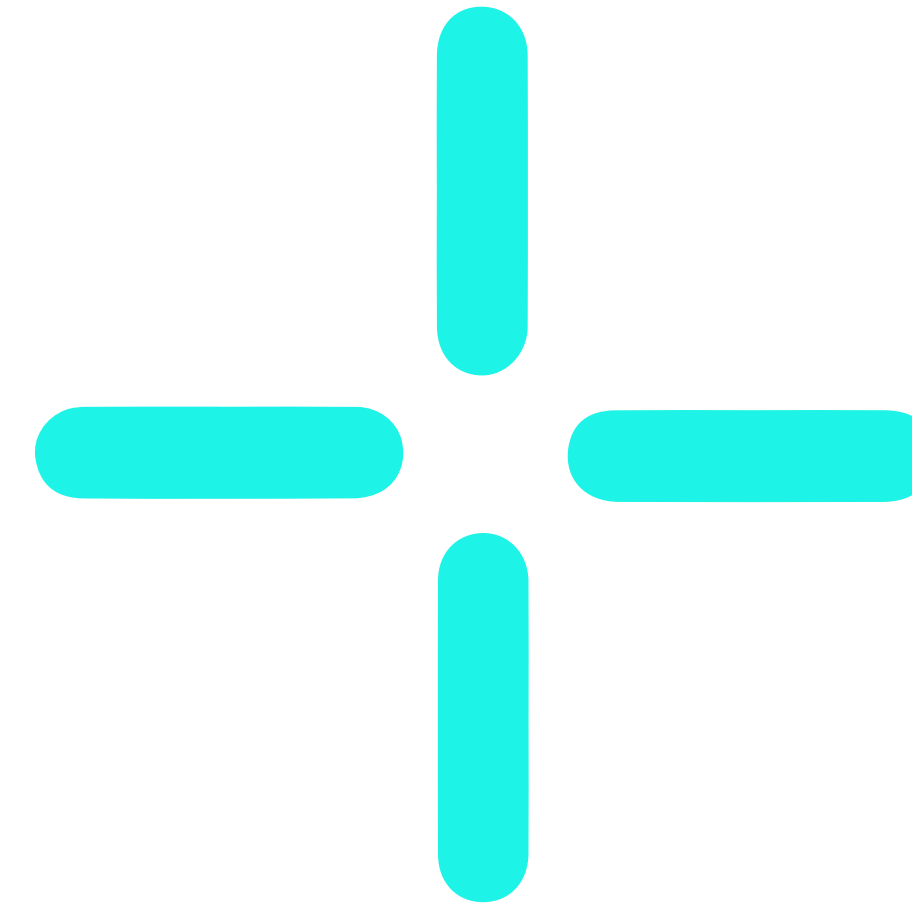
5.2 The right foundations for your success

Of course, AI can help build the necessary data fabric, with semantic layers to ensure consistent meaning, and associated governance.

But businesses need to define for themselves how they progress innovation, and where their strategic 'red lines' are.

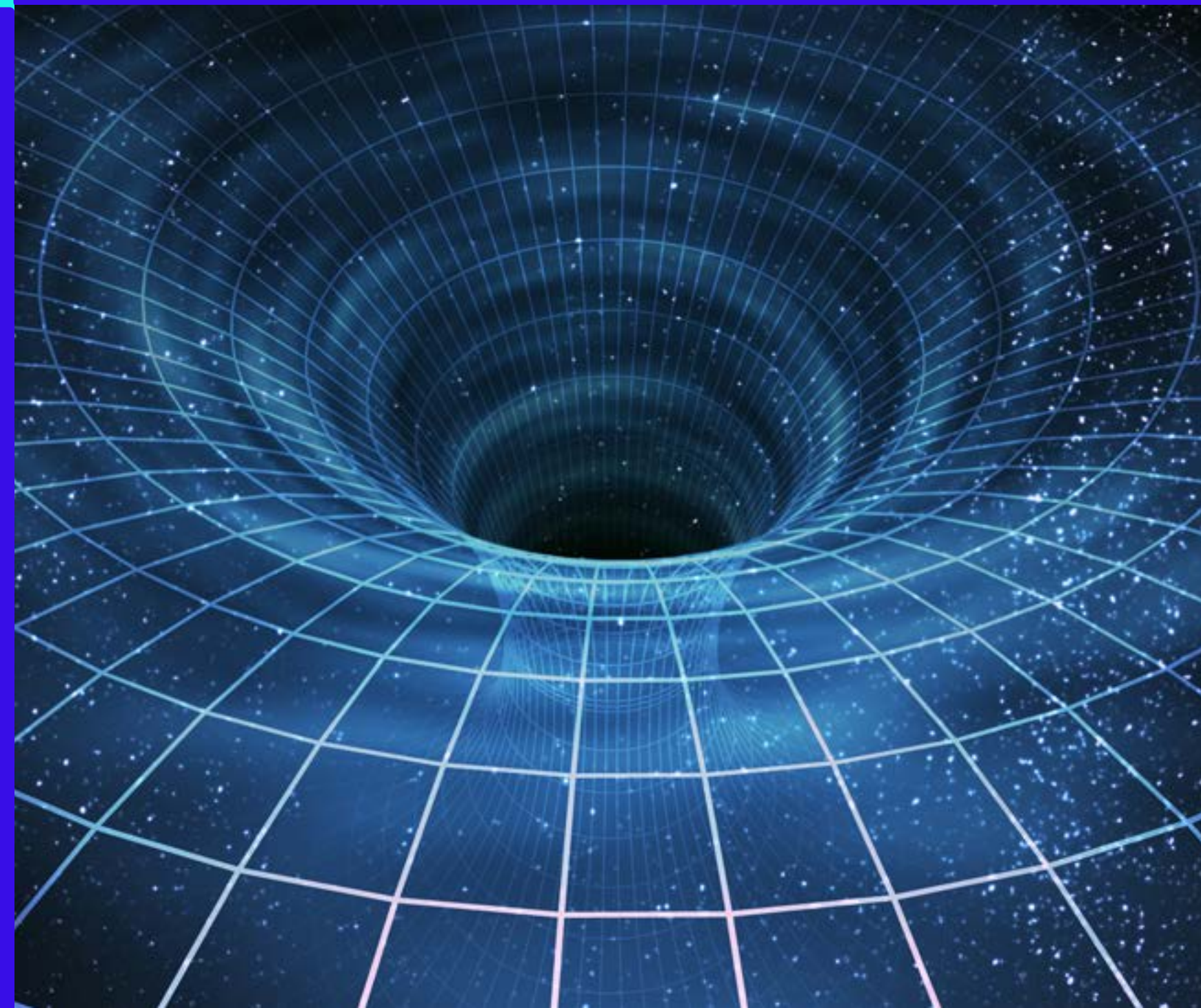
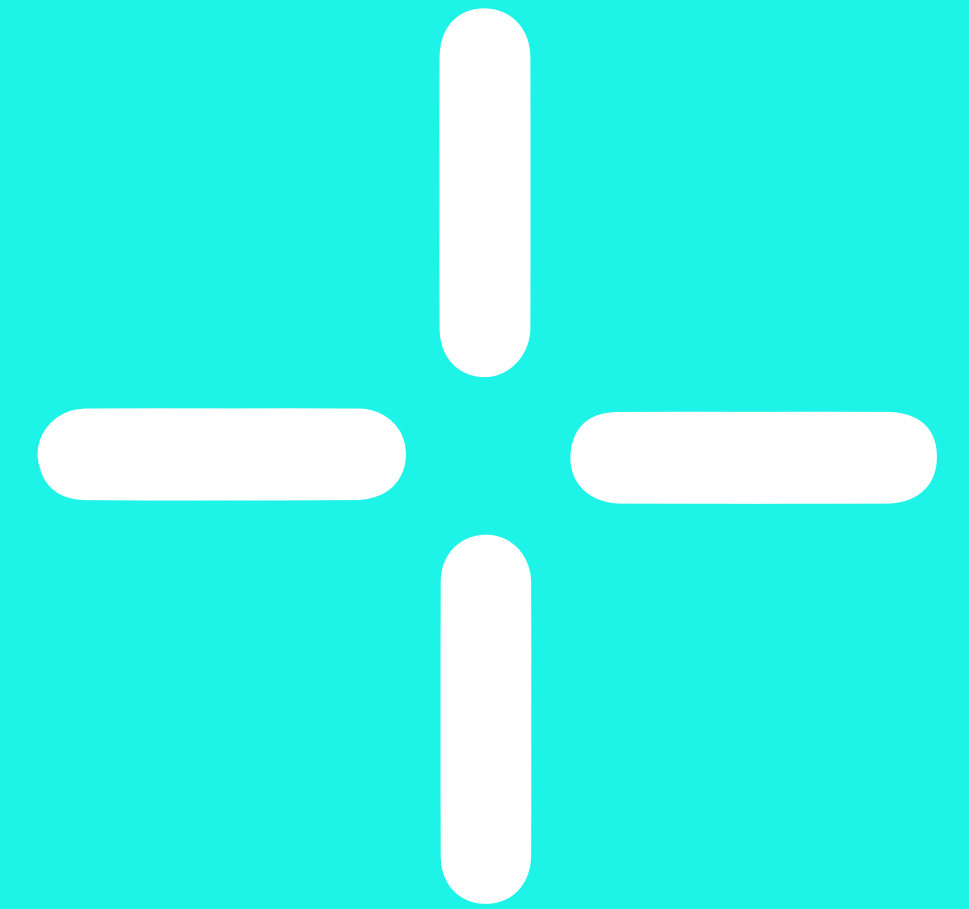
Nonetheless, there are some universal practical tips they can employ to determine the success of these foundations. For example, translating older principles into new counterparts, such as:

1. Call listening → real time monitoring (e.g. behaviour drift, escalation spikes, workflow errors)
2. QA scores → outcome metrics (e.g. abandonment rates, repeat enquiries, task success rates)
3. Mystery shopper evaluations → synthetic scenario testing (simulations of intent to verify understanding and accuracy)



5.3 Cyber security is entering a new phase of hidden dangers

As brands and are upskilling in AI and managing data fragmentation, bad actors are too. But faster. The result? Growing and increasingly sophisticated threats.



5.3.1 Cyber threats at scale: a new world order

AI enables criminals to exploit vulnerabilities rapidly at scale. They build identities from multiple sources, or modify a brand's own customer data to facilitate fraud or ransom. They even attack algorithms themselves, compromising how they operate and the decisions based on them.

Agentic AI is set to overtake human error or corruption as the primary risk factor over the next year. While insider threats of bribery and agent exploitation remain, AI is reducing the relevance of human error or corruption as the primary risk factor.

And quantum era cryptography threats – the ability to decrypt encrypted data – will fundamentally change the landscape over the next five years. Data that has already been harvested will be accessed through quantum computers as they become more readily available.

Fundamentally, criminals are faster, more co-ordinated and deploy new tools more aggressively than brands. And customer platforms are primary attack surfaces.

How brands use AI and organise data to support it can deliver a rich hunting ground for organised criminal gangs. Rich data may be the goal for hyperpersonalisation, but it may also be your Achilles heel.

5.3.2 The new era of cyber security: future threats need action now

'Harvest now, decrypt later' attacks must be addressed now, even if commercially available quantum computing is still a way off – traditional "castle and moat" security models are no longer sufficient.

Consequently, it is essential to:

1. Design security, including post-quantum cryptography (PQC) methods, into CX automation strategies from the outset.
2. Prioritise agent protection and training as you would customer protection.

Think:

- Employee vetting, awareness and training – humans remain the weakest link
- Vendor and third-party management – ensure standards meet yours; audit regularly
- More data = more vulnerability – collect only what you need
- Balancing the benefits of AI with your need for customer trust
- Readiness to handle a cyber security crisis.

Today's consumer more readily shrug-off data leaks and cyber attacks, but are largely unaware of these existential threats. As more sophisticated attacks – and their consequences – become more prevalent, cyber trust will become a competitive differentiator, though a fragile one.

"Agentic AI opens the side gate"

6 Seven practical tips to closing the decision gaps

CX is at a critical inflection point where speed, scale and technology are outpacing organisational understanding, governance and maturity.

There are significant tensions arising and the gaps are starting to hurt. Many organisations are moving faster than they know how to move well and risks are mounting – it isn’t automation that’s the issue, it’s misapplication.

It is now critical that decision-making, metrics, ownership, culture and design discipline catch up.

Challenge	Solution
1. AI acceleration without alignment	Leadership, strategy and use-cases must always come before technology
2. Measurement rarely supports value narratives	Measure the right things through a portfolio of metrics
3. A lack of governance is frustrating progress	Create transformation councils and cross-functional ownership
4. Poor implementation, aimed at volume rather than situation	Seek out partners and collaborators who can solve CX problems
5. A lack of insight at the sharp-end of customer communication	From data connectivity to continual testing and measurement, ensure CX is meeting customer and business needs
6. CX leaders are being held accountable for things they lack authority to influence	Co-create strategy and solutions with CX leaders – don’t impose them
7. Cyber security is lagging automation ambition, despite significant threats	Cyber security must move centre stage, technologically and culturally

6.1 The real inflection point

Above all else, the need for strong leadership could not be clearer. Too risk-averse leads to lost opportunities. Insufficient understanding of AI leads to a lack of coherent strategy. And placing the tech before business leads to poor implementation.

7 About CCP

There is a lot of noise, and a lot of smoke and mirrors in CX right now. Many missteps, much paralysis. But with the right guidance, blended AI and human CX can successfully deliver on scale, efficiency and improved experiences. It can help you to cope with peaks. With language challenges. And much more. Great partnerships can deliver on innovation and driving competitive advantage.

That's why we're here to help. To cut through the noise and bring real experience of what's working and what's not. To help de-risk implementations and support transformation. And to support the right tradeoffs every business needs to make.

One size does not fit all. Nuance matters.

Talk to us

If you know us, you know we love to chat and problem solve. If you don't, we'd love to hear from you.



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