

# Scaling Customer Value Through Intelligent Experiences

How Embedded AI and Automation Are Transforming Customer Engagement, Driving Hyper-Personalization, and Reshaping Business Models for Competitive Advantage.



**Sudhir Rajagopal**  
 Research Director,  
 Future of Customer Experience, IDC

## Intelligence drives future customer value

Agentic AI and GenAI integration is a top C-suite priority for customer-facing applications and processes.



**By 2028:**  
 of traditional B2B lead and demand generation efforts will transition to automated sensing, personalized engagement, content creation, and fast-pathing customers to transactional commerce.

Source: IDC FutureScape: Worldwide Chief Marketing Officer 2025 Predictions



**By 2029:**  
 of F500 companies will adopt experience agents to deliver E2E and autonomous experiences, shrinking time to revenue by over 80%.

Source: IDC FutureScape: Worldwide Chief Marketing Officer 2025 Predictions



of G2000 companies will be empowered by AI-driven automation to adopt immersive technologies to reimagine customer engagement and foster deeper connections.

Source: IDC FutureScape: Worldwide GenAI 2025 Predictions

Customer-facing applications are the number 1 priority for the C-suite in integrating GenAI into existing applications and processes.

Source: IDC's Customer Experience Management Strategies Survey, October 2024



## Customer experience market in flux

Key themes for organizations wishing to capitalize on the promise of AI for customer experiences:



### Hyper-personalized experiences

Secured by guardrails and trained in proprietary business data, embedding large language models with business context enables organizations to contextualize and expand customer interactions across a wide range of modalities (e.g., conversations) more accurately.



### Unifying the CX ecosystem

By 2028, 45% of G2000 companies will recast GenAI-powered integrations across office systems as CX programs to prevent revenue erosion and increase market share.

Source: IDC FutureScape: Worldwide Future of Customer Experience 2025 Predictions



### Workforce transformation is a top market risk

AI capabilities will drive a more than 40% productivity increase across all marketing roles within five years.

Source: IDC's Customer Experience Management Strategies Survey, October 2024



### Customer trust in the spotlight

Customer data privacy/security and AI regulations are the top factors influencing future CX strategies.

Source: IDC's Customer Experience Management Strategies Survey, October 2024

## The opportunity from AI-powered next-gen experiences

C-suite leaders echo three key priorities:



**Effective experience delivery**



**Easier experience consumption**



**Achieving experiential value parity**

Top AI use cases across customer-facing functions:

**Marketing:**  
 Instantaneous marketing operations insights, derivative content creation, continuous micro segmentation, personalized assistants, and dynamic journey discovery

**Sales/digital commerce:**  
 Generative content, text prompt interfaces, curated lead generation, intelligent guided selling, and smart product search

**Customer service/contact centers:**  
 Contextualized responses, automated 24 x 7 service, curated knowledge base, VOC closed-loop insights, and autonomous escalations

## Challenges in scaling intelligent CX

Organizations must overcome talent, data, integration, and trust barriers to scale intelligent experiences.

The top 3 challenges include customer data integrity and privacy:



of organizations cite integration challenges across the CX tech stack.



of enterprises report that fulfillment aspects of the customer journey don't extend beyond the front office.



of organizations cite a lack of quality data for model training as a hindrance.



### Skills development is the top employee challenge:

→ 32% of organizations report employee skills as a barrier to leveraging AI/GenAI for CX.



### The democratization of AI tools has led to a growth in deep fakes:

→ 25% of organizations report model reasoning transparency as a barrier.

## Priorities for scaling intelligent CX

Build an AI-fueled CX strategy with these four priorities:



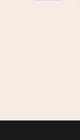
### Data unification:

Establish a unified semantic data layer for customer and operations data, accessible by front- and back-office applications.



### Human-AI collaboration:

Integrate front- and back-office employees and enable them for human-AI collaboration, shifting tasks, metrics, and KPIs to achieve experiential outcomes.



### CX technology simplification:

Standardize and simplify the CX technology stack through an extensible, modular, and composable architecture.



### Responsible AI governance:

Champion responsible AI with model explainability and transparency, fairness, customer privacy, and AI governance.

## Message from the sponsor



**SAP Customer Experience (CX) helps you reimagine loyalty and growth in an AI-first world — unlocking the full potential of your business.**

By SAP customer insights, embedded intelligence, and end-to-end processes, SAP CX empowers you to optimize operations, personalize experiences, and transform customer journeys — driving efficient, profitable growth across the enterprise.

[Unlock growth with intelligent CX](#)