

ICXI -POST newsbriefing

Vol 4 – Issue 12–MAY 2025

Introduction From The President

This month over 80% of the sources used to generate emerging trends in Customer Experience (CX) are substantially focused on the role of AI in these areas. It seems that AI may be the latest silver bullet to creating a totally satisfactory and productive experience interface between an organisation and its customers.

Given that AI potentially has all the answers then ICXI asked AI what it sees as the emerging trends in CX management for 2025, to what degree would it back itself? What AI was also asked was how would it know if it was being effective. It would be interesting if AI revealed any breakthrough performance measure insights coming down the line?

From this the question arises about how organisations should manage and monitor the implementation of AI in CX management and how they would know whether their standards of performance support all aspects of responsible and effective use of AI within CX and the degree to which the standards they are achieving compares to other local and global organisations.? ICXI offers a solution to this issue



These issues will be reviewed in what is the last issue of the ICXI – POST Newsbriefing in this format. There will be a refreshed format and schedule for future ICXI news update.

So Over to AI and the question

What are the "Emerging Trends in Customer Experience Management in 2025",

Overview

Customer experience management (CXM) continues to evolve in response to technological advancements, changing consumer expectations, and increasing regulatory scrutiny. As of 2025, CXM encompasses a more predictive, personalized, and ethically grounded approach than in previous years. This paper examines seven major developments in CXM: predictive artificial intelligence, hyper-personalization, immersive technologies, privacy-first design, omnichannel integration, AI-human collaboration in customer service, and the convergence of employee and customer experiences. The paper also discusses the strategic implications for organizations aiming to maintain competitive advantage through customer-centric innovation.

1. Introduction

Customer experience (CX) has emerged as a key differentiator in competitive markets. A well-managed customer experience not only enhances customer satisfaction and loyalty but also contributes to long-term financial performance (Lemon & Verhoef, 2016). In 2025, organizations are leveraging advanced technologies to shift from reactive service models to proactive and predictive frameworks. This paper explores the newest innovations in CXM, emphasizing both technological and organizational transformations.

2. Predictive Artificial Intelligence in CXM

Artificial intelligence (AI) in 2025 is characterized by its capacity for real-time, predictive engagement. Unlike earlier AI implementations focused on chatbots or automation, current applications leverage deep learning and behavioral analytics to forecast customer intent and pre-empt service issues (Smith & Lee, 2024). These systems integrate data from multiple touchpoints, enabling adaptive recommendations and contextual responses in real time. For example, AI-driven recommendation engines can now identify latent needs based on subtle behavioral cues, such as cursor movement or biometric feedback (Chen et al., 2023). This allows companies to deliver highly relevant suggestions before customers explicitly express a need.

3. Hyper-Personalization at Scale

Hyper-personalization refers to the creation of individualized experiences through the integration of behavioral, transactional, and contextual data. In 2025, companies are moving beyond demographic segmentation, instead leveraging AI and customer data platforms (CDPs) to design dynamic content, pricing models, and product configurations tailored to individual profiles (Gartner, 2025).

Personalization now occurs across the entire customer lifecycle—from acquisition to post-purchase support—and includes real-time adjustments based on location, mood, and interaction history. The scalability of such efforts is enabled by advancements in cloud computing and edge processing.

4. Immersive Technologies and Multisensory CX

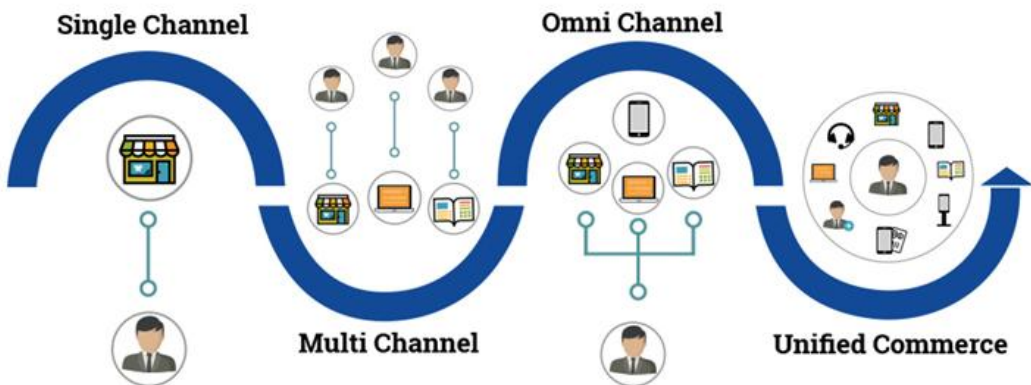
Extended reality (XR), including virtual reality (VR) and augmented reality (AR), has become mainstream in customer engagement strategies. These technologies provide immersive environments for product interaction, service simulations, and experiential marketing (Brown & Kim, 2025). For instance, real estate platforms allow users to explore properties via VR tours, while AR overlays in retail stores guide customers through personalized shopping journeys. Furthermore, multisensory feedback mechanisms—such as voice, touch, and spatial audio—are enhancing engagement by tapping into deeper cognitive and emotional pathways (Jones et al., 2024).

5. Ethical and Privacy-First CX Design

Data ethics has become a central concern in CXM due to increasing regulatory pressure and consumer awareness. Regulations such as the revised General Data Protection Regulation (GDPR 2.0) and regional AI accountability laws mandate transparency, consent, and explainability in algorithmic decision-making (European Commission, 2024). In response, organizations are adopting "privacy by design" frameworks, which embed data protection principles into product and service development. Consent management tools and decentralized identity systems (e.g., blockchain-based authentication) are increasingly used to empower users and foster trust (Nguyen & Patel, 2024).

6. Unified Omnichannel Experience Platforms

Omnichannel strategies in 2025 aim to unify physical, digital, and hybrid experiences under a single customer view. Advanced CDPs and orchestration platforms now facilitate seamless transitions between channels—web, mobile, voice, in-person—while preserving customer context and preferences (Accenture, 2025). Such integration is supported by real-time data synchronization and predictive routing systems that ensure continuity and personalization across all touchpoints, thereby reducing friction and enhancing satisfaction (KPMG, 2025).



7. AI-Augmented Human Customer Service

Rather than displacing human agents, AI is increasingly used to augment them. Natural language processing (NLP) tools and sentiment analysis software provide real-time insights and decision support, enabling agents to handle complex queries with greater efficiency and empathy (Deloitte, 2025). This collaborative approach enhances both service quality and employee experience, particularly in high-emotion contexts such as healthcare or financial services.

8. Employee Experience as a Pillar of CX

There is growing recognition of the link between employee experience (EX) and CX outcomes. Organizations are investing in employee engagement platforms that provide personalized learning, real-time feedback, and wellness analytics. These tools aim to reduce burnout, improve motivation, and ensure consistent service delivery (Harter et al., 2023).

By aligning EX with CX objectives, companies are fostering a culture of shared accountability and holistic service excellence.



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9. Strategic Implications

The innovations described above require a strategic shift from siloed operations to integrated, journey-centric structures. Companies must develop new CX metrics—such as journey completion rate, emotional engagement, and customer lifetime value—to replace or supplement traditional indicators like CSAT and NPS (Forrester, 2025). Agile cross-functional teams, CX governance frameworks, and continuous feedback loops are now essential elements of modern customer strategy.

10. Conclusion

In 2025, CXM is defined by its ability to anticipate, personalize, and ethically engage customers across every interaction. Organizations that integrate predictive AI, immersive design, privacy-first practices, and employee empowerment into their CX strategy will be better positioned to differentiate themselves and cultivate long-term loyalty in a rapidly evolving marketplace.

So the next question AI was asked was

How will organisations know that their use of AI in customer experience management is effective?

Organizations can determine if their use of AI in customer experience management (CXM) is effective by measuring a combination of quantitative metrics, customer feedback, and operational indicators. Here's how:

1. Customer-Centric Metrics

These reflect direct improvements in the customer journey and satisfaction:

- *Net Promoter Score (NPS): Has customer willingness to recommend improved?*
- *Customer Satisfaction (CSAT): Are customers more satisfied after AI Implementations?*
- *Customer Effort Score (CES): Has AI reduced effort required for customers to resolve issues?*
- *Churn Rate: Has customer retention improved?*

2. Operational Efficiency Metrics

AI should streamline processes. Look for:

- *Average Handling Time (AHT): Are customer inquiries being resolved faster?*
- *First Contact Resolution (FCR): Are more issues resolved without escalation?*
- *Cost per Interaction: Is automation reducing service costs?*
- *Scalability: Can the system handle increased volume without degradation?*

3. Behavioral Analytics

AI tools can analyze customer behavior to detect improvements:

- *Engagement Rates: Are customers interacting more with AI-driven touchpoints (e.g., chatbots)?*
- *Conversion Rates: Are AI-personalized journeys leading to more sales or sign-ups?*
- *Sentiment Analysis: Is there a shift in tone or sentiment in customer messages?*

4. Model Performance

If using AI models (e.g., recommendation engines, chatbots):

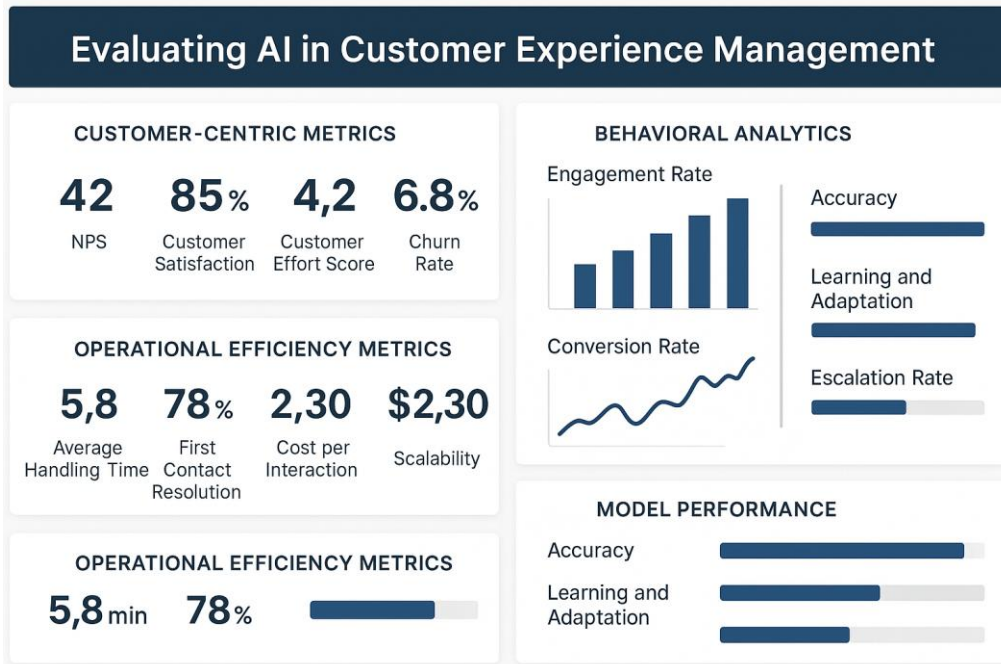
- *Accuracy and Precision: Are predictions and suggestions correct and useful?*
- *Learning and Adaptation: Is the AI improving over time?*
- *Escalation Rate: Are fewer conversations being escalated to humans unnecessarily?*

5. Customer Feedback & Surveys

- *Ask customers directly about their experience with AI tools.*
- *Monitor reviews, social media mentions, and feedback from support channels.*

6. A/B Testing and Pilots

Run comparisons between AI-assisted and traditional customer service setups to evaluate tangible improvements.



AI also generated this incomprehensible dashboard to illustrate its evaluation approach

As AI identified Employee Experience as a pillar of Customer Experience performance it was asked

What's New in Employee Experience Management in 2025?

Overview

Employee Experience Management (EXM) is rapidly evolving, driven by technological advancements, changing workforce demographics, and a greater emphasis on employee well-being. This paper examines the key trends shaping EXM in 2025. It analyzes the impact of artificial intelligence (AI) and automation, the growing importance of personalized and human-centric approaches, the focus on well-being and sustainable work practices, and the role of data and analytics in optimizing EX. The paper argues that organizations that embrace these trends will be better positioned to cultivate a positive and productive employee experience, leading to improved organizational outcomes.

Keywords: Employee Experience Management, Artificial Intelligence, Well-being, Hybrid Work, Personalization, Data Analytics, Sustainable Work.

1. Introduction

The concept of employee experience (EX) has gained significant traction in recent years, with organizations recognizing its crucial role in attracting, retaining, and engaging talent (Morgan, 2017). EX encompasses the holistic perception of an employee's journey within an organization, including all interactions and touchpoints from recruitment to exit. As we move into 2025, several emerging trends are poised to redefine EXM, necessitating a shift in how organizations approach their workforce. This paper aims to explore these key trends and their implications for the future of work.

2. The Impact of Artificial Intelligence and Automation on EXM

Artificial intelligence (AI) and automation are transforming various aspects of HR and EXM, offering opportunities to streamline processes, enhance efficiency, and personalize employee interactions.

2.1 AI-Powered Personalization: *AI is enabling organizations to deliver more personalized experiences across the employee lifecycle. For example, AI-powered tools can tailor onboarding programs to individual needs, provide personalized learning and development recommendations, and offer customized benefits packages (Smith & Jones, 2024).*

2.2 Automation of Routine Tasks: *Automation of routine HR tasks, such as administrative work, scheduling, and basic inquiries, frees up HR professionals to focus on more strategic initiatives and employee-centric activities. AI-powered chatbots and virtual assistants are becoming increasingly common for handling employee queries and providing instant support (Brown et al., 2023).*

2.3 AI for Talent Acquisition and Management: *AI is also being used to improve talent acquisition and management processes. AI-powered tools can help identify and attract top talent, screen resumes, and predict employee performance and attrition (Williams, 2024).*

3. The Growing Importance of Personalized and Human-Centric Approaches

While technology plays a crucial role, there is a growing recognition of the importance of human-centric approaches to EXM. Employees are increasingly seeking personalized experiences, meaningful work, and a sense of belonging.

3.1 Personalized Experiences: *Organizations are moving away from one-size-fits-all approaches and focusing on delivering personalized experiences that cater to individual needs and preferences. This includes offering flexible work arrangements, customized benefits, and personalized communication (Garcia & Patel, 2025).*

3.2 Meaningful Work and Purpose: Employees are increasingly seeking work that aligns with their values and provides a sense of purpose. Organizations are focusing on creating a culture that emphasizes meaning, impact, and social responsibility.

3.3 Fostering a Sense of Belonging: Creating a sense of belonging and community is crucial for enhancing EX. Organizations are investing in initiatives that promote diversity, equity, and inclusion (DEI), and foster a culture of connection and collaboration.

4. The Focus on Well-being and Sustainable Work Practices

Employee well-being has become a top priority for organizations, with a growing recognition of its impact on productivity, engagement, and retention.

4.1 Holistic Well-being: Organizations are adopting a holistic approach to well-being, addressing physical, mental, emotional, and financial health. This includes providing access to mental health resources, promoting work-life balance, and offering wellness programs (Davis, 2023).

4.2 Sustainable Work Practices: There is a growing emphasis on creating sustainable work practices that promote employee well-being and long-term productivity. This includes addressing issues such as burnout, stress, and work overload.

4.3 Supporting Hybrid Work: As hybrid work models become more prevalent, organizations are focusing on providing employees with the support and resources they need to thrive in a flexible work environment. This includes ensuring equitable access to opportunities, promoting effective communication, and fostering a sense of connection among remote and in-office employees (Chen, 2024).

5. The Role of Data and Analytics in Optimizing EX

Data and analytics are playing an increasingly important role in helping organizations understand and improve EX.

5.1 Measuring EX: Organizations are using a variety of metrics to measure EX, including employee engagement surveys, eNPS (employee Net Promoter Score), and feedback analysis.

5.2 Identifying Drivers of EX: Data analytics can help identify the key drivers of positive and negative EX, allowing organizations to focus their efforts on the areas that have the greatest impact.

5.3 Using Data to Drive Action: Organizations are using data to inform their EX strategies and make evidence-based decisions. This includes using data to personalize employee experiences, improve communication, and address employee concerns proactively. ⁸

(Schneider et al., 2023)

6. Conclusion

EXM in 2025 is characterized by a dynamic interplay of technological advancements and a renewed focus on the human element. AI and automation are transforming HR processes and enabling personalized experiences, while organizations are increasingly prioritizing employee well-being, purpose, and belonging. By leveraging data and analytics, organizations can gain valuable insights into their workforce and optimize EX to drive positive outcomes. Those organizations that embrace these trends and prioritize creating a positive, personalized, and supportive employee experience will be well-positioned to attract, engage, and retain top talent in an increasingly competitive landscape.

So AI appears to be positive about both its application and role in CX and EX management. Is the other AI (Actual Intelligence) world enthusiastic about its arrival or are there some words of caution to be heard?

In their 14th April 2025 Editorial CXM Magazine report

Customers crave real human help as brands fall short on experience expectations

A recent InMoment reveals a troubling gap between customer expectations and brand performance, highlighting that many businesses are still missing the mark despite heavy investment in automation and AI. As many as 81% of respondents say they still need to speak directly with a company representative to resolve issues, emphasising that self-service options and AI tools don't live up to the promise of seamless support.

“Contact centre leaders are under pressure to do more with less, but customers aren't lowering their expectations,” said Jeff Catlin, EVP of AI products at InMoment. “Customers want to be understood, responded to quickly, and treated like people—not tickets. If brands can't deliver that, AI won't save them.”

In addition, the research shows that speed and effectiveness are critical. Almost two-thirds of consumers (61%) expect their problems to be solved in a single interaction. If not, they're ready to walk—opening the door for competitors. Perhaps more alarmingly, 9% of respondents said their issues were never resolved, a failure that significantly erodes trust and loyalty.

Time is of the essence for today's customers, as 41% expect a brand to follow up within five minutes of reporting a problem. However, automation often hinders rather than helps. Over a third (38%) say they're uneasy using AI-powered solutions like chatbots, with many feeling they're being pushed toward tools that don't truly solve their issues.

The Editorial goes on to report

Coveo's latest report highlights that despite advancements in AI and digital self-service tools, the customer journey is still riddled with friction—especially when finding accurate, relevant information. Based on a survey of 4,000 consumers across the U.S. and U.K., the report highlights that high customer effort is becoming the norm, not the exception.

“In an era of instant gratification, minimizing customer effort is paramount. Every interaction must minimize friction and maximize relevance,” said Patrick Martin, EVP of global customer experience at Coveo. “This report demonstrates the importance of building a unified and connected customer experience. AI-Search, advanced generative AI capabilities, and robust content strategies are critical to achieving this, empowering customers to effortlessly find the information they need, regardless of channel. These tools can potentially be a game-changer in enhancing customer satisfaction, fostering greater loyalty, lowering cost-to-serve, and driving increased revenue and profitability.”

What is the core issue?

As many as 84% of respondents say they struggle to find the information they need online, and more than half (53%) identify poor search experiences as their top frustration. This disconnect prompts many customers to “ghost” brands entirely—72% admit to abandoning websites after just one poor experience. Still, there's room for redemption.

A hopeful 62% say they're willing to give brands another shot, mainly younger users like Gen Z and Millennials. They tend to troubleshoot by refining search queries, using filters, or exploring other site areas.

Preferred but.....

As customers increasingly prefer self-service channels, their expectations are growing. Many now want smarter, AI-driven interactions—especially when facing more complex problems. Nearly 70% of customers prefer generative AI tools to help solve service issues, while others seek educational content (48%) and intelligent virtual assistants (44%) to guide them.

AI “hallucinations”?

However, enthusiasm for generative AI comes with caution. Nearly half (49%) of respondents report encountering AI “hallucinations” or misleading answers, making many users sceptical.

As a result, 42% say they now fact-check AI-generated responses before trusting them. These inconsistencies highlight the need for business-aware and trustworthy AI that enhances rather than undermines the digital support experience.

Still, personalisation remains a major opportunity for brands. Over half of customers (53%) are willing to share personal data in exchange for more tailored solutions—a willingness that increases among Gen Z and Millennials, with 60% and 62%, respectively, open to data sharing for more relevant experiences.

While AI has the potential to be a “good thing” It has equally the potential to be “too much of a good thing”. As [Angelina Maksimovic](#) points out in her 30/4/25 article

Stop annoying your customers! The new rules of digital marketing.

The rising tide of marketing fatigue

Combating the growing issue of marketing fatigue requires a fundamental change in approach. Research from Optimove highlights how the sheer volume of often irrelevant and poorly timed messages leads to consumer disengagement and even resentment.

According to Rony Vexelman, VP of marketing at Optimove. Combating the growing issue of marketing fatigue requires a fundamental change in approach. Research from Optimove highlights how the sheer volume of often irrelevant and poorly timed messages leads to consumer disengagement and even resentment. Many brands still operate an outdated “batch and blast” mentality, a stark contrast to the sophisticated expectations of today’s digitally savvy consumers., The power of uplifting and relevant content. Vexelman also highlighted AI’s crucial role in streamlining the marketing workflow, from data analysis to content creation and campaign optimisation.

Another way to combat marketing fatigue is with the delivery of uplifting content. “Across all the brands tested, uplifting content outperformed traditional ad content across brand metrics, including ‘is a brand I love,” highlighted Heather O’Shea, chief research officer of Alter Agents.

The Attentive 2025 Consumer Trends Report further reinforces the need for organisations to offer personalised marketing, claiming that 81% of consumers actively ignore irrelevant marketing. Consumers expect brands to remember their past interactions and tailor communications accordingly.

“The most successful brands use first party data to deliver contextual, relevant experiences, and they build long term relationships by showing they understand their customers, ” stressed Scott Opiela, CMO of Acoustic.

AI as the engine of personalised engagement

Artificial intelligence (AI) is rapidly transforming personalisation capabilities for many organisations. It is an indispensable tool for achieving effective and efficient digital marketing outcomes. “AI has become a force multiplier for marketing teams,” said Opiela. “It’s helping us move from static segmentation to dynamic personalisation — identifying intent signals, predicting best actions, and optimising campaigns or journeys in real time,” he added.

Strategic channel selection for meaningful engagement

Heather O’Shea, chief research officer of Alter Agents

The careful selection of appropriate communication channels and content is paramount for the successful delivery of personalised and uplifting marketing messages. While email remains a reliable tool, social media platforms offer richer, more interactive engagement opportunities.

[Stop Annoying Your Customers! The New Rules of Digital Marketing](#)

How To Manage and Monitor AI for Customer Experience Management?

The evidence so far implies that AI carefully and properly deployed and intelligently managed has the potential be a valuable asset to enhance the management of the experience of their customers and thereby contribute to it operational and financial effectiveness.

However

How will the organisation know how to begin, what steps are required in the integration process and how should the ongoing performance of their AI activity be monitored, measured and independently verified to ensure it is meeting its customers' needs and operating to world class standards?

Such questions and many others germane to the management this technology in the CX space has been the subject of a key R&D process by ICXI leading to the development of a new independently verified

Global Standard for Responsible and Effective Use of AI in Customer Experience AICXS2025:01

The International Customer Experience Institute (ICXI) is a global organisation dedicated to the recognition, development, and promotion of best practice in customer experience. Established in 2006 in the United Kingdom, ICXI's mission is to set the global benchmarks for Customer Experience and Service Excellence across all industries and regions in an ever-evolving digital landscape.

The AICXS2025 Standard has been developed to serve as the world's first comprehensive standard for the responsible and effective integration of Artificial Intelligence (AI) into customer experience management. Its core objective is to ensure that organisations across all sectors adopt AI technologies in ways that

- Enhance customer experience
- Safeguard ethical standards
- Support human-centred design principles

— all while driving sustainable business performance.

AICXS2025 aims to guide organisations in embedding AI responsibly across all stages of the customer journey. It encourages the alignment of AI innovation with core CX values such as empathy, transparency, trust, inclusion, and continuous improvement.

Certification under AICXS2025, administered independently through ICXI's global ecosystem, provides formal recognition of an organisation's commitment to excellence in AI-driven CX.

The standard has been shaped by global feedback from stakeholders, strategic advisors, research partners, and front-line practitioners. It reflects emerging best practices, evolving regulatory expectations, and the real-world challenges faced by organisations seeking to use AI to create meaningful, personalised, and emotionally intelligent customer experiences.

LAUNCH DATE TO BE ANNOUNCED SOON – Please check [ICXI.com](https://www.icxi.com) for details.

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The Last Word

This final newsletter in this format has mostly been about letting AI speak for itself. The unedited responses to the questions AI was posed give an insight into what AI has learned so far about the topics of CX and EX. It would appear to be confident about the role that it can play in certain aspects but reveals little new thinking when it comes to measuring and monitoring performance. Perhaps it will gain greater knowledge and understanding by following its own recommendation of comparing the results AI and traditional measurement processes.

On a deeper level comes the issue of the integration of AI into both CX and EX management processes in away that is coherent and enhances an organisations brand and operational values values. To this end ICXI will soon be launching its new global standard

Global Standard for Responsible and Effective Use of AI in Customer Experience AICXS2025:01

Full details of which will be announced soon at icxi.com

The new format newsletter will also be announced shortly.

Recommended Reading

<https://www.shipbob.com/uk/blog/unified-commerce>

[Customers crave real human help as brands fall short on experience expectations - Customer Experience Magazine](#)

[Customers are tired of searching: smarter digital experiences are the future of CX - Customer Experience Magazine](#)

[Stop Annoying Your Customers! The New Rules of Digital Marketing](#)