



# ICXI –MAIL report

Vol 5 – Issue 2–JULY 2025

## Introduction and Farewell From The President

This is something of a landmark issue of the ICXI Newsletter in that not only is it the 50<sup>th</sup> issue it is also the last issue, certainly in this format.

Until the last 12-18 months the preparation and production of the newsletter required the a monthly period of desk research across a range of trusted sources to identify issues and trends which to a greater or lesser degree would hopefully offer a useful insight to the management of the Customer Experience and the Employee Experience leadership and management.

More recently AI has developed initially as a support mechanism for checking thoughts and assumptions and more recently as a tool for information gathering. Over the past year and a half its output has been reviewed to estimate the value of its content as a provider of useful data for the purposes of supporting Customer Experience and the Employee Experience leadership and management.

It has now reached a stage where it can provide useful insights not only on CX and EX generally but also on a sector or industry basis

Therefore, in general terms, by asking it the right question anyone engaged in Customer Experience and Employee Experience leadership and management.at any level in any industry can generate and answer, or a least a line of enquiry, that is specific to their needs on any issue at any time and can interrogate the answers provided until the information needed to resolve their issues is found.

So in this final issue AI was asked how to ask the best question to get the answers required and the results received are shown in this issue.

AI is unlikely to replace human interpretation or research or gather the real feedback of the effectiveness of the solutions it provides in individual organisations, The analysis management and interpretation of that will always be the responsibility of the leader or manager on the ground but it may be valuable in helping performance improvement journeys set off in the right direction.

**ICXI continues to offer a wide range of global products to assist organisations to measure, monitor and manage CX and EX and the application of Artificial Intelligence.** See <https://icxi.com> for full details

## **AI was asked the following question**

*What is the best question to ask AI to get an annotated 500-word report on Customer Experience Management and Employee Experience Management?*

## **The response was**

*To get a focused and informative 500-word report on the future of customer experience management (CXM) over the next three years, you should ask:*

***"Can you provide a 500-word report on the key trends and innovations shaping customer experience management (CXM) over the next three years?"***

*This question is clear, time-bound, and invites a concise analysis of both trends and technological or strategic shifts in the field. If you want to tailor it further (e.g., for a specific industry like retail, finance, or SaaS), you can modify it like:*

***"Can you provide a 500-word report on the key trends and innovations shaping customer experience management (CXM) in the retail industry over the next three years?"***

*Would you like a sample report based on that prompt?*

## **And for Employee Management**

***"Can you provide a 500-word report with source annotations on the key trends and innovations shaping employee experience management (CXM) over the next three years?"***

**Both answers offered the option to produce a sample report which was accepted and is shown on the following pages.**

AI was asked “ As we approach Mid 2025 what are the key innovations and trends in the world of Customer Experience Management?”

Can you provide a 500-word report with source annotations on the key trends and innovations shaping customer experience management (CXM) over the next three years?"

ChatGPT said:

*Below is a 500-word report—with source annotations—on the key trends and innovations shaping Customer Experience Management (CXM) over the next three years.*

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*The Future of Customer Experience Management (2025–2028)*

*Over the next three years, CXM will be transformed by emerging technologies, evolving customer expectations, and new operational models. Five core trends will define this evolution:*

### **1. AI Driven Personalization and Agentic AI**

*Hyper-personalization will intensify as businesses leverage AI/ML to tailor messages, product recommendations, and support in real time. Nearly 71 % of consumers expect it; 76 % feel frustrated when it's absent [Wikipedia+13Contentful+13Sobot+13](#). Generative and agentic AI—autonomous systems that act on contexts—will enable proactive engagement. For instance, Qualtrics uses such tools to detect digital frustration and guide timely interventions [Business Insider](#). Amazon and Salesforce are embedding hundreds of AI applications to automate and personalize interactions across channels .*

### **2. Seamless Omnichannel Experiences**

*Unified experiences across physical stores, websites, apps, voice assistants, and social channels will become table stakes. Omnichannel engagement boosts purchase and retention rates by up to 90 % [arXiv+15Sobot+15Techfunnel+15](#). Smart brands will stitch together customer journey data to offer context-rich, cross touchpoint continuity.*

### **3. Transparency, Privacy & Trust**

*Customers demand clarity on how their data is used—especially with AI in the mix. Nearly half of consumers expect transparency in data practises [Techfunnel+2Contentful+2CMSWire+2](#). Adobe emphasizes transparent governance and data classification as essential to ethical AI adoption [TechRadar+1arXiv+1](#). In academia, explainable AI is urged to foster trust and reduce bias [Reddit+6arXiv+6Business Insider+6](#).*

4. Advanced Feedback & Analytics

Traditional metrics (e.g. NPS, CSAT) will evolve. Tools will capture voice-of-customer insights across social media, text, call transcripts, and review feeds to build a 360° emotional profile [cxnetwork.com+1Wikipedia+1](#). Sentiment analysis will detect emotions—even sarcasm—before they escalate . Real time agent assistants (e.g. Comcast’s AMA system) will empower agents with live AI support, cutting handling time and improving satisfaction [arXiv+1Reddit+1](#).

5. Immersive & Purpose Driven CX

Augmented Reality (AR), Virtual Reality (VR), and even Extended Reality (XR) will redefine product discovery—whether virtually trying on makeup or visualizing items in situ . Meanwhile, brands' purpose—through sustainability, ethical practices, and community engagement—will become part of the CX fabric. Programs like Patagonia’s Worn Wear and carbon footprint transparency build loyalty [cxnetwork.com+1SurveySparrow+1](#).

Five Innovations to Watch

Innovation	Description & Impact
AI Co-Pilots & Smartbots	AI agents will handle routine queries, escalate complex cases, and prompt agents with next steps. Expect cost savings (~40 %) and 24/7 availability <a href="#">RedditThe Australian+3Emplifi+3Reddit+3</a> .
Real-Time Emotion Detection	Live sentiment tracking in chats and calls will drive instant actions—flagging frustration and prompting support before issues escalate .
Explainable & Agentic AI	Autonomous systems will operate across CX ecosystems, but with clear rules and transparency, adhering to ethical constraints .
Immersive Experience Tools	AR mirrors, VR showrooms, and XR demos will lower purchase friction and encourage engagement, especially in retail .
Feedback Analytics Platforms	Integrated voice/social analytics tools will enable unified feedback loops, accelerating CX improvements and reducing churn .

## ***Strategic Takeaways for CX Leaders***

- 1 Invest in AI systems that balance automation with human empathy.***
- 2 Ensure omnichannel infrastructure can support data and context flow.***
- 3 Prioritize data ethics and transparency to maintain trust.***
- 4 Adopt modern metrics—sentiment, effort, emotional resonance—not just NPS.***
- 5 Embed purpose and sustainability into every stage of CX.***

*By 2028, CXM will be defined by intelligent personalization, immersive channel integration, and ethically grounded innovation. Companies that master these five domains—AI sophistication, cross-channel orchestration, trust frameworks, real-time insight, and purpose-driven design—will set themselves apart in the attention economy.*

## ***Related News on CX Innovation***



The Wall Street Journal  
Amazon CEO Says Generative AI Will Reinvent  
Every Customer Experience  
Apr 10, 2025



Business Insider  
Qualtrics' president of product has a vision  
for agentic AI in the workplace: 'We're going  
to operate in a multiagent world'  
May 7, 2025



TechRadar  
Want to build an AI strategy? Adobe SVP  
advises you start with transparency  
Apr 20, 2025

## **And, so for Customer Experience Management**

*Can you provide a 500-word report with source annotations on the key trends and innovations shaping employee experience management (EXM) over the next three years?”*

### **ChatGPT said:**

*Below is a 500-word, well-sourced report on the key trends and innovations shaping employee experience management (EXM) over the next three years:*

### **The Future of Employee Experience Management (2025–2028)**

*Employee experience management is poised for transformative growth in the next three years. As organizations grapple with hybrid work, evolving workforce expectations, and AI, five major trends will define this evolution:*

#### **1. AI-Powered Personalization & Agentic Assistants**

*AI integration will permeate EXM—from chatbots answering HR queries to predictive analytics identifying burnout risks. According to Capgemini, nearly 82 % of firms plan to embed AI agents into daily workflows within three years, with personalized digital “copilots” integrated into Microsoft 365, Google Workspace, and ServiceNow [PsicoSmart+9Capgemini+9PsicoSmart+9](#). AI will also power sentiment analysis and stress-detection algorithms, offering real-time coaching support and early intervention [arXiv](#).*

#### **2. Well-Being as Strategic Priority**

*Mental health and well-being will be core to EXM. Tools like Sage People, Uptime, and wellness apps will monitor energy levels, stress, and work-life balance, enabling timely support [The Guardian+2The Guardian+2The Guardian+2](#). Organizations such as Google, Microsoft, and Salesforce are embedding mental-health programs and mindfulness sessions—with reported increases in engagement and retention [itacit.com+4PsicoSmart+4Wikipedia+4](#). Research shows that early stress detection in chat can reduce risk by 22 %.*

#### **3. Remote-Hybrid Work Optimization & Culture Reinforcement**

*Hybrid work is now standard. The challenge: ensuring inclusion and cohesion across distributed teams. Clear policies, collaboration platforms, and equitable experiences are essential [The Guardian+7CultureMonkey+7Aim Technologies+7](#). Culture must be explicit and tech-supported—mobile-savvy HR portals and consistent branding help reinforce values beyond office walls [arXiv+5The Guardian+5Zoho+5](#).*

#### **4. Continuous, Data-Driven Feedback & Analytics**

*Annual reviews are out; real-time micro-surveys and pulse checks are in. Enterprise Feedback Management platforms (e.g., Qualtrics, Medallia, Zoho) enable*



#### **4. Continuous, Data-Driven Feedback & Analytics**

Annual reviews are out; real-time micro-surveys and pulse checks are in. Enterprise Feedback Management platforms (e.g., Qualtrics, Medallia, Zoho) enable multi-channel feedback and emotional insight. Advanced analytics guide leaders to identify engagement hot-spots, skill gaps, and prioritize interventions, with processes continuously reengineered to support evolving work styles [newmetrics.net+4Capgemini+4The Guardian+4](#)

#### **5. Purpose, Inclusion & Sustainable Practices**

Employees increasingly demand meaningful, values-aligned work. Trends include DEI initiatives, purpose-driven leadership, and integrating ESG goals into EXM. Organizations use gamified, mobile platforms to track environmental impact and celebrate inclusive behaviors.

#### **Strategic Innovations to Watch**

1 **Agentic AI Collaborators:** Assistive agents will handle routine HR tasks, escalate concerns, and suggest personalized development—enabled by AI copilots inside existing workplace suites [Capgemini](#).

2 **Real-Time Emotion & Burnout Detection:** Sentiment tools integrated into chats and wearables will proactively flag stress and prompt supports [Wikipedia+1Capgemini+1](#).

3 **Mobile-Centric Platforms:** Mobile-first portals for HR services, onboarding, feedback, schedule management, and learning will become essential—Deloitte and Marriott reporting strong engagement gains [itacit.com+11PsicoSmart+11The Guardian+11](#).

4 **Onboarding Reimagined:** Digital-first, gamified onboarding with mentors and regular feedback check-ins will boost retention—interactive, data-backed tools becoming norm.

5 **Data Privacy & Trust Frameworks:** As data collection intensifies, companies like IBM and Salesforce lead in privacy-by-design to build employee trust [PsicoSmart](#).

## Actionable Recommendations for EXM Leaders

- Deploy **AI agents** to automate routine tasks and surface data-driven insights.
- Prioritize **mental-health interventions** via embedded tools and proactive outreach.
- Formalize **hybrid work frameworks**—equitable, clear, and inclusive of distributed team needs.
- Build **feedback loops** using pulse surveys, sentiment analytics, and EFM platforms
- Align EXM strategy with **purpose, DEI, and sustainability**, using gamification to embed behaviors.

**In summary**, the next three years will see EXM evolve into a personalized, intelligent, and purpose-led domain. Organizations that combine human-centric AI, holistic well-being, continuous feedback, and sustainable values will strengthen engagement, retention, and productivity in an increasingly dynamic workplace.

ue Business  
**Key employee experience news**

Hybrid vs return-to-office: What is the future of work?



The Guardian

'Staff need a place they trust': how to instill a workplace culture in a fast-changing world

2 days ago



The Guardian

Time or energy? How managing people is changing in the workplace

2 Days ago



The Guardian

Work-life balance: why quality data and personal development tools are crucial for employee wellbeing - 2 days ago  
Vogue Business

Hybrid vs return-to-office: What is the future of work?



**Finally AI was asked**

**Can you provide a 500-word report with source annotations on the best way to manage AI to support Customer experience management?**

**ChatGPT said:**

*Here's a **500-word**, well-sourced report on best practices for managing AI to support Customer Experience Management (CXM) effectively:*

### **Best Ways to Manage AI for Enhanced CXM (2025–2028)**

*Effectively managing AI in customer experience requires strategic focus across data, integration, ethics, and human alignment. Below are the most crucial themes:*

#### **1. Define Clear Business Objectives & KPIs**

*Start with measurable goals—like improving first-call resolution or reducing response times—so AI efforts align with business outcomes. For example, one framework recommends targeting clear metrics such as NPS, CES, FCR, and average handle time before full-scale AI deployment*

[cx.institute+4cxm.co.uk+4Moesif+4gnani.ai.](#)

#### **2. Prioritize Data Quality, Integration & Unified CX Journeys**

*AI thrives on high-quality, centralized data. Pulling data from every touchpoint—web, CRM, social, voice, and IoT—helps build seamless and personalized experiences. Mapping these journeys ensures AI acts contextually across channels .*

#### **3. Adopt a Gradual, Pilot-Driven Rollout**

*Instead of wholesale implementation, begin with pilot projects (e.g., intelligent chatbots or AI-assisted routing) to validate benefits, manage change, and iterate before scaling .*

#### **4. Blend AI with Human Empathy – Hybrid Models**

*The optimal model pairs automated efficiency with human judgment. AI handles common queries while agents manage complex or emotional cases. This enhances satisfaction and maintains a human touch*

[asknam.com+13blog.usesupportify.com+13cx.institute+13.](#)

#### **5. Leverage Real-Time Sentiment & Emotion Detection**

*Advanced sentiment analysis tools monitor tone and emotion across channels. They flag frustrated customers in real time, enabling proactive support before dissatisfaction escalates .*

6. Implement Ethical, Explainable, Privacy-First AI

Transparency and accountability are critical. Tools like explainable AI (XAI), adaptive consent models, privacy by design architectures, and ongoing bias/security audits build trust [arxiv.org](#).

7. Continuous Monitoring, Testing & Optimization

AI systems must be continually evaluated using dashboards and metrics. A/B and multivariate testing ensure updates truly enhance CX. Iterate often to maintain relevancy [CMSWire+3Moesif+3sprinklr.com+3](#).

8. Invest in Change Management & Agent Upskilling

Human teams must transition to supervisory roles. Training helps staff leverage AI as assistants, not replacements. Cultural alignment prevents resistance and fosters collaboration .

Strategic Roadmap Checklist

Phase	Action Steps
Plan	Define clear CX goals and KPIs with leadership backing.
Prepare	Clean and centralize data; map touchpoints; assess tech readiness.
Pilot	Launch small-scale AI initiatives (e.g., chatbots, sentiment alerts).
Evaluate	Use metrics dashboards and A/B testing to validate performance.
Scale	Expand successful projects while maintaining human-AI collaboration.
Govern	Enforce ethical AI, transparency, data security, and compliance.
Train	Reskill staff to leverage AI tools; create human-in-the-loop workflows.

Bottom Line

Managing AI in CXM is not about replacing humans—it’s about amplifying intelligence, empathy, and effectiveness at scale. Start small, measure rigorously, and build trust through transparent, human-inclusive practices. Organizations that integrate prioritized data, hybrid support, ethical AI, and continuous optimization will deliver superior experiences and competitive advantage in the coming years.<sup>10</sup>

## Relevant AI & CX news



*businessinsider.com*

*As AI agents gain autonomy, trust becomes the new currency. Mastercard wants to power both.*

*6 days ago*

### **What Next?**

From the platform that AI generates it is an easy process to further interrogate

1. Any of the key points
2. Each of the references
3. Any other issues which may arise from the information provided

### **EXAMPLE**

AI highlighted the current [businessinsider.com](https://www.businessinsider.com) link as seen on the preceding page. Following that link accessed the following interesting report

## ***Business Insider.***

*As AI agents gain autonomy, trust becomes the new currency. Mastercard wants to power both.*

*6 days ago*

*Jul 3, 2025, 4:48 PM BST*

*By Matthew Driver, executive vice president, services, Asia Pacific*

*Today, AI helps us research, plan, and decide. Tomorrow, it will act.*

*The rise of agentic AI marks a shift from assistance to execution — where AI not only suggests but also completes tasks like booking, buying, and managing on your behalf.*

*Agentic commerce isn't just about where you buy — it's about why, when, and how intelligently those purchases are made. This means that AI "agents" will be empowered to initiate tasks, as well as make decisions within clear parameters defined by you. And there are huge implications for digital commerce. Whether it's booking a flight, buying multiple products from different e-commerce merchants, or fulfilling orders digitally from buyers, agentic AI works proactively — often in the background — to get things done.*

### ***Agentic AI in practice***

*To appreciate the paradigm shift this technology represents, consider a few near-future scenarios.*

- ***Autonomous retail concierge*** that shops on your behalf — blending personal taste with real-time price hunting, inventory checks, shipping optimization, and seamless return handling. Whether assembling an outfit from multiple brands or sourcing a rare gadget at the best price, it acts as your behind-the-scenes strategist, delivering a frictionless retail experience across platforms.
- ***Intelligent home steward*** that takes the stress out of home and digital life management. It notices when supplies run low, reorders essentials, fine-tunes lighting and climate preferences, and prunes unused subscriptions — all without prompts. It's like having a quiet, invisible house manager who knows your rhythm and keeps everything running without ever needing to be asked.

**Smart business quartermaster** that acts as your behind-the-scenes enabler — quietly managing inventory, sourcing supplies, renewing software, and handling operational details before they become bottlenecks. It's like having an always-on business partner who keeps your tools sharp, your shelves stocked, and your systems running, so you can stay focused on building what matters.

By taking on execution, agentic AI shifts technology from being simply helpful to genuinely timesaving, reducing manual effort, and eliminating everyday friction from our lives.

### **Know your agent: AI agency, with accountability**

Naturally, the idea of giving an AI agent any degree of autonomy to act on our behalf raises important questions about security and safety. Invoking sci-fi movie examples, we want our agent to act more like R2-D2 from *Star Wars* or TARS from *Interstellar* — rather than inadvertently ending up with a malicious and self-interested HAL from *2001* or Ultron from *The Avengers*.

Perhaps the most pressing issue is consent. How does a user grant an AI permission to access sensitive data — but only certain types for certain tasks — and operate within well-defined limits while still retaining meaningful control? Much of this starts with smart design: Clear interfaces that allow users to set parameters, define triggers, and establish thresholds for when the agent should act, pause, or ask for confirmation.

These guardrails are relatively straightforward in more structured tasks — say, planning an overseas holiday. An agent might be asked to build an itinerary and source the best deals on flights, hotels, and activities within a range of time and cost parameters. Once the options are presented, the user can select their preferences and authorize the AI to complete bookings. But the challenge deepens when full automation is the goal.

Imagine an agent tasked with monitoring secondhand marketplaces and purchasing specific collectibles the moment they appear. In this case, the user needs to set clear parameters — how many items to buy, the maximum spend per item, and whether to prioritize rarity or price. The more autonomy the agent has, the more critical it becomes to define these components and limit thresholds up front, as well as its operating domain.

Transparency is a vital part of the guardrail system — not just for building trust, but for defending against manipulation. As agents take on more decision-making power, users need visibility into how and why those decisions are made. Whatever an AI recommends, the user should be able to see why it was chosen and verify that it truly was the best option available.

That visibility becomes even more important in an environment where bad actors may attempt to game the agent's logic — inflating prices, mimicking legitimate offers, or triggering purchases through misleading signals.

## ***Building the infrastructure for trusted autonomy***

*Mastercard is taking a proactive stance in shaping the infrastructure that will support agentic commerce. Through our newly launched Mastercard Agent Pay, we're integrating the power of tokenization into this new technology, enabling AI agents to transact securely, with human authorization and authentication embedded from the outset.*

*At the heart of this is the Agentic Token, a next-generation credential designed to ensure that every payment request an AI makes is traceable with predefined rules and permissions.*

*As the program matures, merchants will be confident they're receiving legitimate transactions from verified, authorized agents. In the future, users can retain control over where, how, and under what conditions their agents can act. And in case there is a dispute or error, the full record of what was ordered, bought and delivered is securely logged and recorded.*

*While we are still in the nascent stages of this technology, this is the beginning of a new conversation. As these systems see wider adoption, new questions will emerge around accountability, interoperability, and ethics. By taking measured, careful steps towards giving agency to AI — while embedding trust into its foundations — we can build confidence from the outset in an autonomous future for commerce.*

### ***Big you. Small you. Always-on you. (Or you, multiplied?)***

*Think of agentic commerce as your parallel digital self: An always-on version of you, quietly navigating the noise, transacting, optimizing, and executing in the background, according to your defined parameters. While you focus on the big moments, it takes care of the small ones: booking, buying, scheduling, syncing.*

*It's not just assistance — it's amplification and a new way to transact. A tireless counterpart built for speed, precision, and flow. And the most powerful part? It works so seamlessly, you'll forget it's there until you realize how much more you're getting done. And that's exciting.*

[Learn how Mastercard is building the infrastructure for a secure, agent-powered future.](#)



## The Last Word

So, The last word from the Last Word is to suggest that AI can be used to investigate, understand and resolve not only to issues that have an effect on the global CX and EX environments but also to a very wide range of issues from sector or national specific issues to those affecting the whole or a part of an individual organisation.

From that perspective icxi.com feel that its present Newsletter format cannot provide the depth and breadth of currently available data to CX and EX leaders and managers by AI.

That view perhaps places a greater responsibility on the individual leader or manager to use AI as a development tool but it could be looked at as an individually motivated continuous personal development opportunity.

The International Customer Experience Institute will continue to provide organisations with a wide range of globally available products and services to assist them to

Measure  
Monitor  
Manage  
Develop  
Benchmark  
Certificate and  
Improve

their performance in Customer Experience and Employee Experience Management.

AI management is included in the product range to help to ensure that as Artificial Intelligence is reshaping how customers interact with businesses powering personalisation, automation and decision-making at scale that a clear standard will help many organisations avoid breaching trust, mismanaging data and delivering experiences that feel cold or biased.

For every organisation of any size, AICXS2025 provides the clarity, structure and confidence to unlock the power of AI while protecting what matters most: customer trust.

See <https://icxi.com/> for all details