



· · BUZZ! · ·

What's Buzzing in CX World This Month?

Welcome to BUZZ !

BUZZ ! Is the newsflash from icxi.com. that rounds up some of the stuff that has been making the CX headlines during the month and points readers in the direction of the items they may wish to read and research further.

BUZZ is not a replacement for the ICXI Newsletter, retired after 50 Issues (all back issue are still available in the Insights pages on the icxi.com website) but a brief round up of the headlines that seem to be gathering traction in CX World.

So, what's new?

On a number of fronts AI continues its relentless march into CX land

1. A report by Gartner looks into "How to Make Knowledge Management Articles AI-Ready"

Summary

Customer service and support leaders need to create effective knowledge management articles for human and AI agents. Learn to implement content standards and knowledge management practices that ensure accurate access to updated content that enhances efficiency and customer satisfaction.

<https://www.gartner.com/en/documents>

Search:How to Make Knowledge Management Articles AI-Ready

2. Egain explore "The Key Missing Ingredient In GenAI Transformation Of Customer Service

Introduction

According to McKinsey, generative AI (GenAI) can deliver up to a 45% productivity improvement in customer engagement. However, many GenAI projects have hit roadblocks that have prevented enabling it at scale.

This article examines the foundational role of knowledge management in the GenAI transformation of customer engagement.

[Generative AI Customer Service | eGain](#)

3. Adrian Tripp from prosperconsulting.ai looks into Why AI Adoption Fails: The Organisational Challenge Facing Mid-Market Businesses and What To Do About It – an article with relevance to organisations of every size.

Introduction: The Unstoppable Wave of AI

*Artificial Intelligence (AI) is no longer a futuristic concept; it is already reshaping the core of knowledge-based work. Over the past two years, my team and I have studied, consulted with, and advised more than 100 mid-sized businesses on AI readiness, adoption, and implementation. In each engagement - ranging from marketing agencies to accountancy firms, law practices, engineering consultancies, and beyond, one observation stands out: **succeeding in the AI era is far less about the technology itself, and far more about how effectively an organisation can adapt to it.***

<https://www.linkedin.com/pulse/why-ai-adoption-fails-organisational-challenge-facing-adrian-tripp-nlrnf/>

4. CXM Magazine reports the unthinkable??

AI Set to Replace Google as Business Research Tool, Experts Predict

Google's quarter-century reign as the default gateway for business research may be nearing its end. A new study from Bospar suggests that AI could overtake the search giant within the next decade, replacing links and endless results with direct recommendations tailored to business needs.

[AI Set to Replace Google as Business Research Tool, Experts Predict](#)

5. And CXM Mag also lets us know about a new approach to CX measurement

Ipsos Brings Human-Centric CX Benchmarking to Qualtrics Marketplace

Ipsos has launched its Forces of CX solution on the Qualtrics XM Marketplace, offering businesses a ready-to-use, research-backed tool to measure and improve customer experience.

<https://cxm.world/customer-experience/ipsos-brings-human-centric-cx-benchmarking-to-qualtrics-marketplace>

6. And lastly... a good question is asked by Sandra Radlovacki

When AI Starts Shopping for Us, Who Pays for the Mistakes?

AI is moving from assistant to decision-maker, with more consumers now letting it guide — and even complete — their purchases in a trend known as agentic commerce. But as AI takes over the buying process, it also blurs accountability and heightens fraud risks, leaving retailers to question who's responsible when the algorithm hits "buy."

[When AI Starts Shopping for Us, Who Pays for the Mistakes?](#)

See <https://icxi.com/> for all details of newest products including the 2025 AI Standard