



· · BUZZ! · ·

What's Buzzing in CX World This Month?

Is Overcommunication the New CX Crisis?

By Sandra Radlovacki

The constant ping of offers, updates, and “urgent” alerts may be doing brands more harm than good. Every brand wants a piece of your attention, but most people have already tuned out. According to CSG’s 2026 State of the Customer Experience report, 70% of consumers say brands send so many messages that they no longer care what those brands have to say. Too many touchpoints, too many channels, and too little meaning have led to a breakdown in communication.

Almost 60% consumers admit they’ve deleted an important notice, such as a payment reminder or a delivery update, simply because it looked like more marketing. Thirty percent have stopped buying from brands that won’t give them breathing space.

<https://cxm.world/customer-experience/is-overcommunication-the-new-cx-crisis>

AWS and OpenAI Sign Record \$38B Cloud Deal, the Largest in AI History

OpenAI is moving a major chunk of its computing muscle to Amazon Web Services, marking one of the largest cloud deals ever signed in artificial intelligence. The \$38 billion, multi-year partnership gives OpenAI access to AWS’s newest supercomputing infrastructure and a direct line to its massive supply of NVIDIA GPUs.

The decision means that the maker of ChatGPT won’t be relying entirely on Microsoft Azure anymore. Instead, the company is spreading its operations across two of the biggest cloud providers in the world.

AWS has long dominated cloud computing, but in the AI era, it’s been playing catch-up with Microsoft and Google. Partnering with OpenAI helps it reassert its position as the powerhouse of the most demanding AI workloads in existence.

As OpenAI’s models grow rapidly in size and complexity, the compute costs increase too. AWS’s economies of scale could lower costs while keeping output stable.

<https://cxm.world/customer-experience/aws-and-openai-sign-record-38-b-cloud-deal-the-largest-in-ai-history/>

Dive Insight reports - With Google's suite of new features, the tech behemoth is delivering on its promise to turn AI into a personal shopping assistant.

Google is introducing a batch of AI-driven shopping features in time for the holiday season, the company announced last week.

U.S. Gemini app users can now enter search queries to receive shoppable product recommendations, pricing and comparison tables. Google has also updated its AI Mode to let search users describe their desired items and receive product recommendations with shoppable product images, pricing, reviews and other information, the company said in its announcement.

Its "Let Google Call" feature calls local stores to verify product availability on a shoppers' behalf, check prices and inquire about retailers' promotions.

Dive Insight: In May, the company shared its "AI Mode" plans, which allows shoppers to use their photos to virtually try-on items, find the best prices and curate recommendations. Shoppers can use a "track price" button to set up price drop notifications for an item based on their desired size and color, among other options. Google has begun rolling out its agentic AI checkout capabilities for U.S. merchants, the company said in its announcement. Wayfair, Chewy, Quince, and select Shopify merchants are among the first retailers to authorize use of the new tool, but more businesses will soon offer the option. Using Google's new AI Mode, shoppers can receive a range of intuitive product recommendations based on their conversational search queries rather than precise keywords, the company said. The tool draws on more than 50 billion product listings, with roughly 2 billion updated hourly.

<https://www.customerexperiencedive.com/news/google-delivers-new-ai-shopping-tools-in-time-for-the-holidays/806089/>

Amelia Brand at CX Network Reports Klarna and Google form AI partnership to revolutionize shopping experiences. Klarna will harness Google Cloud's AI infrastructure to create innovative customer-focused products

Klarna, the Swedish fintech company that provides online financial services, has announced an artificial intelligence (AI)-first partnership with Google Cloud that could significantly shift how consumers experience shopping in its app.

This partnership will see Klarna harnessing the full breadth of Google Cloud's AI capabilities – from infrastructure and platform to advanced models – to fast-track the creation of innovative customer-focused products and imaginative campaigns.

With over 114 million users globally, the scale is large and the stakes for customer experience (CX) are even larger.

Already, the early pilots are showing impressive numbers. Dynamic lookbooks and highly personalized product campaigns have produced a 50 percent increase in orders. Also, users are spending 15 percent more time in the Klarna app. These metrics point to a significant deepening in customer engagement.

“At Klarna, we’re not just adopting AI to streamline operations – we’re using it to rethink creativity itself,” said David Sandstrom, chief marketing officer at Klarna. “By combining Google Cloud’s leading AI models with Klarna’s unique consumer insights, we can craft experiences that feel smarter and more personal.”

<https://www.cxnetwork.com/artificial-intelligence/news/klarna-and-google-form-ai-partnership-to-revolutionize-shopping-experiences>

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DEFINING THE FUTURE OF PATIENT EXPERIENCE - FROM COMPASSION TO CERTIFICATION

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DATE

11 Dec, 2025

TIME

09:00 AM - 10.30 AM UK/GMT

Join us for the global launch of IPEXS2026, the next-generation standard designed to elevate patient experience from compassionate intent to measurable excellence.

Finally Seasons Greetings and best wishes for a very successful CX and EX year in 2026



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