What's Buzzing in CX World This Month?

AS AI continues to grab most of the headlines in the CX world ot is perhaps worth reflecting on whether it's performance is living up to the hype. CXM's Sandra Radlovacki tells *The AI Dilemma: What Top CX Professionals Really Think About Automation vs. Human Touch*

She Reports the leaders featured in [CXM Stars 2026](#) are living with AI in production. What they are discovering is more nuanced, more human, and frankly more interesting than the hype suggests……… and presents a different range of challenges

Asude Soyaslan, Customer Experience Leader, Enerjisa, Turkey says

"The biggest CX challenge heading into 2026 is enabling advanced AI-driven experiences while operating within increasingly complex regulatory, data privacy, and security frameworks. In highly regulated sectors such as utilities, the use of cloud-based AI solutions presents both an opportunity and a challenge. Defining acceptable architectures, governance models, and compliance standards — especially in collaboration with regulatory bodies — will be critical to unlocking AI's full potential."

Her point about regulatory bodies is important and often absent from mainstream AI-in-CX discourse. Rules around data residency, algorithmic transparency, and consumer protection were written for a different era. Organisations that want to deploy AI at scale in regulated industries are, in effect, working without a complete rulebook, and the cost of getting it wrong falls on customers.

Alma Olela, Customer Experience Director, Jubilee Insurance, Kenya tells about the importance *of Orchestrating Trust at Scale*

"The biggest Customer Experience challenge facing the industry in 2026 is not technology adoption — it is orchestrating trust, humanity, and accountability at scale in an increasingly automated world. Across Kenya and Africa, organisations are rapidly embracing AI, automation, and digital channels to improve efficiency and access. While this acceleration is necessary, it introduces a critical risk: CX becomes faster, but not necessarily better; more digital, but less human; more data-rich, yet less trusted."

The phrase 'orchestrating trust' is worth pausing on. Trust is not a feature that can be switched on once AI is deployed. It is built, often slowly, through consistency and accountability, and it can be destroyed quickly when automation fails a customer who needed a human. Olela says that the CX leader's role in 2026 is less about implementation and more about governance.

[The AI Dilemma: What Top CX Professionals Really Think About Automation vs. Human Touch - Customer Experience Magazine](#)

Bolaji Olusola Sowoolu, Head of Customer Experience, G Network Communications, UK looks at **When AI Moves Faster Than CX Maturity**

"The biggest CX challenge in 2026 is scaling AI and automation without eroding trust, quality, or human accountability. The industry proved AI can drive efficiency and insight. In 2026, the challenge is no longer whether to use AI, but how to operationalise it responsibly and sustainably. Many organisations are deploying AI across channels without first fixing broken journeys, poor data quality, and unclear ownership of outcomes. You cannot automate your way out of a broken process."

The last observation is perhaps the most practically useful insight in this entire collection. AI amplifies what already exists. Where the underlying journey is sound, it can dramatically improve speed and personalisation. Where it is broken, it will break faster, at higher volume, with less opportunity for a human to intervene and recover the situation.

Melissa Archambault, CX & Culture Strategy Leader, CVS Health, USA considers the issues around **Scaling AI Without Losing the Human Standard**

Our greatest challenge is learning to embrace advanced AI without losing the human connection that defines meaningful experiences. This tension — between unprecedented technological capability and the irreplaceable value of empathy — is shaping every aspect of modern CX leadership. AI in 2026 is no longer experimental. It is embedded. But embedding AI into a customer journey is not the same as designing a customer experience. The design problem is the hard part."

Archambault's distinction between embedding AI and designing an experience is one that many organisations are learning the hard way. The technology can be integrated in days. Building the judgment, at every layer of the organisation, to deploy it in ways that serve customers rather than frustrating them, is a much longer project.

Sandra Radlovacki sums up

The efficiency gains from automation are real and measurable, but so is the risk of deploying it improperly. The question is no longer whether to use AI, but how to do it in a way that deepens trust rather than eroding it. Six voices, each working inside an end-user organisation, illuminate both sides of that question.

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How Should Customers Be Considered in the Rapidly Rising Waters of AI in CXM?

Harvard Business Review in their 2026 article *How to Get Your Customers to Trust AI*
by Ashley Reichheld, Sebastian Goodwin and Courtney Sherman state
*In using AI with customers, organizations face a challenge in getting them to trust it. They must balance explaining to customers the different facets of the AI systems without overwhelming or confusing them. The solution involves embedding transparency within a broader trust framework, customizing disclosures for different audiences, and treating transparency as an ongoing, adaptive process. **Autodesk** is one company that has figured out how to strike this balance.*

1.   Treat Transparency as Part of a Broader Trust System

. These four factors of trust—transparency (whether an organization communicates openly and clearly, humanity (whether it demonstrates empathy and fairness), capability (whether it delivers quality products and experiences), and reliability (whether it keeps its promises consistently)—form the basis of Deloitte's TrustID score, a composite measure that meaningfully predicts behavior, including employees' adoption of AI.

2. Tailor Transparency for Different Audiences

The results of Autodesk's work highlight another truth: Everyone doesn't view transparency the same way. Some customers said the cards were too technical; others wanted even more detail. The conflicting reactions weren't contradictions; they were clues. Deloitte's broader trust research shows that what people want to know—and how they process information—depends on who they are, what role they play, and how they think.

3. Make Transparency Iterative
Transparency isn't a single moment—it's a continuous loop.
The shelf life of transparency is getting shorter. As systems change and customer understanding deepens, what once felt open can quickly feel outdated. The more advanced the technology, the faster expectations move.

That's why leading companies treat transparency as a feedback mechanism—a way to learn what builds confidence and where uncertainty remains. They don't just share information; they listen to reactions, measure responses, and adapt. The act of closing the loop becomes part of how they earn credibility.
Transparency doesn't mean showing everything. It means showing what matters—clearly, consistently, and with purpose.

https://hbr.org/2026/01/how-to-get-your-customers-to-trust-ai

See https://icxi.com/for all details of the institute's newest products including the new Standard for the Health Care sector The International Patient Experience Standard IPEXS 2026