



## What's Buzzing in CX World This Month?

In an article I wrote recently **No Tomorrow – No Customers**

*The case for environmental responsibility as organisational self-interest*

explores the relative importance of environmental and sustainability management to the near and far future of CX and EX the key proposition was every organisation, public or private, exists to serve people — and people cannot be served on a planet that can no longer support them.

This is not an abstract environmental argument. It is the most practical business and public-service case there is: no tomorrow means no customers, no citizens, no service users, no workforce, and no organisation left to serve them.

Environmental responsibility is not a cost centre bolted onto strategy. It is strategy. Regulators are tightening reporting requirements year on year. Investors and lenders increasingly price climate risk into capital decisions. Customers, especially younger generations, are choosing who they buy from — and who they trust — based on demonstrable environmental conduct.

Employees, too, are voting with their feet, seeking employers whose values they can stand behind. Leaders who treat sustainability as peripheral are quietly ceding advantage to those who don't.

The organisations that will thrive over the next decade are those that build environmental resilience into their operating model now — reducing exposure to resource volatility, energy cost shocks, supply chain disruption, and reputational risk, while opening new markets in low-carbon products, services, and ways of working.

Sustainability will increasingly influence apply to all aspects of organisational CX and EX leadership and management from major high value/volume customers like governments through to the retailer at the farmers' markets and from every link in the supply chain through to the environment in which employees have to perform their work.

The customer and employees organisations need to succeed are watching

An idea is supported by Acxiom in an earlier article An idea is supported by Acxiom in an earlier article **Sustainable CX: An AI Opportunity Waiting to be Grabbed**

*Sustainable CX is the fifth customer experience trend examined in our new report ‘Where AI and Marketing Collide:’. For some people this might be a bit of a puzzle. There’s an intuitive link between sustainability and energy use, product design, or packaging...but CX?*

*Perhaps surprisingly, the report confirms there’s a lot that can be achieved in the CX arena to drive sustainability – with a little help from generative AI. In fact, insight from the 200 brands and 2,000 consumers surveyed for the report shows that the importance of sustainability to customers (and thus its commercial value) may be a lot more significant than some organizations currently appreciate.*

*Many brands have been adopting ‘greener’ practices – spanning environmental, social, and economic agendas – and positioning themselves accordingly for years.*

*However, the degree to which this impacts buyer behaviors has remained unclear. Until now. The aforementioned CX report provides significant, tangible insight into the commercial importance of sustainability. Of the consumers we surveyed:*

*41% say the environmental impact of a company is a key factor that influences their purchasing decisions (38% say the same for its social impact).*

*52% would avoid purchasing from a company about which they had ethical or social concerns.*

*47% would avoid purchasing from a company if they had concerns about their environmental impact.*

*44% are willing to pay more for a product or service if they think it’s more sustainable than an alternative.*

*45% feel it’s hard to find products that are truly sustainable.*

*These figures show that not only does sustainability have a big impact on consumers’ buying habits – including which brands to avoid – but also that they would be willing to pay more for sustainable products. Our report confirms that 70% of brands consider sustainability to be important to their organization’s overall strategy – with 66% seeing it as important to the marketing and customer experience strategy.*

*Nevertheless, there appears to be a gap in understanding (or appreciation of scale) regarding sustainability’s importance to their customers. Or how they can capitalize on it. 46% brands agree that their customers have become increasingly concerned with sustainability.*

*54% provide information to help customers make more sustainable purchasing decisions. With sustainability, brands have a real opportunity to build stronger relationships with their customers, relationships built upon shared values, while enhancing their commercial performance.*

An article by Paul Gosling from Hays

## ***How artificial intelligence can help you reach your sustainability goals***

looks at how AI can help improve EX in both performance and value.

### ***More accurate environmental, social and governance (ESG) reporting***

*You can't manage what you don't measure. In the case of your corporate sustainability strategy, AI can help you to accurately track, measure and summarise your environmental, social and governance (ESG) commitments.*

*The access to big data that AI tools provide means that your organisation can adapt to the latest proposals and changes to ESG reporting in real-time, such as the Corporate Sustainability Reporting Directive that was introduced by the European Union. What's more, if your organisation has multiple offices in the UK or across the world, then AI-based platforms can improve the uniformity and consistency of your ESG reporting across different locations.*

*"Technology alone isn't the silver bullet, we have to think more holistically about the broader ecosystem, including government, policy and finance." (Sarwar Khan)*

*AI can provide you with greater insight into the impact that your business operations have on the environment and local communities. However, it's important to ensure that you also have the budget, as well as the business frameworks and policies in place to make your sustainability strategies a success.*

### ***More time for employees to focus on high-value activities***

*Advancements in AI have impacted the nature of sustainability jobs and the skills required for success in this field. AI tools and systems can speed up laborious tasks that sustainability professionals would normally have to take on, such as research and data collection, which frees up their time to concentrate on more high-value activities.*

*While having a technical understanding of the data collection process is still beneficial, with the help of AI, employees can focus on interpreting data, bringing it to life and using it to influence behaviour. Encouraging business leaders to make more sustainable decisions and managing the conflicting priorities of different stakeholders during the development of sustainability strategies are examples of key activities that professionals can dedicate more time to, with the help of AI.*

<https://www.hays.co.uk/market-insights/article/how-artificial-intelligence-can-help-you-reach-sustainability-goals>

Taking a slightly sideways, but none the less valuable, look at how AI can improve EX productivity DENTON take a look at

## **The Role of AI in Creating Sustainable Workplaces**

perhaps based on the idea that sustainability begins at home

*The future of office design is entering an exciting new era, blending cutting-edge technology with sustainable practices to create innovative, adaptable, and inspiring workplaces. The integration of AI and sustainable office design principles promises to redefine how we work, fostering environments where creativity and productivity flourish.*

### **1. Prioritising Wellbeing**

*Integrating AI and other technologies should enhance the human experience, fostering environments where creativity and productivity can flourish. Employees are more likely to reach their true potential when emotional wellbeing is prioritised. Offices designed with wellbeing in mind consider elements such as natural light, biophilic design, and spaces for relaxation and social interaction. These features not only boost mood and motivation but also reduce stress and fatigue, leading to a more engaged and resilient workforce.*

### **2. Enhancing Productivity**

*AI-powered amenities such as smart lighting, intelligent scheduling systems, and virtual assistants contribute to a more comfortable and productive work environment. By automating repetitive tasks and providing personalised support, AI technologies enable employees to focus on high-value work, leading to increased satisfaction, engagement, and retention.*

## **The Intersection of AI and Sustainability**

*While both are important considerations separately, AI is key to enhancing office sustainability and there is a strong link between the two. Below are some key ways AI can support your sustainability goals and ESG policy:*

*Energy Efficiency: AI optimises HVAC and lighting based on real-time data, cutting energy use and costs.*

*Resource Management: AI reduces waste and improves resource use, from materials to recycling.*

*Design Support: AI helps architects create sustainable buildings by simulating and optimising design options.*

*Waste Management: Smart waste systems use AI to track waste and optimise collection, supporting recycling efforts.*

*Sustainability Metrics: AI tracks and reports on environmental data, aiding in goal-setting and progress tracking – great for measuring the success of your ESG policy.*

<https://www.denton.co.uk/insights/the-role-of-ai-in-creating-sustainable-workplaces>