COMCAST
BUSINESS

5 Tech Trends to Watch in 2025

Executive Summary

Technology is constantly evolving to reshape the ways that enterprises connect, operate, and grow. At the heart of this ongoing transformation lies a fundamental truth: the best innovations are the ones that help people achieve *more*.

The technologies that have the most impact in business are human-centric. They extend and enhance human capabilities, human creativity, and human connection—and enterprise leaders are keyed into this shift. Whether it's customers seeking seamless, personalized experiences or employees striving to do their best work, technology must amplify human potential to drive meaningful progress.

5 Tech Trends to Watch in 2,025 uses this "human construct" to view the impact of technology on the world. It's a uniquely effective framework because it centers the discussion on the purpose of technology: to empower people. By focusing on the ways in which innovation impacts individuals, teams, and communities, technology leaders can better ensure that businesses align their investments with the outcomes that matter. The goal is not mere technological advancement, but rather to foster technological advancement that solves problems, creates opportunities, and improves lives.

In these pages, we'll examine the human-centered enterprise technologies that will reshape business in 2025 and beyond, from AI agents and IoT to digital trust, tech talent, and the ongoing pursuit of improved customer experiences.

The perspectives in this report are backed by the insights of experienced minds at Comcast Business, as well as our parent company Comcast, its subsidiary companies, and several of our technology partners. Through extensive interviews, this team of subject matter experts paints a picture of a new technology landscape that's evolving at a blistering pace, forever changed by AI, and focused on expanding human capabilities.

In this report, we'll examine these trends:

1 **The Rise of Agentic AI:**

Autonomous AI agents are addressing routine tasks so employees can focus on more impactful work and customers can enjoy seamless experiences.

2 **How AI is Supercharging IoT:**

IoT devices, networks and AI are coming together to deliver value beyond the edge, creating new data sources that yield greater intelligence and enable automation.

3 **Why Digital Trust Matters in 2025:**

Learn about the evolving notion of Digital Trust, why it's top of mind in the C-suite, and how companies are navigating new AI and cybersecurity concerns.

4 **Rethinking the Tech Talent Dilemma:**

See how tech leaders are handling persistent talent shortages amid growing cloud, cybersecurity, and AI needs with an uptick in managed service relationships.

5 **Experience is the North Star:**

AI is helping CMOs and CIOs realize the promise of hyper-personalization, orchestrating new and innovative experiences.

This report aims to help business and technology leaders navigate an evolving digital landscape, using the prism of human capability to evaluate technological innovation. Hopefully, this viewpoint inspires new ways to think about technology and its role in enhancing productivity, reducing risk, improving experiences, and ultimately, bettering human achievement.

The Experts Behind the Insights

This report was shaped by the insights and expertise of industry professionals driving innovation in connectivity, AI, IoT and other enterprise technologies. Subject matter experts from Comcast Business, our parent company Comcast, and our technology partners provided invaluable perspectives on the trends transforming the future of business. In this report, we'll hear from:

Caroline Goodbody
Senior Director, Product Strategy, Comcast Smart Solutions

Laura Plunkett
VP, Startup Engagement, Head of Comcast NBCUniversal LIFT Labs

Ray Hatch
Chief Revenue Officer, DataBee

Raj Samani
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Ivan Shefrin
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Jenna Kurath
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Amit Verma
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Jan Neumann
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VP, Security Engineering, Comcast

Lee Peterson
VP, Product Management, Cisco

Bryan Witkowski
VP, Head of Product and Strategy, MachineQ, a Comcast Company

Trend 1: The Rise of Agentic AI

There's still a lot of de-mystification to be done when it comes to artificial intelligence in the enterprise. But even as AI continues to ride the hype wave, there is a very real sense that enterprise leaders have shifted their focus from "what can AI do for me one day" to "what can AI do for me today?"

When it comes to empowering human potential, AI's next stage of explosive growth is expected to come through agentic AI. AI agents are software programs managed through natural language prompts from end users that can autonomously execute tasks, rather than merely proposing a solution for the end user. They allow enterprises and individuals to focus less on repetitive tasks and more on high-impact creative thinking that can spur innovation, growth, and productivity. And enterprise leaders are taking note. Gartner predicts[1] that by 2028 at least 15% of all day-to-day work decisions will be made by agentic AI, and 33% of enterprise software applications will include agentic AI.

Agentic AI as a Transformative Technology

The pervasive impact AI will have on our daily lives is quite easy to understand—because agentic AI promises to behave a lot like humans. AI agents are able to independently perform tasks, use complex reasoning, learn from experience, and adapt in the moment. Imagine an automated insurance agent that can underwrite policies, process claims, and capture documents, for example, or a coding agent that can develop and quality check large volumes of code autonomously.

Agentic AI's differentiating factor comes through the shifting focus[2] from "thinking fast" to a more deliberative and logical "thinking slow" model. That is, a shift from producing the fastest solution—maybe at the expense of accuracy—to AI systems that are designed to use reasoning, not just to recognize patterns. As agentic AI evolves, it will get better at "thinking slow"—fully ingesting and understanding user intent to inform consideration of potential outcomes before taking the optimal action, rather than speeding to a conclusion based on immediately available information.

[1] Gartner, "Gartner Identifies the Top 10 Strategic Technology Trends for 2025." [2] Sequoia, "Generative AI's Act o1."

"AI agents can provide feedback on your ideas, and because your personal assistant is always available, it can provide feedback much faster than if you had to schedule time with someone and explain your idea to them. AI agents may not have deep creativity, but they can become a tool for you to become more creative, more innovative, and elevate your thinking if used the right way."

Jan Neumann, VP, Machine Learning, Comcast

"AI is good at the parts of our jobs that some of us would prefer not to do. For example, a developer can focus on new projects instead of maintaining old code bases. If you can empower an employee with the tools to help them with the part of their job that they really don't like, I've found that they respond really well to that."

Laura Plunkett, VP, Startup Engagement, Head of Comcast NBCUniversal LIFT Labs

An Evolution in Experience

Customer-facing applications of agentic AI are reshaping the user experience by delivering hyper-personalized interactions. Customer-facing AI agents can not only automate and execute tasks directly on behalf of a consumer or end user, they also serve to analyze real-time interactions to provide better recommendations and service. This iterative process helps businesses remain adaptive to changing preferences and trends. A retail AI agent, for example, might notice a shift in consumer demand for sustainable products and adjust product recommendations accordingly.

Looking ahead, agentic AI will introduce businesses to an entirely new kind of customer: AI agents themselves. As AI-driven tools like smart shopping assistants become more commonplace, businesses will need to ensure their platforms are optimized for seamless AI-to-AI interactions.

What Agentic AI Means for Security, Connectivity, and Brand

Agentic AI is a powerful tool, but it needs to be adopted strategically. Begin by identifying tasks that are repetitive and data-driven, where AI can provide value in terms of improving experience and boosting productivity. Key considerations for successful implementation include:

Security and trust: AI agents fundamentally change the enterprise attack surface, calling for robust identity verification and encryption measures to help provide trust in these systems. In addition, AI agent verification will be paramount to help with proper approval and validation of transactions and payments.

Connectivity investments: High-speed, low-latency networks are essential to support real-time decision-making and seamless interactions.

Scalable infrastructure: Databases and platforms must be adapted to accommodate the volume and complexity of data generated by AI systems.

Adherence to brand and accuracy: It's right in the name—AI agents act as a representative of an organization. It's critically important that they represent that brand and its policies accurately, which comes through proper training and parameters.

Accountability: Brands must ensure that agents operating on their behalf are behaving as intended. That comes through robust oversight, including human-in-the-loop monitoring.

Trend 2: How AI is Supercharging IoT

The convergence of AI and the Internet of Things (IoT) is raising a new bar for data-driven automation and efficiency.

With the number of IoT devices expected to balloon to 32.1 billion[3] by 2030, massive sensor networks are transforming physical assets—from individual devices and pieces of machinery to entire facilities—into indispensable continuous data sources.

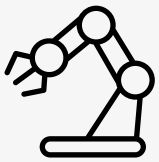
Add to that the proliferation of new, readily available AI algorithms now allowing enterprise leaders to tap into the vast stores of unstructured data produced by IoT devices and uncover new insights.

So we have a physical world that's feeding us much more data, and AI that's providing better intelligence to make better decisions. The resulting "smarter systems" can help automate operations, reduce waste, and manage labor costs across the enterprise.

IoT Data Integration: Turning Data into Insights

Connected devices are everywhere in the modern enterprise. From a fleet of delivery vehicles to sprawling IoT sensor networks distributed across enterprise facilities, IoT is creating massive and diverse sets of data. And insights from commercial IoT data are already being used by organizations to track equipment and systems operations, provide real-time alerts that can be acted upon, automate mundane tasks, and help manage costs with more streamlined workflows and processes.

Thanks to advancements in AI, enterprises will be able to better take advantage of the value of the vast data generated by commercial IoT devices. While traditional computational methods made it challenging to harness this wealth of information, AI helps transform it into valuable insights. By analyzing diverse and complex data streams from IoT sensors in commercial environments, AI empowers organizations to reap the benefits of their IoT investments.



32.1 billion

IoT devices expected by 2030.

Source: Statista

"IoT technology has made significant strides in driving value for enterprises across predictive maintenance and process optimizations. These solutions rely heavily on expert analysis and creativity. By combining massive IoT data streams with AI ingenuity, enterprises can more easily extract unique value, unlocking the next stage of growth."

Bryan Witkowski,
Head of Product and Strategy, MachineQ, a Comcast Company

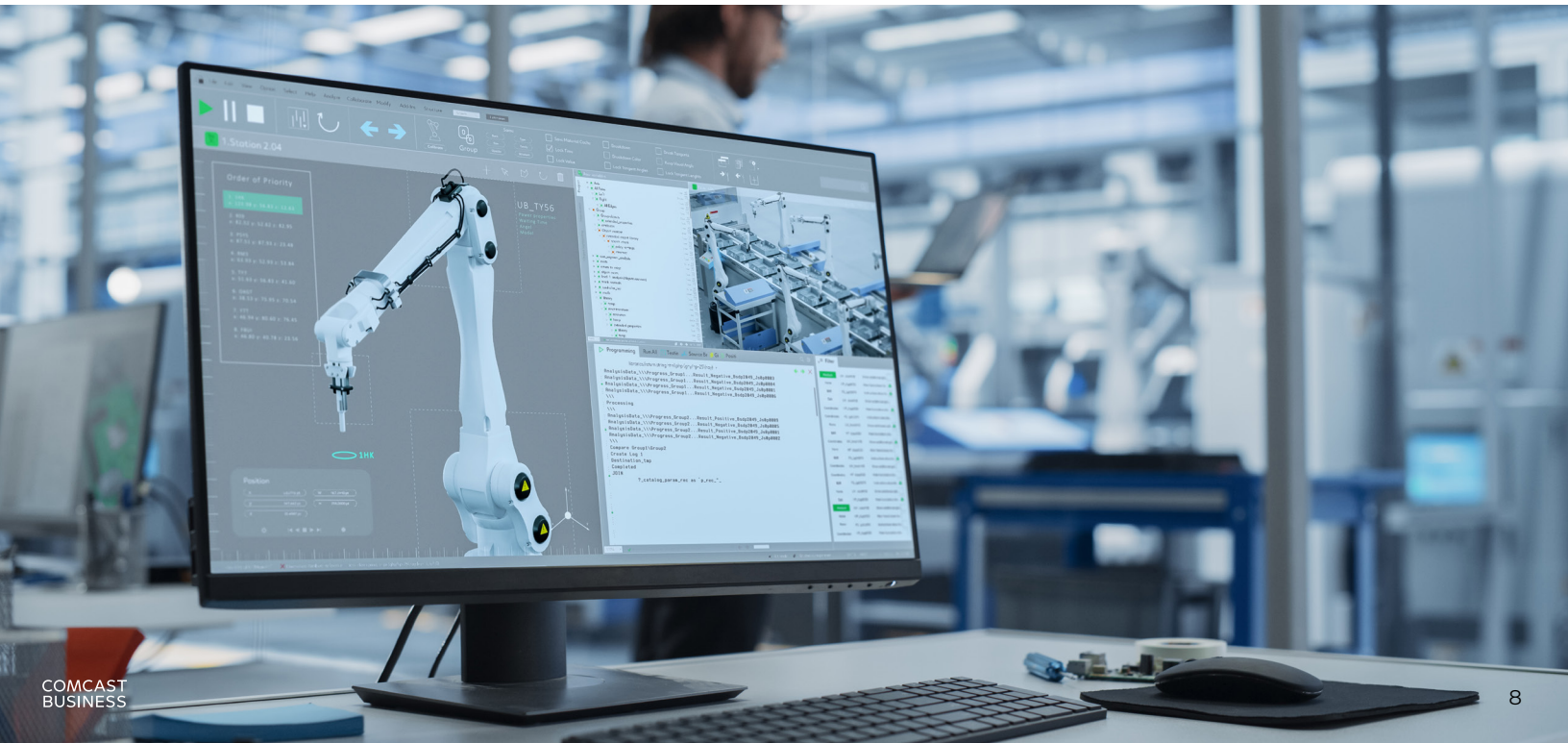
3 Statista, "Number of Internet of Things (IoT) connections worldwide from 2022 to 2023, with forecasts from 2024 to 2033."

AI models excel at identifying patterns within complex as well as unstructured data streams. How often is a class of equipment being used, and for how long? How much does the temperature of the equipment change when it's in use and does that affect its lifecycle? How do patterns of use affect maintenance needs? When you apply AI to these data sets, it's possible to generate additional value by uncovering trends and predictive insights that can inform future planning.

This empowers the human decision-makers, who can act with greater precision and foresight—and focus on strategy while machines handle some of the minutiae. Furthermore, equipment operators don't necessarily need specialized skills to manage the AI—they can speak to it using natural language to query the data and easily derive insights and next actions.

Enhanced Autonomy Through Machine-to-Machine (M2M) Communication

IoT has held the promise of machine-to-machine autonomy for years—a vision of an environment in which devices can share information and coordinate actions on their own. While IoT has paved the way for automation on a massive scale, we'll again see a supercharging of capabilities through the application of AI to IoT networks and datasets. As IoT data is synthesized by AI models, AI agents can in turn take actions based on those insights. Humans, in turn, are freed up to focus on higher-value, strategic work. In logistics, for example, IoT devices in delivery vehicles communicate with distribution centers to adjust routes in real time based on traffic and weather conditions. Given the scale and complexity of these delivery route networks, that kind of real-time adjustment and coordination would be close to impossible if it relied on manual intervention.



Elevating Experiences Through Real-Time Personalization

IoT-powered AI is transforming customer interactions—particularly in in-person settings like sporting events. Devices like connected ticket scanners and mobile apps are revolutionizing how fans navigate stadiums, providing personalized services such as tailored recommendations for nearby food options, updates on restroom wait times, or directions to the shortest entry line. They can also alert maintenance staff in real-time to issues like empty paper towel dispensers or trash cans that need to be emptied. In hospitality, smart hotel rooms adjust lighting, temperature, and entertainment preferences automatically based on previous interactions, offering a tailored experience for each guest.

"With the widespread adoption of IoT, we can gain access to new data. Now we also have both the AI tools and computing power to utilize it in powerful new ways. This combination allows us to perform large-scale analysis instantly, leading to more insights and enhanced user experiences."

Caroline Goodbody, Senior Director, Product Strategy, Comcast Smart Solutions

Implications for Security, Bandwidth, and Data Retention

The rapid proliferation of IoT devices can present significant security challenges for enterprises if undertaken incorrectly. Some devices may lack the capability to support security agents, like endpoint detection & response. Meanwhile, maintaining visibility into ever-growing networks of millions of connected devices is complex all on its own. To help ensure IoT solutions are deployed securely, organizations should focus on:

Adopting Zero-Trust security: Assume no device or user is trustworthy by default, requiring regular verification to limit breaches.

Segmenting networks: Isolate IoT devices from critical systems help prevent attackers from moving laterally.

Leveraging AI for monitoring: Use AI to identify unusual network activity and respond quickly to potential IoT threats.

Establishing data governance policies: Create clear rules for data handling to help protect information.

Making optimal use of the stores of data produced by IoT devices requires that tech teams have enough bandwidth, storage and compute to work with—and a long enough window's worth of data to make it relevant and actionable. The increasing volume of data generated by IoT devices and the renewed ability to extract insights with AI has prompted a review of data retention practices.

"Your employees may be bringing new IoT devices into the network without your IT knowing about it.

If it is shadow IT, these IoT devices may have security vulnerabilities or loopholes that bad actors could exploit. It can be very difficult—but extremely important—to secure them. Microsegmentation is crucial for securing networks, especially when your employees can bring unauthorized IoT devices. By isolating each device and controlling its access, you can better protect data and maintain robust security in diverse and dynamic environments."

Amit Verma, Chief Technology Officer, Comcast Business

Trend 3: Why Digital Trust Matters in 2025

Amid an ever-changing cybersecurity threat landscape and rapidly proliferating AI, it's getting hard to parse who—and what—can be trusted in the digital realm. That's why digital trust—a multifaceted concept that encompasses both the trust that individuals place in organizations and the trust that organizations place in the entities they interact with—has become more important than ever.

Digital trust encompasses person-to-person, person-to-machine, and machine-to-machine interactions, and also can extend to vendors and partners an organization works with. Third-party breaches can be devastating—and they make up 29%[4] of all attacks. As AI agents, M2M communication, and deep fakes expand the attack surface and complicate the security landscape, enterprise security teams need to maintain a wider scope of vigilance. And they aren't the only ones with cause for concern. Digital trust has a direct throughline to brand reputation and customer experience—and the rest of the C-suite has taken note.

Securing Trust in the AI Age

Trust—underpinned by security—is existentially important to brands. A single breach can significantly impact a company, and consumers are growing increasingly aware of privacy and security issues that factor into digital trust.

And that trust? It is powerful. Sixty-two percent of people[5] say that trust is an important factor when it comes to choosing whether to engage with a brand.

Still, there's a growing gap. Eighty-two percent of digital trust professionals[6] say the concept will continue to grow in importance in the next five years, while only 53% of organizations are confident in their digital trustworthiness. Digital trust hinges on several key areas that help contribute to secure and transparent digital interactions.

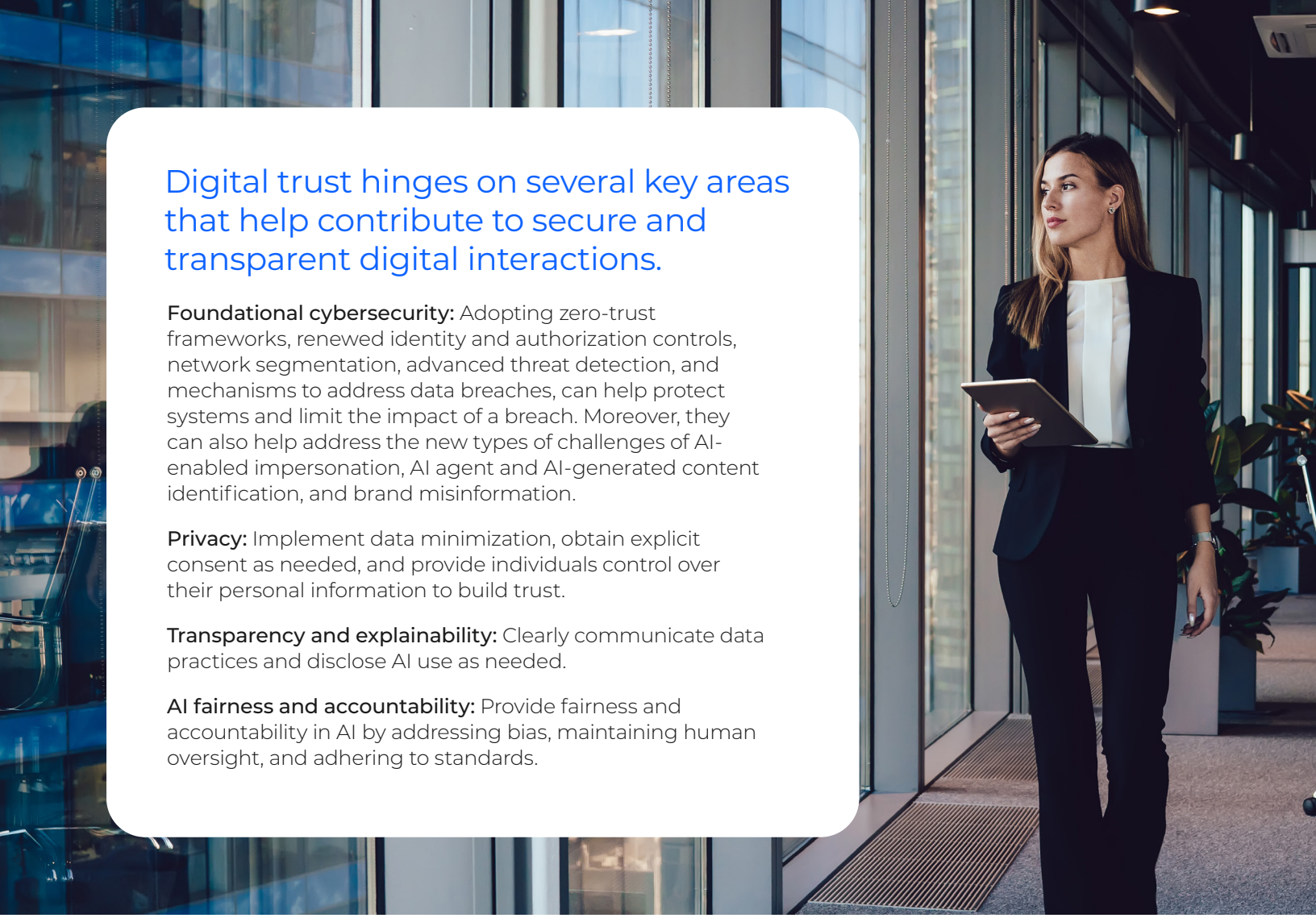
[4]Security Magazine, "Third-party attack vectors are responsible for 29% of breaches." [5]Accenture, "Life Trends 2025" [6]ISACA, "What's the State of Digital Trust This Year?"

"There is a growing desire from businesses and consumers for products that have digital trust; products that are based off of a trust platform that can be relied on."

David White, VP, Security Engineering, Comcast

"Digital trust is both person-to-person but also machine-to-machine. Establishing trust is much more complex now than it was 10 years ago. Today, the software supply chain is highly complex, with thousands of third-party and open-source software packages, and even cloud functions, that comprise the cybersecurity chain of trust. Some standards now require tracking of third-party scripts loaded by applications. More than ever, we need new ways to measure digital trust on a regular basis both for machines and people."

Ivan Shefrin, Executive Director, Managed Security Services, Comcast Business



Digital trust hinges on several key areas that help contribute to secure and transparent digital interactions.

Foundational cybersecurity: Adopting zero-trust frameworks, renewed identity and authorization controls, network segmentation, advanced threat detection, and mechanisms to address data breaches, can help protect systems and limit the impact of a breach. Moreover, they can also help address the new types of challenges of AI-enabled impersonation, AI agent and AI-generated content identification, and brand misinformation.

Privacy: Implement data minimization, obtain explicit consent as needed, and provide individuals control over their personal information to build trust.

Transparency and explainability: Clearly communicate data practices and disclose AI use as needed.

AI fairness and accountability: Provide fairness and accountability in AI by addressing bias, maintaining human oversight, and adhering to standards.

Digital Trust as a Two-Way Street

Consumers and end-users want to know that brands and organizations will handle their data responsibly—but organizations are looking to shore up their interactions as well. They must verify the legitimacy and trustworthiness of the individuals they work with—a task made much harder with a new class of AI. This is particularly crucial in a world where AI agents are being deployed to help manage sensitive tasks such as customer interactions, financial transactions, and even access critical infrastructure.

"When I think about digital trust, it's all about accountability and transparency. If we're going to democratize data—so that anyone in an organization who needs to can use it—people need to know that the data is reliable and trustworthy. That's where digital trust becomes critical."

Paul Kivikink, VP, Product, Comcast Technology Solutions / DataBee

Given the new dynamic, the role of identity and access management (IAM) has become crucially important. In addition to traditional IAM practices like identity verification and role-based access, organizations will need to evolve their access control practices to account for a new wave of non-human interactions. This includes:

Verifying the identity and authenticity of AI agents:

Organizations need ways to confirm that an AI agent is genuinely representing the entity it claims to represent and that its actions are aligned with the intentions of its creators.

Controlling the actions and access of AI agents:

Granular permissions and access controls need to be extended to AI agents so that they operate within defined boundaries and do not exceed their authorized capabilities.

Monitoring and auditing the behavior of AI agents:

It's crucial to track the interactions and decisions made by AI agents to ensure that they are operating appropriately, and to detect any anomalies or potential misuse

"You've got to be able to—in a millisecond—verify and authenticate that somebody is who they say they are. And then you've got to start to consider, how do you provide authorization and authentication when there is no human involved; when it's machine to machine."

Raj Samani, SVP and Chief Scientist, Rapid7

Trend 4: Rethinking the Tech Talent Dilemma

Adopting agentic AI, evolving the use of IoT data, and ensuring digital trust takes the right kind of tech talent. Unfortunately, technology has a people problem.

Deloitte predicts the demand for tech talent will reach 7.1 million jobs by 2034[7], up from 6 million in 2023. And IDC says[8] that by 2026 the IT skills gap will impact nine of 10 organizations. The downstream effects are significant, with a projected cost of $5.5 trillion in delays, quality issues, and revenue loss.

When strapped tech teams are mired in the work of repetitive tasks like manual monitoring, code testing, and debugging, they're unable to focus on creative work that can yield innovation and growth. Technology leaders must nurture teams through a combination of technology, upskilling, and strategic relationships with Managed Service Providers (MSPs).

By 2034, demand for tech talent will reach

7.1 M jobs

Source: Deloitte

[7]Deloitte, "Navigating the tech talent shortage." [8]IDC, "IT Skills Shortage Expected to Impact Nine out of Ten Organizations by 2026 with a Cost of $5.5 Trillion in Delays, Quality Issues and Revenue Loss, According to IDC."

What's Driving the Shortage?

There are several factors at play in tech's talent crunch, ranging from technical to cultural—and they all point to a multi-faceted issue ripe for multi-faceted solutions.

Rapid technological advancement driving a workforce split: The most in-demand roles can be the most specialized, due to the explosion of innovation in areas like AI, cybersecurity, and cloud computing. Meanwhile, there's less demand for entry-level and early career developers and technicians. That disparity in the job market is hindering the pipeline of candidates who will one day develop into the specialized experts that leaders are looking for.

Increased digitalization: Businesses across any sector are becoming digital businesses, relying more and more on technology. That creates more and more demand for tech teams. It further complicates an existing problem, as the demand for talent continues to outpace supply and widens the gap.

Lack of diversity in talent: Diverse perspectives are shown to enhance creativity and problem-solving. Still, many tech teams lack diversity of thought and representation, exacerbating the challenge of building inclusive, high-performing teams.

"The talent shortage makes hiring complex. We are really focused on how to improve the productivity, experience, and skillset of our teams, so we can get more done with the resources we have."

Amit Verma, Chief Technology Officer, Comcast Business

Engaging Managed Service Providers

To bridge the talent gap and help their IT operations teams, tech leaders are turning to managed service providers (MSPs). This allows businesses to focus on their core competencies while relying on MSPs to handle complex and evolving technology needs. The relationship can provide:

Scalable and flexible solutions: MSPs help provide flexibility and scale on demand through IT solutions that can be dialed up or down according to the changing needs of the business. This is transformative during periods of rapid growth or digital transformation, as through streamlining and automation initiatives. It allows organizations to avoid over-investing while also ensuring that they have the capacity to handle peak demands and dedicate resources to strategic pursuits.

AI-augmented services: AI has found broad utility among MSPs, as many continue to add on advanced tools for threat detection, predictive maintenance, peak demand forecasting and network optimization. AI-powered security solutions, for example, can analyze vast amounts of data to more quickly detect anomalies and identify and respond to threats than traditional rule-based systems. This enables MSPs to deliver efficient, proactive, and insightful services that help businesses improve their operational efficiency.

Focus on collaboration and innovation: Co-managed approaches to IT, where an MSP might handle certain aspects of IT while the client retains control over others, can allow businesses to benefit from the MSP's scale and expertise while internal teams can drive further innovation and upskilling.

Upskilling and Reskilling the Workforce

As referenced earlier, the IT labor shortage is compounded by a focus on specialized skills over early career hires. In fact, Forrester predicts[9] that 70% of IT organizations will make a decision to turn their back on early career development. To combat that, and to build healthy workforce pipelines, enterprise organizations are well-suited to make investments in internal workforce development. But those learning paths are quickly evolving:

Individualized training plans: AI is proving to be a valuable tool for creating personalized training curriculums tailored to individual skill sets. This approach allows organizations to identify specific knowledge gaps and develop targeted learning experiences that address those areas effectively. By leveraging AI for personalized training, businesses can optimize their training investments and accelerate employee development.

AI literacy for all: Enterprises have a unique opportunity to encourage collaboration between IT teams and the business and enable AI literacy for all, enabling self-service and digitization across the enterprise—from data analysts and finance, to marketing and frontline sales and customer experience team employees.

Embracing new learning models: Many training programs at network and software technology companies have transformed to meet the changing demands of the IT industry. For example, Cisco shifted away from traditional classroom-based models to a more modular and personalized digital learning approach. This new model offers greater flexibility and allows employees to learn at their own pace and focus on the specific skills they need to develop. The shift to digital learning platforms enables organizations to deliver training more efficiently and effectively, reaching a broader audience and providing a more customized learning experience.

"We've traditionally done a lot of instructor learning and we put a person with a briefcase on a plane and they fly out and train folks first in person, and the reality is that it's not particularly scalable. So we've moved to a full digital model where it's already modular and custom. We are incredibly excited about how AI will help there."

Lee Peterson, VP, Product Management, Cisco

[9]Forrester, "Predictions 2025: Tech Leaders Chase High Performance."

Trend 5: Experience is the North Star

All of the innovative technologies we've unpacked in this report point back to a single North Star: experience. Experience might take the form of an AI agent that cuts out the more mundane parts of an employee's day, or perhaps it's IoT- and AI-driven insights that spur a personalized offer to the right customer at the right time. It could be as simple as the comfort of doing business with a company you trust—or knowing that you're not reading misinformation on the Internet.

In short, technology that is designed around enhancing human experiences can make our lives fundamentally better if adopted responsibly.

Enterprise organizations don't always hit that mark. In fact, by some measures, CX is coming off of a few years of a downward trend.[10] But that does nothing to change the fact that CX as a differentiator remains critical. If anything, we find ourselves at a pivotal moment with ample new opportunities for CX leaders to break away from the pack.

Unlocking Potential to Enhance Experiences

Modern customer experience aims to enhance human capabilities through interactions that are smoother, faster, and more meaningful. AI-powered tools—like agents—are playing a growing role here, offering tailored recommendations, real-time support, and seamless pathways to desired outcomes. For instance, chat agents can provide immediate answers or direct users to the information they need, drastically cutting time to resolution, and freeing up humans to handle more complex or niche questions.

"We are coming out of a really interesting year for CX. We didn't hear quite as many buzzwords. We heard "cut costs." Visionary conversations got hampered by cost savings. 2025 is going to be really interesting—and it will be interesting to see what CIOs do."

Ray Hatch, Chief Revenue Officer, DataBee

[10]Forrester, "Forrester's 2024 US Customer Experience Index: Brands' CX Quality Is At An All-Time Low."

"Every fan wants to feel like they are getting the best of the living room experience—but while they're in the venue. So, we're constantly looking at technology that can let you see the best angle, get a loop replay, or hear the broadcast. You're not just watching the game; you're producing your own personal gameday experience while being part of the live action."

Jenna Kurath, VP, Startup Partnerships, Head of Comcast NBCUniversal SportsTech

In the sports and entertainment world, such technologies are creating entirely new levels of engagement. AI is being used to enhance live events by providing fans with real-time, customized content—whether it's player stats, curated replays, or interactive game insights delivered to their devices. This kind of personalization deepens emotional connections, building loyalty and engagement that lasts beyond the event itself.

Customers expect more than efficiency—they want interactions that feel personalized and relevant. Consider an e-commerce platform that uses AI to analyze browsing patterns and purchase history to recommend products that align with a customer's preferences. Or a streaming service that curates content playlists based on viewing habits, delivering what the user didn't know they wanted. These personalized experiences are no longer just nice-to-have—they are table stakes for brand leaders, with 40% of CMOs calling CX personalization a high priority.[11]

[11]PwC, "Pulse Survey."

Employee Experience as a Differentiator

Talented teams drive innovation and customer satisfaction—and in a tight labor market, fostering workplace excellence through better employee experiences (EX) goes hand-in-hand with better CX.

Automation, AI and IoT are transforming the workplace, thereby transforming EX by reducing the burden of repetitive tasks. This allows employees to focus on strategic initiatives, creative problem-solving, and customer relationships. For instance, quick service restaurant employees who no longer have to do manual equipment or cleanliness checks because they're automatically notified through IoT can instead focus on more rewarding customer-facing work. Similarly, customer service teams can use AI to handle simpler inquiries, freeing them to address complex issues with empathy and care.

Beyond day-to-day workflows, companies that invest in their employees through technology send a clear message: they value their people and are innovative places to work. Workplace technology can be linked to important factors such as employee engagement and talent attraction and retention, according to a Harvard Business Review survey. In that survey, 79% of executives said that having strong employee engagement is a high or extremely high priority—and 91% said that high-quality digital tools are important to employee experience.[12]

[12]Harvard Business Review, "Accelerating Employee Engagement with Technology"