



HFS RESEARCH FALL SUMMIT

THE SERVICES-AS-SOFTWARE ECONOMY: DISRUPT OR BE DISRUPTED

Agentic CX: Putting Humans at the Heart of Interactions

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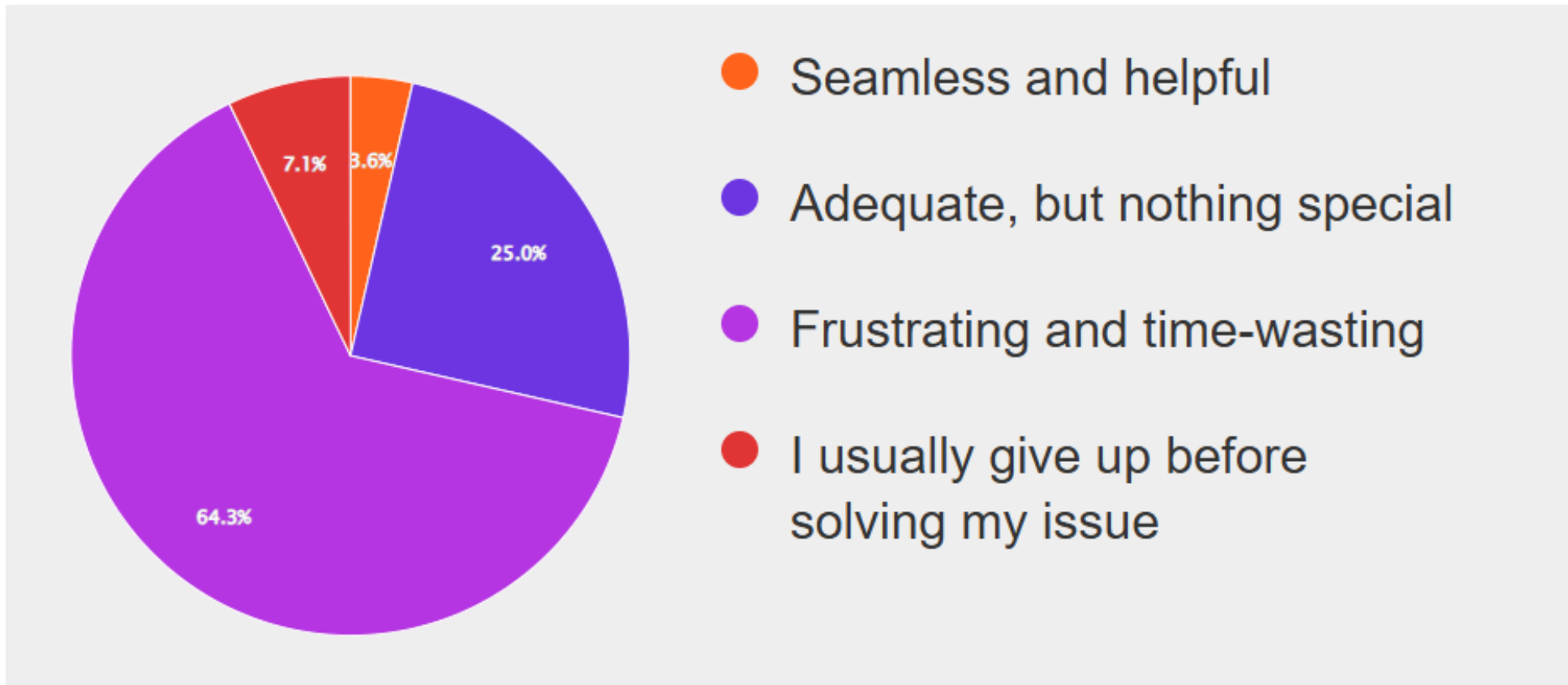
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**Customer
experience means a
lot of things**

**But TRUST and
loyalty are created
in the moments that
matter**



Poll Question 1: What best describes your general sentiment when you need to contact a company about an issue or a problem?



CX today is broken. But there is a path forward using HUMAN centered design



Air Canada ordered to pay customer who was misled by airline's chatbot

Company claimed its chatbot 'was responsible for its own actions' when giving wrong information about bereavement fare

Airlines have been upcharging everything from assigned seats to carry-on bags. Customers are finally pushing back

Fed-up passengers filed lawsuits this week claiming that Delta and United sold 'windowless' window seats for an extra fee.

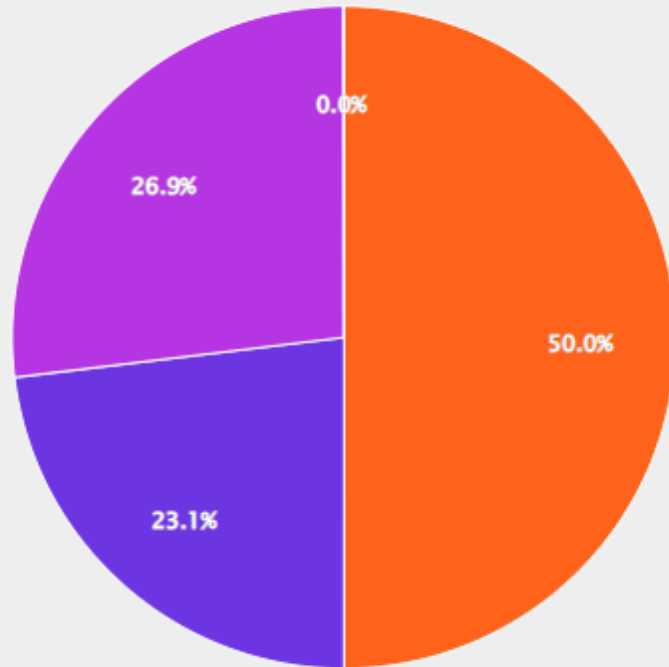
News NYC's AI Chatbot Tells Businesses to Break the Law

The Microsoft-powered bot says bosses can take workers' tips and that landlords can discriminate based on source of income

Airline held liable for its chatbot giving passenger bad advice - what this means for travellers

US eating disorder helpline takes down AI chatbot over harmful advice

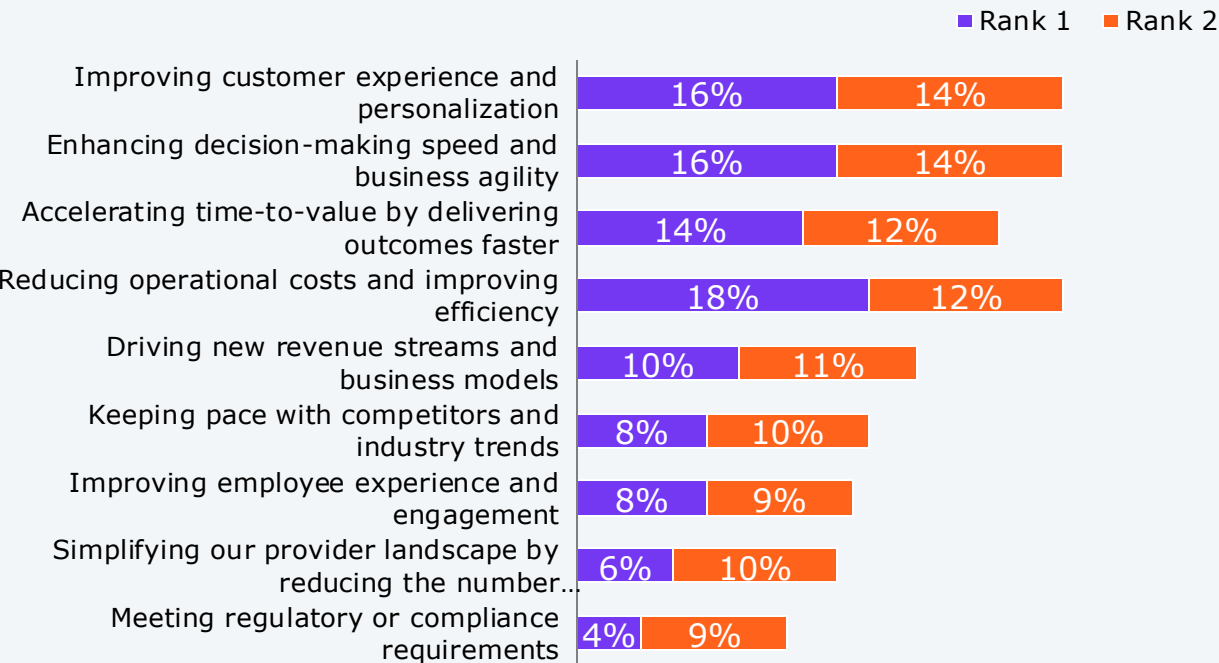
Poll Question 2: How optimistic are you that AI will truly improve customer experience?



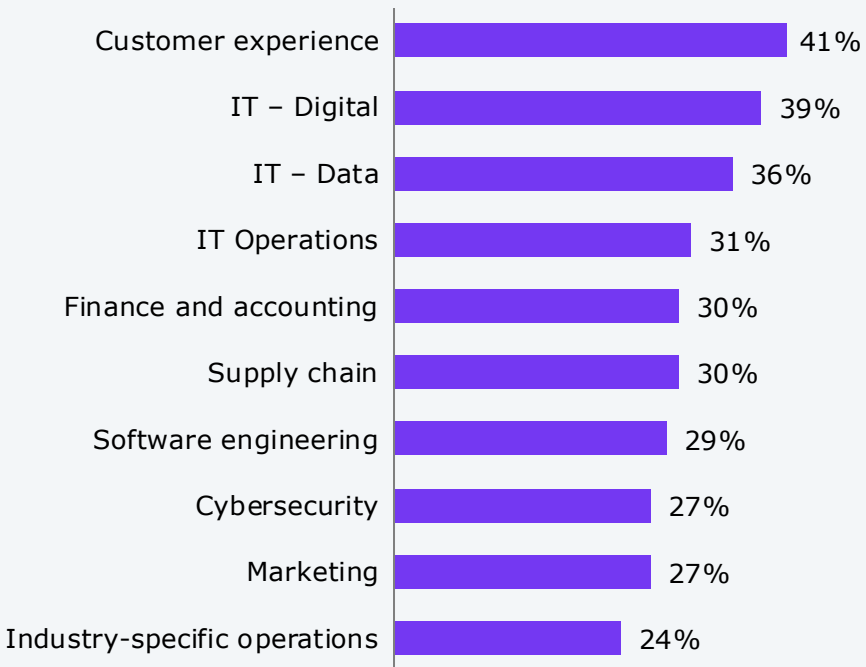
- Very optimistic: AI will transform CX for the better
- Somewhat optimistic: there's potential, but lots of hurdles
- Skeptical: I'll believe it when I see it
- CX sucks and nothing will fix it

Customer experience is at the top of AI adoption and process replacement drivers

Rank the top three drivers of your organization's Agentic AI adoption



What type of services or processes is your organization considering replacing with AI-led solutions?



Source: 305 major enterprise decision makers, HFS Research Pulse, 2025

Human centered design will be at the heart of trust and moments that matter for CX



Connect the front, middle, and back offices to deliver the “OneOffice Organization”



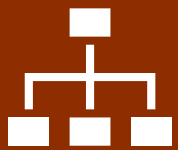
The human layers are mission critical for CX in AI



Psychological: Contact center agents might fear automation will replace their jobs.
Cultivate Curiosity: AI can take repetitive/ mundane work off your plate so you can focus on complex, empathetic customer interactions. Successful agents will become SMEs who work on experience design versus interaction handling.



Individual: Program managers need to learn prompt engineering or AI-driven segmentation tools to personalize offers, or will fall behind digital native automated competitors.
Invest in Reskilling: Digital CX tools (AI-driven NPS analysis, journey mapping automation) so individuals can design experiences that align with customer expectations.



Organizational: AI uncovers customer pain points, but insights are useless unless the company has cross-functional workflows to fix them. CX teams must be empowered to act.
Create CX Centric Governance Structures: AI insights are directly tied to operational decision-making. De-silo the front office with regular insights huddles that cut across marketing, ops, and service.



Ecosystem: AI is used for personalized offers but customers perceive it as invasive or unfair (biased dynamic pricing or decision making, trust is eroded and the effort backfires).
Partner to Legitimize AI: External audits and certifications, AI transparency education.



Policies: Regulatory requirements impact how customer data is treated by geography, also impacting how customers view trust in their experiences.
Define ethical guidelines: Policies that prevent discriminatory practices. Create adaptive regulatory sandboxes that let businesses experiment with AI in CX in controlled conditions before scaling.

The CX footprint is broad, but trust and loyalty are created in the moments that matter.

**Trust and loyalty are uniquely HUMAN.
Put humans at the heart of CX design.**



Thank you.

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