



Delivering Customer Experiences in the Agentic Era Through Intelligent Experience Orchestration

Unlock Customer Value in the Agentic Era Through Intelligent Experience Orchestration



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An AI-powered revolution in customer experience

AI now weaves the very fabric of how future customer experiences are designed and delivered.



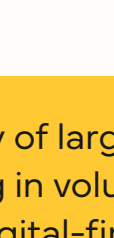
46% of enterprises are putting GenAI-enhanced custom experience (CX) applications into production

Source: Customer Experience Management Strategies Survey, October 2024



With 55% planning to incorporate AI into all stages of the customer journey.

Source: Customer Experience Management Strategies Survey, October 2024



By 2027, consumers will spend \$100 billion via AI agents that run independently on their smartphones to programmatically shop for goods, services, and considered purchases.



By 2028, 45% of G2000 companies will recast GenAI-powered integrations to the mid-, back-, and front-office systems and operations as CX programs to prevent revenue erosion and increase market share.

Source: IDC's FutureScope: Worldwide Future of Customer Experience 2025 Predictions

The continued maturity of large language models (LLMs) to analyze data sets that are ever increasing in volume and complexity helps organizations make the transition from a digital-first business focus to an AI-fueled business.

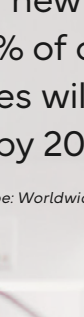
Imperative for intelligent experience orchestration

Meeting enterprises' needs for future CX strategies demands unified intelligent experience orchestration.

Top business objectives for the C-suite:



Effective
experience
delivery

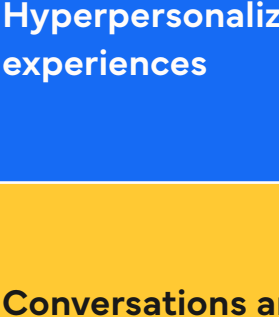
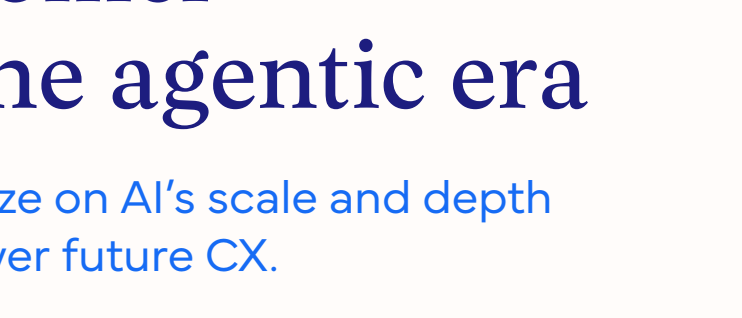


Ease
of experience
consumption



Optimized
experiential value
parity

Customer-facing applications are the #1 C-suite focus for integrating GenAI, driving top-down transformation for CX.



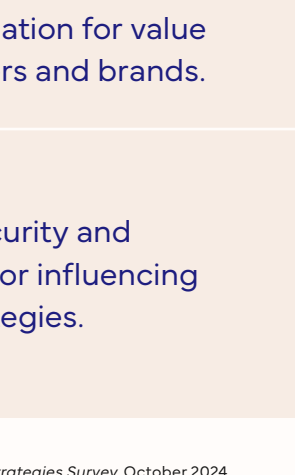
35% of enterprises report that end-to-end fulfillment aspects of their customer journey improvements don't extend beyond front-office processes.

n = 1262; Source: Customer Experience Management Strategies Survey, October 2024



IDC predicts that, driven by the adoption of new AI-enabled work models, 95% of current IT and LOB job roles will be redefined or eliminated by 2030.

Source: IDC's FutureScope: Worldwide Future of Work 2025 Predictions



Rethinking customer experience for the agentic era

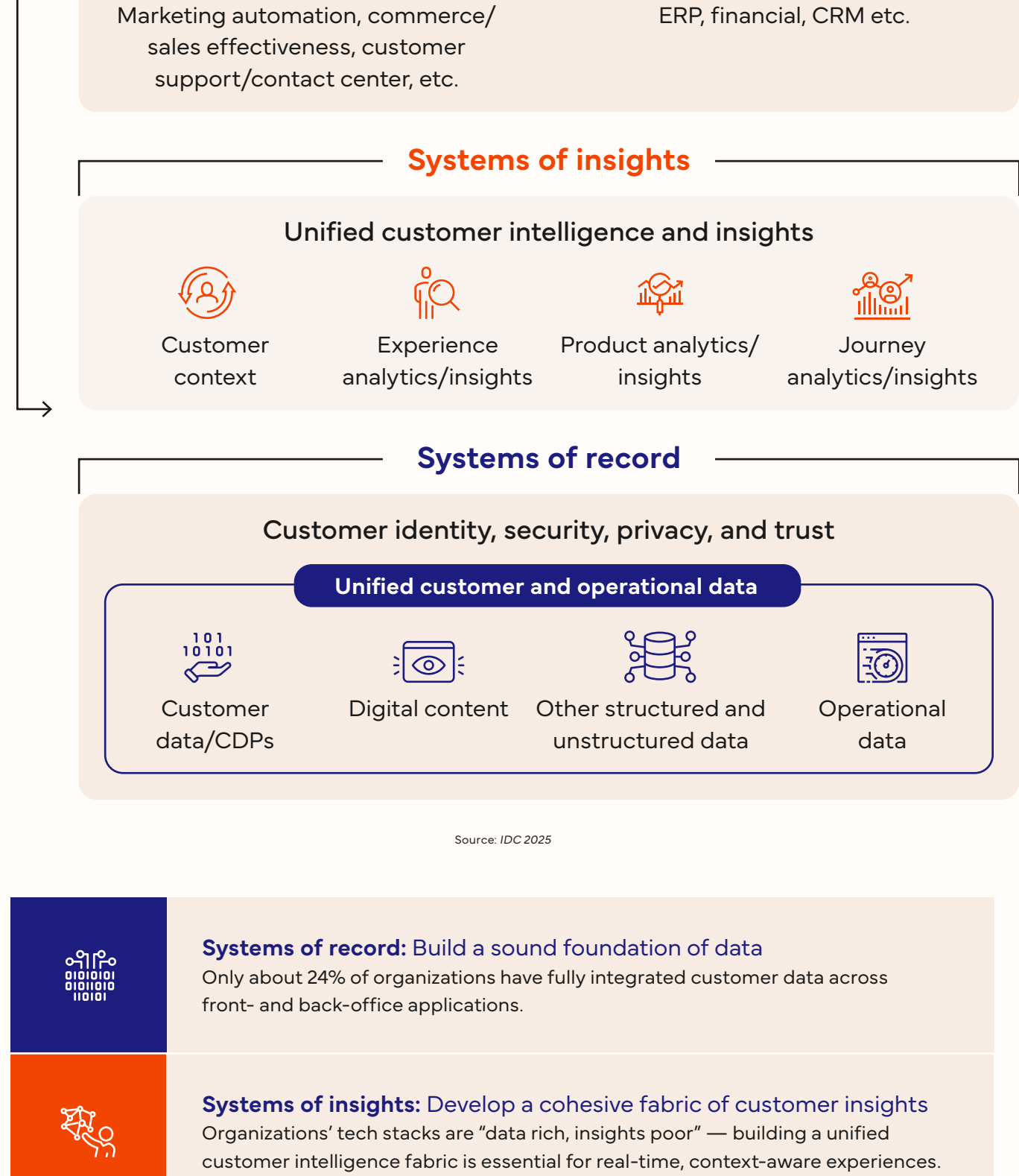
New business models will capitalize on AI's scale and depth of intelligence capabilities to deliver future CX.

Hyperpersonalized experiences	Secured by guardrails and trained in proprietary business data, LLMs enable organizations to contextualize and expand customer interactions across a wide range of modalities more accurately.
Conversations anchor customer journeys	As sentiment and intent AI improve real-time contextual awareness, 55% of G2000 firms will fulfill all customer journeys primarily through conversations by 2025, boosting revenue and customer loyalty.
Connecting experience outcomes throughout the CX ecosystem	Customer, employee, operational, and experience data will create an intelligent ecosystem context that will become the primary foundation for value creation between customers and brands.
Customer trust in the spotlight	Customer data privacy/security and AI regulations is the #1 factor influencing enterprises' future CX strategies.

Source: IDC's FutureScope: Worldwide Future of Customer Experience 2024 Predictions; Customer Experience Management Strategies Survey, October 2024

A multi-layered approach to unify customer experience outcomes

AI everywhere sets the stage for unified customer experience orchestration.



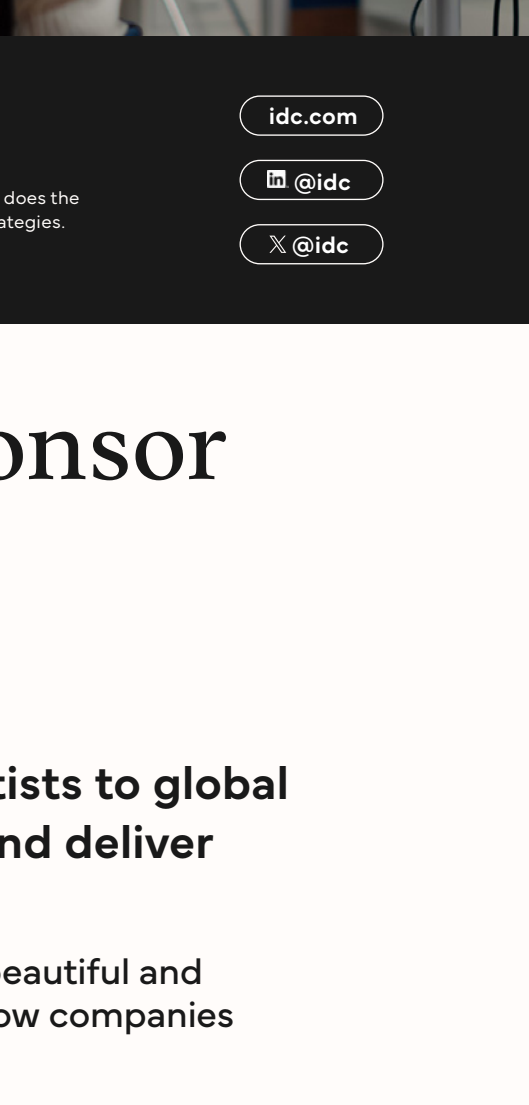
Source: IDC 2025

Systems of record: Build a sound foundation of data	Only about 24% of organizations have fully integrated customer data across front- and back-office applications.
Systems of insights: Develop a cohesive fabric of customer insights	Organizations' tech stacks are "data rich, insights poor" — building a unified customer intelligence fabric is essential for real-time, context-aware experiences.
Systems of control: Orchestrate unified experiences	The connective tissue that integrates and coordinates organizational functions, applications, operational systems, employee tools using customer data and insights.
Systems of engagement:	Delivering responsive experiences via various engagement channels across digital, physical, and blended, and employee-facing tools and platforms.

Priorities to deliver intelligent experience orchestration

Build a game plan for AI-fueled experiences.

- Shore up the customer data infrastructure with a centralized experience data service and a trusted, real-time data-sharing network.
- Build a connected enterprise by integrating operations, technology, and organizational elements. Adopt an experience-orchestrated operating model through cross-functional, multidisciplinary collaboration.
- Connect agentic orchestration capabilities to customer outcomes and measurable business value.
- Champion responsible AI through explainability, fairness, privacy, and governance. Advance enterprise-wide role-specific AI literacy and tailored, ethical frameworks for collaboration in agentic-orchestrated journeys.



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