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Top customer experience initiatives for CIOs in 2025.



As a CIO you play a pivotal role in leading organisational transformations to meet evolving customer expectations. The [Adobe 2025 AI and Digital Trends](#) research unveils how technology leaders like you are rising to meet customer experience (CX) expectations through innovative strategies and AI-powered solutions. Here are the key initiatives shaping CX today for technology leadership:

1 Understanding true data effectiveness.

Personalisation remains the cornerstone for delivering exceptional CX, but its effectiveness hinges on unified data. Most executives across both technology and marketing said they had either "industry-leading" or "near industry-leading" effectiveness in real-time customer data capture, generating actionable insights, and delivering personalisation in real time. However, only 14% of practitioners said their organisation is delivering exceptional CX that can surprise and delight customers. Despite 88% of technology leaders recognising personalisation as critical for growth, privacy and security concerns are a top data barrier in helping them realise that growth.

#1

barrier to connecting data functions is privacy and security concerns.

81%

of technology leadership agrees AI is putting pressure on their organisations to drive more business value.

2 Actualising growth with AI and predictive analytics.

To meet the demand for real-time personalisation, technology leadership believes the number one contributor to growth is using AI and predictive analytics to increase customer retention and loyalty. While these anticipatory AI-powered tools hold immense potential, they also heighten the pressure on tech leaders to demonstrate measurable business value. These leaders are managing this pressure while dealing with several challenges. The number one challenge they face in scaling AI is balancing AI-driven personalisation with ethical concerns and brand reputation.

3 Prioritising investments in AI and machine learning.

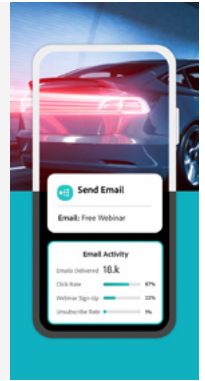
Technology leaders named AI and machine learning as a top influencer in technology stack decisions over the next 12 to 24 months. The focus is on expanding AI's role in transforming workflows, decision-making, and creating hyper-personalised customer experiences. According to the *Adobe 2025 AI and Digital Trends* research, 81% of technology leadership anticipates a budget increase of at least 10% — with 20% or more being allocated to acquiring and implementing new technology.

AI and machine learning advancements are the top factors in tech stack decisions for CIOs in 2025.

4 Defining ownership of the customer journey.

Confusion over who owns the customer journey may hinder progress on initiatives. While 58% of technology leadership believe their department is responsible, only 5% of marketers agree with them. Marketing leadership believes they share ownership with the CX team. This misalignment underscores the importance of collaboration between technology, marketing, and CX teams to orchestrate a unified strategy and ensure consistent execution.

58%
of technology leadership
said IT/technology owns the
customer journey.

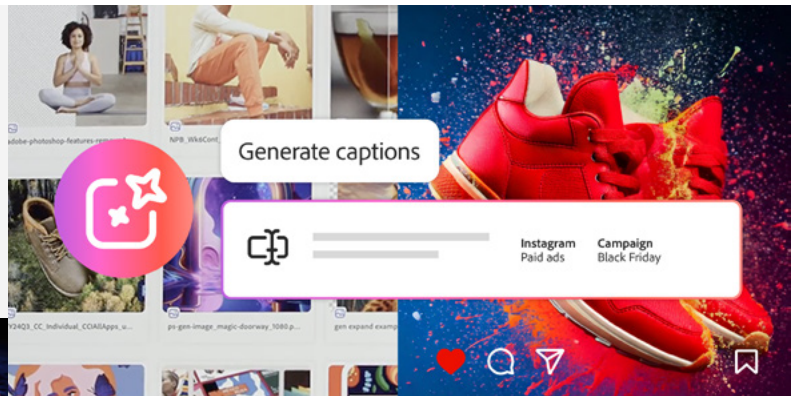


5 Accelerating generative AI adoption.

Technology leaders are adopting generative AI and proving ROI faster than their marketing counterparts. Fifty-seven percent of technology leadership say they're making progress on AI frameworks and regulatory compliance compared to 49% of marketing leadership. While technology teams are often responsible for implementing generative AI solutions for the organisation, the marketing team is still on the hook to prove measurable ROI. Clear implementation goals may explain why CIOs are able to point directly to increased productivity and efficiency in teams as a benefit, while their marketing counterparts find the benefits of generative AI adoption evenly distributed.

1.5x

more technology leaders have AI solutions in place and are demonstrating ROI compared to marketing leaders.



Learn more in the [Adobe 2025 AI and Digital Trends](#) report.

The executive survey took place from November 11, 2024 to December 4, 2024, collecting 3,400 qualified respondents. This included 3,270 client side and 130 agency executives. Respondents span various departments, with particularly strong representation from IT (25%), marketing (13%), advertising (12%), and digital/technology (8%). This report is specifically based on the collection of global responses from 378 VPs, SVPs, EVPs, or C-level Executives in IT or digital/technology.

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