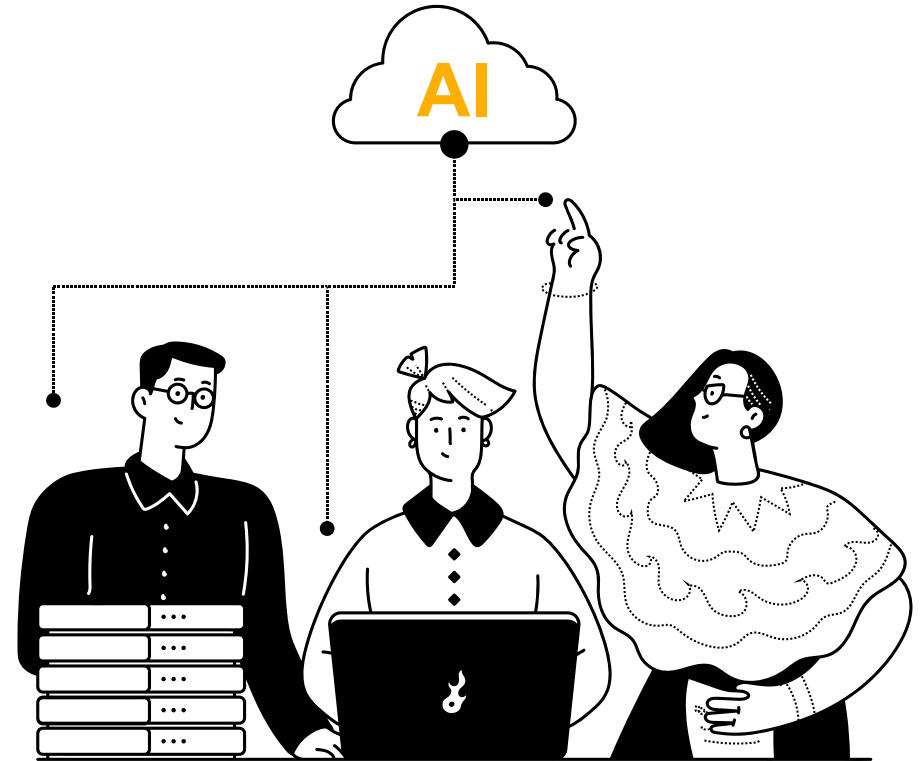
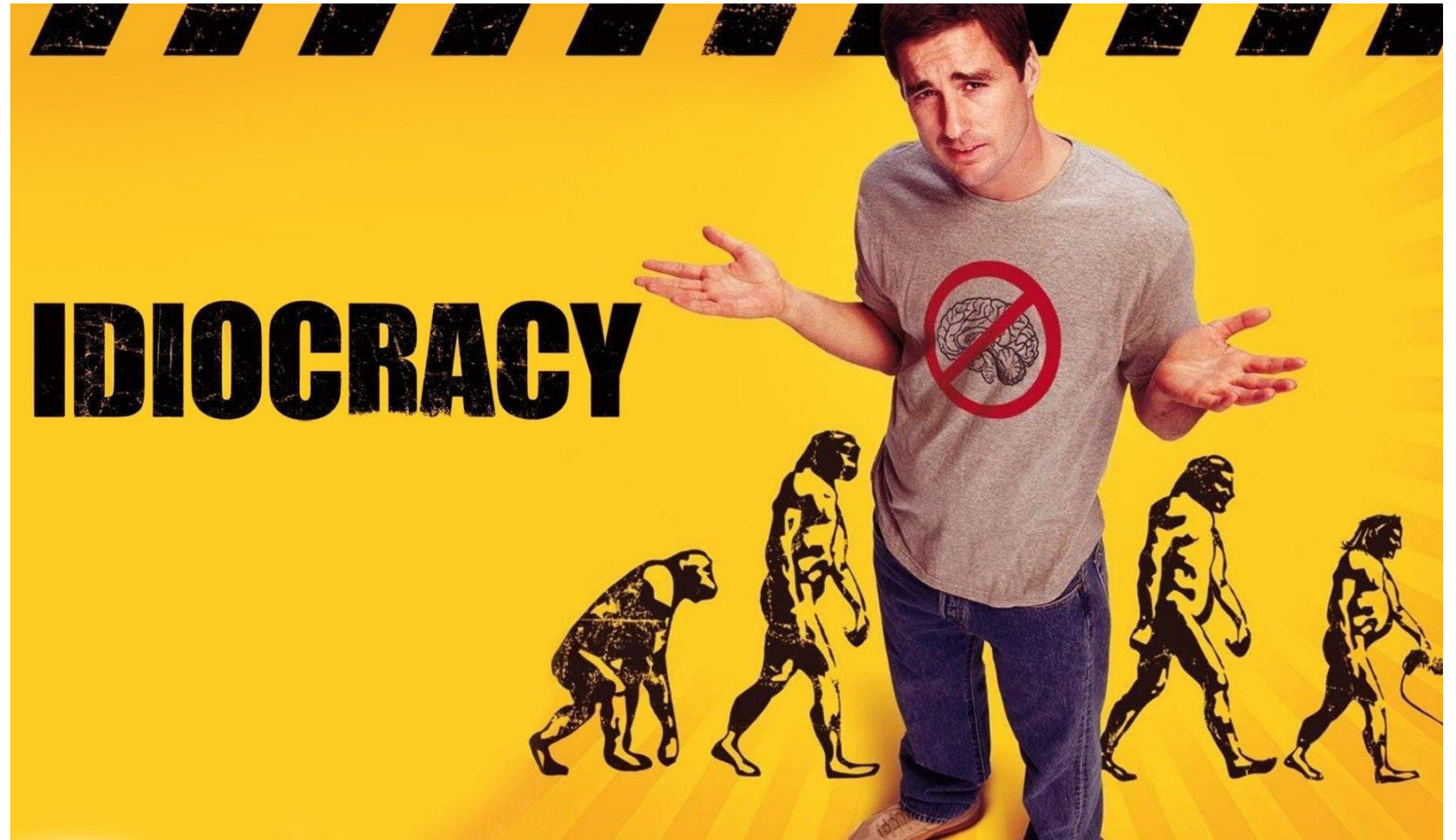


# Thinking Machines vs. Feeling Customers

Where AI meets Ethical Intelligence



# ESCAPING IDIOCRACY



## The Vital Role of Human Judgement in AI-CX



# The Future Is Not Automated. It's Co-Created.

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AI may be artificial, but judgment must remain human

We are the first generation in history that must learn how to **coexist with intelligence that we did not create, but designed.**

And that's the paradox of AI: it reflects us, but it can also reshape us.

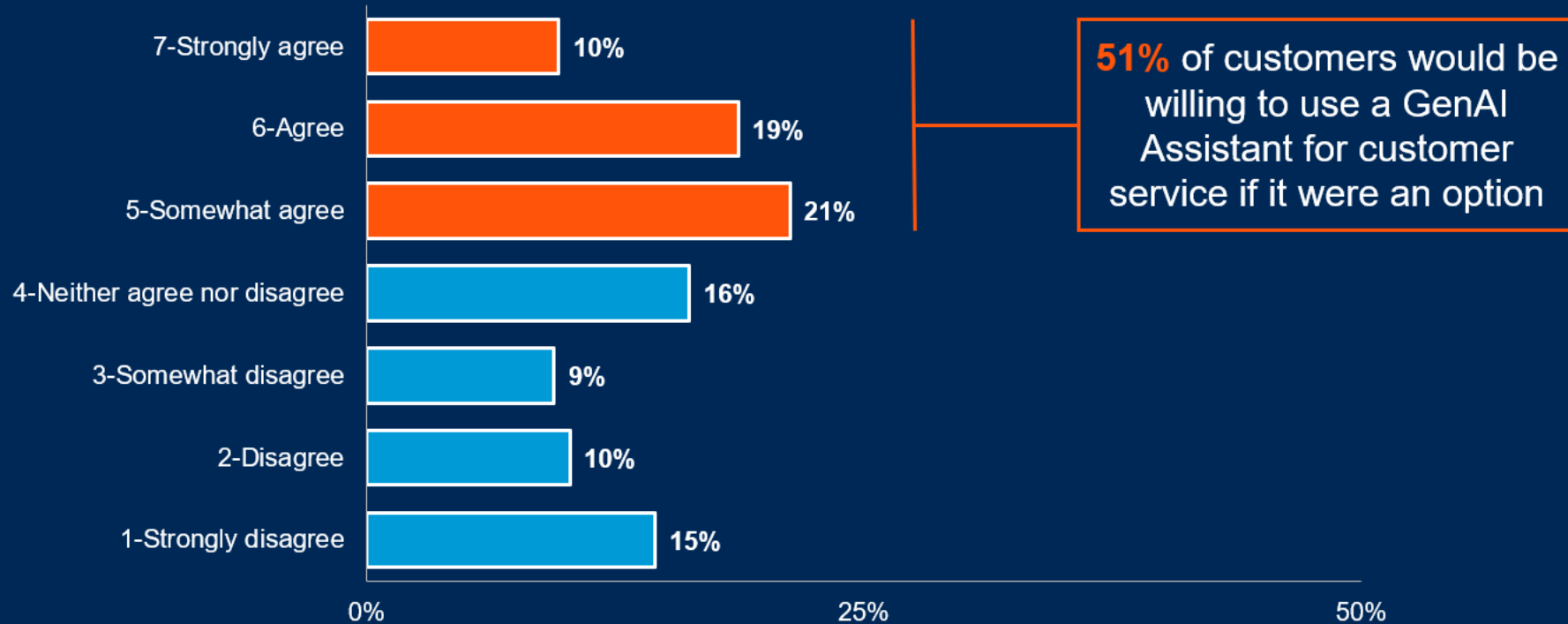
**Our job as leaders — especially in CX — is to refuse easy answers, and build organizations where AI supports judgment, not replaces it.**

# Leading Service and Support into the Future: A Vision for 2028

Gartner for Customer Service and Support  
May 2025

# Customer Willingness to Use GenAI Assistants

Growing willingness to use GenAI digital assistant to resolve service issues



n = 4,879 customers; all respondents who have either used at least one GenAI tool or have heard the term "GenAI" but not used any of the tools or applications.  
Question: Please rate your level of agreement with this statement: For my issue with, I would have been willing to use their GenAI digital assistant if it was an option.  
Source: 2025 Gartner State of the Customer Survey

# Technology Trend Horizon

## Current State Human-Led

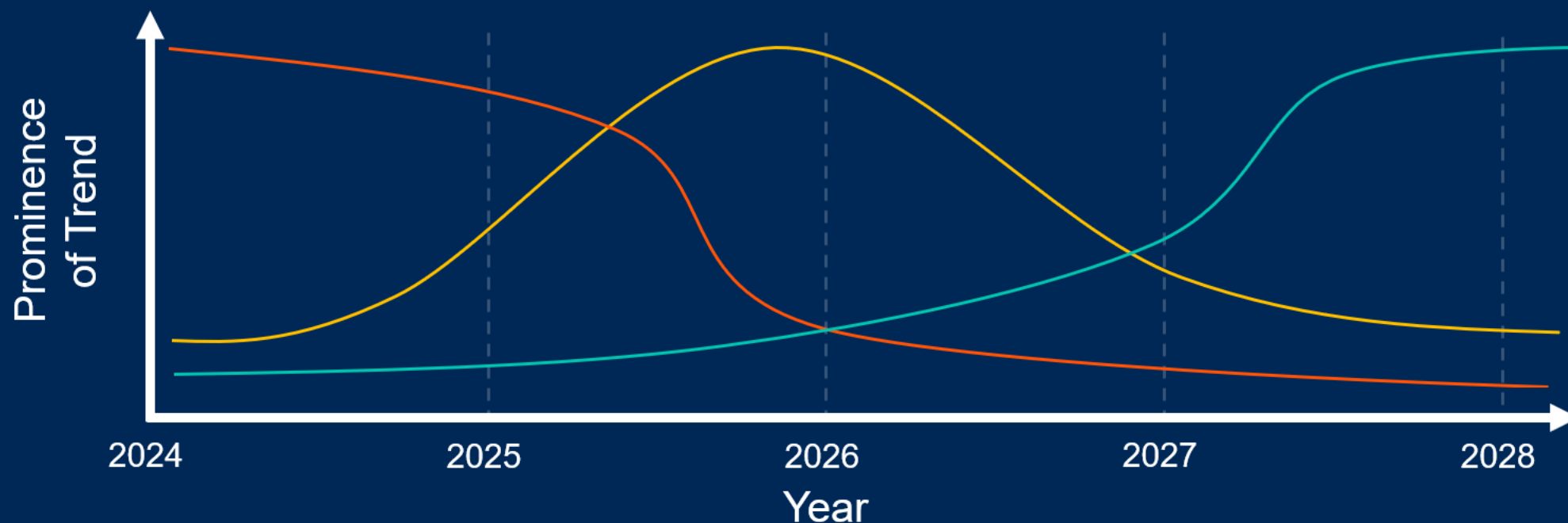
- Point-and-click or typing-based interfaces on a phone or PC
- Dominant capability : Keyword search + information retrieval
- Chatbots use traditional NLU to learn slowly over time

## One Year AI-Augmented

- Conversational interface with primarily text modality (or voice-to-text translation)
- Powered by Large Language Model
- Dominant capability: Intent interpretation + generation of prose content

## Three Years AI Agents

- Multilingual, multimodal capabilities in conversational interface
- Powered by lightweight LLMs for computing on edge
- Dominant capability: Takes autonomous actions to reach defined outcome



RESTRICTED

# The Global Risks Report 2025

## 20<sup>th</sup> Edition: Insights Report

### Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

### 2 years

1 <sup>st</sup>	Misinformation and disinformation
2 <sup>nd</sup>	Extreme weather events
3 <sup>rd</sup>	State-based armed conflict
4 <sup>th</sup>	Societal polarization
5 <sup>th</sup>	Cyber espionage and warfare
6 <sup>th</sup>	Pollution
7 <sup>th</sup>	Inequality
8 <sup>th</sup>	Involuntary migration or displacement
9 <sup>th</sup>	Geoeconomic confrontation
10 <sup>th</sup>	Erosion of human rights and/or civic freedoms

### 10 years

1 <sup>st</sup>	Extreme weather events
2 <sup>nd</sup>	Biodiversity loss and ecosystem collapse
3 <sup>rd</sup>	Critical change to Earth systems
4 <sup>th</sup>	Natural resource shortages
5 <sup>th</sup>	Misinformation and disinformation
6 <sup>th</sup>	Adverse outcomes of AI technologies
7 <sup>th</sup>	Inequality
8 <sup>th</sup>	Societal polarization
9 <sup>th</sup>	Cyber espionage and warfare
10 <sup>th</sup>	Pollution

### Source

World Economic Forum Global Risks  
Perception Survey 2024-2025.



# Agentic AI is exciting, but too often financially unrewarding.

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Over **40% of agentic AI projects** will be canceled by end of 2027 due to **escalating costs, unclear business value, and poor risk governance**

Gartner identifies heat around **“agent washing”**, vendors mislabeling basic bots as agentic.

Internal polling shows **61%** of organizations are investing, but many remain **hype-driven and under-delivering**





**AI can be intelligent, but can also be responsible?**

# **Keep Call Centers in America Act (2025): What It Means for CX, Outsourcing & Compliance**



Making humans  
**10x productive**

