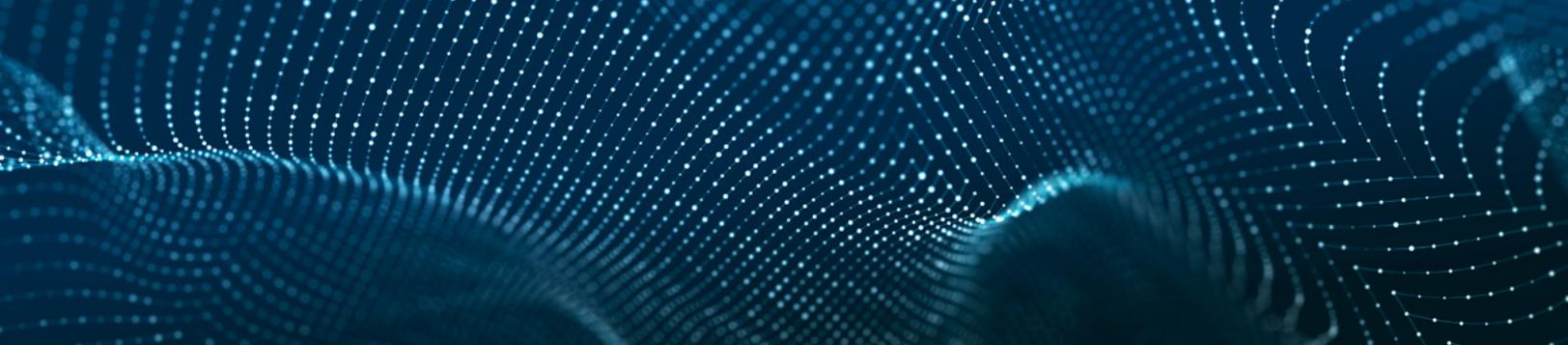InData Labs

How AI is Redefining Customer Experience in 2026

KEY STATS & STRATEGIC INSIGHTS

Artificial intelligence, or AI, is already disrupting the face of modern marketing and sales as we know it. AI technology can help optimize and speed up a myriad of marketing tasks, improving customer experiences and driving conversions.

The purpose of this white paper is to give a comprehensive view of how AI is transforming marketing and elevating customer experience across the entire customer journey.

Marketing in the age of automation has dramatically transformed with the advent of data and evolving customer behavior. Today, the market abounds in smart marketing and sales solutions that help personalize your efforts to a tee.
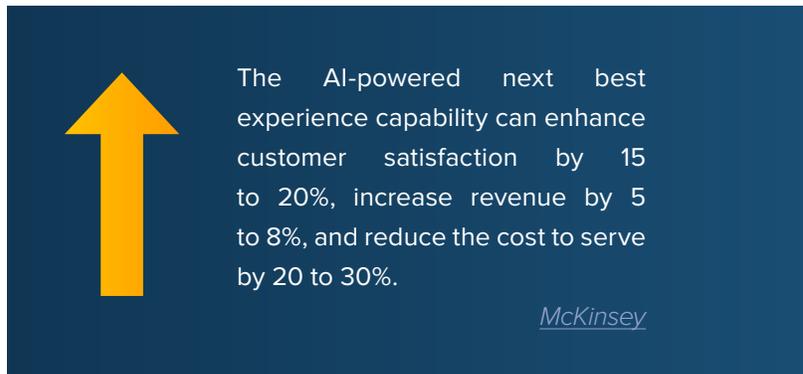
> The AI-powered next best experience capability can enhance customer satisfaction by 15 to 20%, increase revenue by 5 to 8%, and reduce the cost to serve by 20 to 30%.
>
> *McKinsey*

Using AI in marketing and sales applies to a wide range of critical operations. These include everything from data collection and analysis to automation of marketing-related tasks and workflows.

"The marketing landscape is more competitive than ever. Brands are no longer competing solely on social media and traditional search — they are also competing within generative platforms and AI-powered search environments for visibility and trust. The winners are those who deliver contextual value at the exact moment of intent.

In 2026, AI has evolved beyond a support tool — it now serves as a core decision engine. It enables real-time intent detection, advanced demand forecasting, and hyper-personalized engagement across channels. When implemented strategically, AI significantly improves conversion efficiency, customer lifetime value, and overall marketing ROI."

Maya Meleshko
Head of Marketing at InData Labs

The benefits of AI-powered marketing campaigns

AI-generated vision allows businesses to improve customer experience, campaign effectiveness, and ROI.

AI marketing campaigns also yield other benefits which we'll dwell on below.

Automated marketing efforts

Smart systems allow companies to reduce the time and effort on promoting. AI-powered tools accelerate content creation, customize digital campaigns, and manage email newsletters. Using AI, marketers generate ideas and tailor content to audience needs.

Neural networks can take over marketing processes such as audience segmentation, multi-channel marketing, testing, and analysis.

Reduced marketing costs for the best ROI

A higher degree of automation logically flows into reduced expenses. Computer intelligence saves on time and marketing costs without sacrificing personalized experience. It also amplifies your decision-making and helps you create better-performing content for higher ROIs.

Personalization

AI personalization in marketing is crucial because it delivers tailored messages that match individual customer preferences and behavior. This leads to better customer experiences and higher engagement rates.

AI also helps marketers use their budget more efficiently by targeting the right audience instead of everyone. Overall, AI-driven personalization creates stronger customer relationships and drives better business results.

Increased data security

The global AI in cybersecurity market was valued at USD 34.09 billion in 2025 and is projected to grow from USD 44.24 billion in 2026 to USD 213.17 billion by 2034.

Fortune Business Insights

Beyond other industries, AI also shields marketers from malicious activities. As marketing becomes increasingly technology-driven, the threats to the entire organization increase. AI-powered algorithms improve a business's cybersecurity posture by detecting anomalies, identifying potential vulnerabilities, and preventing attacks in real time.

Examples of using AI in marketing for better CX

Below are key examples of how AI is used in marketing to enhance customer experience (CX):

AI agents

Sentiment analysis

Predictive analytics

Enhanced CX with AI

Influencer marketing

AI-powered content generation

Dynamic pricing

AI agents for customer experience enhancement

Imagine having a service team that never sleeps, remembers every interaction, and adapts to each customer in real time. AI agents are becoming that layer of intelligence across the customer journey. Powered by conversational AI, automation, and unified data, they help brands respond instantly, personalize interactions, and keep experiences consistent across channels.

AI agents can guide customers through purchases, resolve common issues, surface relevant recommendations, and seamlessly hand off complex cases to humans with full context. From proactive support to real-time problem detection, they reduce friction while freeing human teams to focus on empathy and high-value conversations.

In 2026 and beyond, AI agents aren't just tools for efficiency — they're becoming the connective tissue of modern CX, helping companies deliver faster, smarter, and more human-centered experiences at scale.

Sentiment analysis for customer service improvement

What if your support team could instantly understand not just what a customer says, but how they feel? Sentiment analysis gives businesses that emotional insight. Using AI to analyze chats, calls, reviews, and social posts, companies can detect frustration, urgency, or satisfaction in real time and respond more thoughtfully.

AI systems can also continuously monitor multiple platforms, identify and group negative feedback by topics, and highlight emerging issues — enabling teams to address problems quickly before they escalate.

These systems flag unhappy customers early, prioritize critical cases, and help agents tailor tone and solutions to each situation. Over time, sentiment insights reveal hidden service issues, product problems, and recurring pain points — guiding smarter training, better processes, and more empathetic support.

In the coming years, sentiment analysis is becoming a core layer of customer service, helping brands move from reactive support to proactive care — building trust, loyalty, and calmer conversations.

Predictive analytics for data-driven strategies

The gift of foresight would come in handy for marketers, wouldn't it? Digital marketing strategies combined with data automation, AI & analytics enable businesses to process large volumes of data and generate accurate forecasts based on historical and real-time signals.

Predictive analytics empowers marketing and customer experience by:

- ✓ Forecasting customer behavior and emerging trends
- ✓ Uncovering hidden opportunities in structured and unstructured data
- ✓ Anticipating customer needs and personalizing journeys
- ✓ Recommending the next best action across channels
- ✓ Improving lead scoring, churn prediction, and CLV forecasting
- ✓ Optimizing campaigns, pricing, and budget allocation for maximum ROI.

Predictive analytics can improve marketing performance by increasing conversion rates by 15–30%, reducing churn by up to 25%, and boosting marketing ROI by 20–40%. By leveraging real-time behavioral insights, businesses can make data-driven decisions that drive measurable growth and higher customer lifetime value.

Influencer marketing

Influencer marketing works wonders when a brand needs a human touch and new audiences. However, this type of PR is riddled with challenges and unknown territories. Time-consuming search, fake engagement, and brand alignment further entangle it.

By using AI in marketing, brands won't have to bother with all these factors. The ability to track future ROI from an influencer campaign means marketers now know whether this collaboration is worth the buck.

Thus, algorithms can analyze data from an influencer's social media profile. In particular, Natural Language Processing proves effective in assessing content. It helps companies assess brand alignment and the relevance of audience engagement.

AI-powered content generation

In the coming years, AI-powered content generation will evolve significantly, capable of producing high-quality long-form drafts, multimedia scripts, and campaign assets at scale. However, automation alone is no longer a competitive advantage. The real value lies in how effectively teams guide, refine, and strategically position AI-generated content.

Modern AI SEO and Generative Engine Optimization (GEO) tools go beyond keyword discovery — they analyze search intent, entity relationships, competitive landscapes, and visibility within AI-generated answers. This enables marketers to optimize content not only for rankings, but for discoverability across AI-powered search environments.

Advanced analytics reveal buyer intent, decision-stage signals, and cross-channel performance patterns. While AI enhances efficiency and precision, creativity, brand voice, and strategic storytelling remain human-led differentiators in an AI-driven content ecosystem.

Dynamic pricing

AI and marketing analytics also make companies more competitive by fine-tuning their prices. AI-driven dynamic pricing remains a core competitive lever in 2026, especially in retail, travel, e-Commerce, and digital services. Modern AI systems continuously analyze demand signals, inventory levels, customer intent, competitor movements, and margin constraints to optimize pricing in real time.

Rather than simply adjusting prices, advanced revenue intelligence platforms recommend optimal price ranges, discount strategies, and bundling options — balancing profitability, competitiveness, and customer perception.

In today's environment, dynamic pricing is not just about maximizing short-term revenue; it's about long-term revenue optimization, customer lifetime value, and maintaining pricing transparency in increasingly regulated markets.

CUSTOMER EXPERIENCE STATISTICS IN 2026:
Everything you need to know

Today, businesses are vying for demanding customers and beefing up acquisition and retention strategies. They are facing the challenging task of uncovering how customers truly feel about products, services, and brands.

75% **of CX leaders** expect 80% of customer interactions to be handled without human agents in the near future, reflecting trust in AI's ability to improve service efficiency.
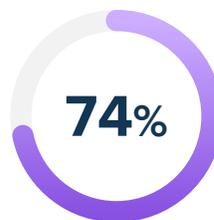
Pylon

71% **of enterprise customer experience leaders** identify genAI as a key driver for improving customer service delivery in 2025, and **36% plan to invest over $4 M in GenAI initiatives.**

Business Wire

67% **of customer service leaders** say their organization has already begun using generative AI in customer service operations.

IBM

74% **of consumers are comfortable with AI assistants making personalized suggestions or decisions**, reflecting growing customer acceptance of AI-guided experiences.

IBM

73% **of CX leaders** say AI sentiment analysis helps identify customer pain points faster than traditional surveys.

Grand View Horizon

58% **of companies** now use AI-based text or speech analytics (including sentiment analysis) in customer service.

Grand View Horizon

Moreover, intelligent tools and software deliver unmatched value when it comes to satisfying client experiences. Along with tech-driven values such as enhanced decision-making, companies also get a deep insight into their client profiles, thus generating more profit.

TOP 5
growth benefits

1 Improved depth of customer engagement

2 Improved customer satisfaction

3 Increased revenue growth

4 Improved brand loyalty

5 Opportunity to create new business models/ products/ services

TOP 5
operational benefits

IBM

1 Improved customer insights

2 Improved efficiencies

3 Improved decision-making

4 Improved cost savings

5 Improved employee satisfaction

Customer experience: Successes and challenges

Digital transformation is closely tied to delivering meaningful and satisfying customer interactions. From preference predictions to real-time behavioral analysis, AI solutions, combined with robust customer experience databases, facilitate a holistic view of customers. This deeper understanding of customer needs and personas enables more personalized engagement, stronger relationships, higher sales performance, and increased customer satisfaction.

Here are some customer experience stats to back up the rationale:

89–92%

of AI users report that AI significantly improves personalized content, targeted ads, and product recommendations.

PwC

70%

of consumers are more likely to purchase from brands that deliver **personalized experiences**, while saying they will disengage when personalization is missing.

The Wall Street Journal

89%

of companies using AI report improved responsiveness and faster customer interactions, directly linked to higher loyalty and lower churn.

PwC

40%

Companies that scale AI faster are seeing **up to 3x higher revenue per employee**, with examples of **40% sales increases** after deploying AI in customer service.

Business Insider

Poor customer service is often perceived as generic, impersonal, and irrelevant. When businesses fail to deliver timely and relevant interactions, customer satisfaction and brand loyalty suffer.

Without AI-powered insights and strong data governance, customer data remains siloed, leading to fragmented experiences and missed opportunities for personalization.

Here's how bad customer experience statistics influence overall brand performance:

32%

of customers say they would stop doing business with a brand after **just one bad experience**, even if they previously loved the brand.

PwC

29%

of consumers report abandoning a brand specifically due to **poor customer experience**, both online and in-person.

PwC

Importance of customer experience

The value of meaningful interactions has been reinforced by client-first companies. Starbucks, IKEA, Amazon, and other brands have set the blueprint for quality CX and shaped buyer expectations for brand interactions.

NETFLIX

closed 2025 with **over 325 million global paid subscribers**, reflecting strong year-over-year growth driven by ad-supported plans and international expansion.

S&P Global

IKEA

global e-commerce net sales were estimated at **$11.6 billion in 2025**, up from **$11.4 billion in 2024**, confirming continued growth in digital channels.

Statista

These CX statistics are a towering testimony to the importance of establishing a positive rapport with buyers. A superior customer experience acts as a blessing for the client and sets the company apart from its competitors. Advocating a client-centric philosophy also allows companies to reap the following benefits:

MORE LOYALS:
88% of customers also say that when companies meet their expectations, they are likely to purchase again.

DRG

REDUCED ACQUISITION COSTS:
It's 5X more expensive to win over a new client than retain an existing one.

Webex

HIGHER LIFETIME VALUE:
Companies that deliver consistently strong CX see dramatically higher customer lifetime value, with loyal customers driving the majority of long-term profits and repeat revenue.

Webex

UNLOCKED REVENUE:
86% of buyers are willing to pay more for a great customer experience, and nearly 50%+ of companies report a direct link between CX improvements and financial performance.

Keevee

CONSUMER SATISFACTION:
84% satisfaction, 76% likelihood to recommend are typical figures seen in global online retail CX data for 2025 — showing high loyalty among satisfied customers.

Qualitrics

Moreover, good CX is deemed as an added business value that boosts competitiveness in the market. Thus, better external communication helps companies leverage their reputation to attract new clients and gain the ones dissatisfied with other services.

Although perceptions of CX delivery as a differentiator vary greatly, over 55% of companies rank CX as a core differentiator. Another 23.6% view it as a secondary enabler, while 14.2% are hesitant about CX's status in business competition.

Brand values impact statistics on customer experience

Consumer perceived value deviation has a great say in classifying interactions into positive or negative. Typically, any company channels its mission and vision through services and products. Be it family or money, a brand's philosophy is directly tied to client perception. Therefore, well-done branding forms a long association with the company and a positive word of mouth.

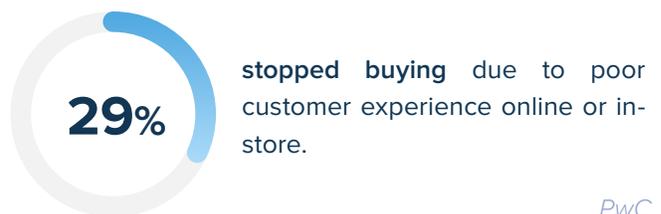**Here are some numbers on consumer values:**

68% of loyal customers would continue buying from their favorite brands even if prices rose.

Businesswire

77% of consumers buy from brands that share the same values they do.

Trust Agency

96% **of customers** say transparency is essential to earning their loyalty.

Clutch.co

29% **stopped buying** due to poor customer experience online or in-store.

PwC

Outlining brand values helps businesses set more contextualized relationships with their audience. Clearly articulated values and a stand on social matters also add uniqueness to the brand image and consistency to marketing initiatives.

Multichannel customer experience data

Customer experience performance is increasingly tied to omnichannel presence. When businesses are present across the entire customer journey, they can deliver a seamless strategy across platforms — ensuring a consistent experience regardless of where or how a customer engages.

In 2026, omnichannel is no longer just about presence — it is about intelligent coordination. AI-powered systems unify data from web, mobile, social, email, call centers, and in-store interactions to create a single customer view in real time.

This unified intelligence enables personalized messaging, next-best-action recommendations, and consistent brand interactions across channels — reducing friction and improving retention.

The **omnichannel retailing market** is projected to reach **$19.5B by 2030**, growing at ~14% CAGR.

GlobeNewswire

Companies that successfully integrate AI-driven omnichannel strategies report higher customer satisfaction, improved conversion rates, and stronger long-term loyalty.

# Technology to serve multi-channel interactions

However, the omnichannel philosophy is impossible without efficient marketing automation and tech-savvy environments. The latter eliminates the lack of clarity that hobbles any omnichannel excellence. In particular, automation tools can deliver unique encounters for every user by delegating decision-making to your customer data. Thus, a single data warehouse with exhaustive customer profiles puts a great "last-mile" face on interrupted customer interactions and makes up for hours of manual effort.

Technical excellence also supports critical CX enablers. Not only does intelligent software serve visitors at the right time and place with personalized offers, but it also helps establish successive flows across channels.
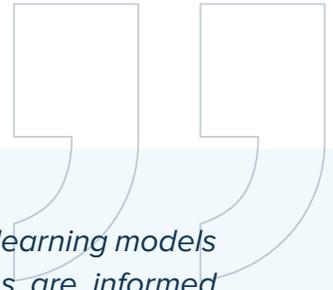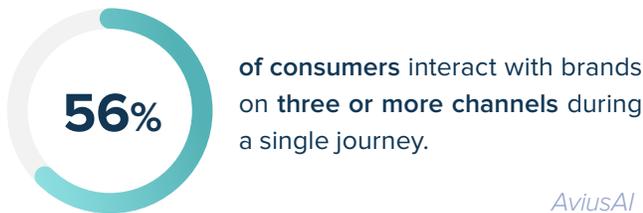
"From a technical standpoint, AI-driven marketing campaigns rely on machine learning models and data pipelines to automate decision-making at scale. These decisions are informed by real-time data ingestion, feature engineering, behavioral segmentation, and continuous trend analysis.

AI systems optimize user engagement by leveraging predictive modeling, customer profiling, and feedback loops, enabling the dynamic delivery of personalized content at the optimal moment across channels."

Polina Dovnar
Data Scientist at InData Labs

These CX statistics highlight the core elements of a perfect customer journey across channels. All of these building blocks can be supported by AI-fueled software and business intelligence tools.

56% of consumers interact with brands on **three or more channels** during a single journey.

AviusAI

89% of customers expect **seamless cross-channel interactions.**

Keevee

70% of executives say CX expectations are evolving faster than their companies can adapt — meaning CX must become more seamless and proactive.

PwC

Marketers use an average of **10 engagement channels** — showing multi-touchpoint journeys are now standard.

salesforce

AI becomes the operational backbone of customer experience

Today, AI is no longer an experimental add-on in customer experience — it has become a core operational layer.

As outlined in this white paper, organizations leverage AI-powered systems to automate service requests, orchestrate cross-channel interactions, and enhance support quality at scale. Advanced models continuously learn from behavioral data, detect intent in real time, and proactively anticipate customer needs — enabling more personalized and context-aware experiences.

Industry reports indicate that a growing majority of customer service interactions now involve AI technologies, including intelligent routing, real-time personalization, and predictive analytics.

Oracle

AI as Core CX Infrastructure

AI now underpins customer interactions across channels — powering self-service, intelligent automation, and context-aware engagement at scale.

Autonomous AI Agents & Experience Orchestration

AI agents handle complex, multi-step interactions, reduce human workload, and coordinate responses across systems — not just answer queries.

Unified Customer Intelligence & Real-Time Personalization

AI unifies behavioral, transactional, and contextual data to deliver consistent, individualized experiences across every touchpoint.

AI-Driven Proactive CX

Predictive models detect churn risk, dissatisfaction signals, and buying intent — enabling brands to intervene before issues escalate.

The takeaway from customer experience stats 2026

In 2026, customer experience is the battlefield of competitive advantage. Brands no longer compete on product alone — they compete on intelligence, relevance, and real-time responsiveness.

AI has become the operating system of modern CX, orchestrating every interaction, predicting intent before it's expressed, and transforming data into decisive action. The companies that embed AI across the entire customer journey will not just improve satisfaction — they will redefine loyalty, accelerate growth, and set the new standard for digital leadership.

About InData Labs

Since 2014, InData Labs has been helping global companies leverage the power of AI and Data Analytics to achieve business outcomes. As a leading AI technology partner, InData Labs handles the full-cycle process of digital transformation, including consulting, design, implementation, and maintenance.

With its proficiency in artificial intelligence, generative AI, cloud development, and analytics, InData Labs has helped over 150 clients from the USA, UK, EU, and other countries bring their projects across the goal line and make sense of the trending technologies. As a recognized leader, InData Labs is listed among the top Data Science and Machine Learning partners and AI service providers.

USA
333 S.E. 2nd Avenue,
Suite 2000,
Florida, 33131
Miami
+1 305 447 7330

Lithuania
Ukmergės g. 126,
08100
Vilnius
+370 520 80 9 80

Cyprus
16, Kyriakou Matsi,
Eagle House,
Agioi Omologites, Nicosia

linkedin.com/company/indata-labs
facebook.com/indatalabs

indatalabs.com

InData Labs