

# Innovations and trends for 2026 and beyond

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**Garry Ovenell**

Vice President, International  
Solutions Engineering



# MIT: 95% of enterprise Gen AI deployments fail.

Fortune Magazine, August 18, 2025 “CFO Daily”

Despite the rush to integrate powerful new models, **about 5% of AI pilot programs achieve rapid revenue acceleration** ; the vast majority stall, delivering little to no measurable impact on P&L.

The research —based on 150 interviews with leaders, a survey of 350 employees, and an analysis of 300 public AI deployments —paints a clear divide between success stories and stalled projects.

Purchasing AI tools from **specialized vendors and building partnerships succeed about 67% of the time** , while internal builds succeed only one -third as often.

This finding is particularly relevant in financial services and other highly regulated sectors, where many firms are building their own proprietary generative AI systems in 2025. Yet, **MIT’s research suggests companies see far more failures when going solo.**

# The scarcity map of customer experience

The future of CX strategy lies in understanding this fundamental divide:

## Abundant (AI Excels)

- Speed and efficiency
- Information retrieval
- Consistency at scale
- Low-cost interactions

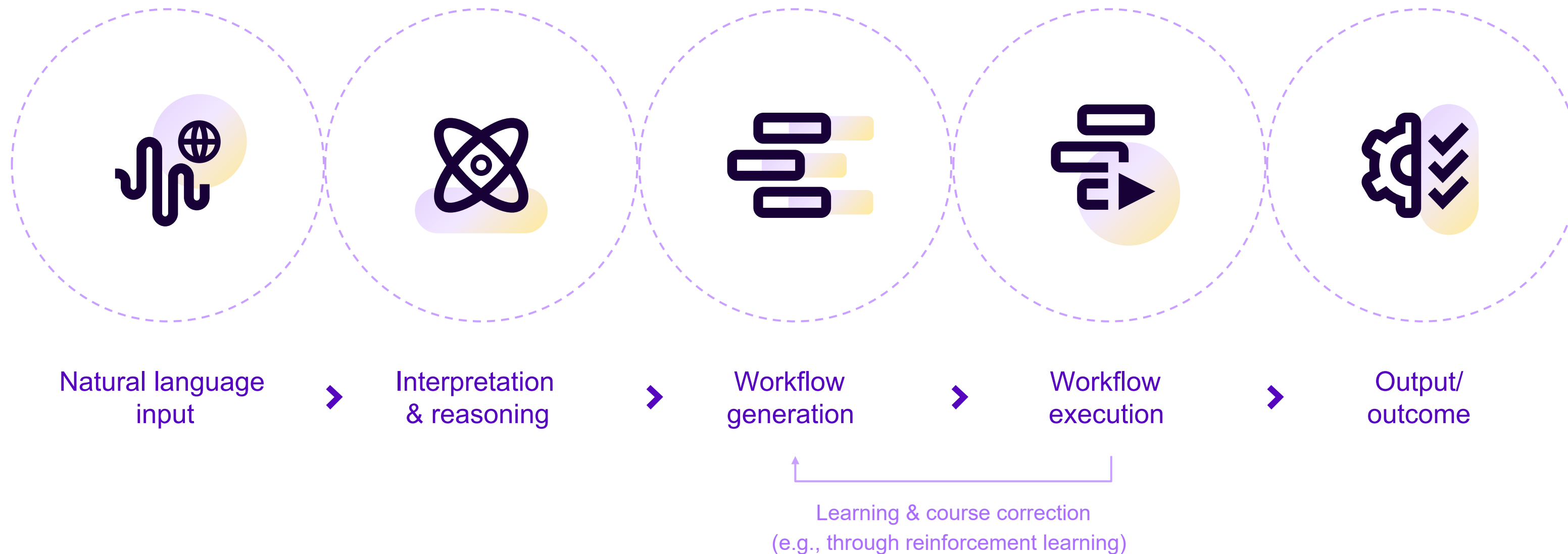
## Scarce (Human Premium)

- Trust and empathy
- Complex judgment calls
- Creative problem-solving
- Emotional reassurance

Automation isn't the goal. It's **re-architecting the customer journey** around abundance vs. scarcity.

# Agentic AI

AI Agents are the foundational piece of technology that will power the intelligent CX of the future.





# A scenario we all know too well.

How it could —and should —go.



FLIGHT	TIME	DESTINATION		
1027	20:45	TOKYO	5	DELAYED
4360	20:47	DUBLIN	9	CANCELLED
8217	20:52	BERLIN	10	CANCELLED
3450	20:55	MADRID	3	CANCELLED
9521	20:58	DUBAI	14	DELAYED



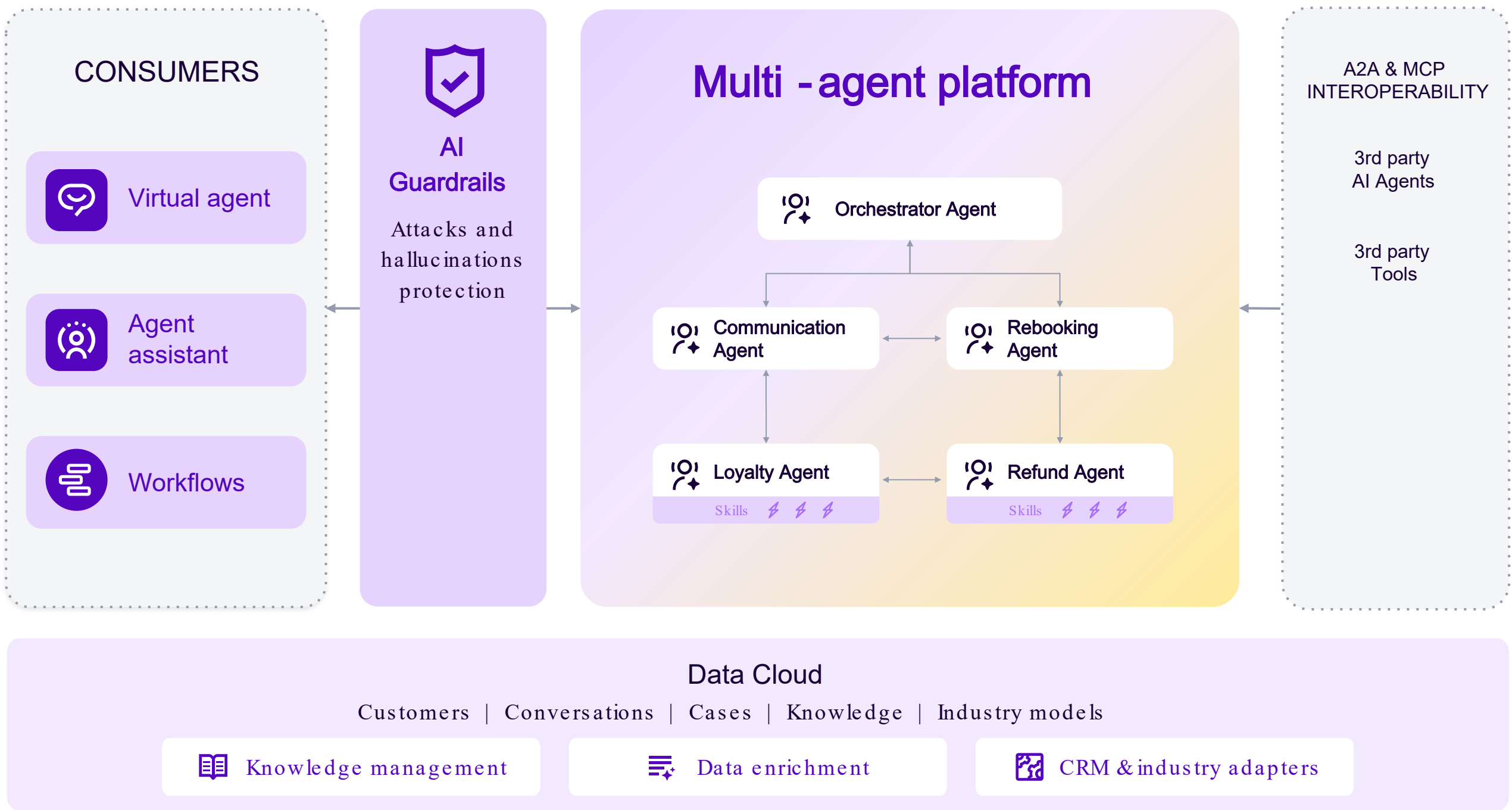
# Travel recovery today

Why disruptions become disasters.



# True multi -agent orchestration

AI Agents work together to solve complex issues faster.

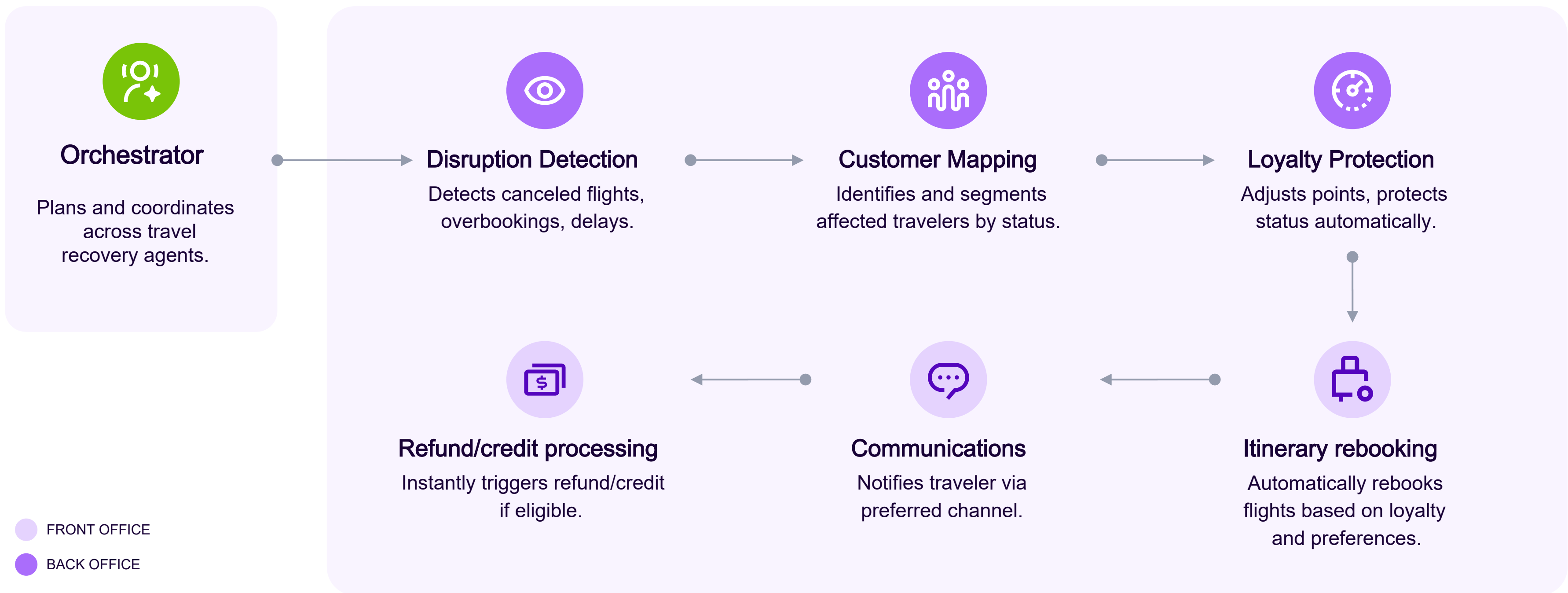


## Why multi -agent orchestration?

- **Autonomous agents**  
Specialized AI agents act independently to achieve shared goals in parallel.
- **Real-time reasoning**  
Agents collaborate to solve complex problems beyond scripted logic.
- **Instant scalability**  
Add new agents with specific skills—no retraining required.
- **Interoperable by design**  
Agents communicate across platforms for seamless integration.

# The full travel disruption recovery workflow automated with AI agents.

AI Agents can now handle what used to require the front office, back office, and multiple systems.





# Unstructured data is the new oil.

**80%**  
of all enterprise data  
is UNSTRUCTURED.

**Structured data is an  
incomplete picture.**

Automating on only 20% of  
your data means you're missing  
the vast majority of the story.  
You're trying to solve a puzzle  
with most of the pieces hidden.



# Unstructured data bring the “why.” Not just the “what.”

## Structured data (the “What”)

NPS Score: 7

This tells you what happened.

You got a mediocre score.

But you have no idea why,  
or how to fix it.

VS

## Unstructured data (the “Why”)

"I waited 20 mins and  
the agent was rude.  
Your competitor is cheaper."

This tells you why it happened.

This is actionable.

This is the new Oil.



# Next generation Knowledge Management

## THE SHIFT

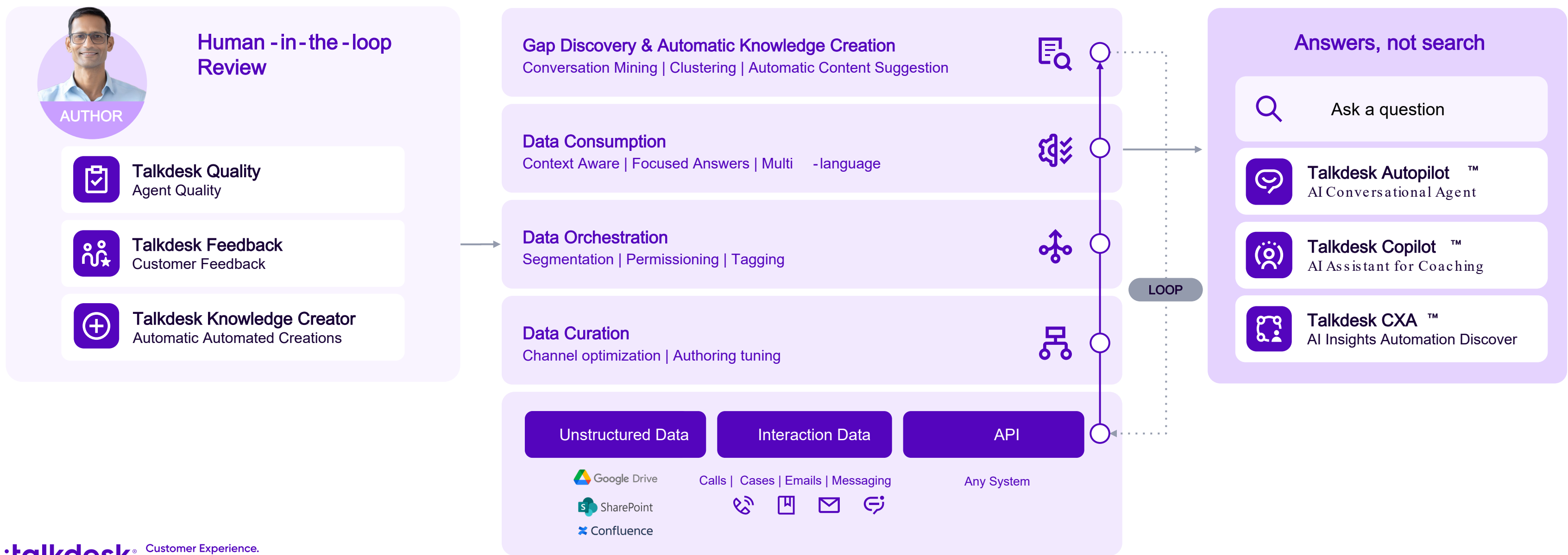
## THE NEW ARCHITECTURE

### Legacy (Traditional Knowledge Management)

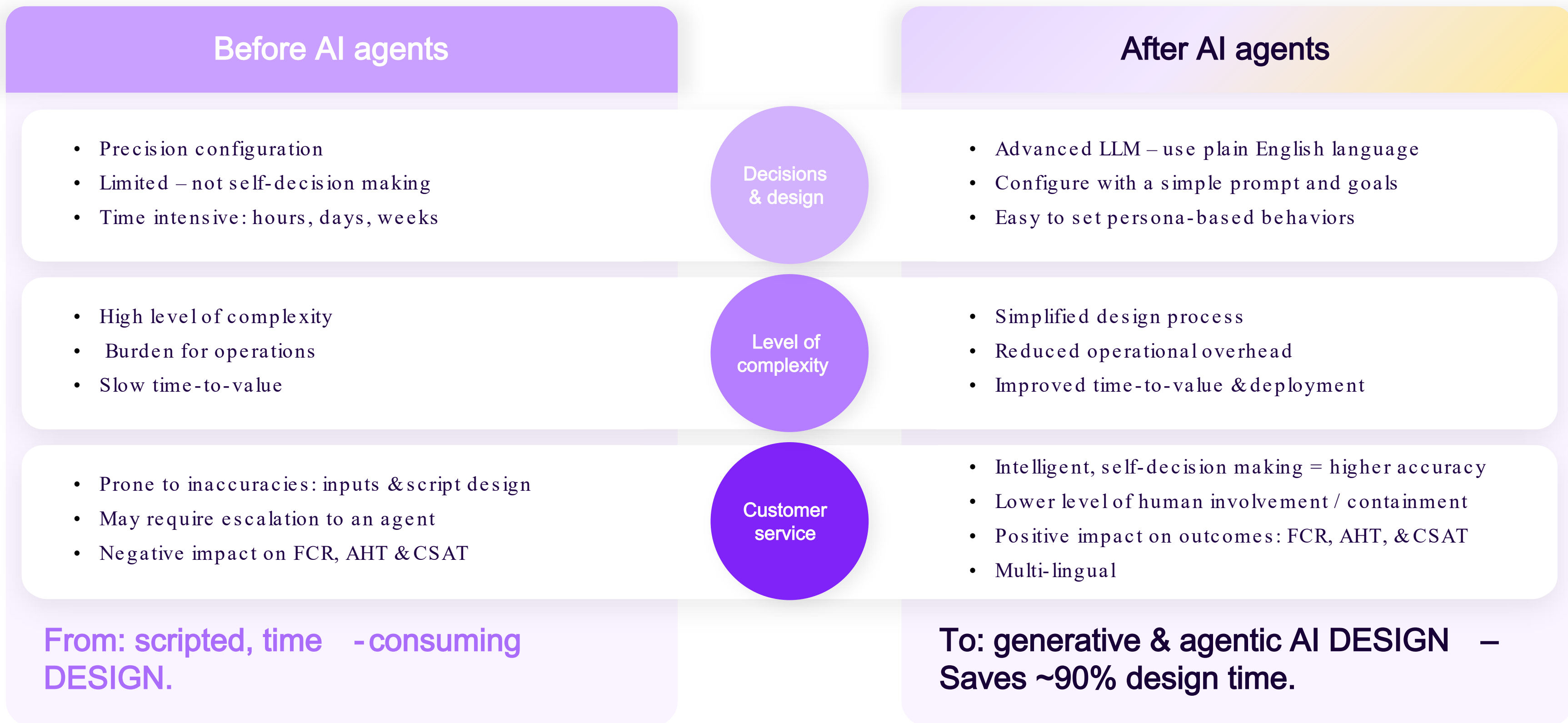
- Static documents and FAQs
- Manual cataloging and search
- Siloed systems
- Slow and push-based process

### Today (AI -based Knowledge Orchestration)

- AI-curated knowledge workflows
- Context-aware retrieval
- Optimized for conversational experiences
- Real-time updates that is personalized



# From automation to autonomy





# Where to get started - the chaos of AI adoption



AI adoption feels chaotic and unpredictable.  
Organizations struggle with where to start and how to scale.

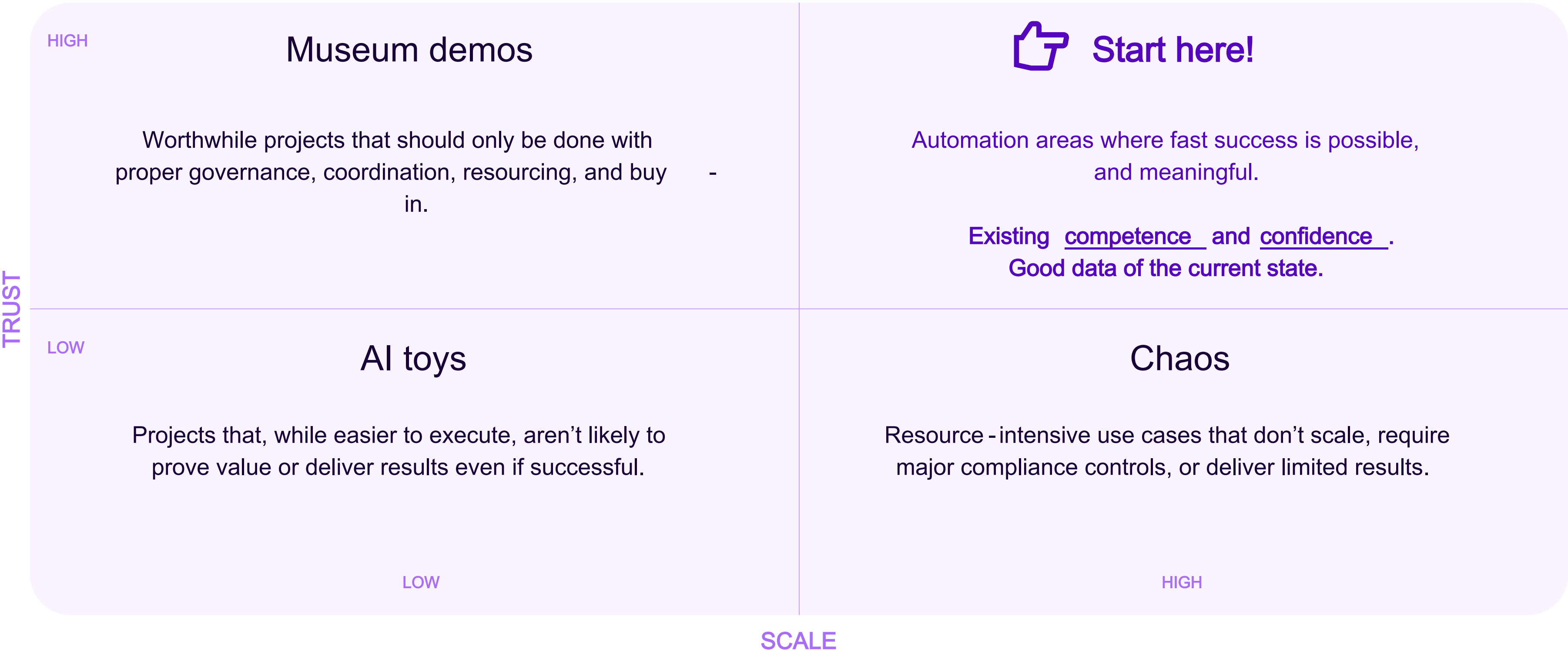


Tools change monthly, hype shifts weekly.  
Vendor roadmaps create moving targets for strategy.



Leaders need principles that don't change.  
Durable frameworks that cut through noise and guide decisions.

# Where to get started - the map of enterprise AI





# Summary - Stop managing CX tasks. Start automating business outcomes.



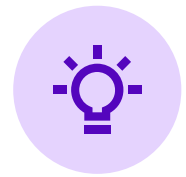
## Accelerated ROI

Automate the most impactful journeys immediately.



## Happier customers

Seamless, natural, omnichannel experiences.



## Modernization without disruption

Works with what you already have.



## Reduced risk

With human -in-the-loop controls and compliance built in.



## Increased productivity

Agents, supervisors, and back office all win.

# Thank you!



Customer Experience.  
Automated.