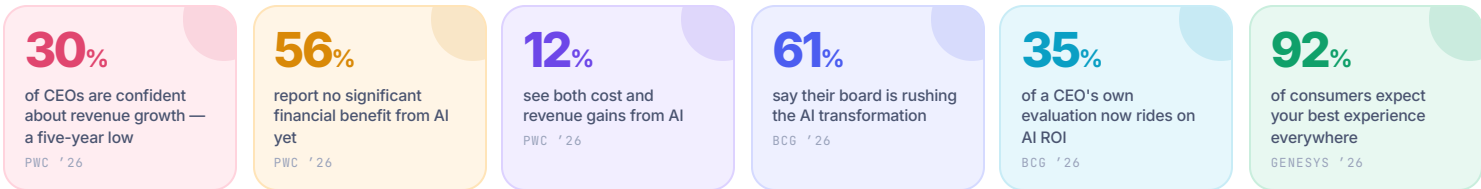


WRITTEN FOR THE CEO AND THE EXECUTIVE TEAM

# Every function is buying AI. One customer is living with the result.

Revenue confidence is at a five-year low, the board is pushing faster than the plan, and most AI spend still has no line in the P&L. The one thing that compounds across every function is the experience the customer actually moves through. **This is what changed, what the team is measured on, and where f/cx.ai plugs in.**



01 Six challenges on the executive agenda

AI ADOPTION × CUSTOMER EXPERIENCE

01

**Growth confidence at a five-year low**

Only 30% of CEOs are confident about revenue growth, down from 38%, while 42% name the pace of transformation their top concern. Every bet now argues against a smaller appetite for risk.

**COST** Caution priced into decisions that needed conviction.

02

**AI spend without a return line**

56% report no significant financial benefit from AI so far and only 12% see both cost and revenue gains — while just 11% connect AI impact to financial reporting at all.

**COST** A second year of investment argued on belief rather than evidence.

03

**The board is ahead of the plan**

61% of CEOs say their board is rushing the AI transformation, nearly 40% say it lacks an informed view of AI's effect on growth, and over half say it misjudges the gap between hype and reality.

**COST** Commitments made in the boardroom that the organization cannot hold.

04

**The accountability is personal**

CEOs put 35% of their own performance evaluation on AI ROI. Their boards put it at 27%. The eight-point gap is itself the alignment problem, before a single project is discussed.

**COST** Two different definitions of success in the same review.

05

**Six functions, six customers**

61% name executive misunderstanding of AI as the leading cause of misalignment, and nearly a third report executives and practitioners working from different AI strategies.

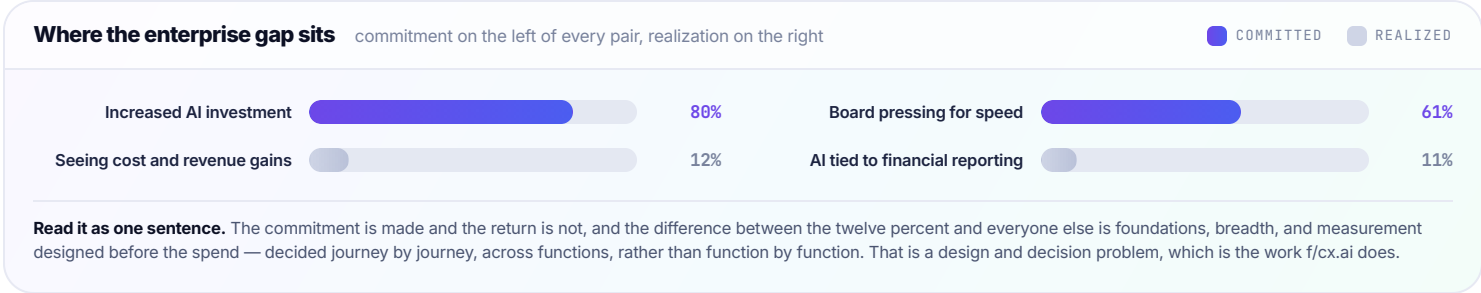
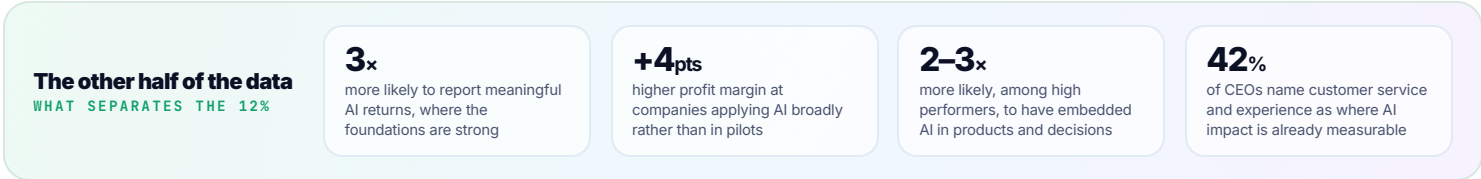
**COST** Each function hitting its own number while the journey still fails.

06

**The customer will not wait**

92% of consumers expect the best experience they have had anywhere, and 47% leave after two or three poor interactions. Experience is the differentiator that compounds across every function.

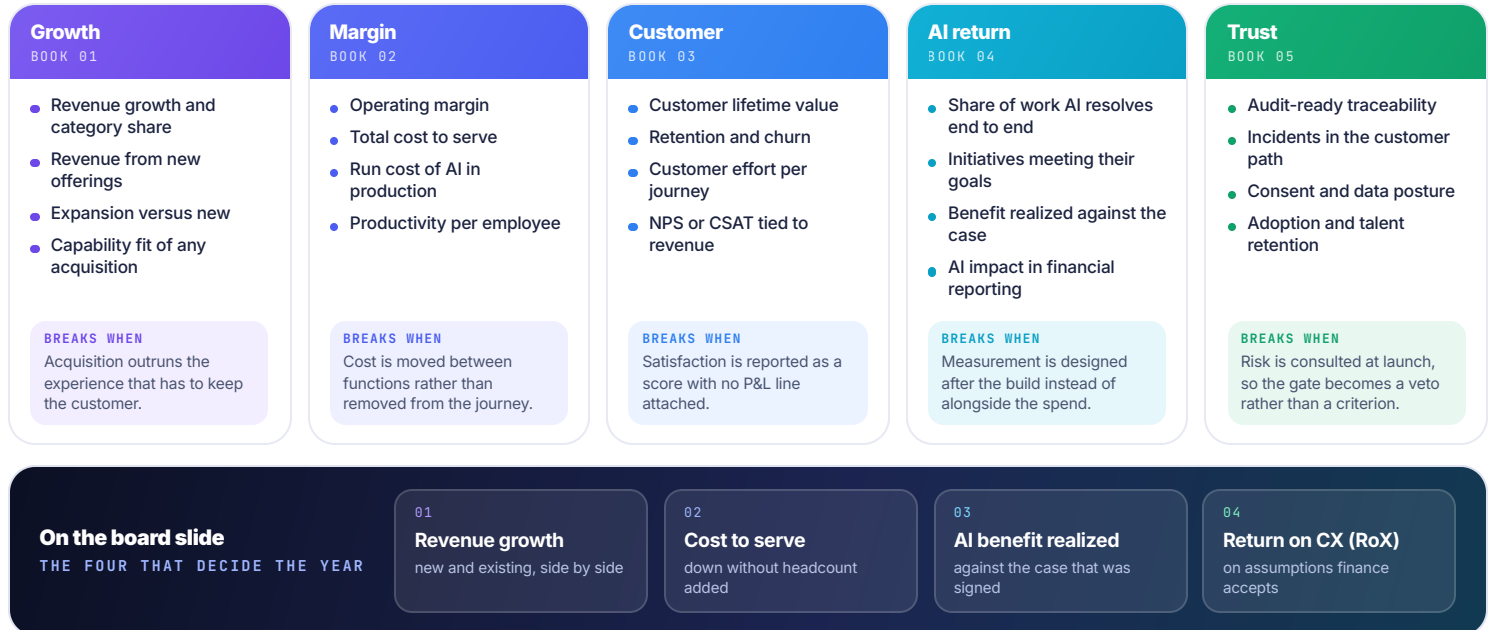
**COST** Share lost to a competitor with less friction, not a better product.



## 02 What the executive team has to deliver again in 2027

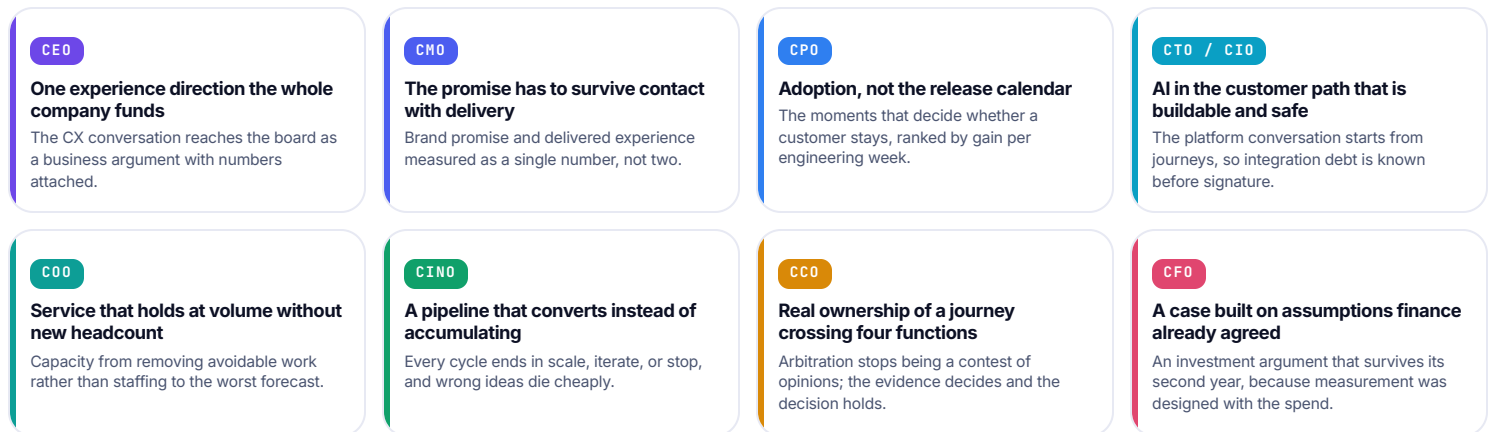
FIVE BOOKS, ONE COMPOSITE

The enterprise scorecard did not shrink to make room for AI. Growth and margin stayed, customer value and AI return were added, and trust became a reporting line. These are the measures the board reads together, and the constraint that breaks each one.



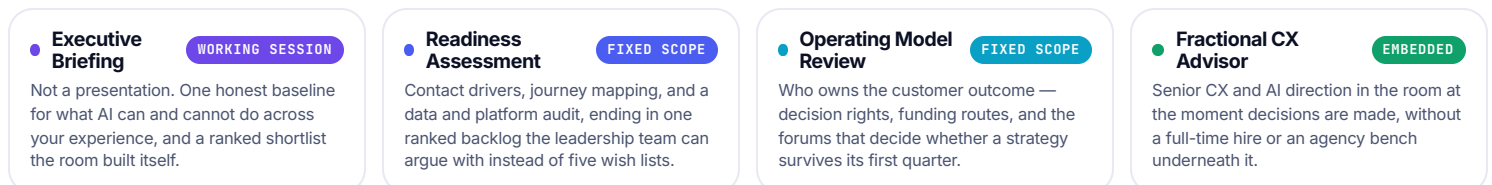
## 03 By the seat that carries it

ONE MODEL, EIGHT ARGUMENTS IT SETTLES

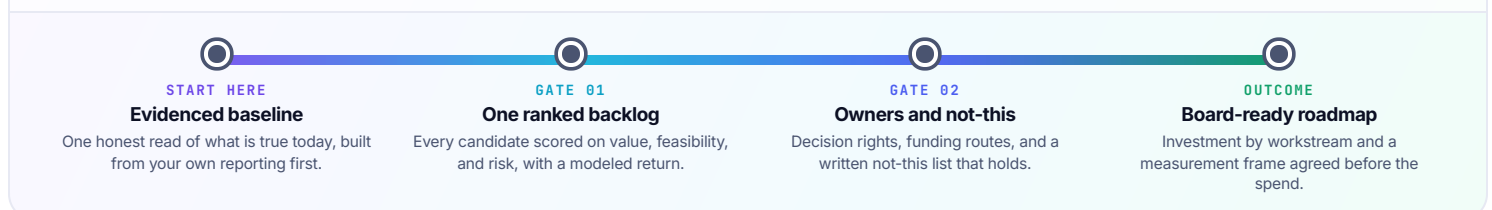


## 04 Four ways the executive team starts

START WHERE THE DECISION IS

**How it sequences** every move ends in a decision, and nothing advances without one

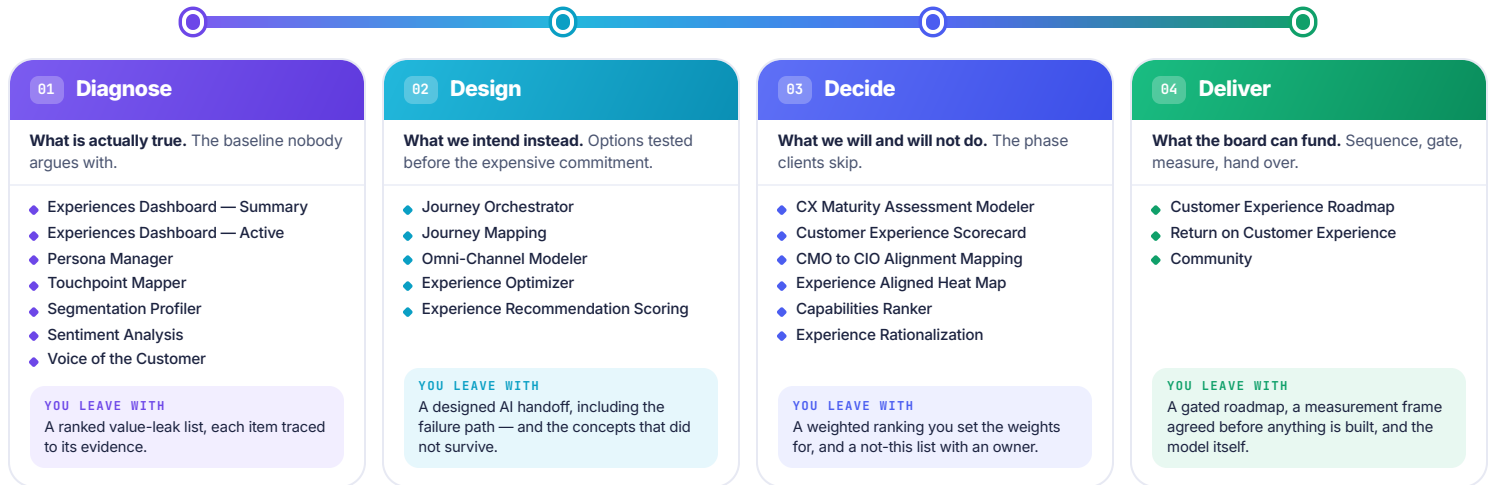
TIMING SET BY SCOPE AND COMPLEXITY



## 05 The ToolKit: 21 modules, one experience graph

PROPRIETARY F/CX.AI IP

Twenty-one working decision-intelligence modules that move an engagement from **nobody agrees what is true** to a gated roadmap a board can fund. Not a deck — live models your team operates in the room, that change answers when an input changes, and that stay with your people when we release.



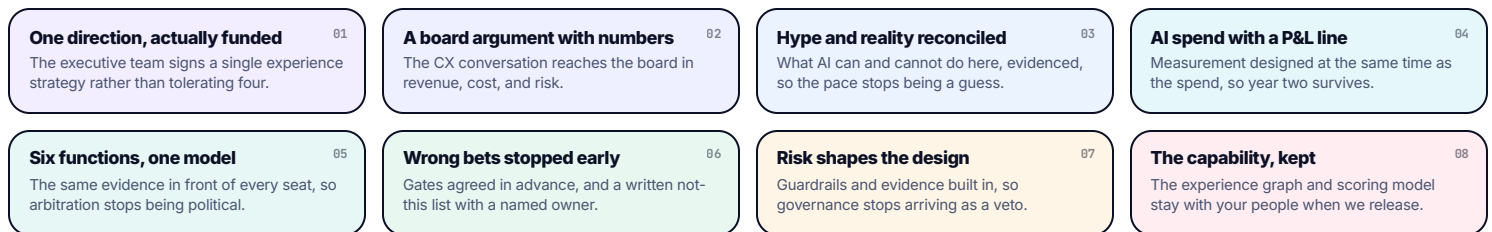
## 06 Four modules to ask for by name

BUILT FOR THE EXECUTIVE ROOM



## 07 What the enterprise gains

EIGHT OUTCOMES, NOT EIGHT DELIVERABLES



START THE CONVERSATION

**innovate@fractionalcx.ai**

Begin with an executive briefing: your leadership team in the room, an honest baseline, and a ranked shortlist you keep whether or not we work together.

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f/cx.ai is a customer experience design and innovation agency for the AI era, working with enterprise organizations to design, prototype, and prove the journeys, service models, and AI agents their customers actually move through. Market figures cited are drawn from published industry research (PwC 29th Global CEO Survey 2026; BCG 2026 CEO and board AI survey; EY 2026 CEO Outlook; Adobe 2026 AI and Digital Trends; Genesys 2026 State of Customer Experience) and are shown for context, not as a projection for any one organization. Engagement timing is set by scope and complexity and confirmed at scoping. ToolKit module outputs shown in any f/cx.ai material are illustrative and are not any named client's results.