

WRITTEN FOR THE CHIEF MARKETING OFFICER

You still own the promise. Now you own whether it survives contact.

AI moved into the customer path faster than the operating model behind it. The brand promise, the AI agent answering at 2am, and the number the board reads are now the same conversation — and it lands on the CMO. This is what changed, what you are measured on, and where f/cx.ai plugs in.



01 Six challenges that decide the next four quarters

AI ADOPTION × CUSTOMER EXPERIENCE

01

The ambition–readiness gap

Seventy percent of CMOs put AI at the center of the plan. Only 30% have the data foundation, process, and governance to scale it. Pilots multiply; almost none reach a customer.

COST A year of spend with no experience change to show the board.

02

Agents arrive before guardrails

78% expect agentic AI to handle half of customer contact inside 18 months. 16% have it embedded, and only 31% can measure it once it is live.

COST Brand risk written by a model nobody scored before launch.

03

Promise vs. delivered experience

47% of consumers leave after two or three poor interactions. Marketing is measured on a promise that service, digital, and operations actually deliver.

COST Acquisition spend funding a leak nobody owns end to end.

04

Discovery moved inside the model

Zero-click reaches 43% with AI Overviews and 93% in AI Mode. Branded mentions now correlate with citation more strongly than links do.

COST Category share decided in answers you never see.

05

Flat budget, growth mandate

Marketing holds 7.8% of revenue and is broadly flat, while 56% report insufficient budget. Every AI dollar has to displace an existing one.

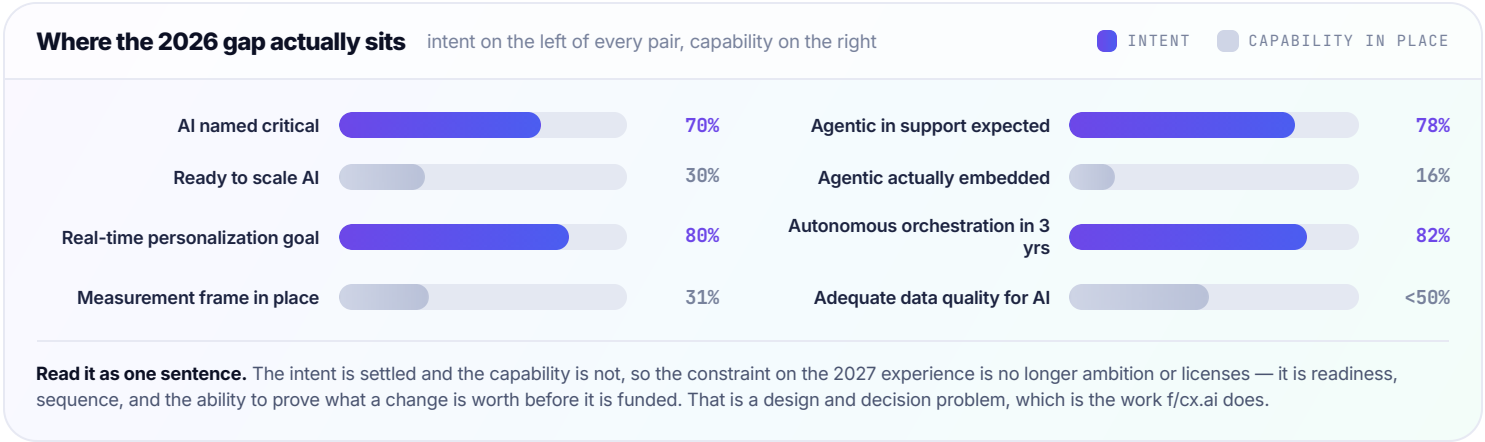
COST Prioritization by seniority instead of by evidence.

06

An ROI case a CFO will sign

61% name executive misunderstanding of AI as the leading cause of misalignment. Measurement designed after the build never survives the second year.

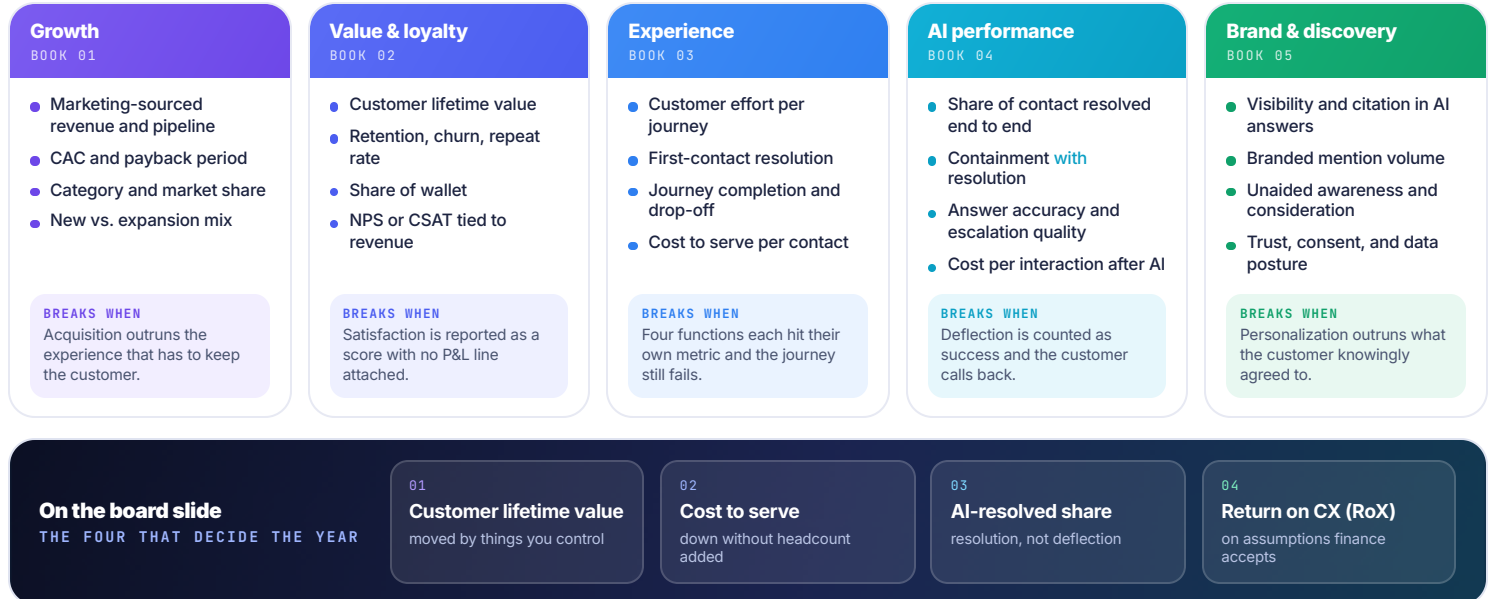
COST A program defunded in budget season on a technicality.



02 The number you have to deliver again in 2027

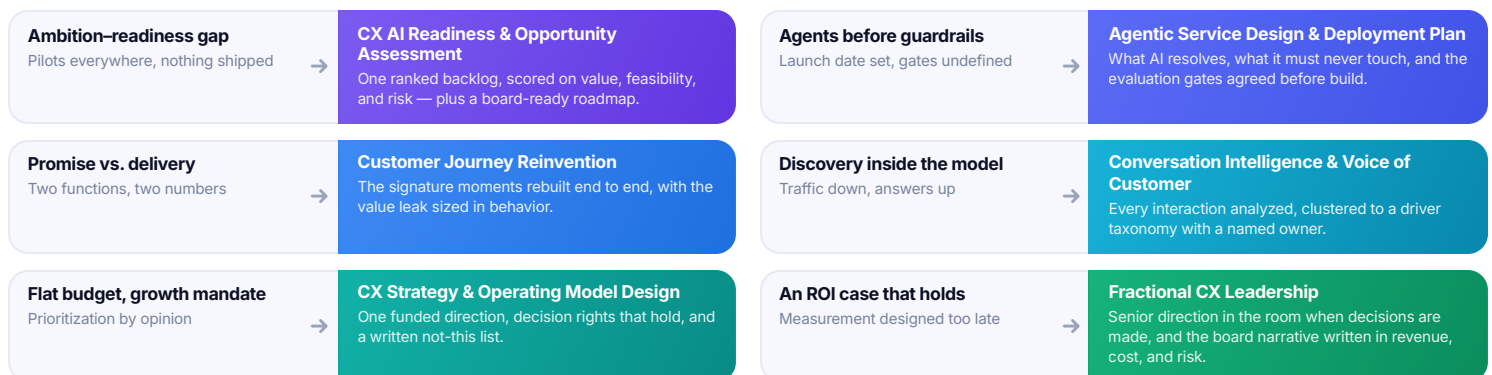
FIVE BOOKS, ONE COMPOSITE

The CMO scorecard widened without anything coming off it. Growth and efficiency stayed, experience and AI performance were added, and discovery changed shape. These are the measures the board now reads together — and the constraint that breaks each one.



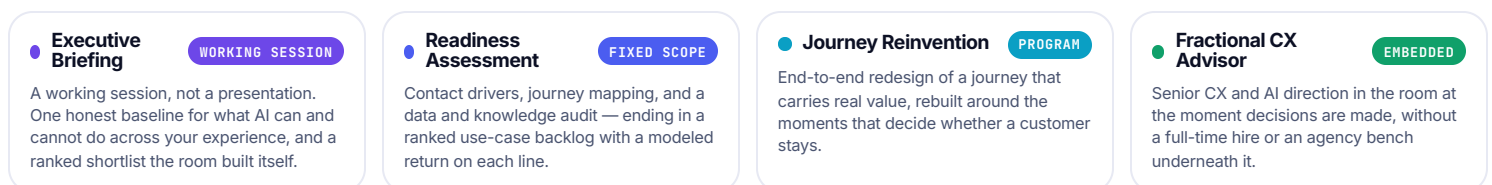
03 What f/cx.ai does about each one

CHALLENGE → ENGAGEMENT → ARTIFACT YOU KEEP

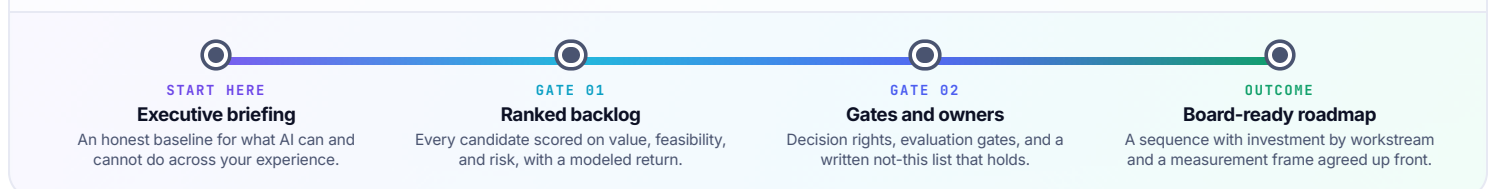


04 Four ways a CMO starts

START WHERE THE DECISION IS

**How it sequences** each move is gated, and nothing advances without a decision behind it

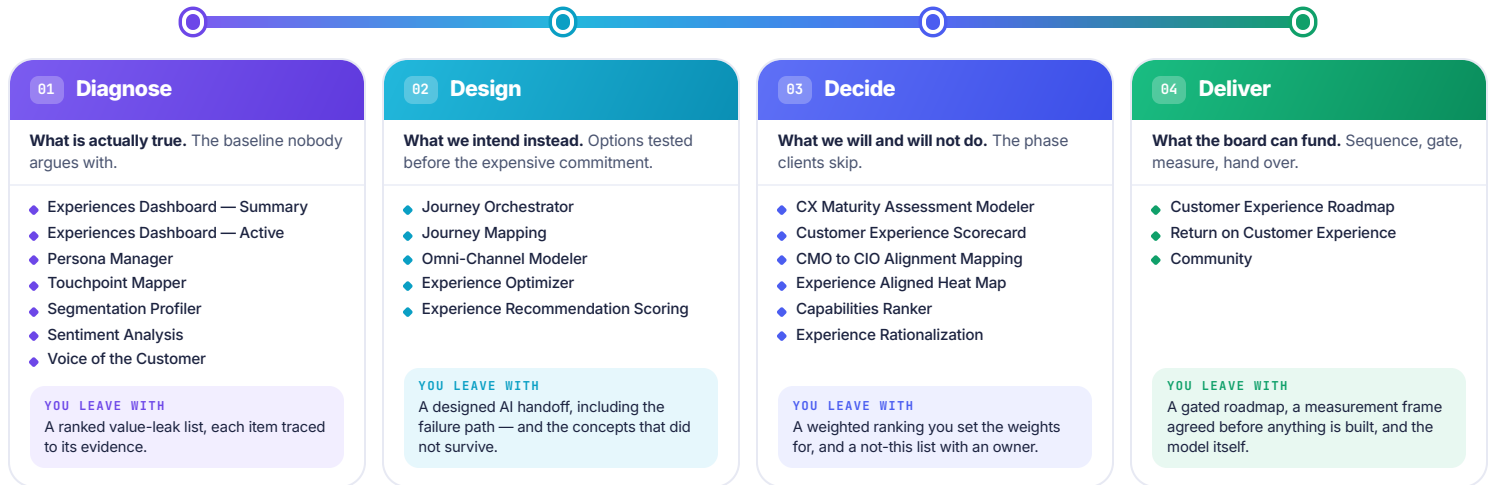
TIMING SET BY SCOPE AND COMPLEXITY



05 The ToolKit: 21 modules, one experience graph

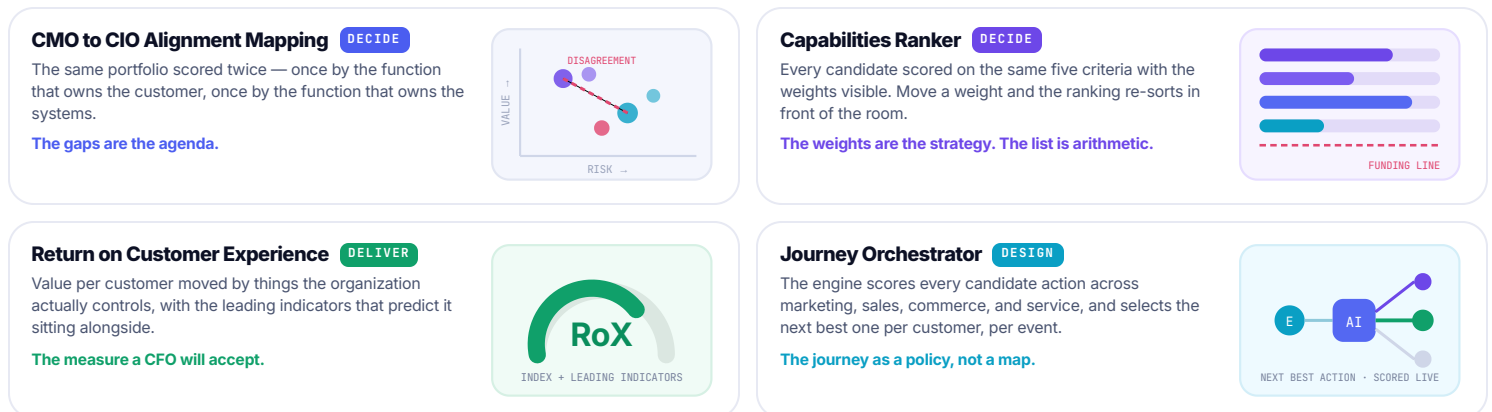
PROPRIETARY F/CX.AI IP

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.



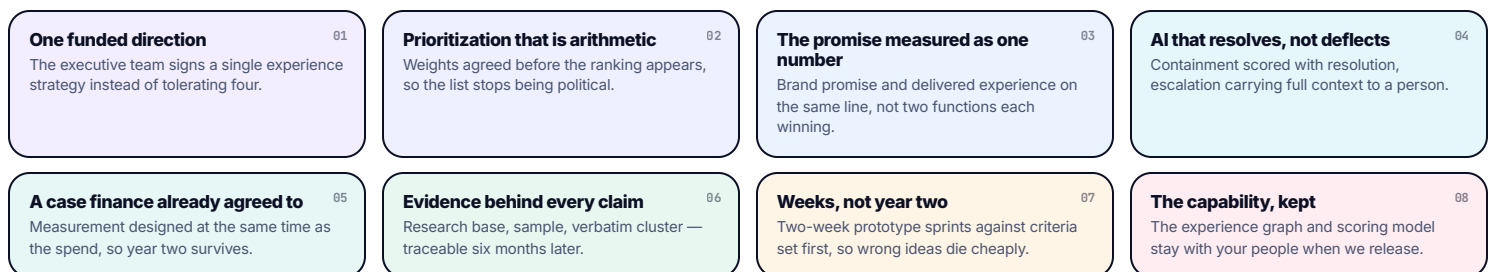
06 Four modules to ask for by name

BUILT FOR THE CMO SEAT



07 What the CMO gains

EIGHT OUTCOMES, NOT EIGHT DELIVERABLES



START THE CONVERSATION

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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 2026 industry research (Gartner 2026 CMO Spend Survey and CMO priorities research; Adobe 2026 AI and Digital Trends; Genesys 2026 State of Customer Experience; published AI-search and CMO tenure studies) and are shown for context, not as a projection for any one organization. ToolKit module outputs shown in any f/cx.ai material are illustrative and are not any named client's results.