

WRITTEN FOR THE CHIEF PRODUCT OFFICER

You can build anything now. Getting it adopted is the whole job.

AI took the cost out of building and left every downstream constraint standing. The bottleneck moved to go-to-market, adoption, and alignment — and product is now asked to prove P&L impact rather than report what shipped. **This is what changed, what you are measured on, and where f/cx.ai plugs in.**

75%

of product leaders use AI to accelerate prototyping

CPO INSIGHTS '26

22%

name speed to market their top concern, up from 14%

CPO INSIGHTS '26

64%

of product teams put AI inside the product itself

PM STATS '26

95%

of generative AI pilots show no measurable P&L impact

MIT '25

36%

believe they are ahead on digital CX maturity

ADOBE '26

47%

of customers leave after two or three poor interactions

GENESYS '26

01 Six challenges that decide the product year

AI ADOPTION * CUSTOMER EXPERIENCE

01 Building got cheap; adoption did not

75% of product leaders now prototype with AI and hybrid builder roles are up 10x, but the reported bottleneck moved to go-to-market, customer adoption, and organizational alignment.

COST A release calendar that grows while usage stays flat.

02 Speed became the top concern

Speed to market is the number one CPO concern at 22%, up from 14% — while traditional PM roles fell 30% across industries and as much as 70% in SaaS.

COST More throughput asked of a function being restructured mid-year.

03 AI in the product, no trust frame

64% of product teams have embedded AI in the product itself, yet more than half hesitate to expand it — and the stated reason is confidence in the output, not capability.

COST A feature customers are offered and quietly decline to use.

04 Pilots that never become products

95% of generative AI pilots deliver no measurable P&L impact, and Gartner expects over 40% of agentic projects to be canceled by the end of 2027. The roadmap is now governed like a portfolio.

COST Seed-funded work that cannot clear its first real value review.

05 The experience is the product

92% of consumers expect the best experience they have had anywhere, 47% leave after two or three poor interactions, and only 36% think they are ahead on digital CX maturity.

COST Feature parity that loses to a competitor with less friction.

06 Discovery scaled; conviction did not

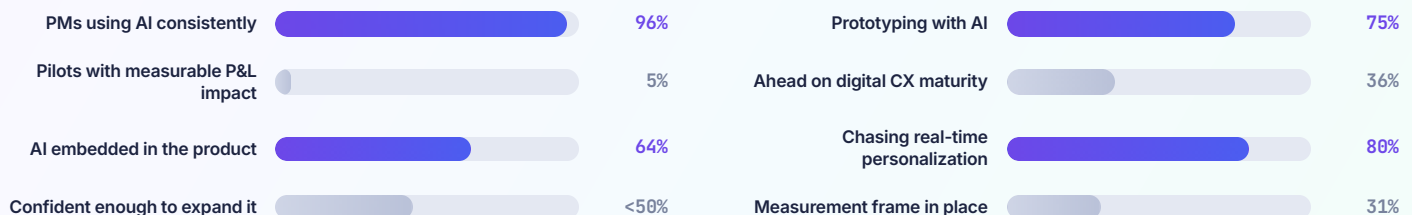
Median B2B SaaS research went from 6 to 25 projects a year and 80% of researchers use AI in the workflow — yet the prioritization meeting is argued the same way it always was.

COST More evidence on hand, and no more agreement in the room.

Where the product gap sits in 2026

capacity on the left of every pair, conversion on the right

CAPACITY CONVERTED



Read it as one sentence. Capacity is solved and conversion is not, so the scarce thing in a product portfolio is no longer engineering weeks — it is evidence agreed before the build, a moment worth designing for, and a measure that survives its first value review. That is a design and decision problem, which is the work f/cx.ai does.

02 What the CPO has to deliver again in 2027

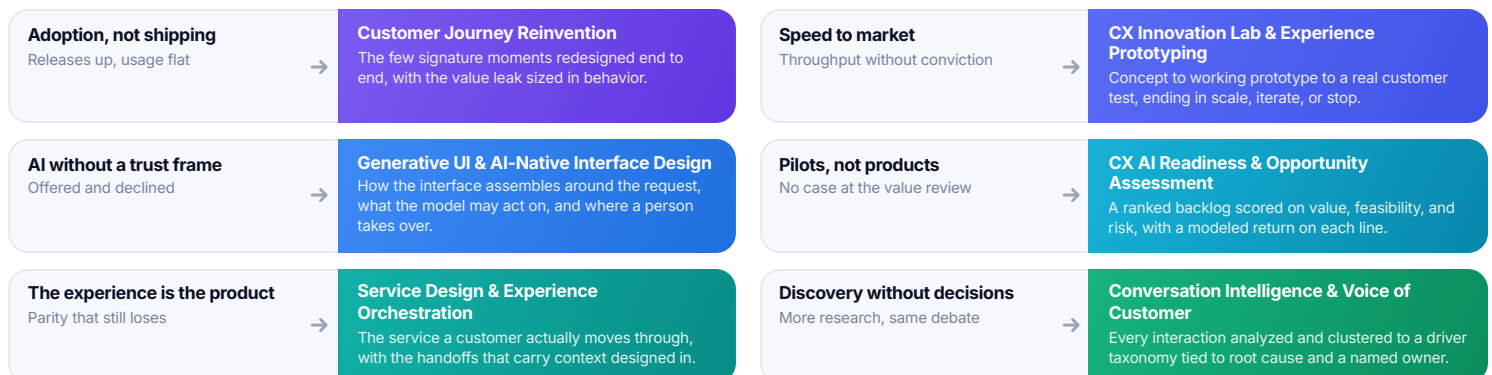
FIVE BOOKS, ONE COMPOSITE

Features shipped stopped counting as a result. Product is now measured on what customers actually adopted, what the AI inside the product resolved, and what the portfolio returned. These are the measures the board reads together, and the constraint that breaks each one.



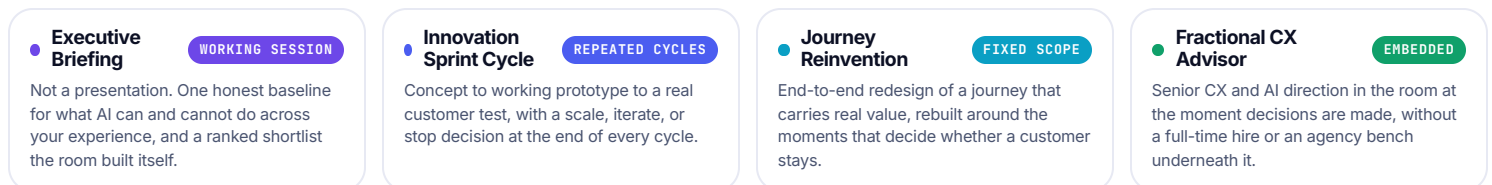
03 What f/cx.ai does about each one

CHALLENGE → ENGAGEMENT → ARTIFACT YOU KEEP

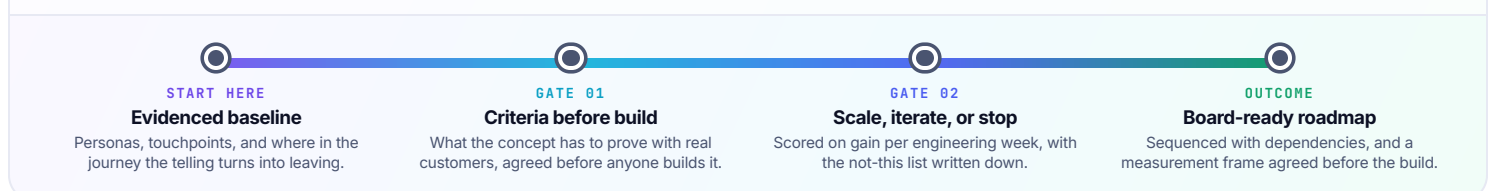


04 Four ways a CPO starts

START WHERE THE DECISION IS

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

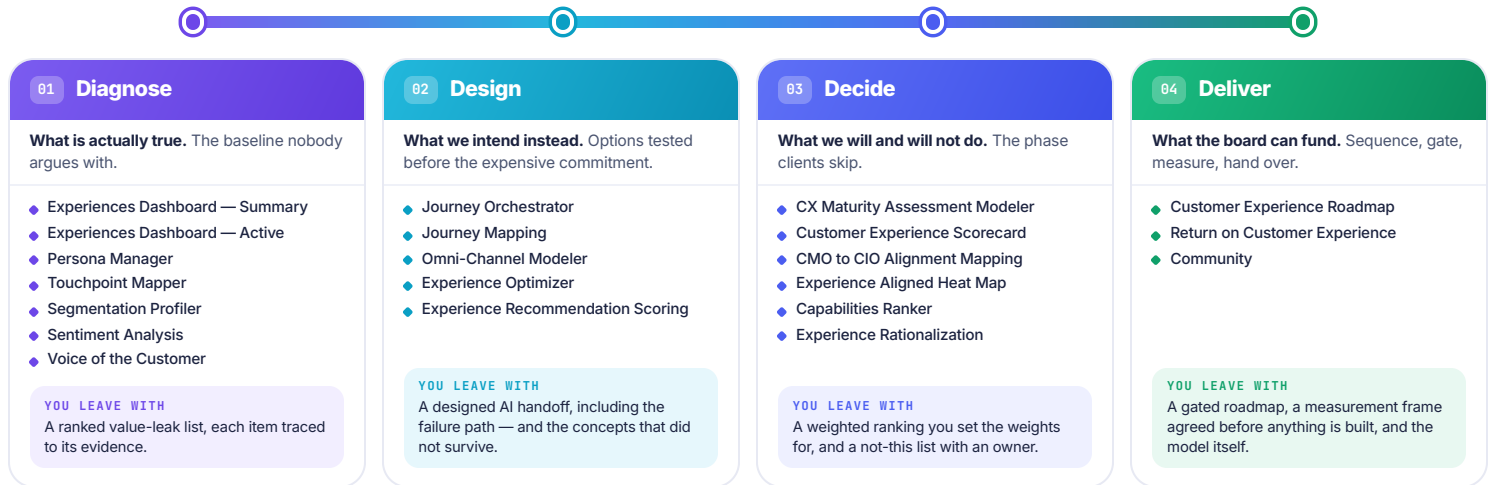
TIMING SET BY SCOPE AND COMPLEXITY



05 The ToolKit: 21 modules, one experience graph

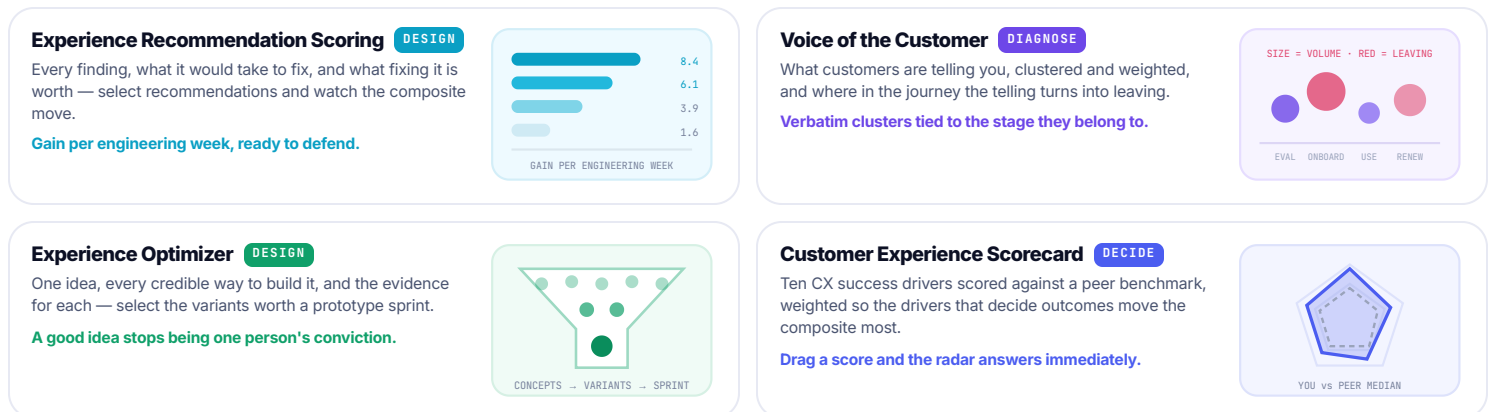
PROPRIETARY F/CX.AI IP

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.



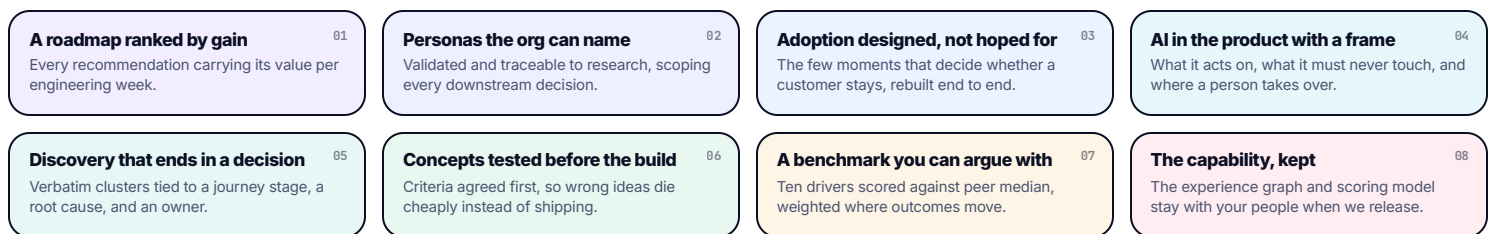
06 Four modules to ask for by name

BUILT FOR THE PRODUCT SEAT



07 What the CPO 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 industry research (2026 CPO Insights Report; 2026 product management and State of Product Management surveys; MIT 2025 generative AI pilot study; Gartner 2026 agentic AI research; 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.