

— THE QUESTION FOR Q4 2026

What CX innovation problem do you have right now?

Three years into enterprise AI the hard problems are no longer technical. They are decisions nobody owns, pilots nobody can scale, and budgets spread so evenly that nothing moves. Here are the three we are asked about most as 2026 closes — and how we solve each one.

01

Your AI agents work in the pilot and never reach the floor

The demo passed and the business case cleared. Two quarters later it is still a pilot, because nobody owns it, nothing evaluates it, and the integration was scoped as a software problem when it was an operating problem.

78% run agent pilots
— under 15% scale

89% of scaling failures trace to
five root causes, ownership first

46% name integration as the
primary scaling barrier

02

You bought deflection and it is costing you the relationship

Containment went up and satisfaction went down. The handoff was never designed, the escalation path is a maze, and the people who used to absorb the hard cases are gone. The rehiring has already started.

50% will rehire service staff
by 2027 after AI cuts

20% actually cut because of AI —
the rest was the economy

87% plan yet more AI
investment regardless

03

The budget is spread so evenly that nothing moves

Every function funded something. The portfolio has no shape, the capabilities that would make the tools work were never bought, and the measurement program produces reports nobody acts on. Analysts call the pattern “spread the spend” — it masks low-impact investment rather than exposing it.

50% plan 5%+ more
technology spend

36% plan the same for the people
and capabilities that make it work

0 initiatives clear a funding line
nobody ever drew

— HOW WE ANSWER ALL THREE — THE E2E METHOD

Senior direction, plus 21 AI-driven modules that shorten every one of these arguments

All three answers run on one method we call **E2E**, and the name reads two ways on purpose: **evidence to experience** is what it converts, and **end to end** is how far it goes — first question to release, with no handoff in the middle. Each problem is answered by a named offering and by specific modules from our proprietary CX decision-intelligence toolkit — live models your team operates in the room, not slides we present at you, and they leave with your people.

21 modules

Diagnose · Design · Decide · Deliver

Your data

Repointed at your portfolio in days

You keep it

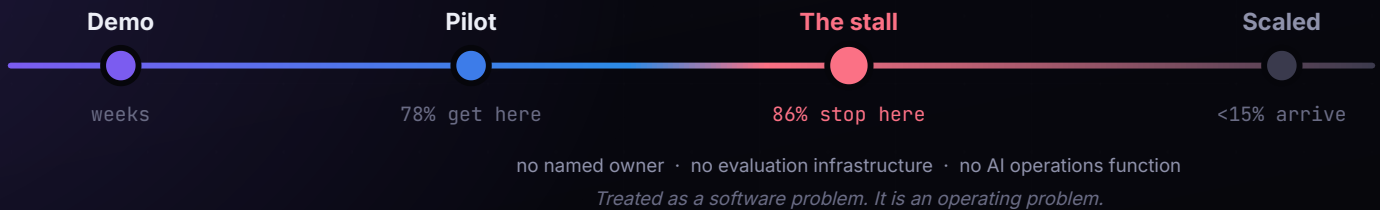
Model and evidence trail stay with you

01

— THE PROBLEM

Your AI agents work in the pilot and never reach the floor

Seventy-eight percent of enterprises are running agent pilots. Fewer than fifteen percent scale them. The gap is almost never the model — it is that no one owns the thing in production, nothing evaluates it continuously, and the operating model it has to live inside was never designed.



→ How f/cx.ai solves it

We do not start with the model. We start with the two things the pilot never had: a stop condition agreed before the build, and a named owner on the floor after it.

OFFERING CX Innovation Lab & Experience Prototyping — two-week sprints, each ending in a scale, iterate or stop decision against criteria set at framing.

OFFERING CX AI Readiness & Opportunity Assessment — the ranked backlog and the readiness scorecard that say what is actually deployable.

OFFERING CX Governance, Trust & Enablement — the evaluation, guardrails and human-in-the-loop checkpoints designed in, not bolted on.

ENGAGE Innovation Sprint Cycle — typically three sprints

→ What you gain

- ✓ **The wrong ideas die in week two**, not in year two — and they die cheaply, on evidence the room agreed to accept beforehand.
- ✓ **Every phase leaves with a named owner**, which is the single root cause most cited in scaling failure.
- ✓ **Approval becomes a step in the plan**, because risk, legal and brand were in the design from the first sprint.
- ✓ **Each cycle costs less than the last one** — the cadence itself is what we optimize, not just the concept inside it.

— WHAT IT COSTS TO LEAVE IT

A pilot that never scales is not a neutral outcome. It holds a budget line, occupies your best people, and sets the precedent the next business case has to argue against. Meanwhile the volume it was built to absorb keeps arriving through the channel you were trying to relieve — and the cost of serving it compounds for another year.

Sunk The pilot budget, and the quarter it ran in

Forgone The deflection the case was written on

Structural The next AI proposal now starts from behind

— TOOLKIT MODULES THAT ACCELERATE THIS

DESIGN Journey Orchestrator

DESIGN Experience Optimizer

DESIGN Experience Recommendation Scoring

DECIDE CX Maturity Assessment Modeler

DECIDE Experience Aligned Heat Map

DELIVER Customer Experience Roadmap

The **Journey Orchestrator** models the policy before you run it — move a weight or a guardrail and watch the action mix, the containment and the value gap against your fixed journeys move with it. The **Experience Optimizer** holds the sprint plan and the economics of the answer. Together they replace the argument about whether an agent is ready with a model of what it does.

02

THE PROBLEM

You bought deflection and it is costing you the relationship

Gartner expects half the companies that cut customer service staff because of AI to rehire for the same work under different titles by 2027. Deflection is easy to buy and expensive to live with: containment rises, the hard cases pile up behind a handoff nobody designed, and the people who used to absorb them are gone.



→ How f/cx.ai solves it

We design the handoff before anything reaches a customer. What the agent resolves, when it hands off, how it sounds, and how you know it is safe to launch.

- OFFERING** Agentic Service Design & Deployment Plan — intent and containment design, the orchestration blueprint, the escalation and tone playbook, and an evaluation plan before launch.
- OFFERING** Contact Center Modernization & Agent Assist — the knowledge foundation everything else quietly depends on, made good before AI faces a customer.
- OFFERING** Conversation Intelligence & Voice of Customer — driver-level insight from every interaction, not a two percent QA sample.
- ENGAGE** Journey Reinvention Program — 10 to 14 weeks on one journey

→ What you gain

- ✓ **Cost to serve falls without spending the relationship** — you design for resolution, so the saving shows up in the P&L and the customer still comes back.
- ✓ **You avoid the rehiring cycle** that half your peers are forecast to run through by 2027, because the human capacity was designed in rather than cut out.
- ✓ **The escalation path has a named owner and a time on it**, so a hard case stops being a queue and starts being a commitment.
- ✓ **You can show the board which line each saving moved** — and defend it when the CFO asks what it cost in retention.

TOOLKIT MODULES THAT ACCELERATE THIS

DIAGNOSE Touchpoint Mapper**DIAGNOSE** Persona Manager**DIAGNOSE** Voice of the Customer**DIAGNOSE** Sentiment Analysis**DESIGN** Omni-Channel Modeler**DELIVER** Return on Customer Experience

The **Touchpoint Mapper** derives every stage of a journey from your own contact records — sentiment, effort, cost to serve and the abandonment budget between them — and marks the touchpoints sitting on channels you run nothing on. The **Omni-Channel Modeler** puts a number on unnecessary channel switching, and **RoX** turns the result into an index the board can hold you to.

03

THE PROBLEM

The budget is spread so evenly that nothing moves

Half of CX decision-makers are raising technology spend by five percent or more, and barely a third are raising spend on the people and capabilities that make technology work. The result is a portfolio with no shape: everything funded a little, nothing funded enough.

SPREAD THE SPEND



Nothing clears the line. Every function funded something.
Governance, journey management and coordination went unbought.

SHAPED, WITH A FUNDING LINE



Three clear it. The rest is the not-this list, written down.
Capability bought alongside the tool, not after it.

→ How f/cx.ai solves it

A strategy is the not-this list. We make the portfolio pick a shape, put decision rights behind it, and hold the line through the budget cycle.

- OFFERING** CX Strategy & Operating Model Design — the experience you intend to deliver, the model that can deliver it, and the decision rights that stop it being renegotiated every quarter.
- OFFERING** Fractional CX Leadership — a single accountable CX voice in the room when the money is committed, without a full-time hire.
- OFFERING** CX AI Readiness & Opportunity Assessment — one ranked list the leadership team can argue with, instead of five competing wish lists.
- ENGAGE** CX Strategy Sprint, 8 weeks · or Operating Model Review, 4–6

→ What you gain

- ✓ **A visible funding line** — and a not-this list written down before anyone leaves the room, which is what makes the line hold.
- ✓ **An investment narrative that survives finance**, with value at risk and model confidence attached to each decision rather than a wish list.
- ✓ **Measurement that schedules work**, not reports — driver-level insight the operating team acts on every week.
- ✓ **Capability that compounds instead of dependency that deepens** — named internal owners run the cadence without us by month six.

TOOLKIT MODULES THAT ACCELERATE THIS

DIAGNOSE Experiences Dashboard

DECIDE Capabilities Ranker

DECIDE Experience Rationalization

DECIDE CMO to CIO Alignment Mapping

DECIDE Customer Experience Scorecard

DELIVER Customer Experience Roadmap

The **Capabilities Ranker** draws the funding line in front of the room: agree the weights before the list is on screen, and the portfolio ranks itself. **Experience Rationalization** produces the not-this list with a defensible score behind every initiative, and **CMO to CIO Alignment Mapping** surfaces where the two functions genuinely disagree — usually the real reason the budget was spread in the first place.

WHICH ONE IS YOURS?

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Start with an executive briefing. Half a day, your leadership team in the room, and a ranked shortlist you keep whether or not we work together.

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