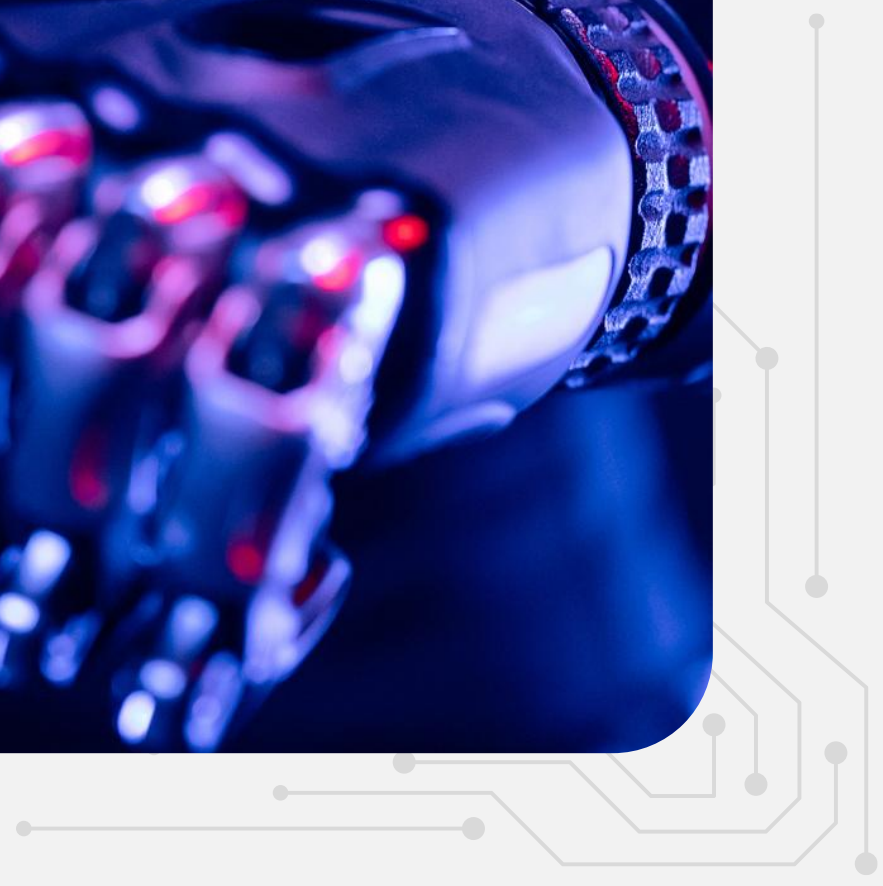




# Reimagining A New World



Meeting of Minds  
The Realities at The Summit **➤**  
11 & 12 Nov 2025





# Our Approach ↗

- Collective thinking from the audience
- Source: Slido @ CX Summit 2025

You share; we listen.



# Respondent Profile ↗

More than 50% of you have responded



## Organization Size

**70%**

respondents are from organization with more than 100 headcounts



## Industry

Top 3 industries where respondents are from:

1. Banking
2. Financial Services
3. Insurance

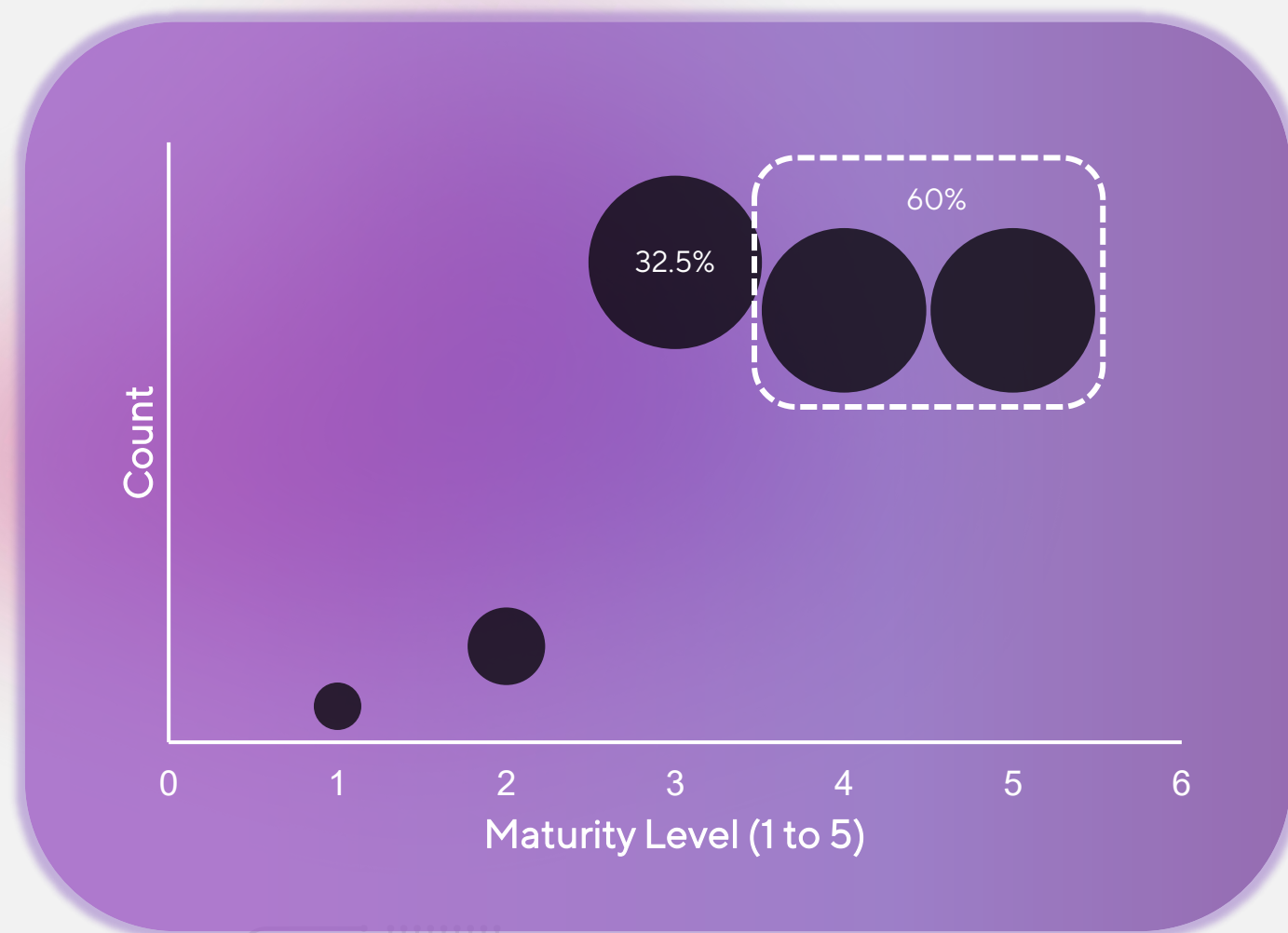


## Role

**45%**

respondents involved in CX responsibility

# CX In The Organization



## CX Maturity ↗

**60%** thinks their organization is mature in CX strategy, whereas **32.5%** is sitting on the fence.



## Top 3 Priorities ↗

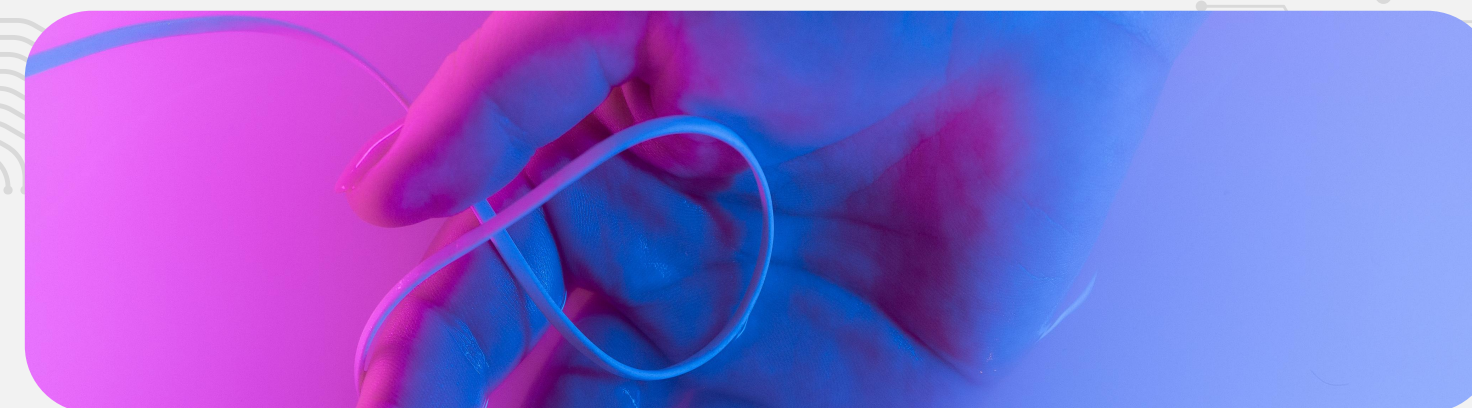
1. AI powered customer journey
2. Employee empowerment
3. Omnichannel integration



## Top 3 Challenges ↗

1. Budget constraints
2. Data silos
3. Legacy systems

# Adopting AI in CX – Tech in Use ↗



35%

## Customer Analytics

1. Intelligent customer journey
2. Voice of Customer
3. Predictive analysis

30%

## Chatbot

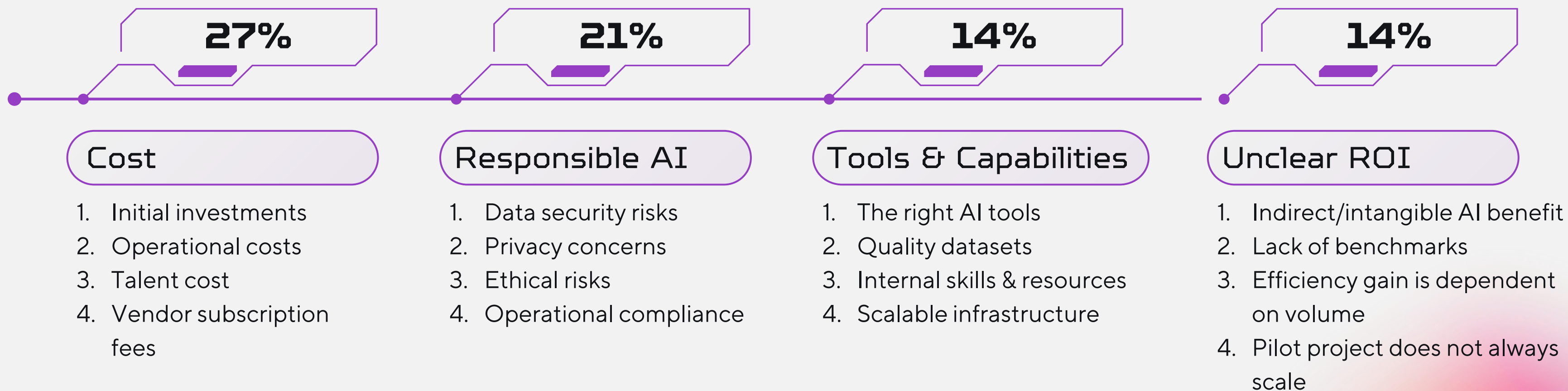
1. Conversational AI
2. Virtual assistants
3. Workflow automation

23%

## Generative AI

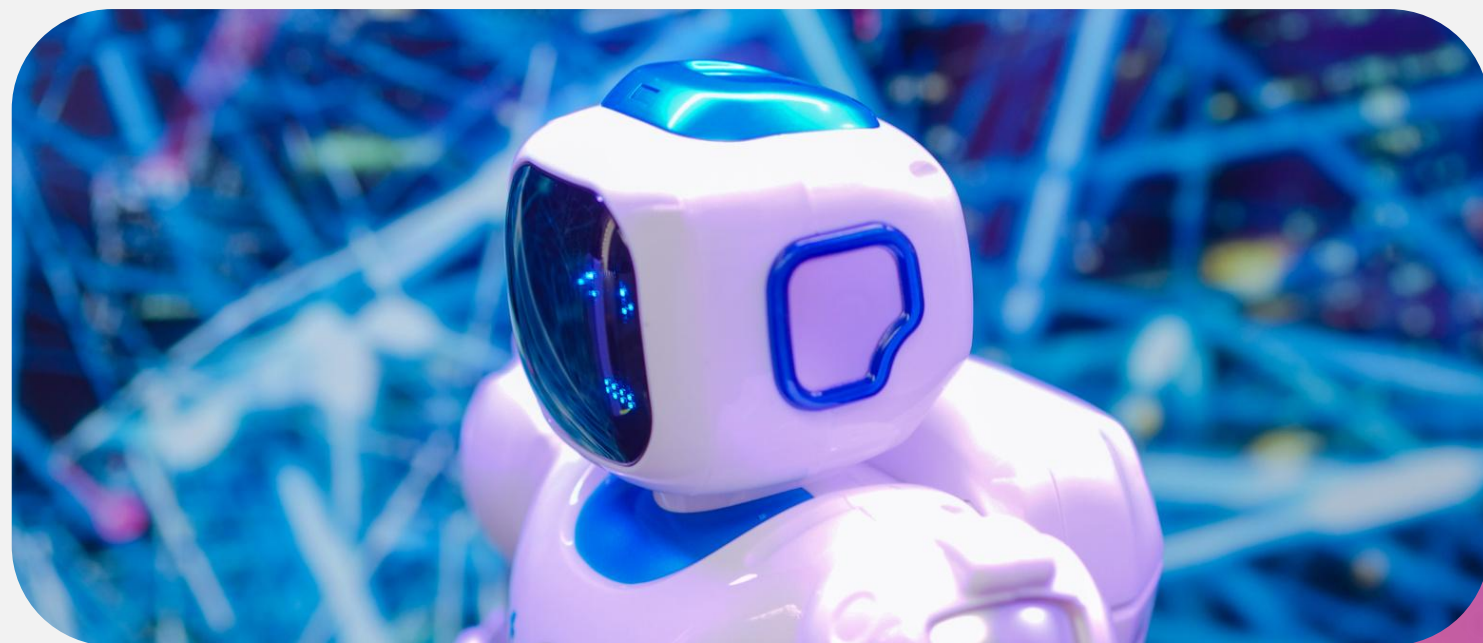
1. Context-aware chatbots
2. Multilingual support
3. Next best actions & personalized recommendations
4. Post interaction analytics

# Adopting AI in CX – Top Barriers ↗





# Conclusion



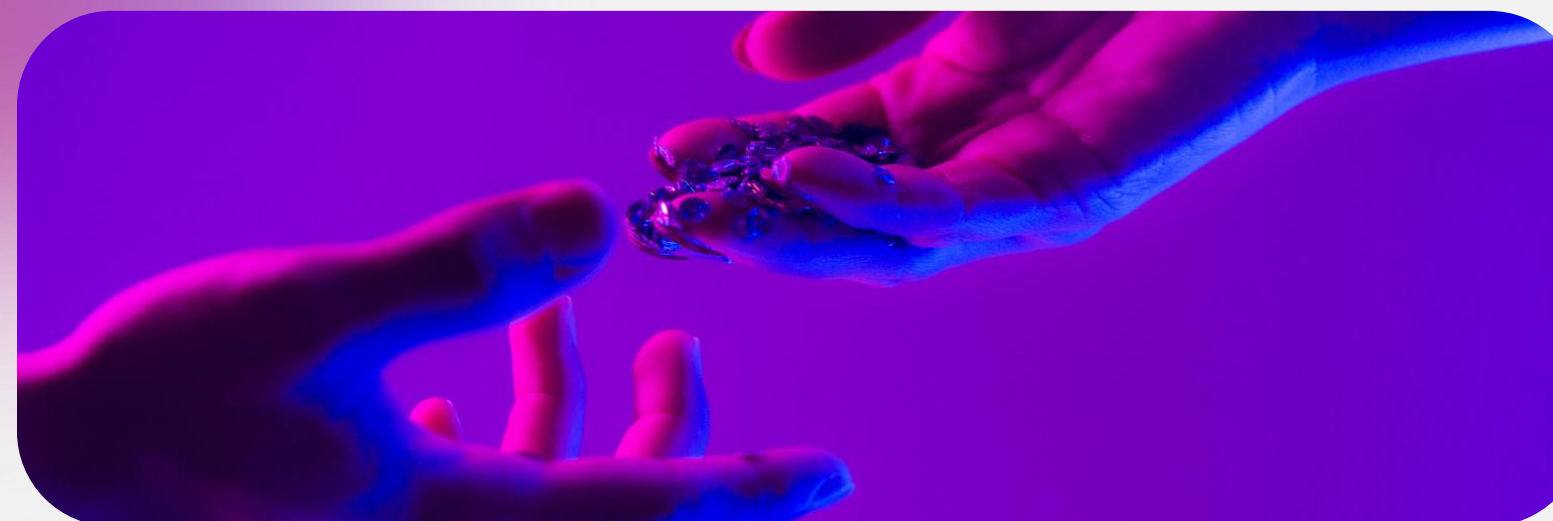
## Looking forward: AI – the brain of the CX ecosystem

It is not too late to enable AI in orchestrating customer journeys across all channels. Key reflection for organization to make AI an intelligent CX Partner, and employ the AI collaborators instead of (AI-resistant) users.



## Now: Hybrid Human + AI is the norm

AI is moving from experimentation to practical & scalable use, but the adoption is still uneven across industries & AI readiness.





# Thank You! ↗

We appreciate you for sharing your voice and look forward to seeing you again in the next event.

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