



Reimagining Brand Experience

Strategic Insights from the Tour of the State of CX in Malaysia

June 2026



THE NEW BRAND EXPERIENCE MANDATE

Why technology alone is no longer enough

Brand Is Becoming the Differentiator

As technology becomes easier to replicate, lasting differentiation will increasingly come from brand purpose, customer relevance and the quality of experiences delivered across every touchpoint.

Customers Still Remember Human Moments

While customers value speed and convenience, the moments they remember most demonstrate empathy, reassurance and genuine understanding which shapes long-term perception of a brand.

Brand Purpose Must Evolve

Strong brands remain relevant by aligning purpose, experience and customer expectations. Organisations must redefine what their brand promise means in an increasingly digital world.

Efficiency Does Not Guarantee Loyalty

Organisations may automate routine interactions and reduce cost-to-serve yet still experience declining trust and emotional attachment if the brand experience becomes increasingly transactional.

The New Brand Imperative

Traditional Focus

- Scale operations
- Reduce cost-to-serve
- Improve channel efficiency
- Expand digital capabilities

Future Focus

- Strengthen brand relevance
- Build customer trust
- Create emotional connection
- Design memorable experiences

WHY THIS DOCUMENT

This publication distils strategic perspectives into a practical framework for organisations seeking to strengthen brand experience in an AI-enabled future. It explores how leadership, customer experience and brand strategy must evolve together as technology becomes increasingly accessible across industries.

THE BRAND EXPERIENCE SHIFT

How leading organisations are redefining customer relationships in an AI-enabled world

FROM		TO
Operational Efficiency	▶	Sustained Customer Relevance <i>Deliver experiences that remain valuable, timely and meaningful</i>
Omnichannel Availability	▶	Opti-channel Experiences <i>Meet customers where they want to engage, not everywhere</i>
Brand Communication	▶	Brand Experiences <i>Customers remember experiences more than campaigns</i>
Digital Self-Service	▶	Human-Centred Journeys <i>People focus on empathy while AI handles routine interactions</i>
Mass Engagement	▶	Hyper-Personalisation <i>Brands are expected to recognise individual needs, not broad segments</i>
Customer Satisfaction	▶	Customer Advocacy <i>Trust and emotional connection create lasting customer advocacy</i>

The New Competitive Reality

Technology is increasingly accessible to every organisation.

The real challenge is no longer building digital capability.

It is creating experiences that customers remember, trust and actively choose over competing alternatives.

Winning brands compete on relevance, trust and meaningful relationships

“Technology may power the interaction. Brand defines how the interaction is remembered.”

WINNING BRAND LEADERSHIP IN THE AI ERA

The organisations creating lasting differentiation are redefining how brand, experience and technology work together.



Leadership Mindset Shift

OLD THINKING	NEW THINKING
Brand belongs to Marketing	Brand is an enterprise capability
CX belongs to Operations	Experience is everyone's responsibility
Technology creates differentiation	Technology is the baseline
Loyalty comes from rewards	Loyalty comes from meaningful experiences
Transformation is project-based	Transformation is continuous

"When AI becomes a commodity, Brand Experience becomes the competitive advantage."

THE EXECUTIVE PLAYBOOK

Five strategic priorities for building stronger Brand Experience in an AI-enabled future.

01

Revisit Your Brand Promise

Ensure purpose remains relevant to evolving expectations and is reflected consistently across every interaction.

02

Design For Moments That Matter

Identify high-emotion journeys where human connection creates greatest impact, combining digital efficiency with empathetic support.

03

Build Personal Relevance At Scale

Use customer insight and AI responsibly to deliver experiences that feel contextual, timely and genuinely personalised.

04

Create Value Beyond Transactions

Strengthen loyalty through meaningful ecosystems and trusted relationships, not solely through rewards or promotions.

05

Measure What Customers Remember

Complement operational metrics with measures of trust, advocacy and emotional connection to understand true Brand Experience impact.

What Success Looks Like

Higher Customer Trust

Customers feel confident engaging with the organisation across every channel.

Stronger Brand Preference

Customers actively choose the organisation even when alternatives offer similar technologies.

Deeper Customer Loyalty

Relationships strengthened through consistent value and memorable experiences.

Sustainable Competitive Advantage

Technology drives performance but Brand Experience creates lasting competitive advantage.

Brand Experience is no longer a supporting function, **it is becoming one of the organisation's most important strategic assets.**

THANKS TO OUR EXPERT CONTRIBUTORS

This strategic insights document is informed by the perspectives of CX and brand leaders across Malaysia, whose contributions reflect the collective effort to advance customer experience across industries.



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