

AI in customer experience

A guide to evaluating your contact center maturity

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How AI helps at every stage

Customer expectations for service and experience are at an all-time high in the digital era.

Organizations are under increasing pressure to keep pace with rising customer expectations, making exceptional customer experience (CX) not just a competitive advantage but a fundamental requirement for success. Achieving this level of service demands more than process tweaks or routine technology upgrades—it calls for a strategic, holistic transformation of your contact center and the way your teams engage with customers.

Artificial intelligence is driving this revolution, completely changing the landscape of CX by moving beyond simple automation to anticipating customer needs, resolving issues before they arise, and delivering personalized, emotionally intelligent interactions at scale. Imagine a contact center that operates seamlessly around the clock, with AI agents orchestrating solutions across every channel and ensuring every customer journey is effortless and uniquely tailored.

As we look ahead, these possibilities are rapidly becoming the new standard for organizations committed to leading in a dynamic, customer-centric world.



Introducing the AI Customer Experience Maturity Framework

This is where the AI Customer Experience Maturity Framework comes into play. The framework offers a structured method for understanding how your organization delivers customer service today and what it will take to reach the next level. It recognizes that every organization is on a unique journey, progressing through different stages of maturity as they adopt new technologies, refine processes, and build customer-centric cultures. The framework provides a clear roadmap for continuous improvement, helping you identify opportunities to enhance efficiency, boost satisfaction, and create more value for your customers and your business.

In this guide, you'll gain a comprehensive understanding of the different stages of CX maturity and the characteristics that define each phase—from early, manual approaches to advanced, AI-powered operations. You'll learn to recognize where your organization stands, what indicators signal readiness for advancement, and the strategies to help you move forward. We'll explore proven methods for leveraging automation, artificial intelligence, and data-driven insights to deliver more proactive, personalized, and emotionally resonant experiences.

Most importantly, this guide will make the business case for investing in CX maturity powered by AI. Whether you're just beginning your CX transformation or looking to optimize an already sophisticated operation, you'll find actionable insights and inspiration to guide your journey. You'll see how advancing through the stages delivers tangible benefits: reduced operating costs, increased self-service rates, and improved customer satisfaction and loyalty. Add these up and they lead to greater revenue and long-term growth.

By embracing this framework, your organization can create its own plan to help exceed the expectations of today's customers, ensuring sustainable success in a rapidly evolving marketplace.

Stage 1

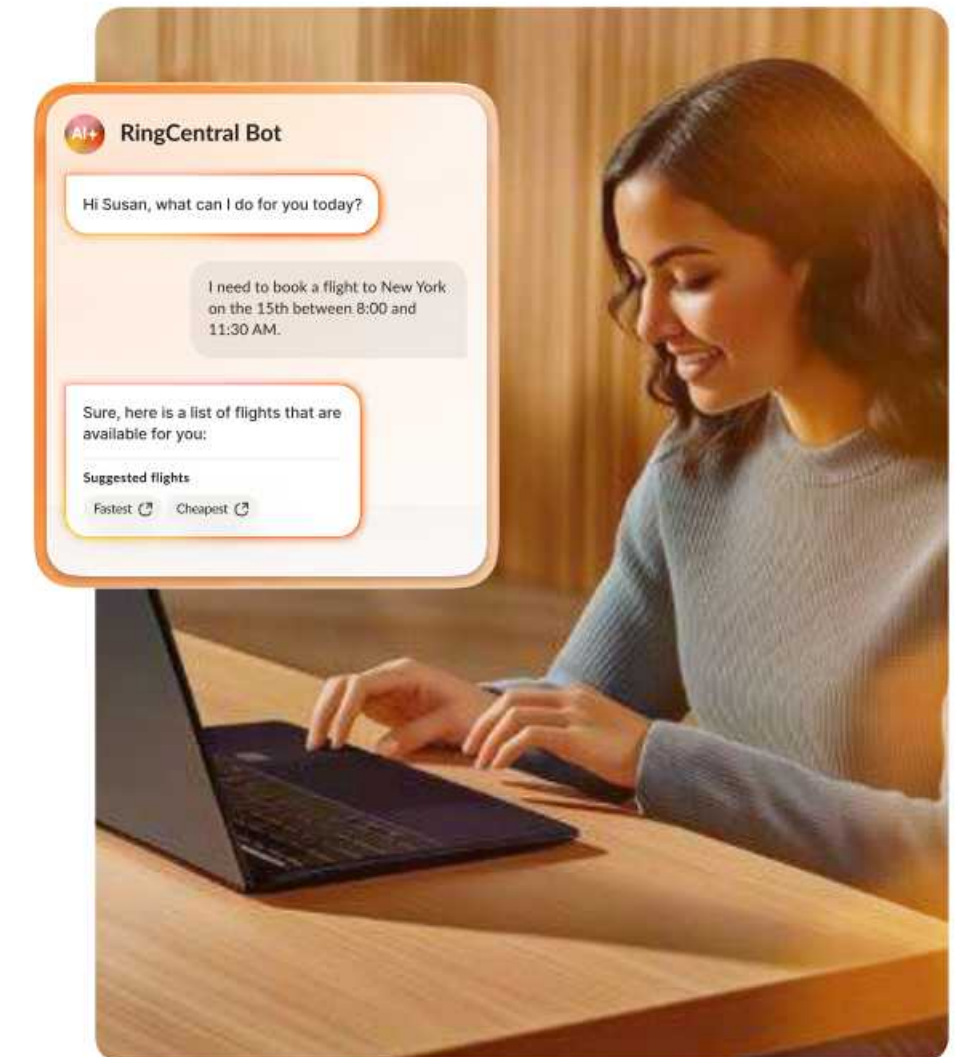
Manual 1:1 service

Description

At Stage 1 or “Beginning” maturity level, organizations rely almost entirely on manual, one-to-one service for all customer interactions. In this foundational phase, every inquiry is managed directly by a human agent, most often through traditional channels like phone and email. No digital self-service options or automated tools are available, so even the simplest questions or routine requests require agent intervention.

This high-touch approach may feel personal, but it often leads to inefficiencies and bottlenecks as demand increases. It's important to recognize that this is where most small businesses naturally start from—no organization begins its journey at the top of the maturity spectrum. Every company progresses at its own pace, and moving beyond this stage is a gradual process that reflects growth, evolving needs, and new opportunities.

In this stage, the quality of service heavily depends on each agent's individual expertise and memory. There is little to no formal process for knowledge sharing, documentation, or standardized responses. If AI is in use, it's very rudimentary. This high-touch approach can feel personal, but quickly becomes inefficient, high-cost, and challenging to scale. As customer volume increases, teams struggle to keep up, leading to bottlenecks, longer wait times, and inconsistent service quality that ultimately impact customer satisfaction and operational performance. As a result, the customer experience can vary widely from one interaction to another. Some customers may receive prompt, accurate assistance, while others encounter delays or inconsistent answers, leading to unpredictability and frustration.



Key metrics and other considerations

Operationally, organizations at this maturity level lack workforce optimization capabilities; that is, the strategic use of processes and technologies such as scheduling, performance management, quality monitoring, and analytics to maximize agent productivity, improve customer experiences, and reduce operational costs by ensuring the right resources are in place to meet customer demand efficiently.

No systems or processes are in place to optimize scheduling, monitor agent performance, or allocate resources efficiently. Analytics are minimal, with organizations typically tracking only the most basic service metrics, such as call handling time or the number of emails processed. There is no in-depth analysis of customer interactions, retroactive surveys, or systematic customer feedback collection to guide improvements or strategic decisions.

Key performance indicators (KPIs) at this level reflect the operations' manual and unoptimized nature. Response times are often slow, **frequently exceeding 24 hours**, and abandonment rates are high as customers grow frustrated with long waits and may give up before receiving assistance. Reporting is confined to surface-level efficiency metrics like hold time, which provide little actionable insight for leaders seeking to improve customer satisfaction or drive strategic change.

The technology environment at the Beginning level is minimal and fragmented. Any existing systems are typically siloed, requiring manual data entry or transfer between platforms. There is no integration with customer relationship management (CRM) tools, no automated inquiry routing, and no centralized knowledge base for agents to reference. Data utilization is basic at best, limited to simple record-keeping with no analysis of trends, customer journeys, or root causes of recurring issues. This lack of insight makes it difficult for organizations to identify improvement opportunities or prioritize investments.

Organizations operating at this level face significant challenges. The manual, high-touch approach is costly and difficult to scale, especially during periods of high demand. Agents can quickly become overwhelmed, leading to longer wait times, inconsistent service, and declining customer satisfaction. The absence of standardized processes and knowledge sharing compounds these issues, making delivering a predictable or high-quality customer experience nearly impossible.

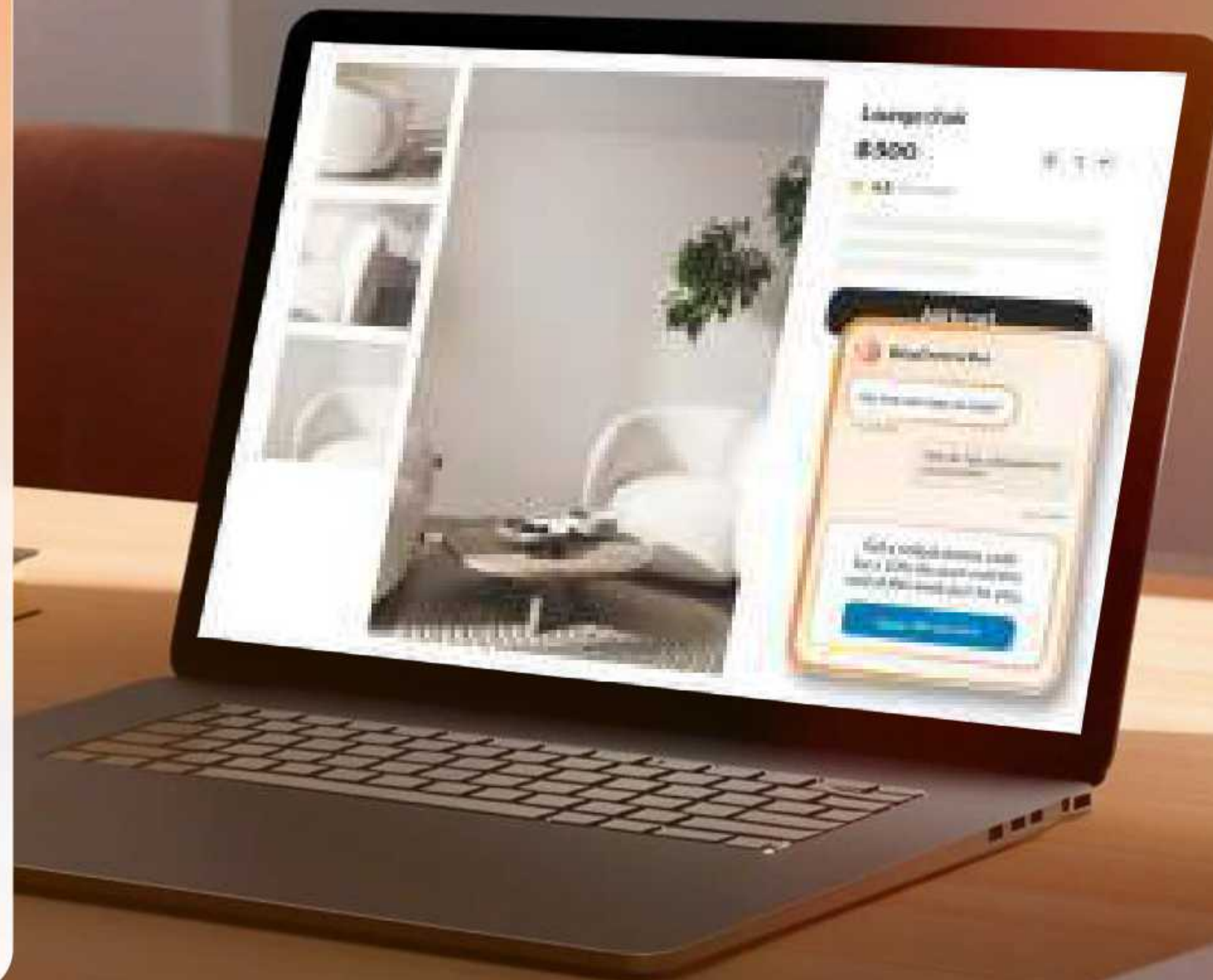
Action plan

Organizations should focus on establishing foundational technologies and standardizing processes to progress beyond the Beginning level. **This includes creating a basic knowledge base for agents, standardizing responses to common inquiries, documenting core customer journeys and workflows, and identifying repetitive tasks that could be streamlined or automated.** By laying this groundwork, organizations can prepare for more advanced capabilities such as automation, analytics, and proactive customer engagement, setting the stage for a more scalable, efficient, and customer-centric operation.



Stage 2

Basic automation



Description

As organizations reach the Stage 2 or "Developing" maturity level, they begin to move beyond the limitations of purely manual service by integrating foundational automation and introducing the first self-service capabilities. A shift toward operational efficiency marks this stage as companies streamline routine customer interactions and provide more accessible support options.

Implementing technologies such as Interactive Voice Response (IVR) systems and basic routing tools becomes standard at this level. These solutions help direct customers to the correct department or agent, reducing unnecessary handoffs and ensuring inquiries are handled more quickly and accurately.

Alongside these advancements, organizations roll out simple self-service options like searchable knowledge bases and online forms. These tools empower customers to resolve common issues independently, improving their experience and alleviating pressure on agents. Operational processes become more structured by adopting basic scheduling and queue management systems. These tools enable organizations to better manage incoming volume, allocate resources efficiently, and reduce customer wait times.

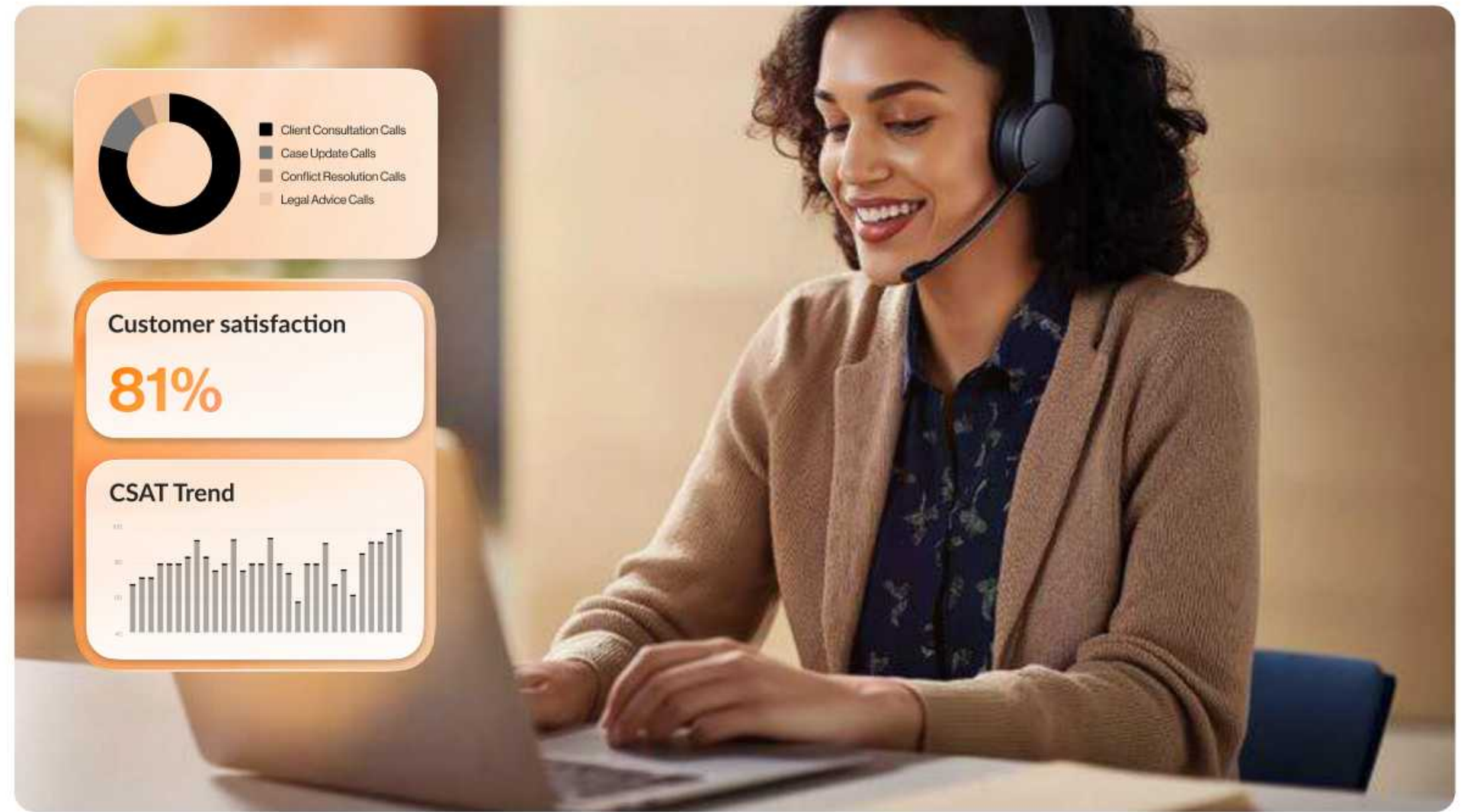
As a result, average response times typically improve, dropping from the 24+ hours seen at the initial maturity stage to approximately 12 hours. Agents benefit from access to standardized scripts and a basic knowledge base, which leads to more consistent and predictable service delivery.



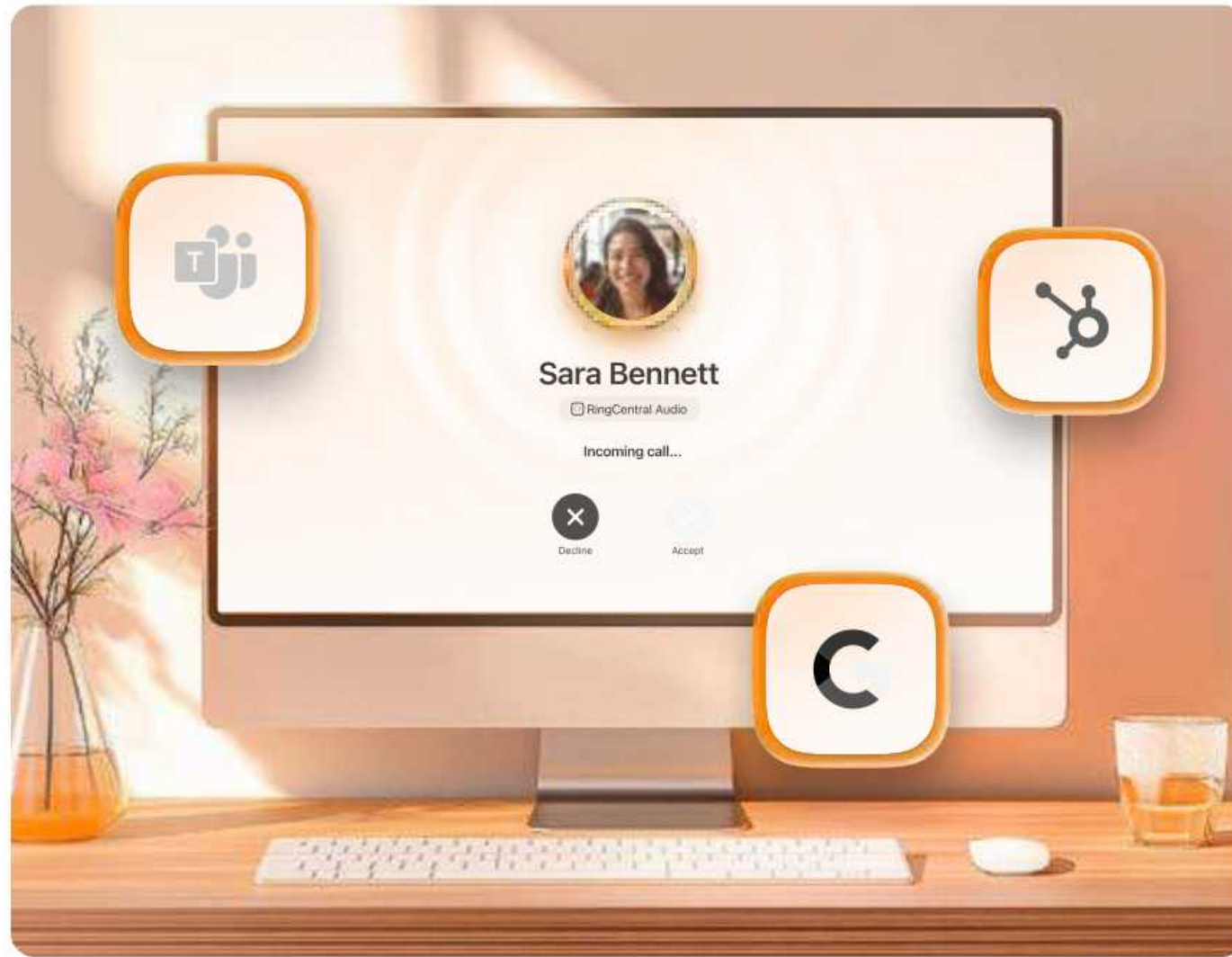
Key metrics and other considerations

A key development at this stage is the introduction of formal customer satisfaction measurement. Organizations begin to systematically collect and analyze feedback, often through basic Net Promoter Score (NPS) surveys to derive Customer Satisfaction (CSAT) metrics. This marks the beginning of a data-driven approach to service improvement, providing valuable insights into customer perceptions and areas for enhancement. Regular reporting on standard service metrics, such as queue management and response times, further supports informed decision-making.

While these foundational improvements bring greater consistency and efficiency, the customer experience still depends heavily on human agents for complex or non-routine issues. Automation and self-service are primarily limited to straightforward inquiries, and most channels remain siloed, with limited integration between systems. CRM integration may be introduced at this stage, allowing for more unified customer data and a better understanding of the customer journey.



Action plan



The benefits of reaching the Developing maturity level are clear: organizations experience reduced manual handling of repetitive tasks, more standardized customer interactions, improved resource allocation, and the beginnings of actionable data collection.

However, to advance further, organizations must focus on expanding self-service options, connecting systems using turnkey integrations (especially CRM to assist in personalized service), and developing more sophisticated customer segmentation strategies. Implementing basic chatbots for routine inquiries will enable more efficient service in the future.

By building on these early automation and data capabilities, organizations set the stage for even more advanced, AI-driven customer experiences. The progress made at this level improves current operations and establishes a strong foundation for the next phase of CX maturity, where deeper integration and predictive intelligence become possible.

Stage 3

Conversational AI

Description

This maturity level is considered "Intermediate," and is realized when organizations make a decisive leap forward by integrating advanced conversational AI into customer experience operations. This stage is defined by the ability of AI-powered virtual assistants and chatbots to engage customers in dynamic, context-aware conversations across multiple channels, moving far beyond the basic automation of earlier stages.

Natural language processing (NLP) is central to this transformation, enabling AI systems to interpret customer intent, understand complex queries, and maintain continuity throughout the interaction.

These conversational interfaces can handle a wide variety of routine requests directly, allowing customers to resolve issues or get information naturally and intuitively without ever needing to speak to a live agent. As a result, self-service completion rates increase substantially, and customers benefit from faster, more satisfying resolutions.

Support at this level is truly multi-channel. Organizations now provide seamless assistance through traditional phone and email, chat, and other digital platforms. Customers can engage on their preferred channel and receive consistent, high-quality support, with the flexibility to move between channels without losing context.

Predictive routing further enhances the experience by matching each inquiry to the most appropriate resource, whether an AI assistant or a specialized agent, based on the nature of the request and the customer's history.

This innovation drives response times to around four hours and ensures customers receive timely, relevant help.

Integrating systems and data across channels is a hallmark of the Conversational AI stage. Customer context and history are shared, giving AI and human agents a unified view of the customer journey. This interconnected environment eliminates the need for customers to repeat information and enables seamless transitions between self-service and agent-assisted support.

Key metrics and other considerations

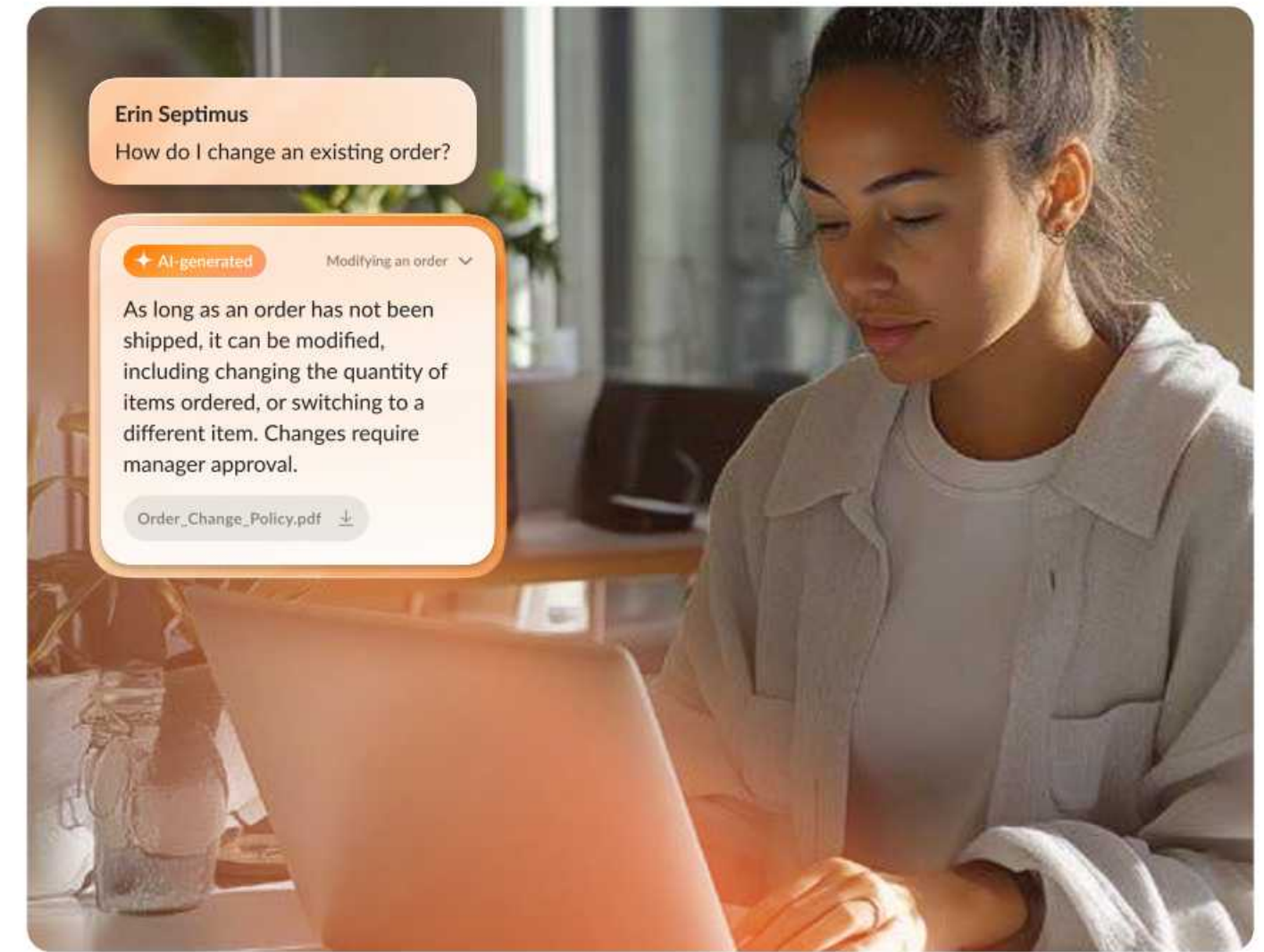


Analytics and data utilization also reach a new level of sophistication. Organizations move beyond simple metrics to analyze trends, map customer journeys, and evaluate the effectiveness of each channel. With cross-channel visibility, it becomes possible to identify friction points and opportunities for further automation or process improvements. Solutions like [AI Quality Management](#) drive improvements through ongoing agent coaching and development, driven by insights from detailed interaction analysis and customer feedback.

While automation significantly reduces the need for manual intervention in routine interactions, complex or sensitive issues are still escalated to human agents. These agents are now empowered by integrated information systems and real-time AI guidance with tools like [AI Assist](#), allowing them to focus on high-value, nuanced customer needs. Standardized knowledge bases and scripts remain essential but are now augmented by contextual recommendations and up-to-date data.

Action plan

To advance beyond this maturity level, organizations should focus on expanding conversational AI capabilities across all channels, deepening system integration for a truly unified customer view, and investing in advanced journey analytics. Enhancing knowledge management with AI support and refining predictive routing will improve customer experience. **Reaching the Conversational AI maturity level marks a significant milestone in the CX journey. Organizations at this stage enjoy greater efficiency, consistency, and personalization and are well-positioned to evolve toward the most advanced, proactive, and emotionally intelligent customer experiences.**



Stage 4

Automated intelligence



Description

At Stage 4, organizations operate at the “Advanced” maturity level and experience a fundamental transformation in delivering customer experience. Here, artificial intelligence becomes the central force, supporting but actively orchestrating interactions and anticipating customer needs around the clock.

AI-driven systems provide 24/7 assistance, proactively engaging with customers and adapting real-time responses based on behavior, preferences, and past interactions.

This stage is defined by conversational intelligence with deep context awareness, enabling highly personalized engagements at scale. Dynamic customer journeys are crafted and adjusted on the fly, as AI analyzes signals and tailors each interaction to ensure relevance and satisfaction.

Personalization is no longer limited to isolated touchpoints; it is woven seamlessly throughout the entire customer lifecycle, regardless of the channel or time of day.

Human agents remain a vital part of the service equation but are now significantly empowered by AI. During complex or sensitive interactions, agents receive real-time coaching, contextual recommendations, and instant access to relevant information, ensuring consistent service quality regardless of individual expertise.

Tools such as [AI Assist](#) guide agents through challenging scenarios, optimizing performance and maintaining a high standard of service delivery.

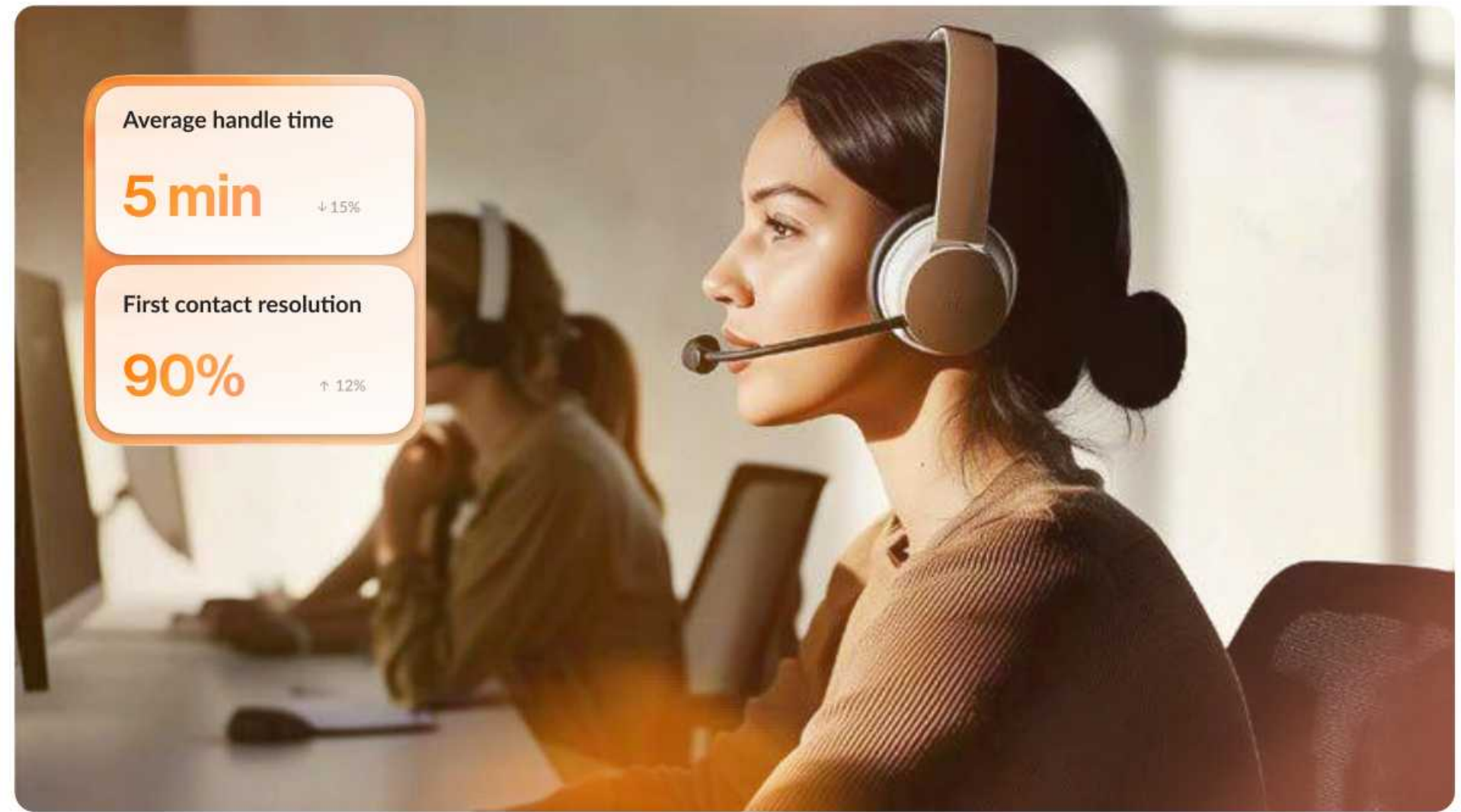
A key indicator of the Advanced maturity level is the ability to provide genuine 24/7 responsiveness. Predictive AI-powered models monitor customer sentiment, anticipate satisfaction, and identify potential issues before they escalate.

This allows organizations to proactively address concerns and deliver seamless, uninterrupted support. Operational efficiency is further enhanced by AI-driven forecasting and scheduling, which automatically adjust resources in response to changing demand.

Key metrics and other considerations

Analytics and performance management become deeply integrated with broader business outcomes at this stage. Key performance indicators now include real-time response rates, predictive satisfaction modeling, and comprehensive journey analytics that map and optimize every aspect of the customer experience. AI systems leverage predictive analytics to guide service improvements, while machine learning continuously refines customer-facing and operational processes.

Customer data utilization reaches its peak, with AI handling complex inquiries, making autonomous decisions, and ensuring seamless handoffs to human agents when necessary. Service quality is highly consistent, with AI-driven quality control and early detection of potential issues ensuring that standards are maintained across all interactions.



Action plan



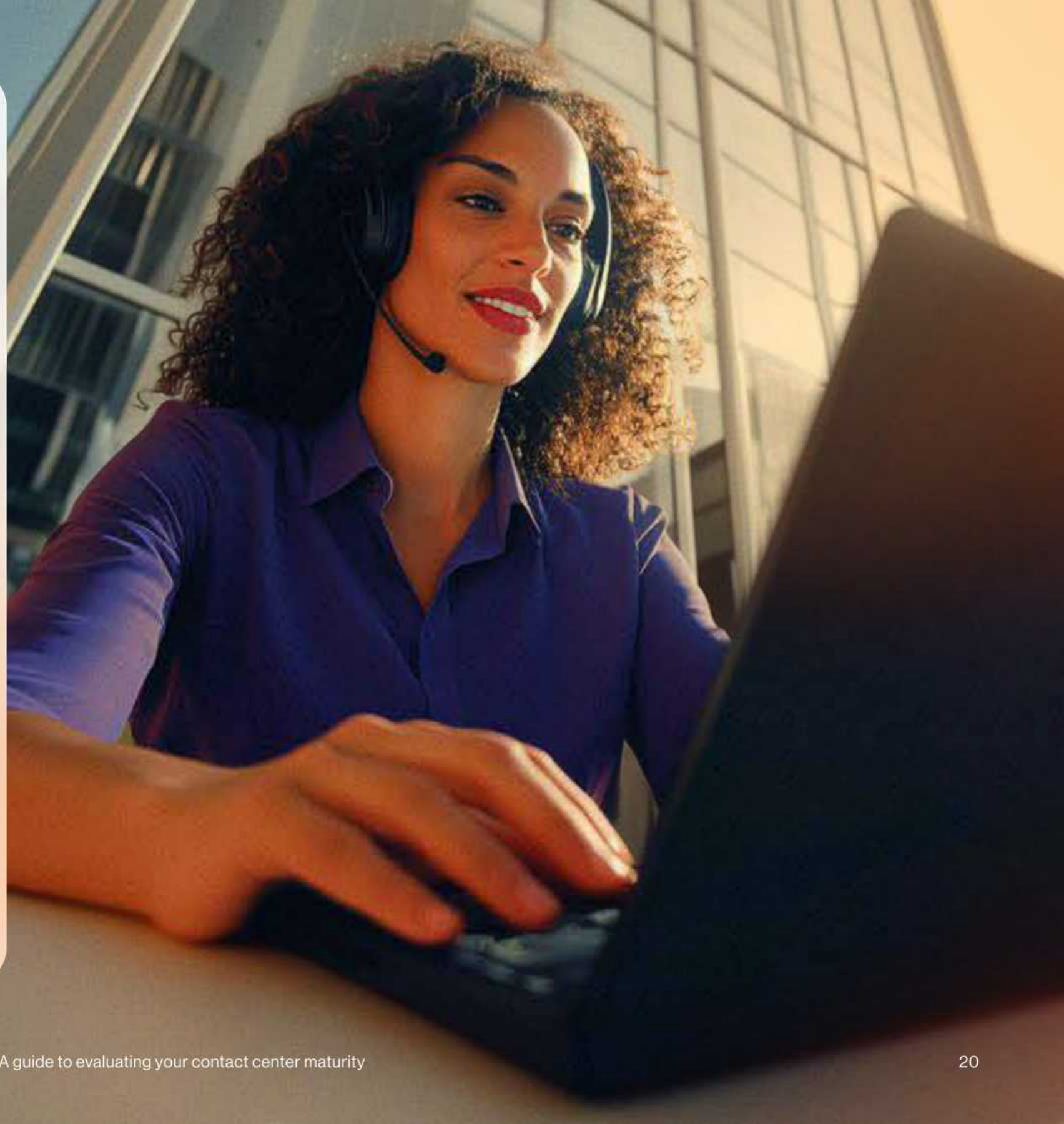
Organizations at the Advanced maturity level benefit from anticipating customer needs, delivering personalization at scale, and continuously optimizing the customer journey. The impact of customer experience initiatives is linked to strategic business outcomes, such as higher retention, increased revenue, and stronger brand loyalty.

To reach the highest level of maturity, organizations at this stage should focus on expanding predictive capabilities and orchestrating comprehensive, AI-driven customer journeys. This includes implementing advanced personalization across all touchpoints, deploying real-time coaching systems for agents, developing sophisticated predictive models for satisfaction and retention, and ensuring seamless collaboration between AI and human agents for complex scenarios.

By embracing proactive service models and leveraging the full power of AI, organizations can set new standards for customer experience and consistently exceed evolving customer expectations.

Stage 5

Effortless agentic AI



Description

At Stage 5, organizations are operating at the “Expert” maturity level, having achieved the ultimate vision for AI-driven customer experience: truly effortless, proactive, and emotionally intelligent interactions. At this stage, AI moves beyond simply responding to customer needs or even predicting them—it actively prevents issues before customers are aware they exist, making friction and frustration things of the past.

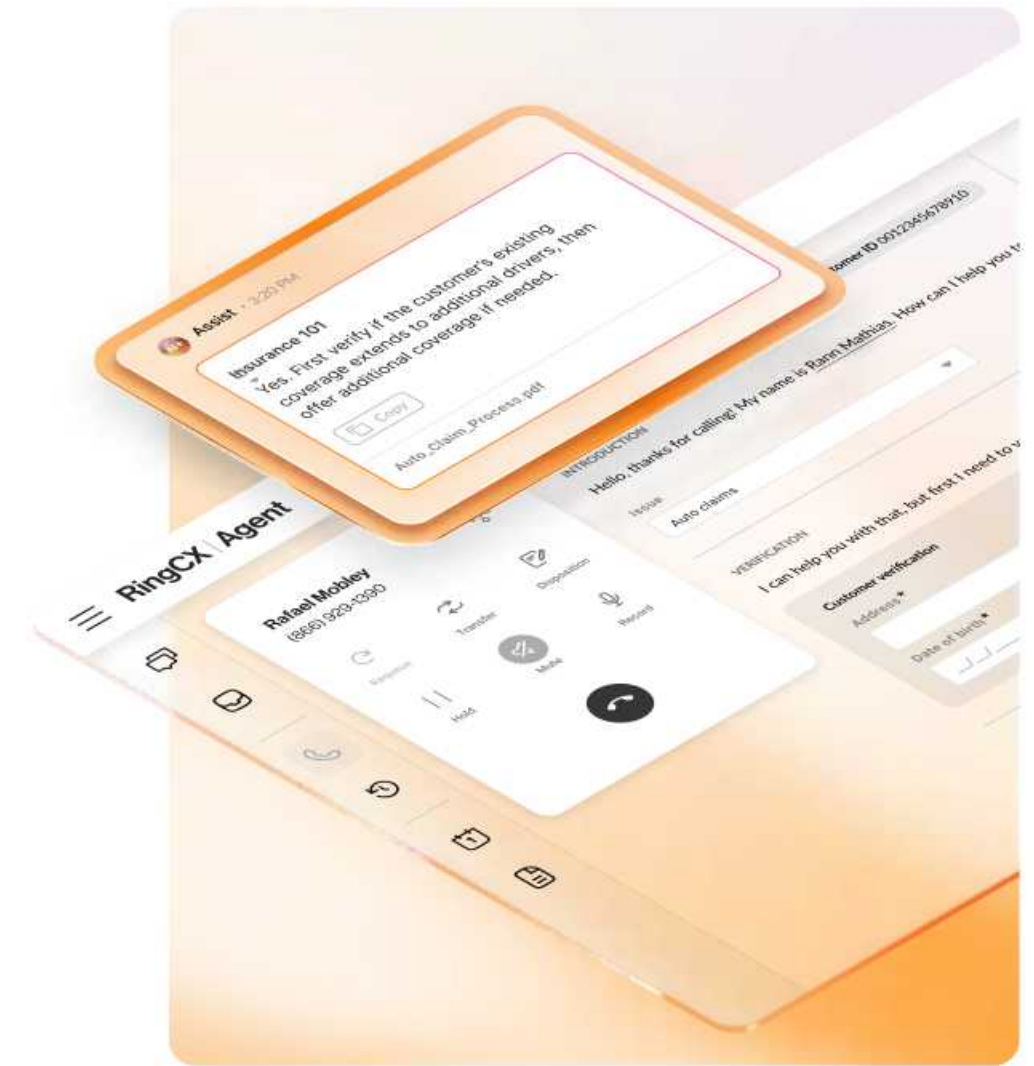
Expert maturity involves using advanced AI agents in all customer interactions and channels. These AI agents are endowed with sophisticated decision-making abilities, capable of independently resolving even complex matters while demonstrating high emotional intelligence. Rather than waiting for customers to reach out with problems, AI anticipates needs and intervenes preemptively, leveraging real-time data and continuous learning from key performance indicators.

The result is a preventative resolution approach, where customer effort is virtually eliminated and experiences feel seamless and “magical.”

Universal orchestration is a defining feature at this level. Every customer journey is consistent, contextually aware, and flows effortlessly regardless of channel or touchpoint. Personalization reaches its height, with AI anticipating not just general needs but each customer's specific preferences and intentions, delivering interactions that feel uniquely tailored and emotionally resonant.

Human oversight remains integral, with AI working in partnership with supervisors. AI can monitor agents and provide real-time alerts, call summaries, and detailed transcripts of customer interactions using tools like RingSense.

This information allows supervisors to quickly assess interactions, intervene as needed, and deliver effective coaching. In addition, automated forecasting and scheduling using Workforce Management helps ensure service levels are maintained.



Key metrics and other considerations



Key performance indicators at the Expert maturity level reflect this advanced state of CX. Metrics now include preventative resolution rates, emotional intelligence scores, and business outcome models that directly tie customer experience to measurable business results. Advanced analytics and predictive modeling provide organizations with a clear view of how CX initiatives drive retention, revenue, and brand loyalty.

Organizations at this stage enjoy remarkable competitive advantages. Customer issues are resolved before they become problems, journeys are frictionless, and every interaction is meaningful and emotionally engaging. The benefits are profound: experiences feel personal and intuitive, customers remain loyal and delighted, and the brand is seen as a leader in innovation and care.

Action plan

The fundamental goal at the Expert level is to eliminate customer effort entirely, creating seamless, intuitive experiences that unfold so naturally that they feel invisible —setting a new standard for what’s possible in customer experience. **To sustain and extend their leadership, organizations at this maturity continue to innovate by deepening their proactive issue-prevention systems, enhancing emotional intelligence capabilities, and expanding universal orchestration across all business systems.** They also remain at the forefront of emerging AI technologies, ensuring that customer experience continuously evolves to meet and exceed rising expectations.



AI Customer Experience Maturity Framework

Stage 1

Manual 1:1 service

Humans handle everything; customers wait for support

Your key capabilities

- Customers only interact with a human agent
- Agents only available on email and phone
- Knowledge reliant on individual agent expertise (lack of shared knowledge)
- Agents handle tasks manually
- Lack of insight to previous interactions, leaving little opportunities for coaching

KPIs

- Response time > 24 h
- High abandonment rates
- Basic service metrics

Maturity level: beginning

Stage 2

Basic automation

Simple service tools help humans work faster

Your key capabilities

- Basic routing (IVR) to handle simple tasks
- Simple self-service options, i.e. searchable knowledge base
- Basic scheduling
- Basic analytics for customer satisfaction, queues, favorability, more
- Integration with CRMs

KPIs

- Response time > 12 h
- Queue management
- Basic NPS tracking

Maturity level: developing

Stage 3

Conversational AI

Chatbots can route, resolve via conversations with customers

Your key capabilities

- Large language model (LLM) enabled
- Support across multiple channels like phone, email, chat
- Match customer inquiries to the most appropriate agent
- Appointment scheduling and forecasting
- Analytics for customer satisfaction, quality assurance, and operational analytics
- Emerging AI governance

KPIs

- Self-service rates
- Channel effectiveness
- CSAT, FCR, RNPS, SLA/ASA

Maturity level: intermediate

AI Customer Experience Maturity Framework

Stage 4

Automated intelligence

AI predicts what you need and helps you 24/7

Your key capabilities

- Personalized interactions
- AI adds significant context when routing to an agent
- Single AI entry point with voice, chat handoffs
- AI-driven appointment scheduling and forecasting
- AI Agent Coaching, AI CSAT
- AI-driven interaction analytics

KPIs

- Real time analytics
- Predictive satisfaction
- Resolution/contact rate

Maturity level: advanced

Stage 5

Effortless agentic AI

AI solves problems proactively

Your key capabilities

- AI Agents across all interactions
- Human AI oversight
- Automated AI forecasting and scheduling
- AI Supervisor Assist
- Cross-system AI orchestration
- Real-time AI analytics with intervention and prompting
- Full AI governance

KPIs

- Preventative resolution
- Emotional intelligence score
- Business outcome models

Maturity level: expert

Measuring your current maturity

Understanding your organization's position in the AI CX Maturity Framework requires more than ambition – it requires a candid and thorough evaluation across several core dimensions of customer experience capability. This process is not about where you hope to be but honestly measuring where you stand today. The assessment framework is built around five essential dimensions, each offering a distinct perspective on your CX operations.



Technology infrastructure and capabilities

considers your organization's approach to AI data storage, governance, and privacy, ranging from basic compliance to ethical, proactive data management. Strong privacy practices are crucial as AI evolves, ensuring customer trust, regulatory compliance, and responsible use of sensitive information in increasingly complex technology environments.



Customer interaction and experience focus

on the organization's ability to harness customer data. It explores the sophistication of personalization, the depth of analytics applied to customer experience, and the effectiveness of systems for identifying and resolving customer issues. This dimension reveals how customer information is gathered, interpreted, and transformed into actionable insights.



Intelligence and insights

delves into how well-equipped your agents are to manage inquiries. It reviews agent training and development, the accessibility and sharing of knowledge, and the efficiency of inquiry distribution. This area highlights the resources and tools available to your service team and their ability to consistently deliver positive experiences.



Performance, productivity, and outcomes

measure the organization's effectiveness in addressing customer needs. Typical contact center KPIs fall into several categories: efficiency metrics (like response time, queue management, abandonment rates, and SLA/ASA) gauge operational performance; customer satisfaction indicators (such as CSAT, NPS, RNPS, FCR, and emotional intelligence scores) measure experience and loyalty; self-service rates and channel effectiveness track how well customers resolve issues independently; and advanced analytics (real-time, predictive satisfaction, preventative resolution, and business outcome models) offer insights into proactive service and overall business impact.



AI readiness and strategy

looks at the broader organizational mindset toward customer experience. It assesses how CX is prioritized, the approach to continuous improvement and innovation, the organization's view and adoption of AI in CX, and how investments in customer experience are evaluated and measured for impact.

For each of these categories, it is imperative to distinguish between your current capabilities and your desired future state. An objective evaluation should accurately reflect the current situation. As you conduct your assessment, consider the consistency of the customer experience across various channels and segments, the extent of system and process integration, and the established mechanisms for measurement and ongoing improvement.



Advancing your maturity: Key strategies

Stage 1:
Manual 1:1 service

Stage 2:
Basic automation

Stage 3:
Conversational AI

Stage 4:
Automated intelligence

Stage 5:
Effortless agentic AI

Measuring your
current maturity

Advancing your maturity:
Key strategies

The business case
for advancement

Advancing through the AI CX Maturity Framework requires strategies tailored to an organization's current stage, with each phase presenting distinct priorities and opportunities for growth. For organizations at the early stages (Stages 1 and 2), start with establishing a solid foundation.

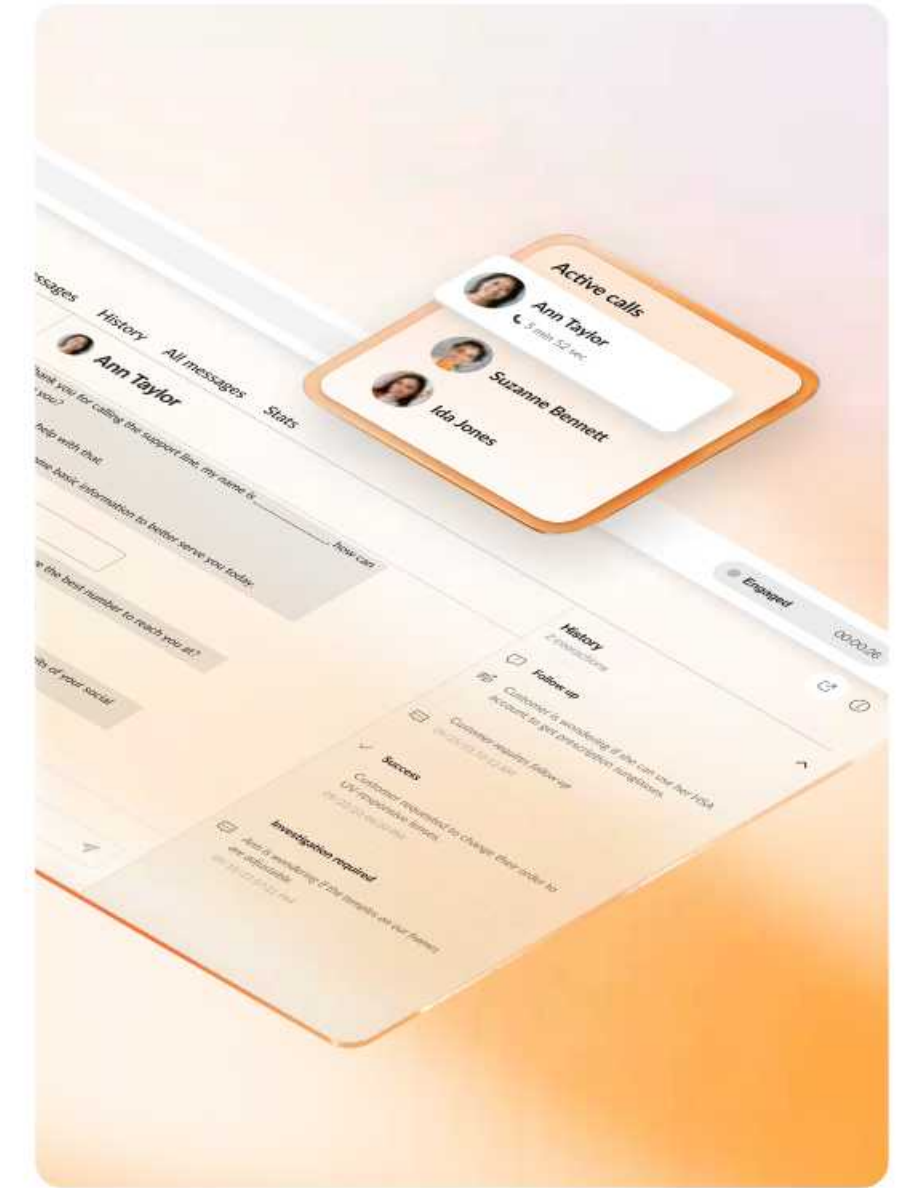
This involves implementing essential technologies and creating data structures that will support more advanced capabilities in later stages. Standardizing processes is important to ensure consistency across customer interactions and reduce variability and inefficiency associated with ad hoc approaches. Introducing self-service options for routine inquiries can help reduce the workload on human agents and improve overall efficiency.

At this stage, organizations should also monitor customer satisfaction and loyalty indicators such as CSAT and NPS to gain insights into the value of CX investments and inform ongoing improvement initiatives. Additionally, expanding basic automation and improving data integration are necessary steps to prepare for the next stage of maturity.

Stage 3 organizations should focus on scaling conversational AI and integrating systems for a unified customer view.

Expanding AI across channels automates interactions, freeing agents for complex tasks. Integration ensures seamless sharing of customer context for a personalized experience. Investing in advanced analytics like journey mapping and interaction analysis provides insights into customer preferences. Early adoption of predictive capabilities helps anticipate needs and identifies potential churn for future advanced AI applications.

Organizations that have reached the advanced stages (Stages 4 and 5) should prioritize proactive and innovative approaches to customer experience. Implementing service models that anticipate and address customer needs before they are expressed is possible by leveraging predictive analytics and AI-driven personalization at scale. More meaningful, empathetic interactions that enhance the quality of digital engagements is possible using AI with emotional intelligence capabilities.



Universal orchestration across all business systems ensures every customer journey is seamless and consistent, regardless of channel or touchpoint. At this stage, eliminating customer effort entirely by creating intuitive and effortless experiences is the goal. Continuous innovation with emerging AI technologies remains essential as organizations at the top of the maturity curve seek to sustain their competitive edge and drive ongoing CX excellence.

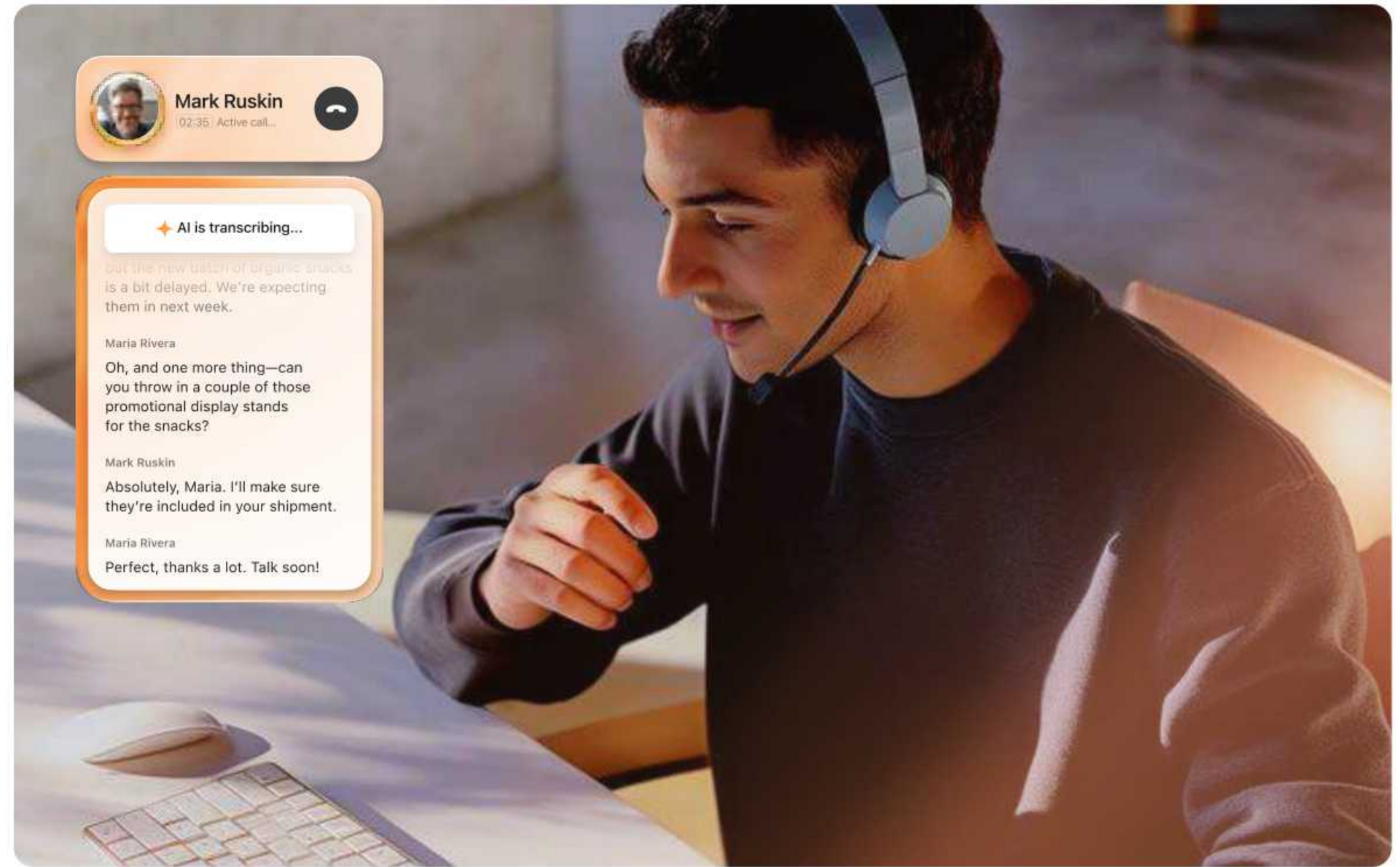
By aligning strategies with their current maturity stage, organizations can systematically enhance their customer experience, ensuring that every investment and initiative is targeted and impactful as they progress along the AI CX maturity stages.

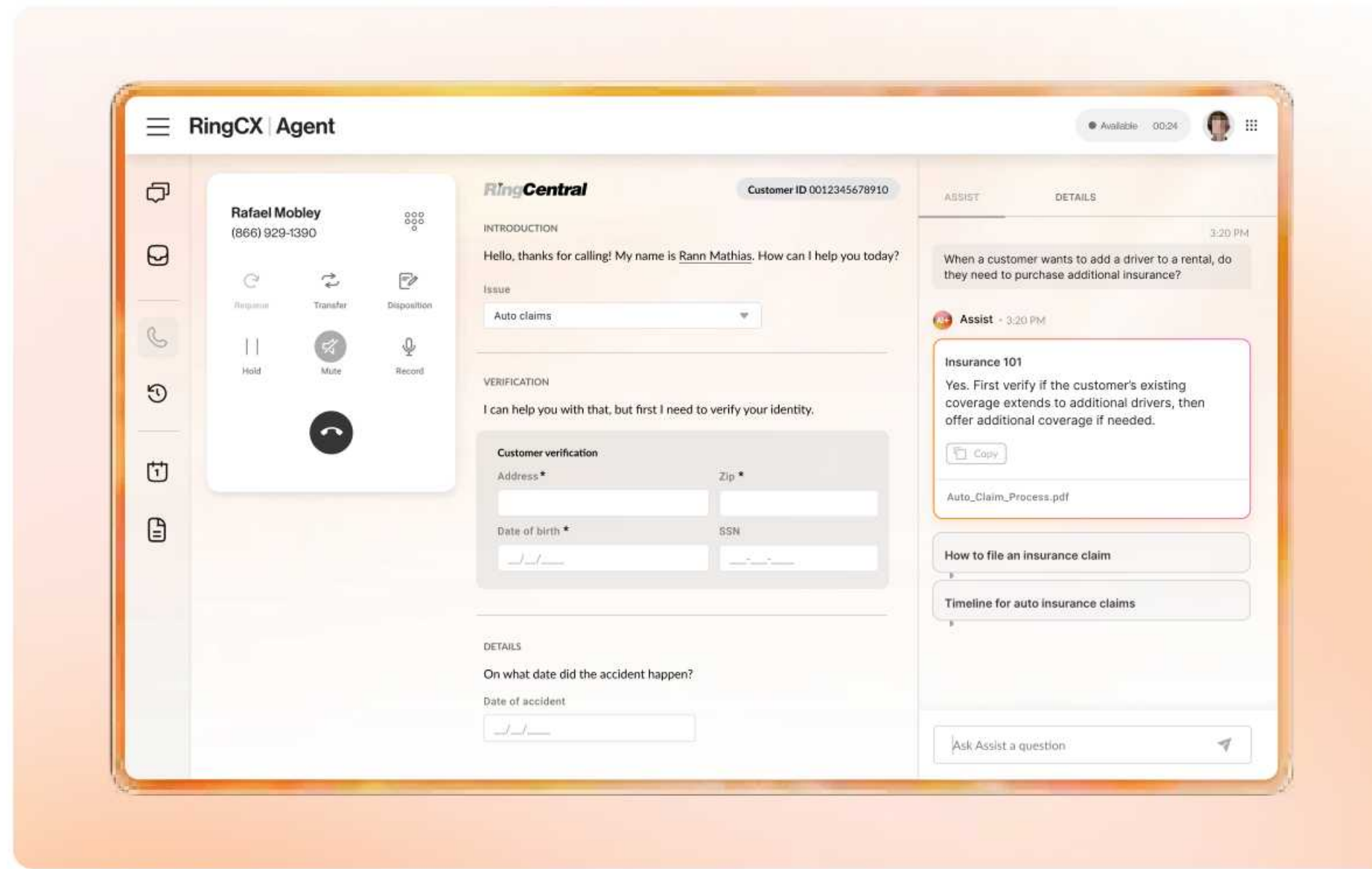
The business case for advancement

Advancing through the AI CX Maturity Framework yields tangible and quantifiable business advantages at every stage. Each milestone unlocks new value across operational optimization, customer retention, and revenue growth.

When organizations transition from Stage 1 to Stage 2, they generally experience immediate cost savings by optimizing manual processes and implementing fundamental automation. Enhanced customer satisfaction ratings augment these efficiency improvements, as customers derive benefits from expedited response times and enhanced service consistency.

The move from Stage 2 to Stage 3 fundamentally alters the way customers engage with the organization. By implementing conversational AI and augmenting self-service capabilities, organizations experience a substantial surge in the number of issues customers can independently resolve. This empowers customers and diminishes overall contact volume, enabling agents to concentrate on more intricate or high-value interactions and thereby driving enhanced operational efficiency.





Transitioning from Stage 3 to Stage 4 introduces a heightened level of personalization and responsiveness enabled by AI-driven insights and dynamic support. At this level, organizations witness a surge in loyalty metrics, including elevated Net Promoter Scores and enhanced customer retention. Personalized experiences become the standard, fostering strengthened relationships and fostering enduring engagement.

Reaching Stage 5 indicates the pinnacle of AI customer experience maturity, where seamless, proactive, and emotionally engaging interactions are consistently achieved. In this phase, organizations significantly enhance customer advocacy and maximize customer lifetime value. By anticipating customer needs, proactively addressing potential issues, and ensuring every interaction is seamless and meaningful, organizations foster deep loyalty and brand advocacy.

At every stage, the returns on investment are tangible and multifaceted. Each step forward delivers measurable improvements in efficiency, stronger customer relationships, and increased revenue. By continuously advancing through the AI CX maturity stages, organizations don't just keep pace with customer expectations; they set new standards for excellence in customer experience and secure a lasting competitive advantage.

Stage 1:
Manual 1:1 service

Stage 2:
Basic automation

Stage 3:
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Stage 4:
Automated intelligence

Stage 5:
Effortless agentic AI

Measuring your
current maturity

Advancing your maturity:
Key strategies

**The business case
for advancement**

The future of CX: Effortless agentic AI

As we look ahead, the evolution toward agentic AI customer experience signals a marked transformation in how organizations engage with their customers. This is not just a technological upgrade but a reimagining of customer relationships, where the focus shifts from reactive service to proactive, almost imperceptible support that anticipates and addresses needs before they even arise. CX's future is defined by seamless and intuitive interactions so that customers experience true ease, forging stronger emotional bonds and enduring loyalty.

Organizations that embrace this next era of customer experience unlock capabilities that fundamentally reshape what's possible. With agentic AI, intelligent agents are embedded across all interactions, serving as active participants in every stage of the customer journey. These AI agents orchestrate solutions seamlessly across channels, collaborate in real time, and learn continuously from each engagement.

Through universal orchestration, agentic AI ensures that every customer touchpoint is connected and context-aware, enabling proactive support and highly personalized experiences. The result is a new standard for effortless service, where issues are anticipated and resolved with minimal customer effort, and every interaction feels uniquely tailored and frictionless.

Understanding your organization's position within the AI CX Maturity Framework is the initial step toward realizing this future. A comprehensive, multifaceted assessment offers valuable insights into prioritizing actions and investments to maximize impact. By systematically evaluating and strategically augmenting your current capabilities, you establish your organization on a clear trajectory of continuous enhancement.

Progress along the framework is about adopting new tools and fundamentally rethinking how customer experience is delivered. Each step forward brings you closer to a world where friction disappears, interactions feel natural and meaningful, and technology works quietly in the background to create value for both customers and the business. The organizations that thrive in the future of customer experience will commit to pursuing effortless, anticipatory service as a core differentiator. By doing so, they will exceed customer expectations and unlock new levels of efficiency, loyalty, and growth in an increasingly competitive landscape.



AI in customer experience

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