ACXIOM

AI-curated experience in telecoms

What does CX look like when algorithms do the thinking?

2026 CX TRENDS REPORT

TELECOMS EDITION

Foreword

The computer is incredibly fast, accurate, and stupid. Man is unbelievably slow, inaccurate, and brilliant. The marriage of the two is a force beyond calculation.

– LEO CHERNE (1977)

AI has evolved from a behind-the-scenes enabler to the architect of modern customer experience. Once valued primarily for its ability to increase speed and efficiency, AI is now poised to transform how brands connect, communicate, and care for their customers. The true promise of AI lies not in automation alone, but in enabling experiences that are personal and empathetic.

The age of AI-curated experiences represents a shift from decision-support to decision-making. Algorithms no longer simply recommend; they interpret context, anticipate intent, and orchestrate interactions across every touchpoint. This opens a new frontier for customer experience, one where brands can deliver more efficient and effective consumer journeys.

Yet, as this report reveals, progress comes with paradox. Consumers are open to AI influencing their choices, but only when they remain in control. They value personalization, but expect speed and simplicity. They seek convenience, but not at the cost of emotional connection. As AI takes on a greater share of "the thinking," brands must ensure that technology empowers rather than dictates, guiding customers through seamless, trusted, and meaningful experiences.

The trends you'll explore in this report range from conversational interfaces to empathetic interactions and illustrate how AI is redefining engagement across industries. The discussion considers the most successful applications, balancing intelligence with intention. The future of CX is not AI replacing human insight, but enhancing it, making each interaction smarter, faster, and more cost efficient, without losing its human heart.

As you read through these insights, remember that the most powerful AI experiences are those built on sound data foundations and clear ethical principles, with artificial and human intelligence working as one. Technology can curate the journey, but only people can define its purpose. Together, we will shape a future where customer experiences are not just automated, but orchestrated with care, precision, and humanity.

Sean Muzzy
Global President, Acxiom

Alex Pym
CEO International, Acxiom

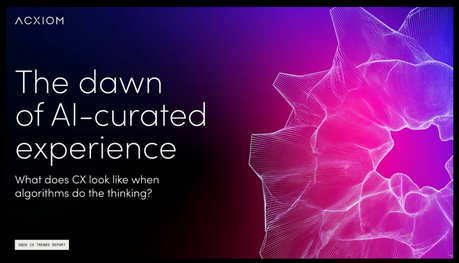
Is this the right edition for you?

You're probably reading this edition of our CX Trends Report because you have a particular interest in telecommunications.

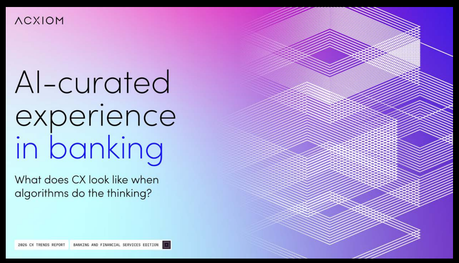
But if there's another sector that's more relevant to you, we also have industry-specific editions for banking and financial services, insurance, healthcare, and travel and hospitality. Or you can check out our all-industries report for insights that span these sectors and more.

In the right place? Then let's get started.

Further editions of our 2026 CX Trends Report contain insights for the following industries:

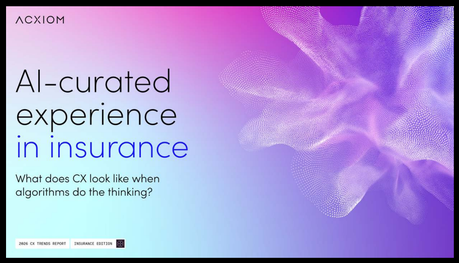


ALL INDUSTRIES

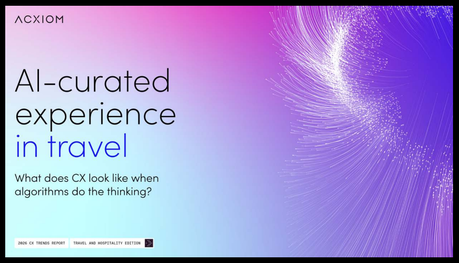


BANKING

HEALTHCARE



INSURANCE



TRAVEL

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AI-curation will reshape CX in telecoms

The transformative impact of artificial intelligence (AI) in telecoms shows little sign of slowing, especially as AI agents that can reason and act autonomously enter mainstream use.

AI is quickly finding its way into consumers' lives, from smart home devices to photo and video editing. In parallel, telecom brands are increasingly integrating AI decision-making into their customer experience (CX) strategies to increase efficiency, enable personalization, and improve attribution. This means AI is starting to do the thinking on both sides of the customer experience.

So, what does CX in telecoms look like in the age of AI-curated experience?

We surveyed 4,000 US and UK consumers to gain their perspectives on five AI-powered trends that brands expect will have a significant impact on CX in 2026. We also surveyed 600 business leaders from a variety of industries, including 100 from telecoms. The responses of the telecoms cohort are the basis for the brand views expressed in this report, with occasional insights from other industry cohorts for comparison.

WE SURVEYED

4,000

US and UK consumers

WE SURVEYED

600

business leaders

INDUSTRIES

- Banking
- Healthcare
- Insurance
- Telecoms
- Travel

Overall, consumers are relatively accepting of AI, with 83% willing to let brands use it to influence their decisions. However, consumer comfort with AI varies enormously by context. For example, 60% are happy for the technology to recommend a mobile or broadband plan based on their usage patterns, but only 35% are happy for it to make a payment on their behalf. And four in ten draw the line at allowing AI to read their emotions.

Telecom brands are experimenting with AI-powered interactions across the customer journey, but they want to be sure they have the right skills, tools, and interfaces in place to maintain CX quality and align AI experiences with their brand. They're also exploring various AI-powered possibilities to overcome platform fragmentation, including shared data ecosystems. As with other industries, their progress and priorities in applying AI to CX aren't always entirely aligned with what their customers want.

CONSUMERS

70%

of consumers think AI is changing how we interact with brands faster than anyone is ready for.

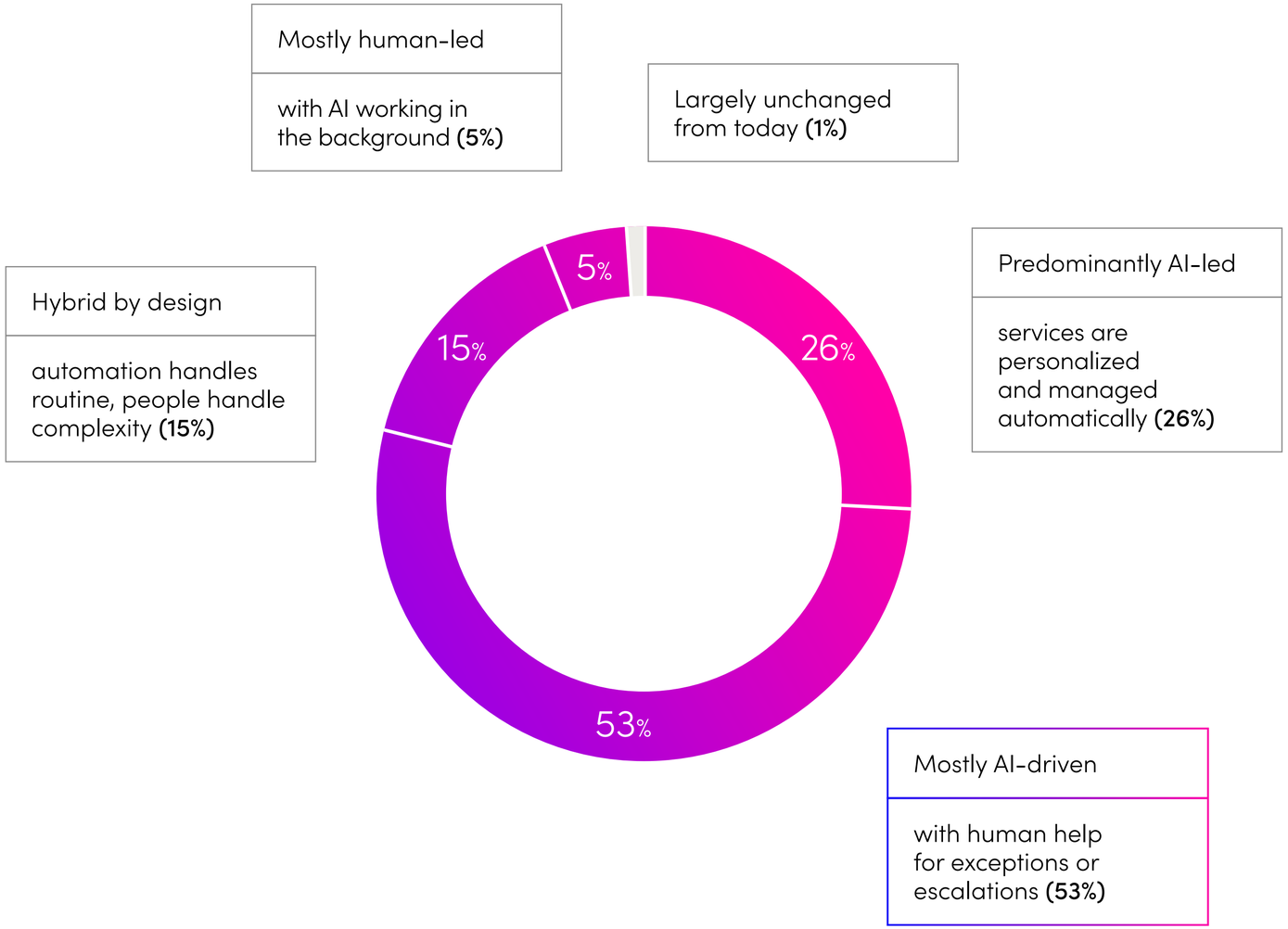
BRANDS

98%

of telcos believe AI-curated experiences will reshape CX faster than most brands are ready for.

HOW CX IN TELECOMS IS EXPECTED TO LOOK IN 10 YEARS

In ten years, telecom leaders expect experiences to be mostly driven by AI, with people only stepping in to help with exceptions or escalations.



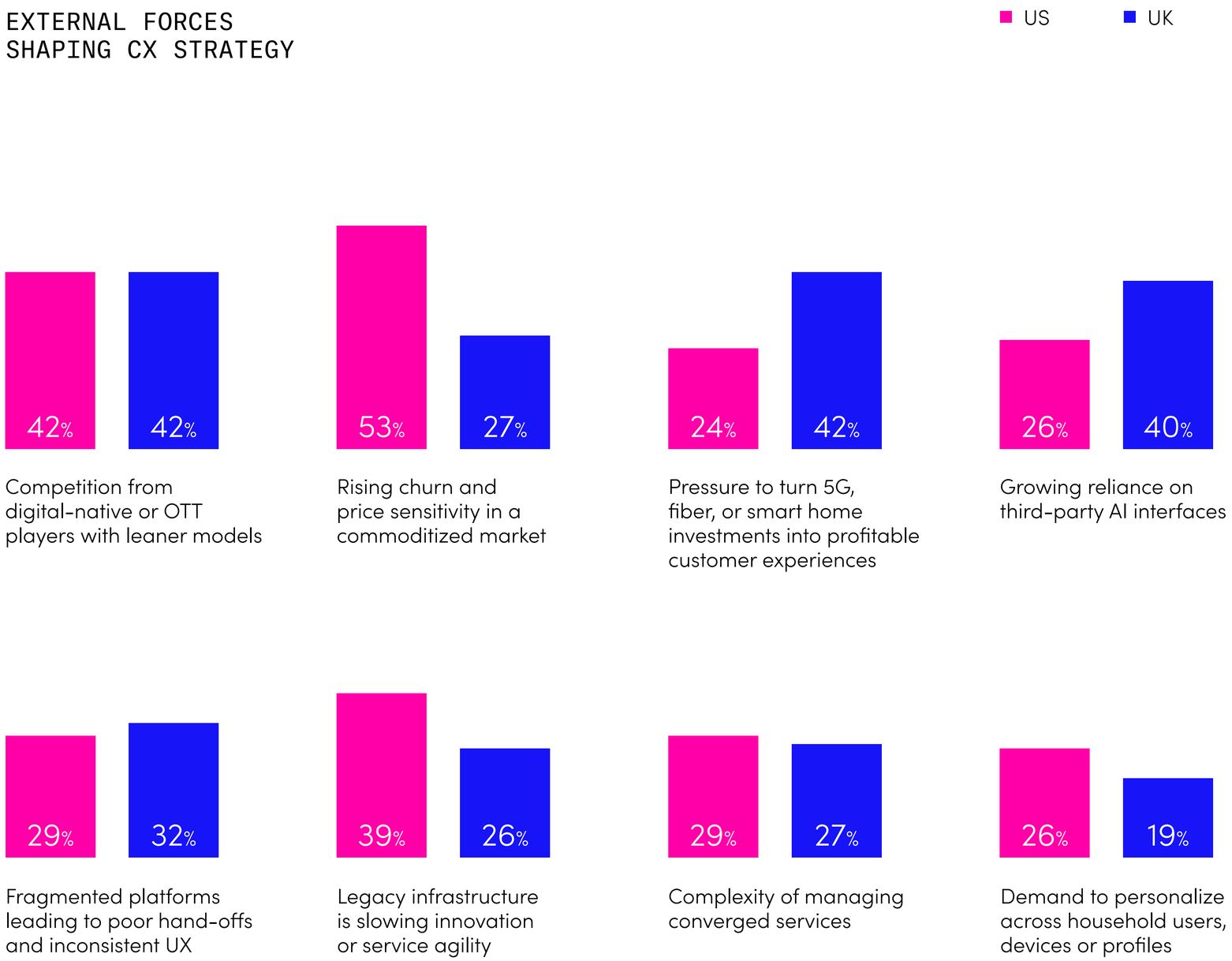
Before we meet the trends that will drive CX forward in 2026, let's first take a look at what's shaping CX strategy for telecommunications brands today.

The CX landscape for telecoms

Telecom companies in the US and UK have different perspectives on the biggest external forces shaping their CX strategy.

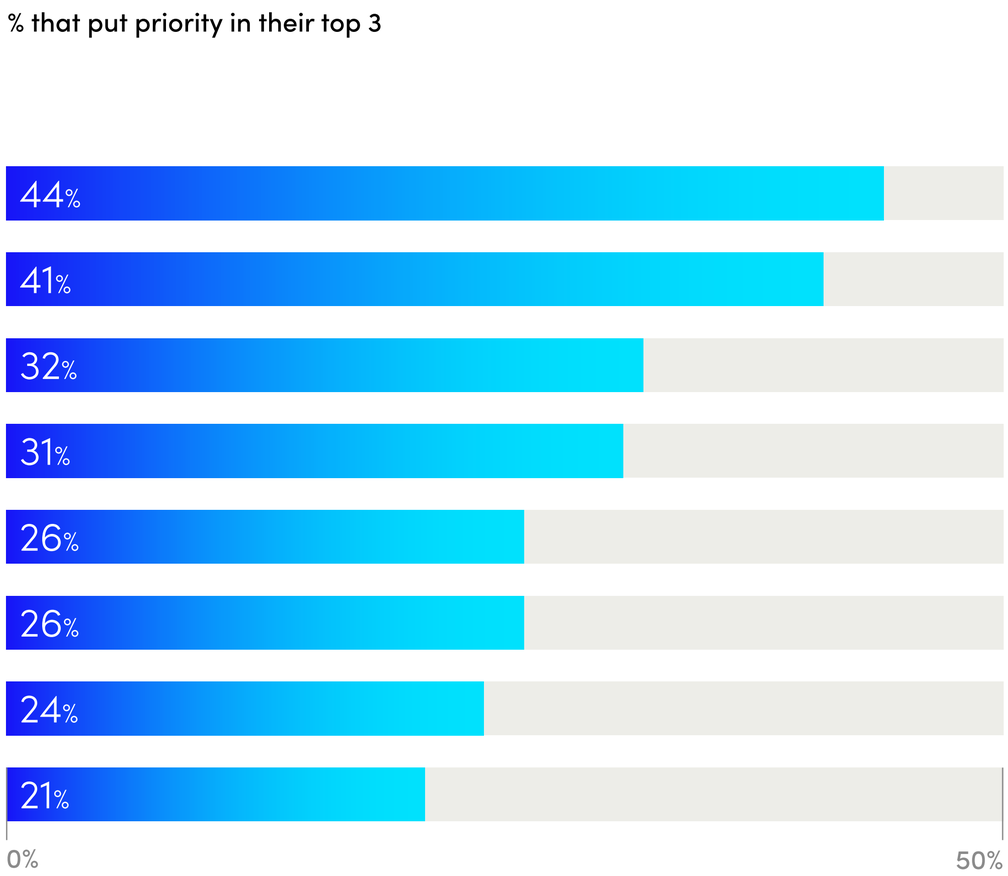
US telcos see the biggest factor as rising churn and price sensitivity in a commoditized market. UK telcos, on the other hand, see both increasing competition from digital-native players and pressure to get a return on their 5G, fiber, or smart home investments as the most significant forces. US telcos are more likely to cite legacy infrastructure slowing innovation as a shaping force, while UK telcos are more likely to focus on their growing reliance on third-party AI interfaces.

EXTERNAL FORCES SHAPING CX STRATEGY



We asked telecom brands to identify their top three CX priorities for the coming years, and the most common answers are designing adaptive AI-led experiences across devices and contexts, and simplifying journeys across bundled products.

CX PRIORITIES FOR THE NEXT 2-3 YEARS



Introducing the CX trends for 2026

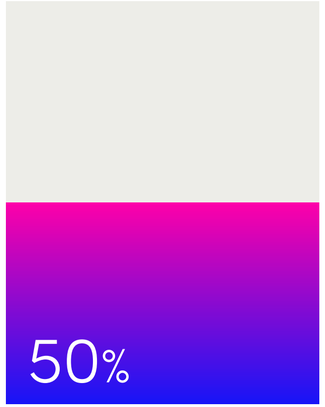
Almost half (49%) of telecom brands say AI-curated experiences are already transforming their sector, and 81% say they will in the next 12 months. As we dive deeper into these five interrelated trends, we can see the expected extent of that transformation.

TREND ONE →

Conversational interfaces

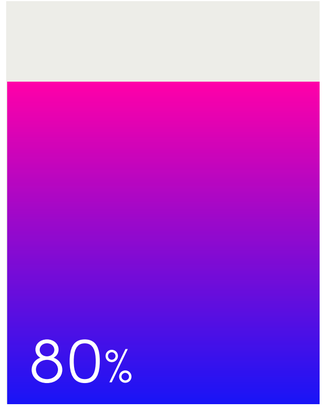
AI-powered conversational interfaces – both text and voice – are replacing traditional web and mobile experiences, enabling people to interact with software the way they interact with each other. How is this shift impacting CX in telecoms?

2026



of telcos say this trend is already transforming their sector

2027



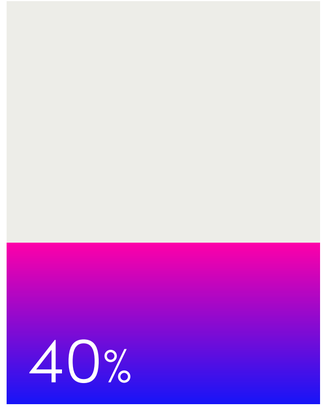
of telcos say this trend will transform their sector in the next 12 months

TREND TWO →

An instructional world

From predictive text and satellite navigation to watch-next suggestions and ChatGPT, consumers' lives are continually guided by AI recommendations and instructions. So, how are telecom brands using AI to influence customer journeys, and how do consumers feel about AI guidance?

2026



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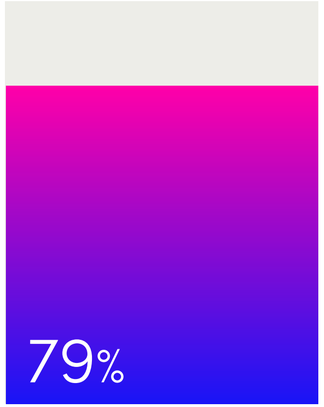


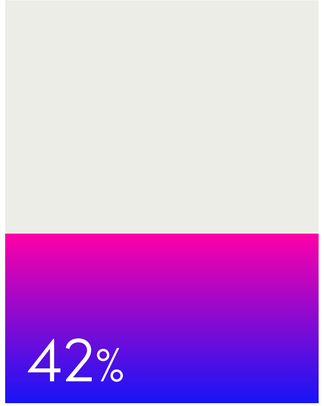
of telcos say this trend will transform their sector in the next 12 months

TREND THREE →

Effortless access

With the rise of on-demand content, lightning-fast connectivity everywhere, and search engines giving instant AI-powered responses, do consumers expect quick results with as little effort as possible? And can AI help telcos deliver?

2026



of telcos say this trend is already transforming their sector

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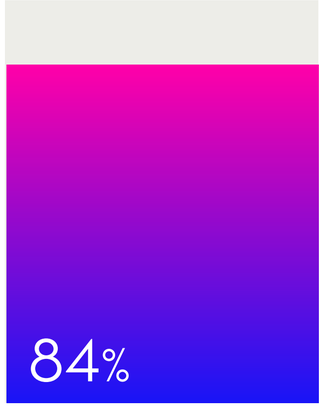


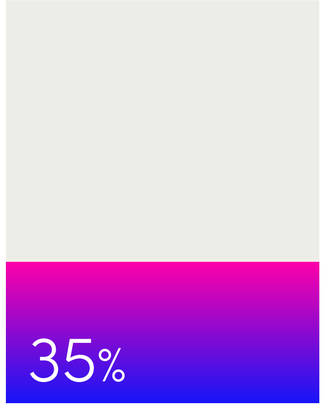
of telcos say this trend will transform their sector in the next 12 months

TREND FOUR →

Platform unification

Whether it's streaming content, finding the best broadband deal, or redeeming customer rewards, are people tired of logging into multiple platforms to achieve one thing? Will AI become a 'universal interface' allowing them to navigate fragmented platforms with ease?

2026



of telcos say this trend is already transforming their sector

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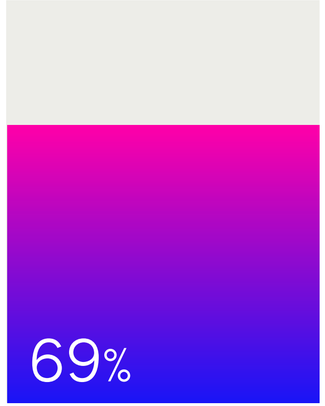


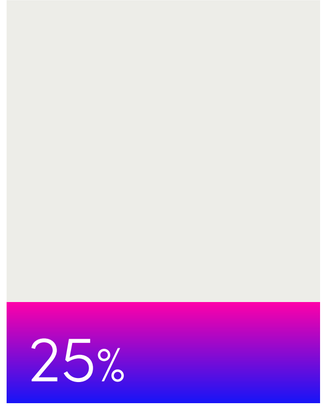
of telcos say this trend will transform their sector in the next 12 months

TREND FIVE →

Empathetic interactions

With advances in affective computing and emotionally intelligent AI, can telecom brands use AI to understand and respond to customer emotions in a way that builds trust?

2026



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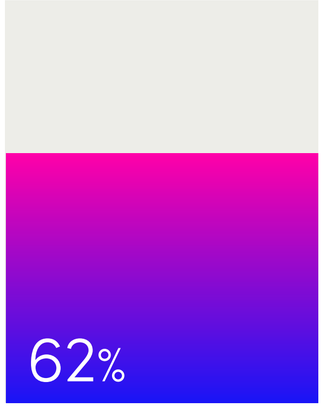


of telcos say this trend will transform their sector in the next 12 months

01

Trend one: Conversational interfaces

AI-powered conversational interfaces – both text and voice – are replacing traditional web and mobile experiences, enabling people to interact with software the way they interact with each other. How is this shift impacting CX in telecoms?

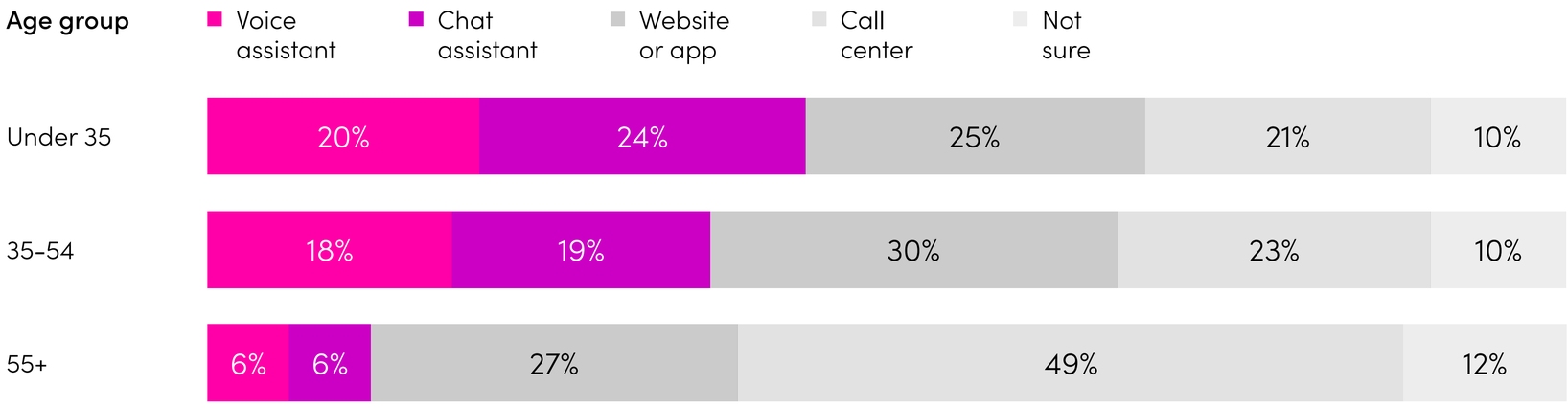
Consumer preferences vary by age and task

On the surface, conversational interfaces aren't yet the go-to option for consumers. The majority (59%) say that, for everyday tasks, they prefer to speak to a person or visit a website or app rather than use an AI-powered voice or chat assistant.

Dig deeper, however, and it becomes clear that willingness to use voice or chat interfaces varies by age. A considerable 44% of people aged under 35 give either voice or chat assistants as their preferred choice, compared with just 12% of those in the 55+ age group.

What's more, **55% across all age groups say they'd rather talk to a smart assistant than wait on hold,** so it seems conversational interfaces do provide an acceptable alternative to the call center queue.

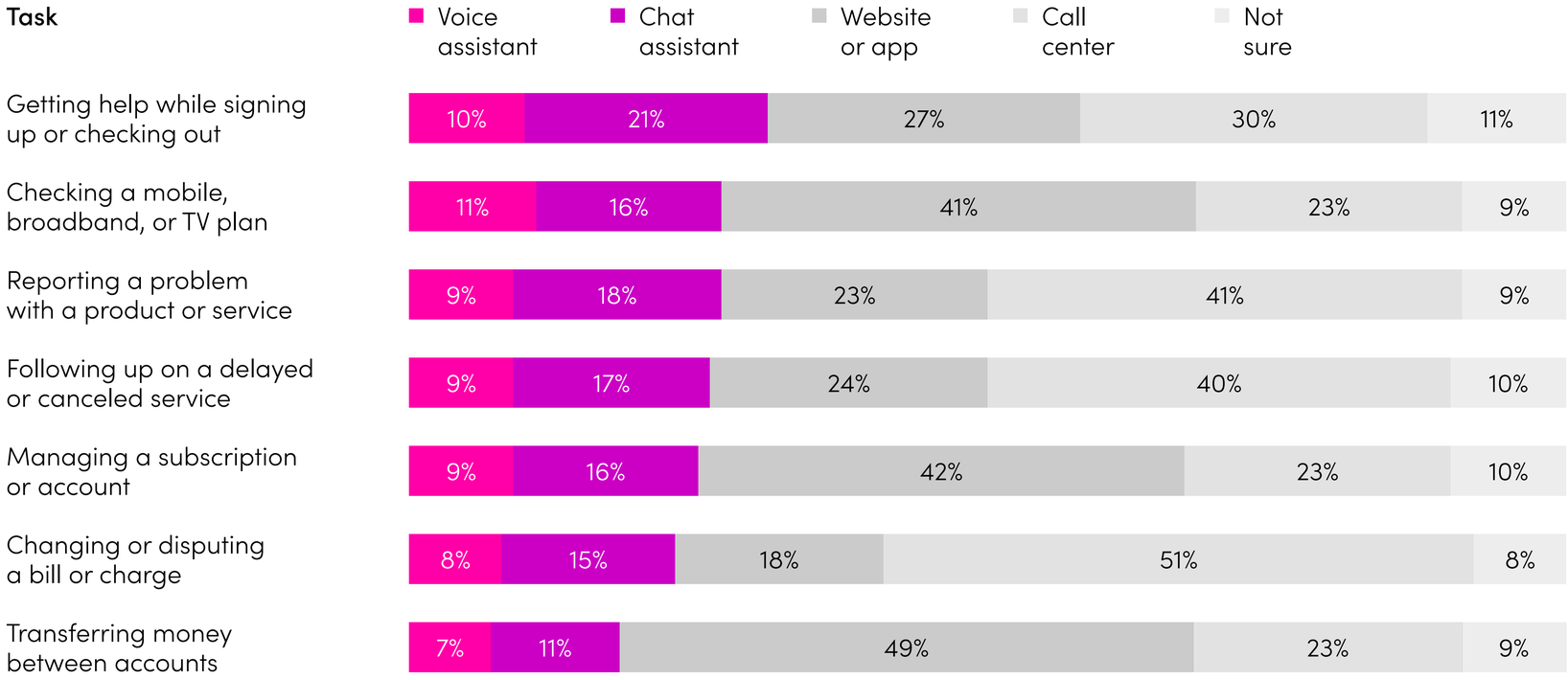
HOW CONSUMERS PREFER TO INTERACT WITH BRANDS



Consumer inclination to use conversational interfaces also varies by task. They're more willing to use a voice or chat assistant to check a mobile, broadband, or TV plan, for example, than to dispute a bill.

These survey results reveal a marked preference for text over voice when people are completing any task using conversational AI. In fact, **57% of consumers say they prefer typing to talking when interacting with brands.**

HOW CONSUMERS PREFER TO INTERACT BY TASK



Brands see conversational AI as crucial to survival

Telecom leaders feel more urgency to adapt to conversational AI than their customers, and see adaptation as crucial to their survival.

85%

believe customers in the future will expect to talk to brands as naturally as they talk to friends

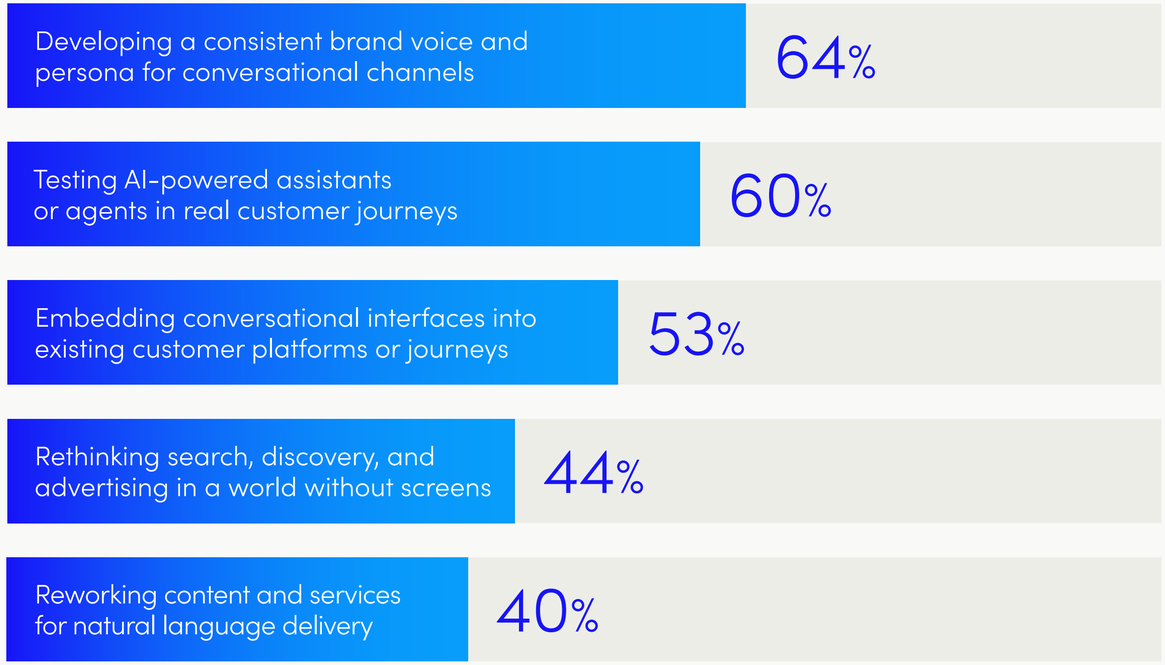
82%

say that as voice and chat replace search, brands that don't adapt risk vanishing from the conversation

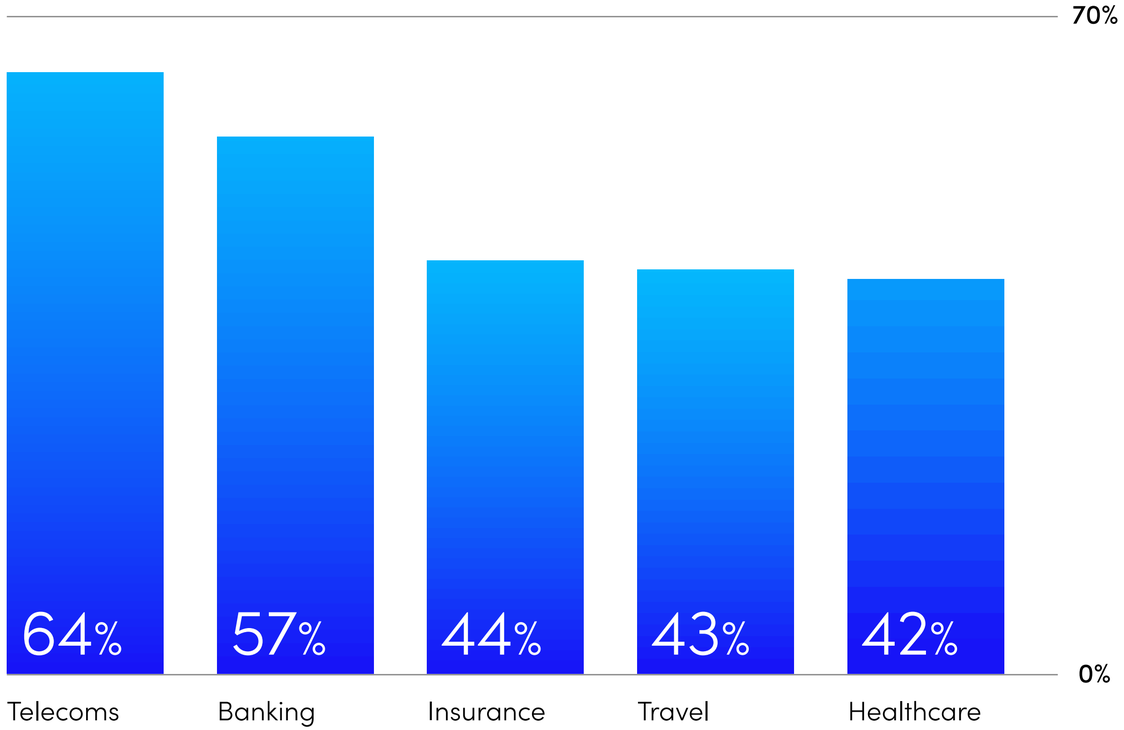
To prepare for conversational interfaces, 64% of telecom brands are developing a consistent brand voice and persona for conversational channels, and 60% are testing AI-powered assistants or agents in real customer journeys. At the same time, 44% are rethinking advertising in a world where there will be fewer screens on which ads can appear.

Of all the industries we surveyed, telco leaders are by far the most likely to say they're already developing a consistent brand voice and persona for conversational channels.

TELCOS ARE PREPARING FOR CONVERSATIONAL INTERFACES



TELCOS ARE DEVELOPING CONSISTENT CONVERSATIONAL PERSONAS



Use conversational AI as an enhancement

Telcos are somewhat ahead of consumers in both expectations and readiness for conversational AI.

CONSUMERS

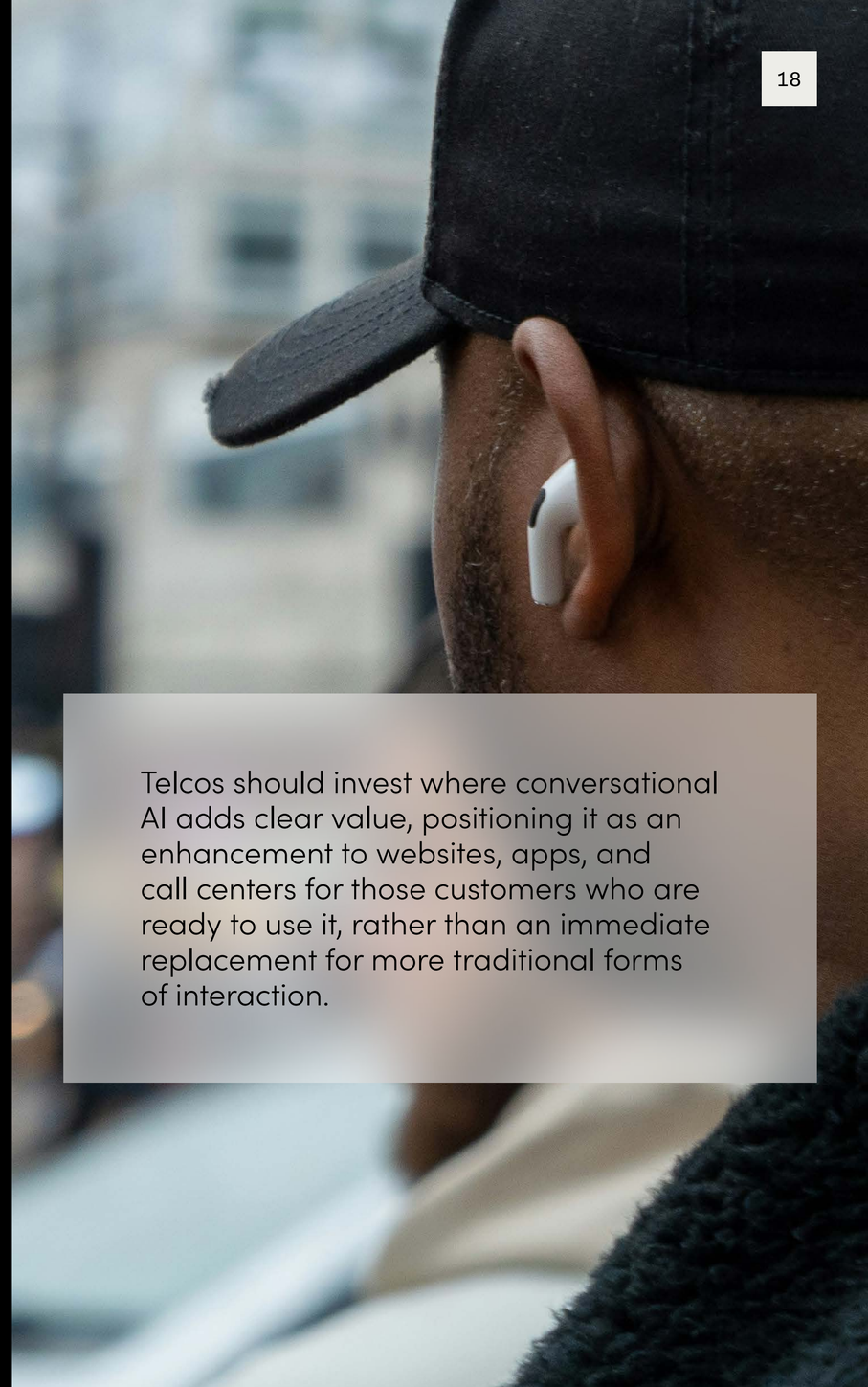
Only 30%

of consumers would choose a conversational interface for everyday support.

BRANDS

But 97%

of telecom brands expect conversational interfaces to be widely used in the next 2–3 years.



Telcos should invest where conversational AI adds clear value, positioning it as an enhancement to websites, apps, and call centers for those customers who are ready to use it, rather than an immediate replacement for more traditional forms of interaction.

02

Trend two: An instructional world

From predictive text and satellite navigation to watch-next suggestions and ChatGPT, consumers' lives are continually guided by AI recommendations and instructions. So, how are telecom brands using AI to influence customer journeys, and how do consumers feel about AI guidance?

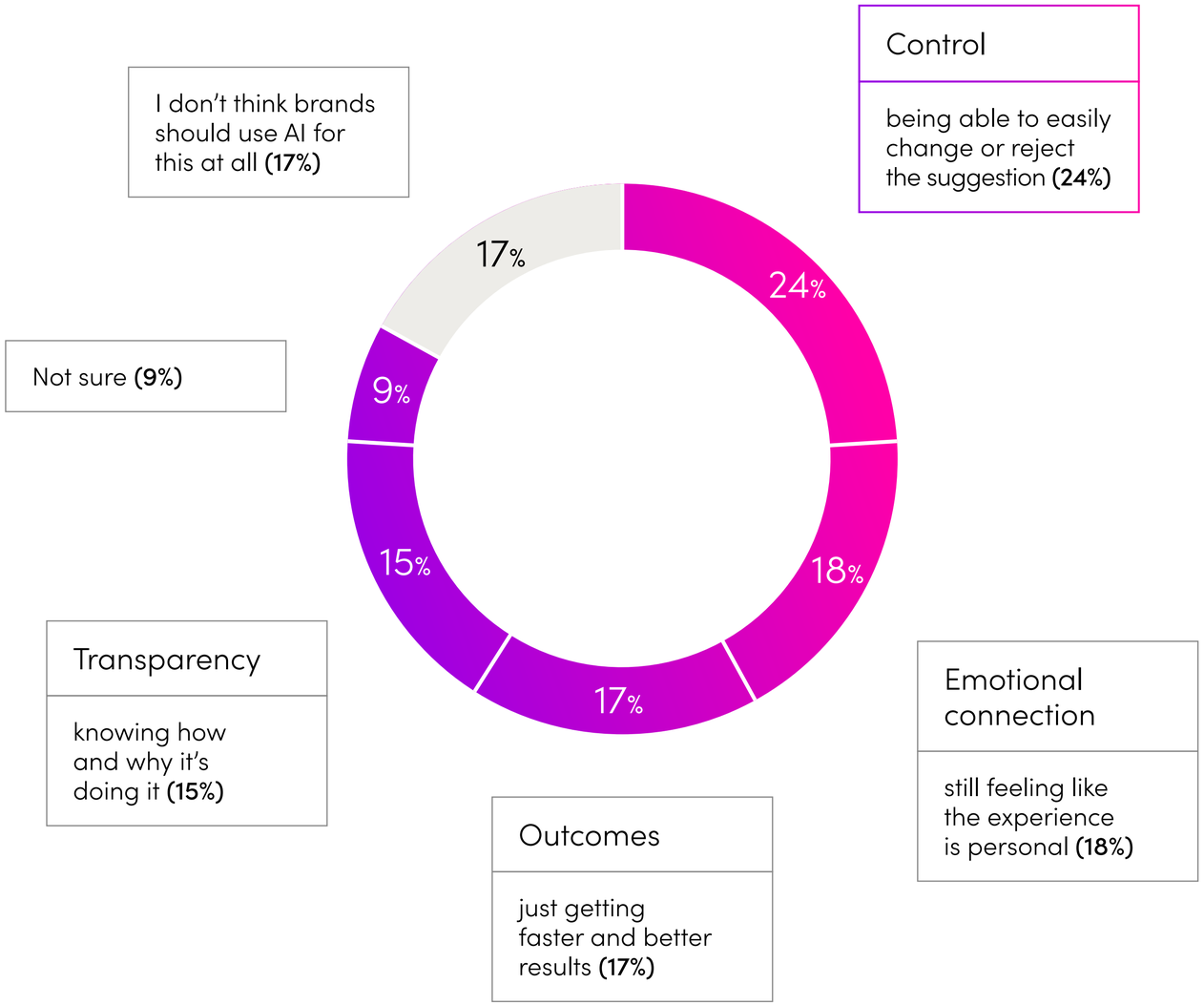
Consumers are open to AI guidance with control

Consumers already appear quite comfortable with brands using AI to influence their decisions. Perhaps surprisingly so. Only 17% of people say they don't think brands should be doing this.

When AI is guiding their decisions, the most important thing for consumers is to maintain control – easily changing or rejecting the AI's suggestion. **Two-thirds (65%) say that if AI decides for them, it stops being their experience.** Their second priority is feeling like the experience is personal and human. Telcos should bear these priorities in mind as they use AI to take personalization to the next level and ensure they maintain the emotional connection.

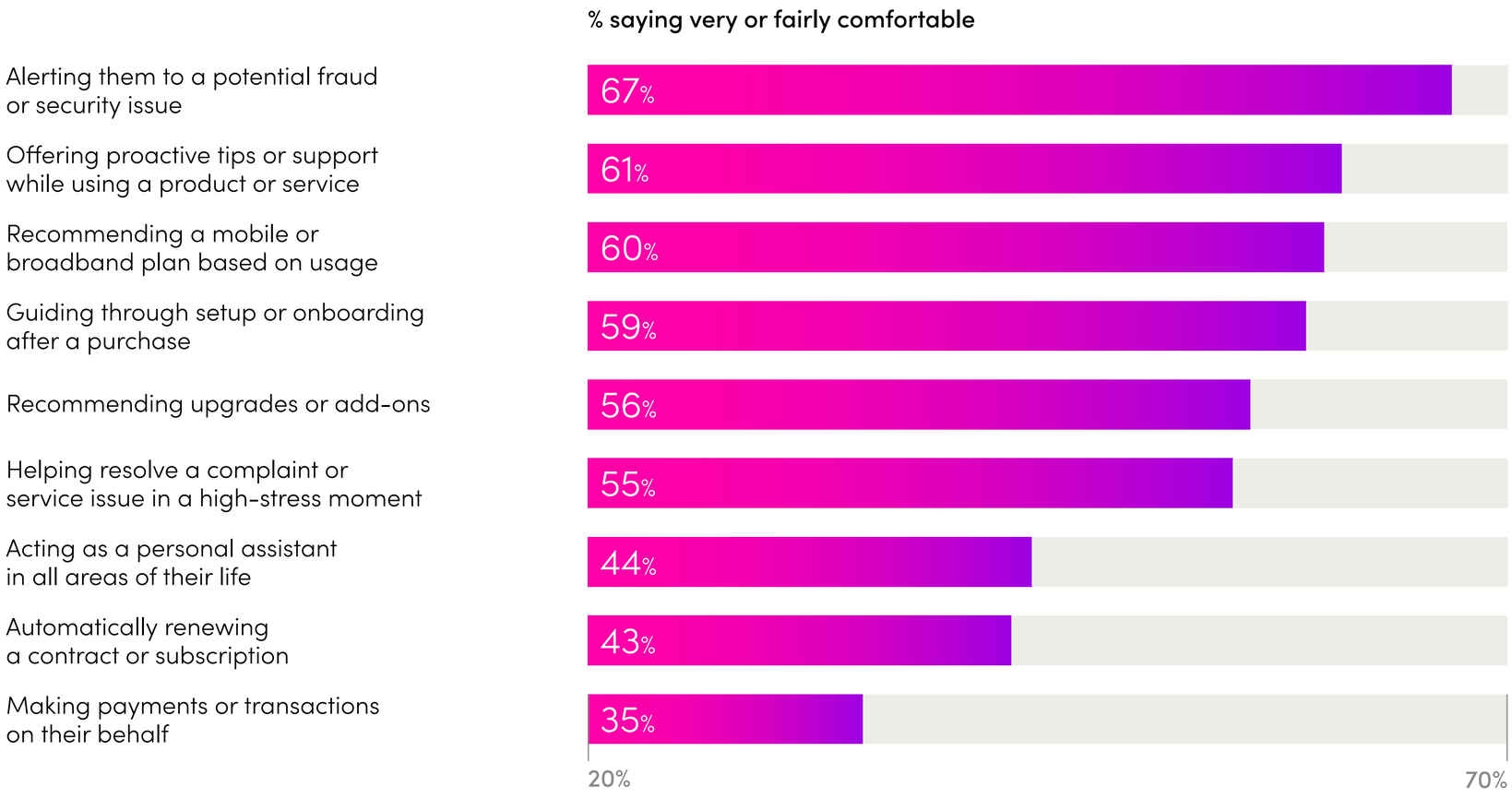
Transparency appears to be a relatively low priority for consumers. Knowing how and why the AI is doing what it's doing is a lesser priority than just getting better and faster outcomes. A significant 45% of consumers agree that if AI makes the right choices for them, they don't need to know how it works.

CONSUMERS' TOP PRIORITY IF BRANDS USE AI TO INFLUENCE THEM



But consumer comfort with AI's influence does depend on the situation. People are far more open to AI offering proactive support or recommending a mobile or broadband plan based on their usage history than to the technology renewing contracts or making payments for them.

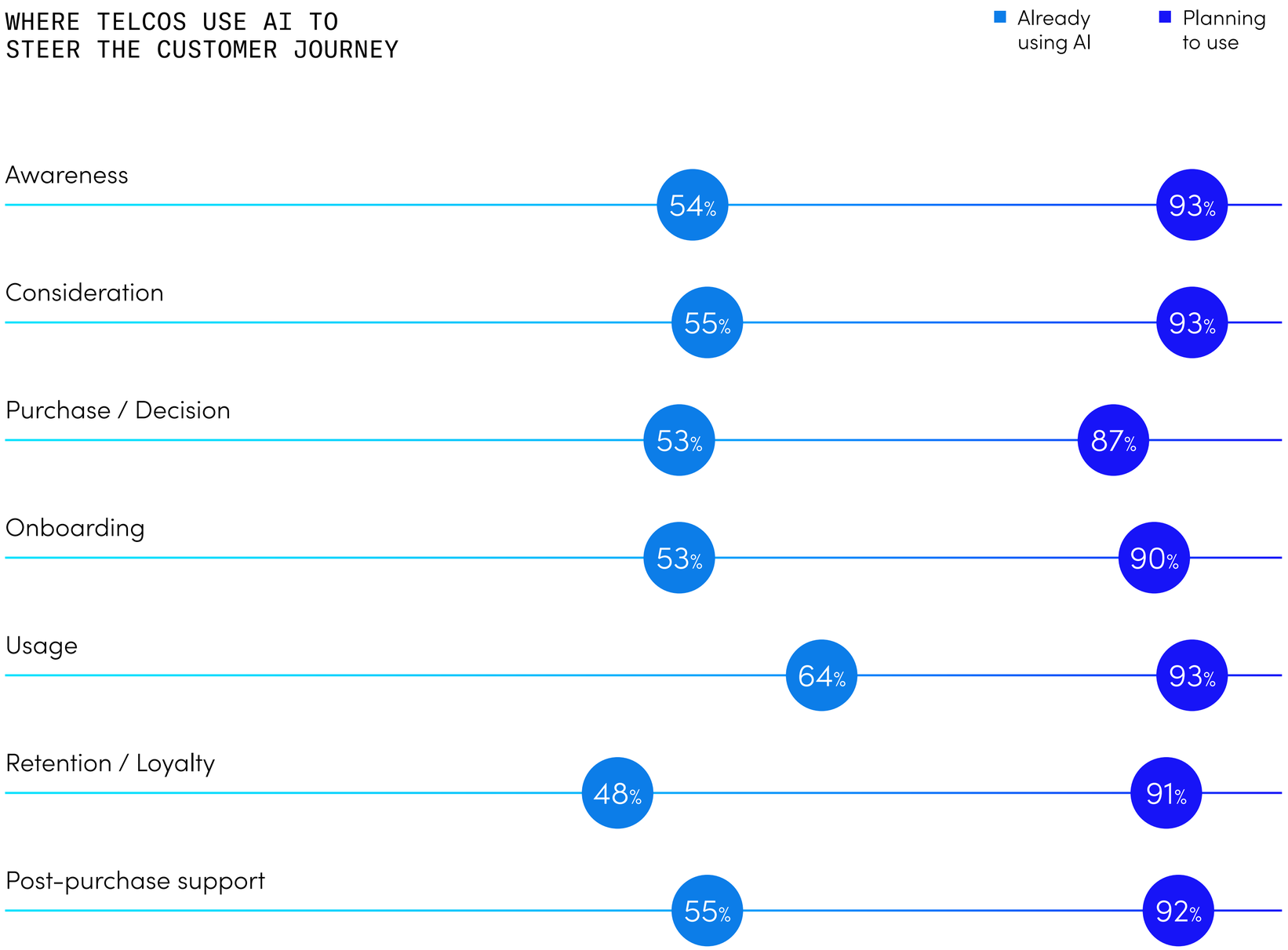
CONSUMER COMFORT WITH AI INFLUENCE BY SITUATION



Brands aim to steer customer journeys with transparency

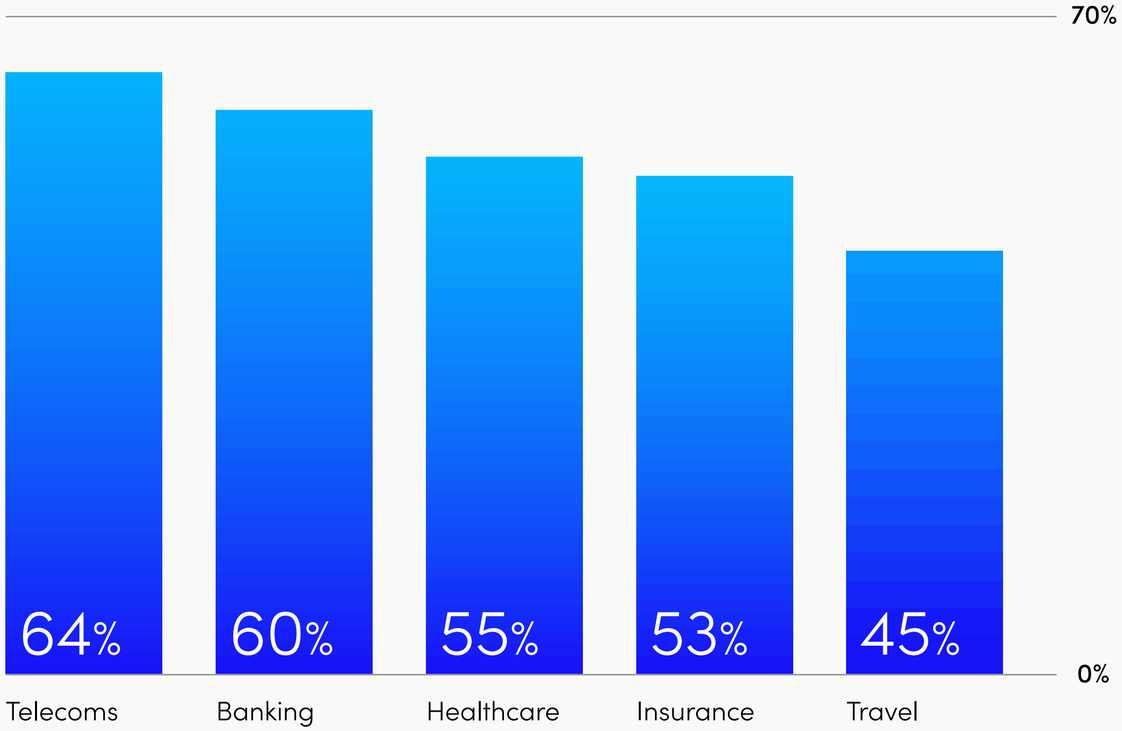
Half of telecom brands already use AI to actively steer customer actions at various stages of the customer journey, and around 90% have plans to do so. **The vast majority (85%) of telcos believe AI will handle most customer decisions in 10 years, turning brands into silent, invisible advisors.**

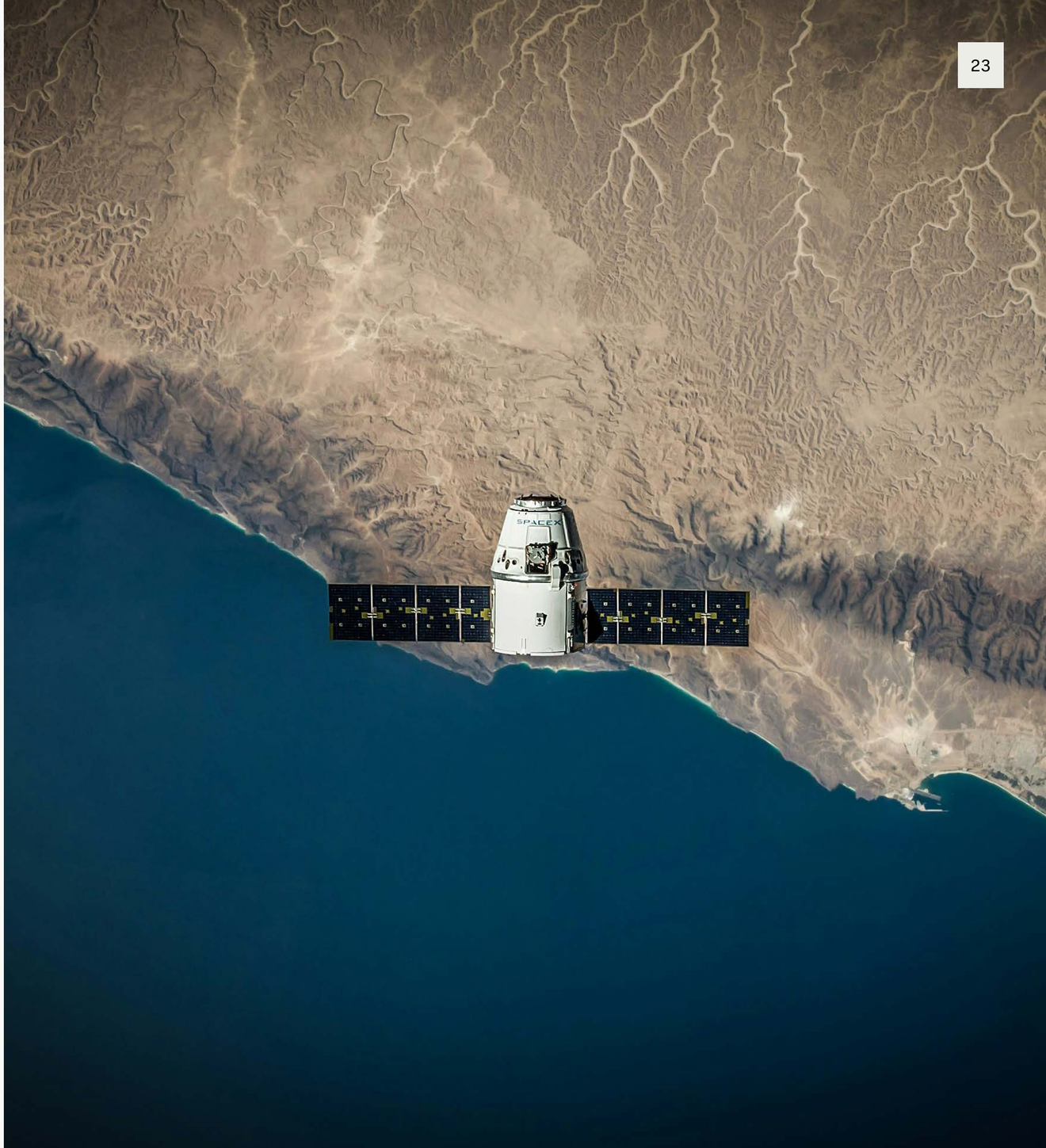
WHERE TELCOS USE AI TO STEER THE CUSTOMER JOURNEY



Telcos are more likely to be harnessing AI during the usage phase, when customers are actively using products or services, than any of the other industries we surveyed.

TELCOS ARE USING AI TO STEER CUSTOMER JOURNEYS AT THE USAGE PHASE





Transparency is the guiding principle telecom leaders feel should be prioritized to build trusted, effective experiences. They see control as the least important principle.

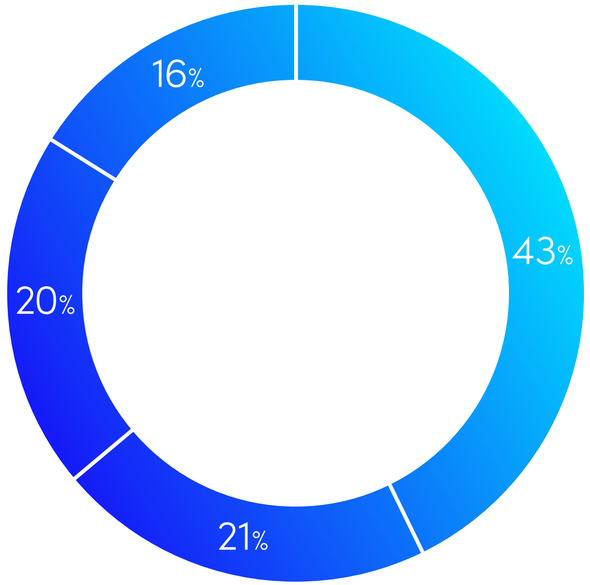
TELCOS' TOP PRIORITY IS TRANSPARENCY

Control

customers should be able to override or adjust the AI's choices **(16%)**

Emotional connection

decisions must still feel human and empathetic **(20%)**



Transparency

customers should understand how AI is influencing them **(43%)**

Outcomes

customers mainly care about getting what they want faster **(21%)**

But telecom brands face some challenges using AI to steer CX, and their biggest obstacles are difficulties aligning AI decisions with brand experience or tone, and budget constraints. Only 6% say they aren't experiencing any challenges at all.

CHALLENGES TELCOS FACE USING AI TO GUIDE CX

41% Difficulty aligning AI decisions with brand experience or tone

39% Lack of internal understanding or skills to implement effectively

37% Uncertainty around customer acceptance or comfort

28% Low confidence in AI decision quality or accuracy

40% Budget or resource constraints

38% Challenges integrating with existing platforms or workflows

31% Poor or fragmented customer data

22% Lack of clear ownership or leadership for AI in CX

Empower customers with AI

Consumers and telecom brands have inverse priorities when AI is used to guide customer decisions.

CONSUMER AND BRAND PRIORITIES ARE INVERTED

CONSUMER PRIORITIES	BRAND PRIORITIES
1 Control	1 Transparency
2 Emotional connection	2 Outcomes
3 Outcomes	3 Emotional connection
4 Transparency	4 Control

Telcos must give consumers agency as well as transparency, making AI guidance feel like empowerment, not control.

03

Trend three: Effortless access

With the rise of on-demand content, lightning-fast connectivity everywhere, and search engines giving instant AI-powered responses, do consumers expect quick results with as little effort as possible? And can AI help telcos deliver?

Consumers are open to AI guidance with control

"I can get what I need quickly, without having to search or click around."

That's the phrase that comes closest to defining an effortless customer experience, according to our consumer survey. (Although for the 55+ age group, it's more likely to be an experience where they don't have to repeat themselves or explain things twice.)

The majority (58%) of people say that, despite AI, it still takes too much effort to engage with brands. And consumers will walk away when they feel they need to work too hard to get what they want. **Over 40% have switched providers, stopped using a brand, or abandoned a transaction in the last 12 months due to friction in the experience.** Over a quarter (26%) specifically say they've switched a mobile or broadband plan in the last year due to a bad digital experience.

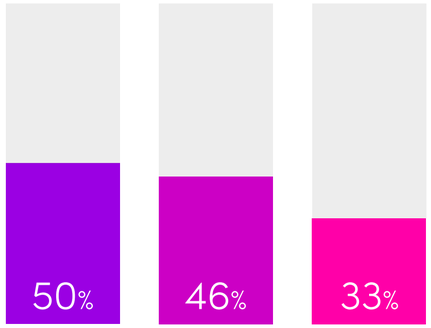
As we'll see on the next page, this behavior is more common in young people who appear to have a lower tolerance for expending effort. And a lack of personalization is far more likely to be a deal breaker for younger people than for those in older age groups.

REASONS CONSUMERS HAVE WALKED AWAY IN THE LAST YEAR

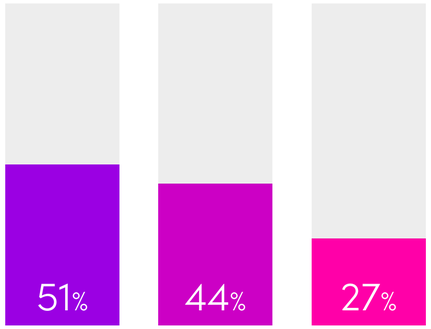
YOUNGER CONSUMERS ARE MORE LIKELY TO WALK AWAY

Under 35 35–54 55+

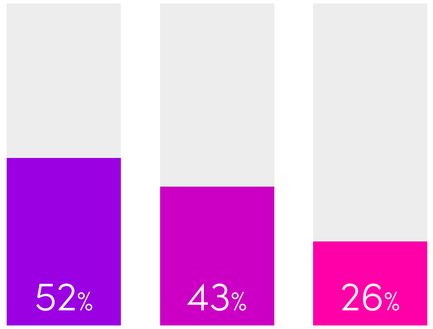
% that have walked away for this reason in last 12 months



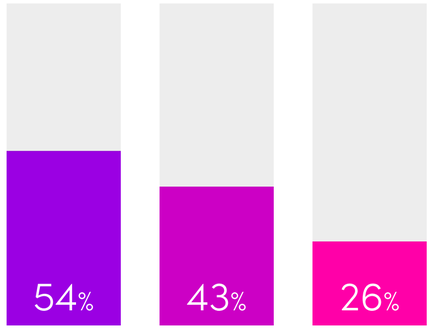
Not being able to speak to a person



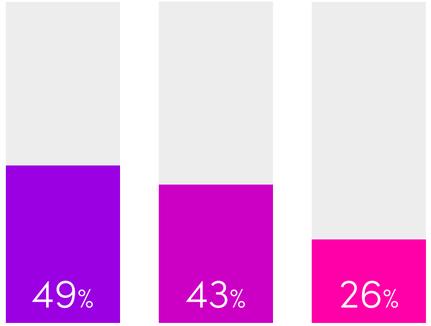
Having to repeat myself across channels



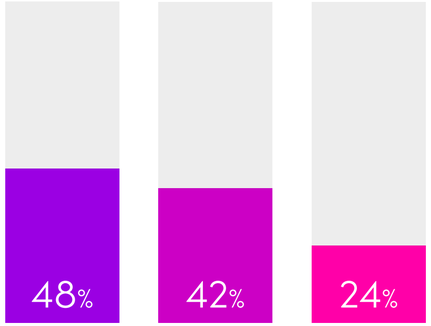
Too hard to find what I need



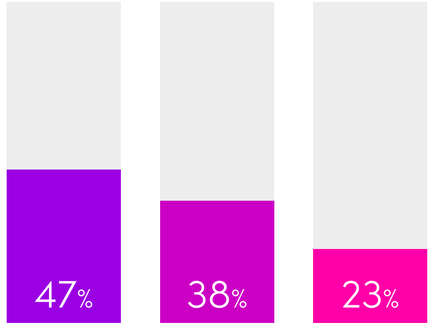
Process or experience takes too long



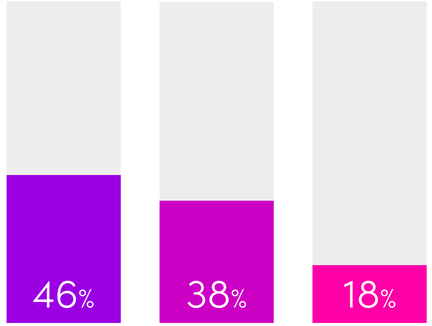
A lack of effort from the provider



Involves too much effort from me



I didn't trust the process or provider

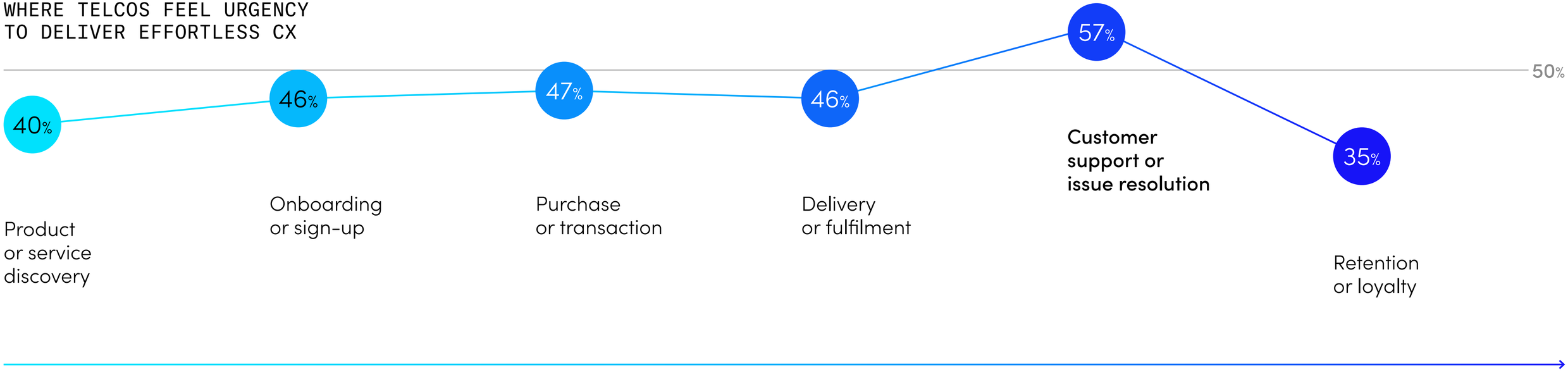


The experience wasn't personalized to me

Brands feel effortless experiences carry risks

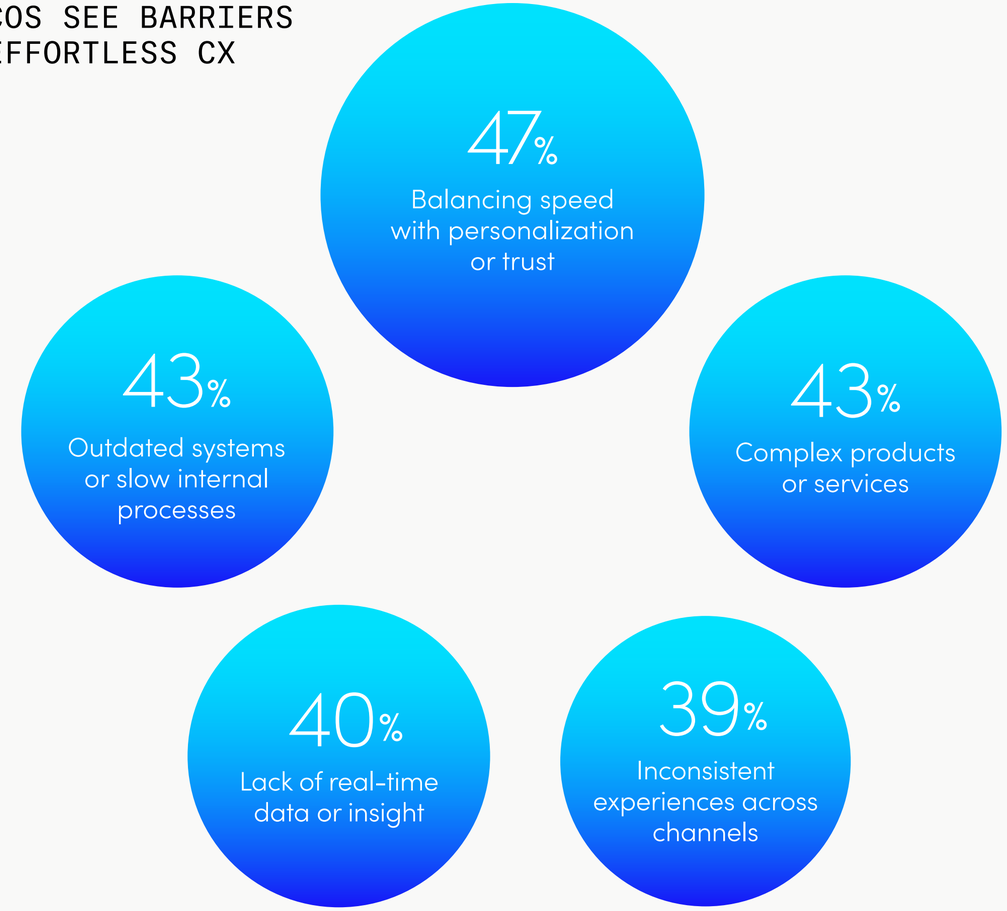
Effortless experiences will define the next generation of customer loyalty, according to 87% of telecom leaders. They're feeling the greatest urgency to deliver faster, more effortless experiences in the customer support and issue resolution part of the customer lifecycle.

WHERE TELCOS FEEL URGENCY TO DELIVER EFFORTLESS CX



Telecom brands must overcome significant barriers to deliver effortless experiences. The biggest challenge is balancing speed with personalization or trust, as telcos need to maintain the right combination of efficiency and relevance to the individual.

TELCOS SEE BARRIERS TO EFFORTLESS CX



But most telcos see some risks in the race to deliver faster, more frictionless CX. The biggest perceived risk is sacrificing quality by moving too fast, followed by the risk of losing the emotional connection or human touch.

THE BIGGEST RISK OF RACING TO DELIVER FRICTIONLESS CX

25%	Sacrificing quality by moving too fast
24%	Losing emotional connection or human touch
20%	Eroding trust or transparency
19%	Becoming less distinctive as a brand
12%	No major risks – faster is always better

Don’t underestimate the impact of effort

There’s a disconnect between what consumers want and what telecom brands believe.

Telecom brands must prioritize effortless customer experiences while also taking steps to preserve their distinct character.

CONSUMERS

73%

of consumers say a **standout** experience requires minimal effort from them.

BRANDS

78%

of telcos think a frictionless experience risks being **forgettable**.

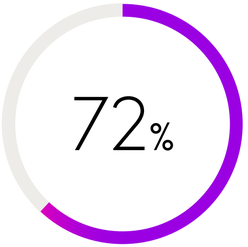
04

Trend four: Platform unification

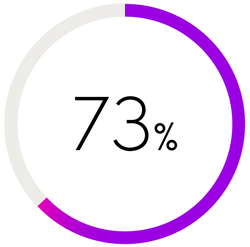
Whether it's streaming content, finding the best broadband deal, or redeeming customer rewards, are people tired of logging into multiple platforms to achieve one thing? Will AI become a 'universal interface' allowing them to navigate fragmented platforms with ease?

Consumers feel the platform fatigue

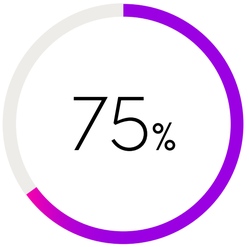
People find having to use multiple platforms frustrating. They also see seamless cross-platform experiences as the brand's responsibility.



have used two or more streaming platforms in the last 12 months.



say it's frustrating when they have to jump between apps or platforms just to get one thing done.



say they expect brands to make things seamless even when they're dealing with their partners.

If AI could be used to streamline tasks across different platforms, consumers' three main priorities would be making things quicker and simpler, being able to trust the AI to act in their best interests, and ensuring the experience feels personalized to their needs.

CONSUMERS' TOP PRIORITY IF AI MANAGES CROSS-PLATFORM TASKS

19%	It makes things quicker and simpler
18%	I can trust it to act in my best interest
12%	It feels personalized to me and what I need
11%	It works the same across different apps or platforms
10%	It adapts based on what I'm doing or where I am
10%	Not sure

20%

I wouldn't be comfortable with AI managing tasks across different platforms

One in five (20%) people say they wouldn't be comfortable with AI managing tasks across different platforms, which indicates 80% would. But this figure changes dramatically depending on a variety of factors:

FACTORS INFLUENCING COMFORT WITH AI MANAGING CROSS-PLATFORM TASKS

AI familiarity

97% of active AI users are comfortable with AI being used this way, compared with **69%** of those inexperienced with AI

Age

90% of under-35s are comfortable with AI being used this way compared with **66%** of 55+

Gender

84% of males are comfortable with AI being used this way compared with **75%** of females

Location

82% of UK consumers are comfortable with AI being used this way, compared with **77%** of US consumers

Brands are cautious on AI-driven unification

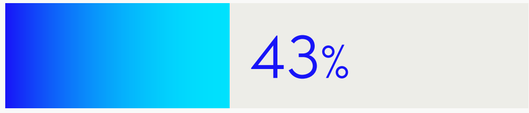
Fragmentation is affecting CX strategy for three-quarters (73%) of telecom brands. They're taking the following steps to deliver more unified CX across platforms, partners, or ecosystems.

STEPS BRANDS ARE TAKING TO DELIVER CROSS-PLATFORM CX

Using AI to orchestrate journeys across touchpoints or partners*

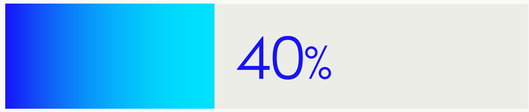
Integrating third-party services or platforms into the experience

Designing adaptive interfaces for specific user needs



Consolidating or simplifying the platforms customers interact with

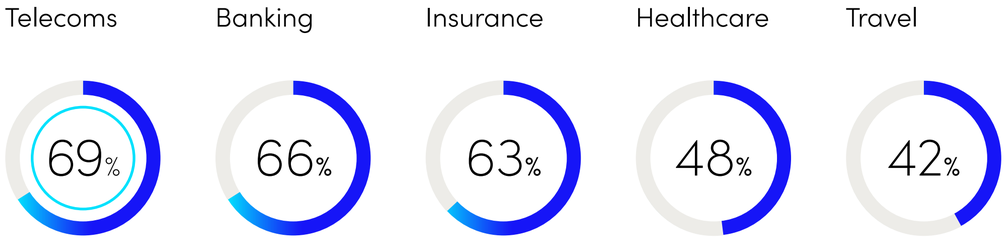
Personalizing experiences in real time based on customer context



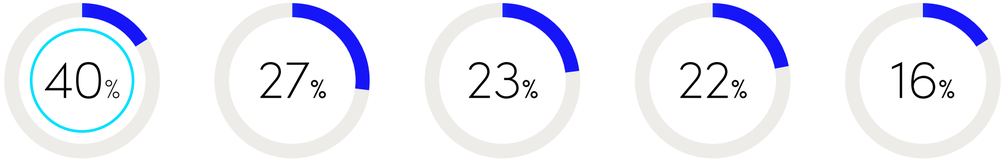
Participating in shared platforms, ecosystems, or data partnership**

Telecoms is somewhat ahead of the other industries we surveyed in taking action to deliver cross-platform CX. They are more likely than other industries to be using AI to orchestrate across partners and to be participating in shared ecosystems.

*USING AI TO ORCHESTRATE ACROSS PARTNERS



**PARTICIPATING IN SHARED ECOSYSTEMS



If AI becomes a universal interface that helps customers navigate fragmented platforms, telecom leaders say the most important thing to get right is trust. They want to be sure AI is acting transparently and in the customer's best interest.

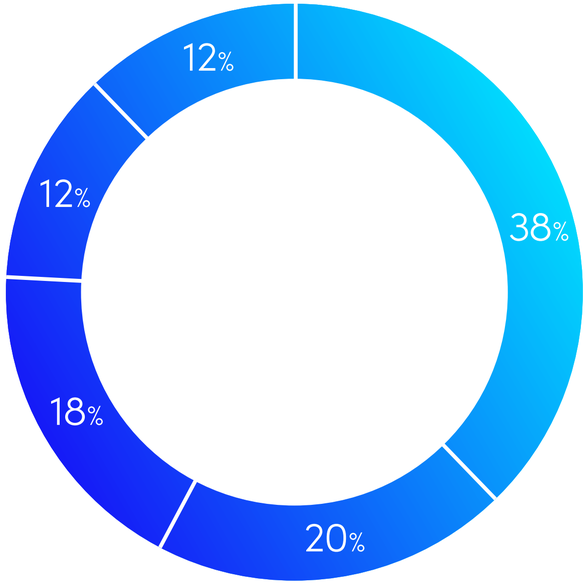
Despite taking steps to deliver cross-platform CX, telecom brands have some concerns about becoming invisible in experiences that span multiple platforms or partners.

93% agree AI can unify journeys, but only brands can create memorable moments

86% believe that without deep integration, brands become interchangeable in someone else's ecosystem

77% believe agentic AI will streamline customer journeys, but at the cost of customer choice

MOST IMPORTANT THING TO GET RIGHT IN UNIVERSAL AI INTERFACE



Simplicity

removing steps, screens, and confusion **(12%)**

Relevance

adapting seamlessly to context **(12%)**

Trust

acting transparently and in the customer's best interest **(38%)**

Personalization

anticipating what the customer wants next **(18%)**

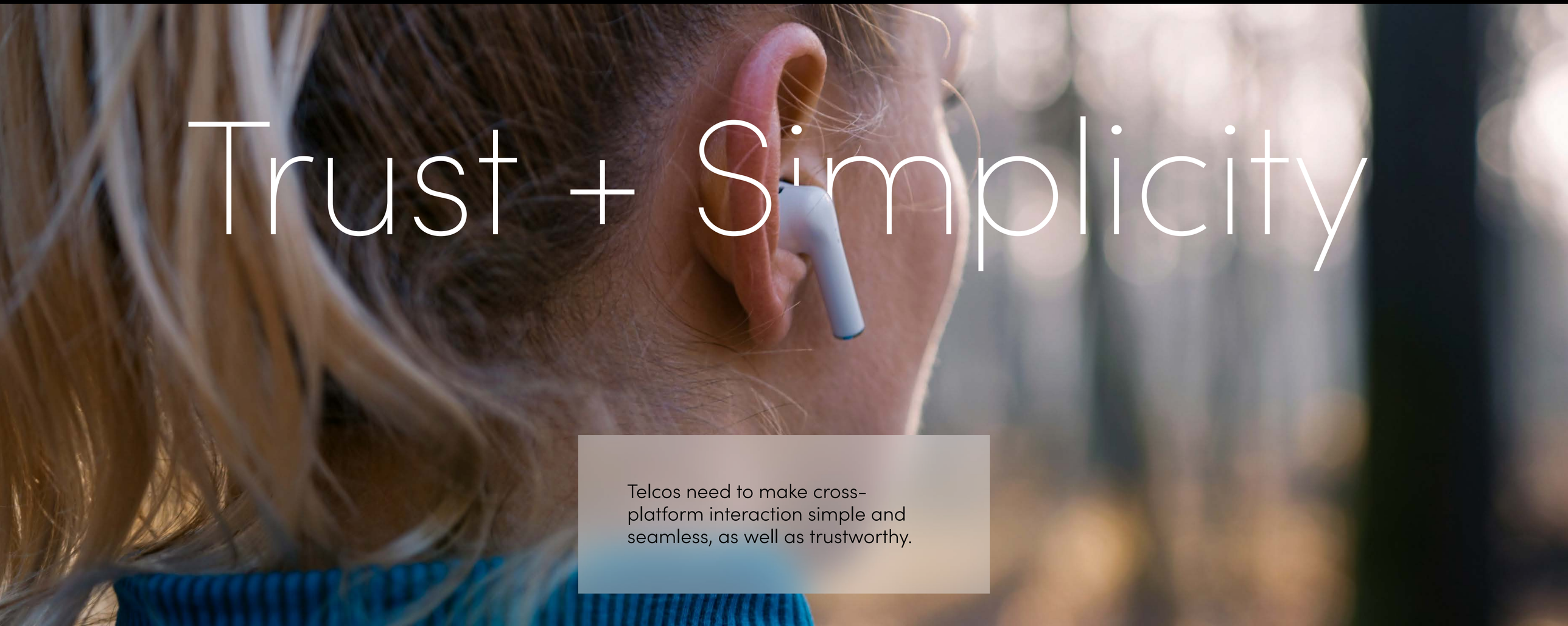
Consistency

delivering a coherent experience across touchpoints **(20%)**

Don't overlook simplicity

If AI becomes a universal interface, both telcos and consumers are aligned on the need for it to act in the customer's best interest.

However, consumers also prioritize speed and simplicity, which telecom brands see as one of the least important factors.



Telcos need to make cross-platform interaction simple and seamless, as well as trustworthy.

05

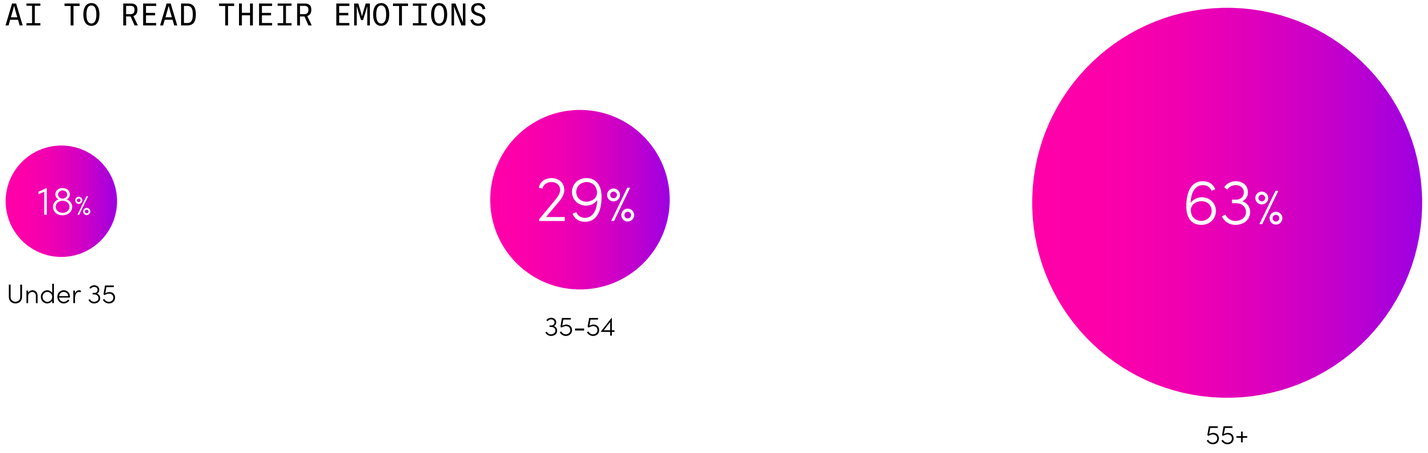
Trend five: Empathetic interactions

With advances in affective computing and emotionally intelligent AI, can telecom brands use AI to understand and respond to customer emotions in a way that builds trust?

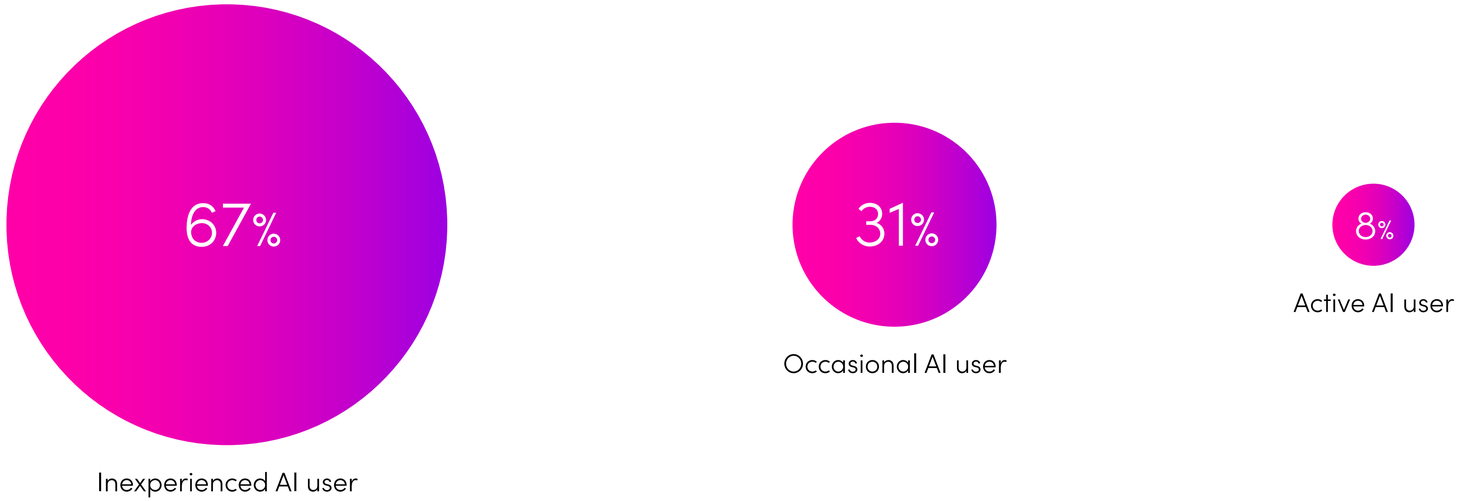
Consumers aren't comfortable with AI reading emotions

AI that senses and responds to how they're feeling might seem like a step too far for many people. Almost four-in-ten (38%) consumers say they don't want AI reading their emotions, although this sentiment does vary considerably by age as well as by experience with AI, indicating familiarity with the technology increases acceptance.

OLDER PEOPLE DON'T WANT AI TO READ THEIR EMOTIONS



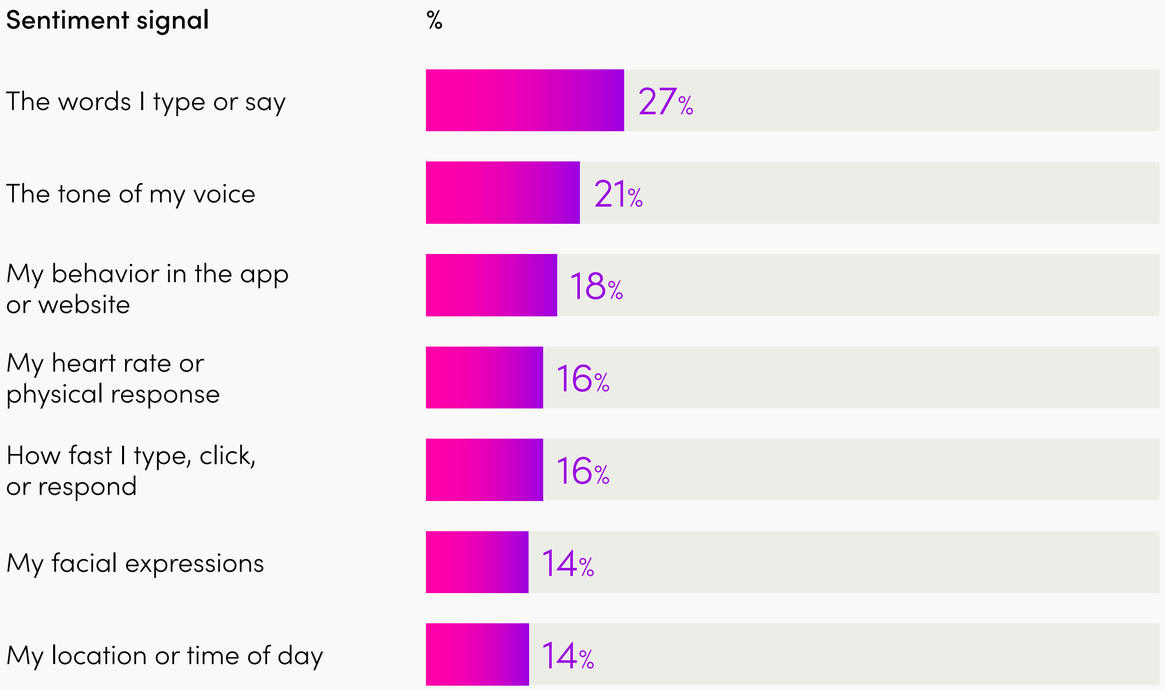
INEXPERIENCED AI USERS DON'T WANT AI TO READ THEIR EMOTIONS



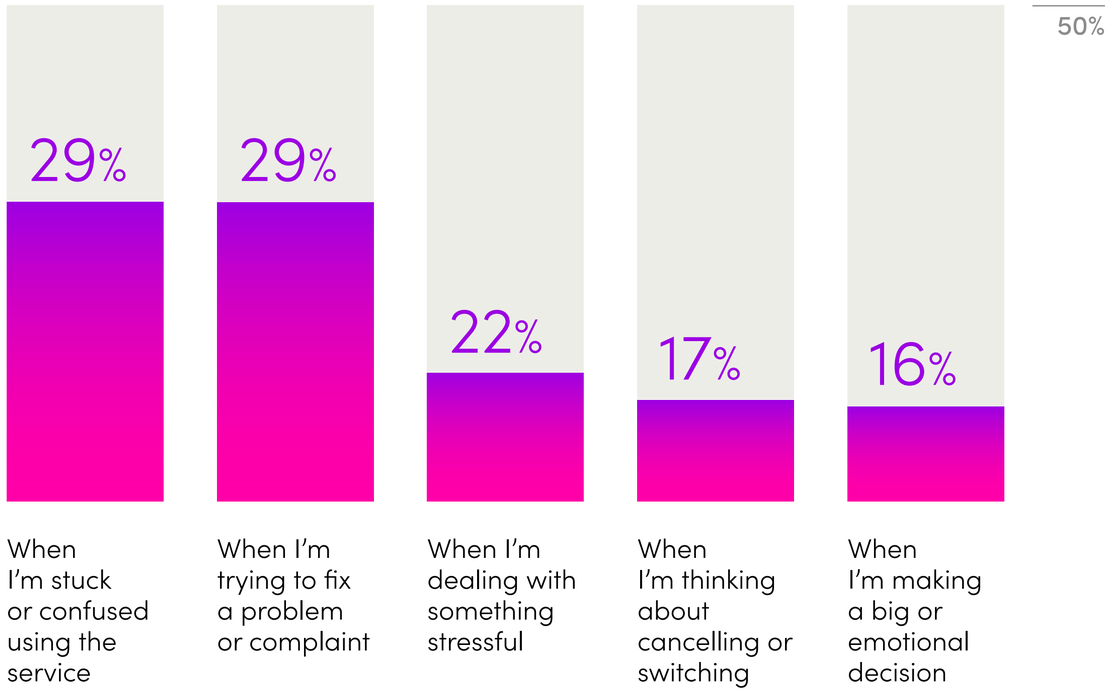
Empathetic AI can use various sentiment signals to understand how people are feeling, and consumers are most likely to accept AI using the words they type or say. But even here, only 27% are comfortable. Acceptance is much lower for signals like facial expressions, heart rate, and location.

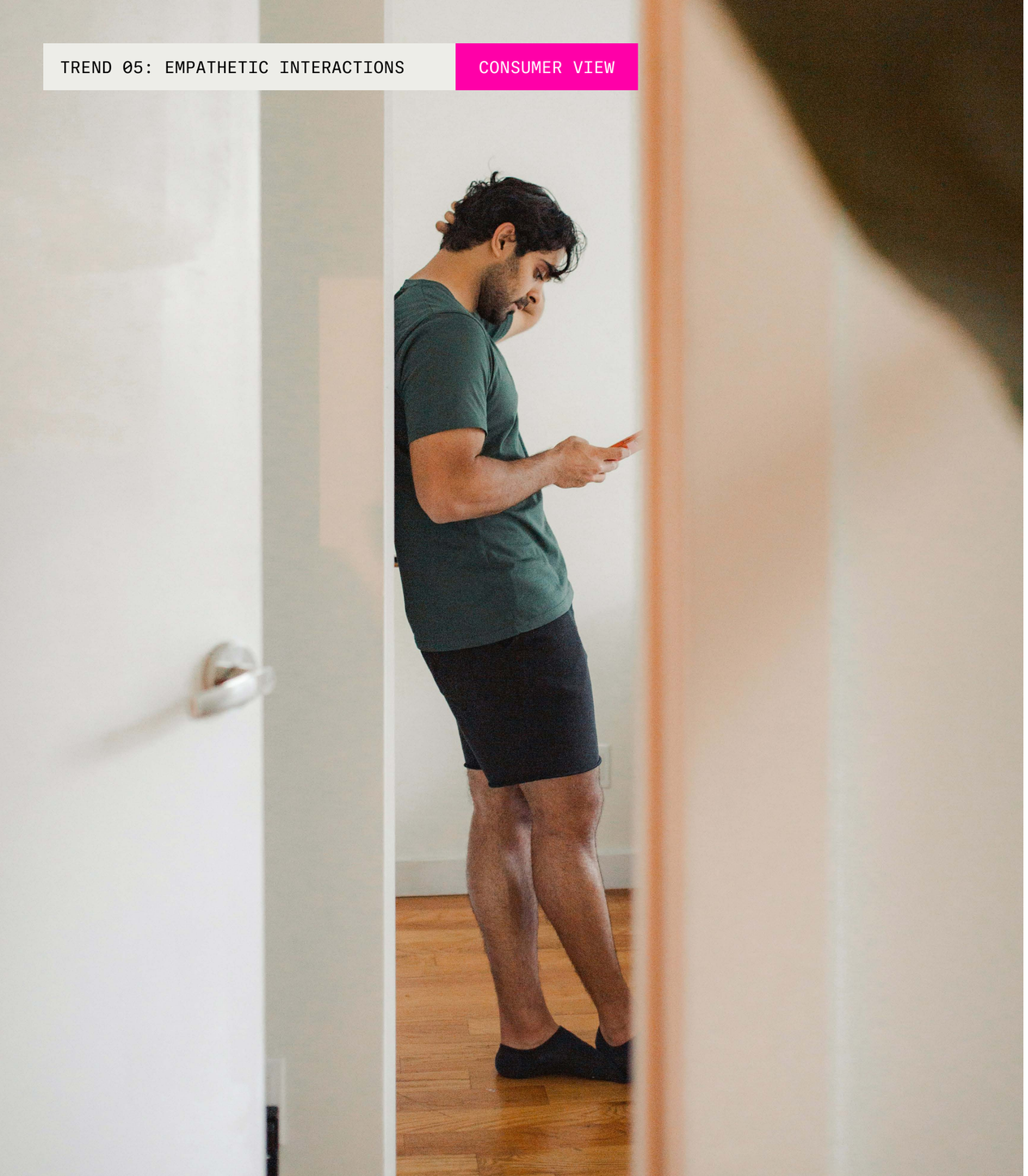
While the desire for AI-powered services to respond to their emotions is relatively low, there are some situations where consumers see more benefit than others. They're most likely to want AI to respond to how they're feeling when they're stuck or confused, or trying to fix a problem, and least likely when making big or emotional decisions.

CONSUMER COMFORT WITH EMPATHETIC AI SIGNALS



WHEN CONSUMERS WANT AI TO RESPOND TO THEIR FEELINGS





Despite a general lack of enthusiasm for emotionally intelligent AI, the majority (67%) of consumers agree that when they're stressed, they want digital services to act more human, not more robotic.

Brands think emotive AI will win the moments that matter

Telecom brands believe empathetic AI will boost loyalty, engagement, and trust, but they see the biggest benefit of getting emotionally intelligent CX right as a more distinctive digital brand experience. The majority (82%) agree that brands that automate without empathy won't survive the decade.

THE BIGGEST BENEFIT IN GETTING EMOTIONAL AI RIGHT

26%	A more distinctive digital brand experience
22%	Increased customer loyalty
19%	Higher engagement or conversion rates
17%	Stronger customer trust
15%	Faster resolution of sensitive issues

1%
Not sure

But telecom leaders also see challenges in the use of emotionally intelligent AI. The biggest challenge comes from gaps in internal skills, tools, or experience. The risk of AI responding inappropriately and uncertainty about how comfortable customers are with emotional AI are also cited as considerable challenges.

CHALLENGES TELCOS FACE IN USING EMOTIONALLY INTELLIGENT AI

49%	Gaps in internal skills, tools, or experience
48%	Risk of AI responding inappropriately or awkwardly
48%	Uncertainty about customer comfort with emotional AI
45%	Low confidence in detecting customer sentiment accurately
37%	Difficulty aligning emotional AI with our brand voice or values

Exercise caution with emotional AI

Telcos have high expectations for their future use of empathetic AI, whereas consumers are still wary of how it could be used.

Telcos must exercise caution in their application of emotionally intelligent AI. Misuse will erode customer trust, not build it.

CONSUMERS

54%

of consumers say AI should use empathy to help them get what they actually want or need (rather than for commercial gain).

BRANDS

89%

of telcos think emotionally intelligent AI will win the moments that matter most.

Getting ahead with AI-curated experiences

Telecom leaders feel a sense of urgency to explore AI-curated experiences and, despite concerns that AI could make them invisible or forgettable, they're experimenting with multiple uses of the technology across the customer journey.

On the face of it, consumers are relatively comfortable with AI being used to simplify and personalize their experiences, as long as they retain ultimate control. But acceptance of AI varies considerably by age, familiarity with the technology, and what the consumer is trying to achieve.

The brands that get ahead with AI-curated experiences won't be those who adopt AI the fastest. It will be those who do so with an in-depth understanding of what their customers want, and the intention of empowering customers rather than controlling or manipulating them. With AI, effective personalization is no longer just about the right message in the right place at the right time, but also delivering it in the right way. The winners will be those who use AI to make CX more meaningful, not more mechanical.

To find out more about how brands in other sectors are embracing AI-curated experiences, check out our all-industries report, or alternative editions for specific sectors:

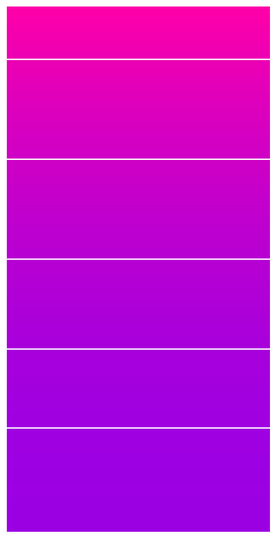
- ALL INDUSTRIES
- BANKING
- HEALTHCARE
- INSURANCE
- TRAVEL

Research methodology

The research was conducted by Insight Avenue, an independent, third-party, specialist B2B and technology research consultancy.

4,000 online consumer interviews were conducted in July and August 2025. 2,000 interviews were conducted in the US and 2,000 in the UK.

AGE



18-24
402 (10%)

25-34
754 (19%)

35-44
760 (19%)

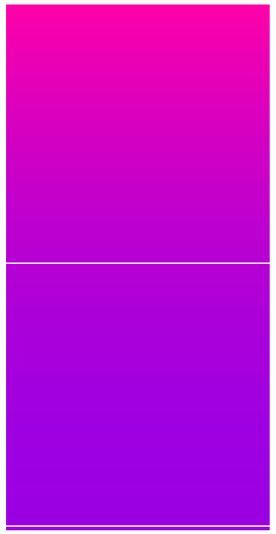
45-54
662 (17%)

55-64
594 (15%)

65+
816 (20%)

Prefer not to say
12 (0%)

GENDER



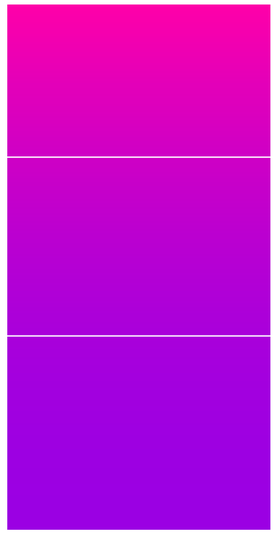
Male
1951 (49%)

Female
2008 (50%)

Non-binary 24 (1%)

Other 3 (0%)

LEVEL OF AI EXPERIENCE



Active AI user
1154 (29%)

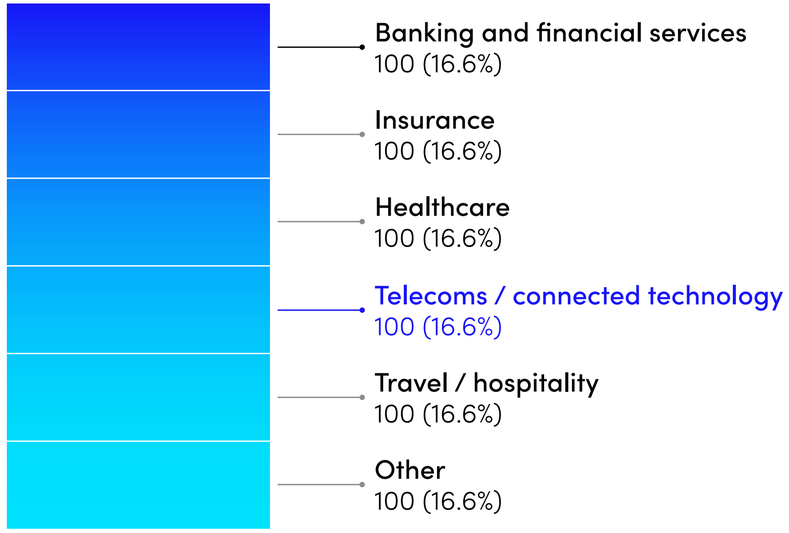
Occasional AI user
1374 (34%)

Inexperienced / Unfamiliar
1472 (37%)

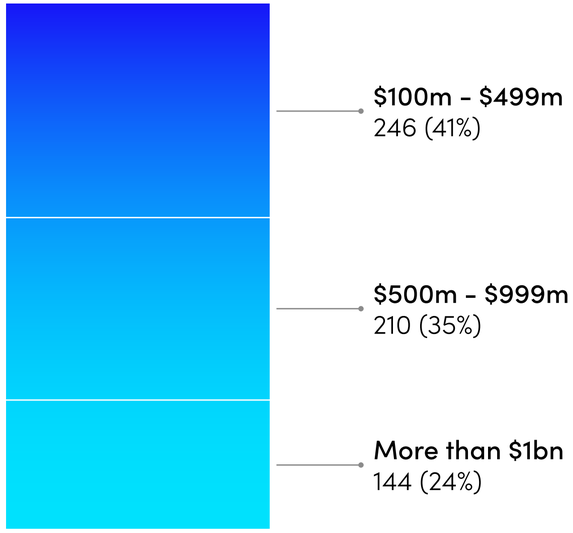
600 interviews were conducted in July and August 2025 with decision makers in customer experience, marketing, or AI strategy. All respondents had to have data analytics or customer insight in their area of responsibility or influence at work.

300 interviews were conducted in the US and 300 in the UK. The interviews from 100 respondents in telecoms / connected technology form the basis of this industry-focused report.

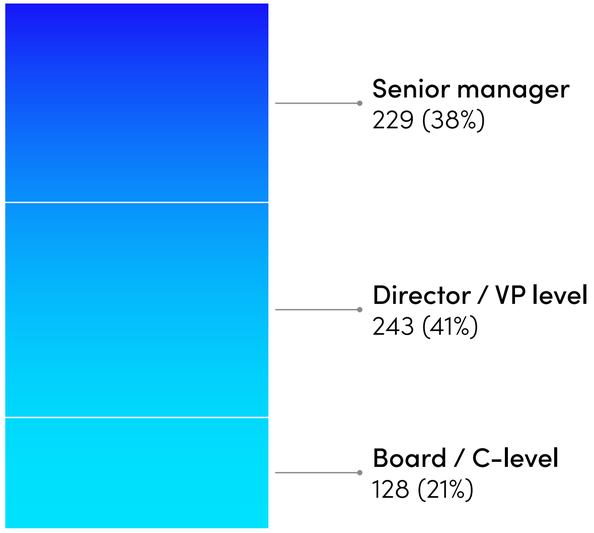
INDUSTRY SECTOR



ANNUAL REVENUE



SENIORITY



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ACXIOM

Acxiom puts data to work. We solve complex challenges for the world's leading brands and agencies by unifying, connecting, and preparing data for AI-driven marketing and decision-making, maximizing technology investments. As leaders in data ethics and governance, Acxiom brings a privacy-first approach to serving clients globally, with locations in the U.S., UK, Germany, China, Poland, and Mexico.

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