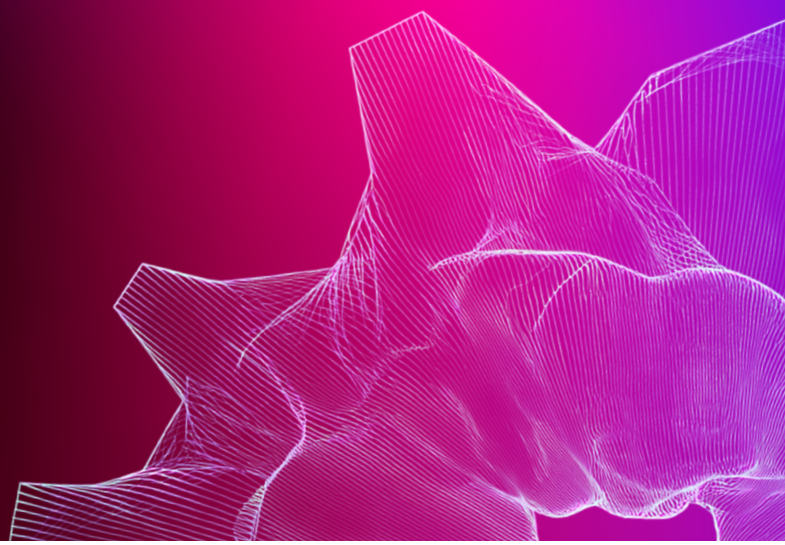
The dawn of AI-curated experience

ACXIOM



What does CX look like when algorithms do the thinking?

With brands and consumers increasingly turning to AI, algorithms are starting to do the thinking on both sides of the customer experience.

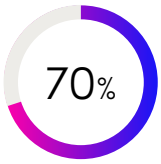
For Acxiom's annual CX Trends Report, we surveyed 4,000 US and UK consumers, as well as 600 business leaders, to discover their perspectives on five AI-powered trends that we expect to shape CX in 2026.

4,000
Consumers

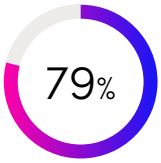
600
Business leaders

AI IS RAPIDLY RESHAPING CX ACROSS ALL INDUSTRIES

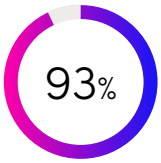
70% of consumers think AI is changing how we interact with brands faster than anyone is ready for.



79% of brands say AI-curated experiences will transform their sector in the next 12 months.



93% of brands believe AI-curated experiences will reshape CX faster than they're prepared for.



Trend one: Conversational interfaces 01

AI-powered conversational interfaces – both text and voice – are enabling people to interact with software the way they interact with each other.

How is this shift impacting CX?

CONSUMER VIEW

30%

currently choose a conversational interface for everyday support.

BRAND VIEW

84%

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

Trend two: An instructional world

02

Consumers today are continually guided by AI recommendations.

So, how are brands using AI to influence customer journeys, and how do consumers feel about it?

CONSUMER VIEW

Control
is the top priority.

Consumers want to be able to change or reject AI's suggestions.

BRAND VIEW

Transparency
is the top priority.

Brands say consumers should know how AI is influencing them.

Trend three: Effortless access

03

With the rise of on-demand content, and instant AI-powered responses, do consumers expect quick results with as little effort as possible?

And can AI help brands deliver?

CONSUMER VIEW

37%

switched brands or providers this year because they had to put in too much effort.

BRAND VIEW

74%

are concerned a frictionless experience risks being forgettable.

Trend four: Platform unification

04

Are people tired of logging into multiple platforms to achieve one thing?

And will AI become a 'universal interface' to navigate fragmented platforms with ease?

CONSUMER VIEW

73%

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

BRAND VIEW

58%

are already using AI to orchestrate journeys across touchpoints or partners.

Trend five: Empathetic interactions

05

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

CONSUMER VIEW

14%

are comfortable with AI reading their facial expressions to understand how they're feeling.

BRAND VIEW

47%

see the risk of AI responding inappropriately as a challenge for emotional AI.

Want the full story?

Download the full CX Trends report for a more in-depth view of the AI-powered trends shaping customer experience in 2026.

DOWNLOAD THE REPORT