Tomorrow's Touchpoint

Preparing for the Next Age of CX

Updated: June 2025

SHIFT

Email | Brand | Product | User Interface Design | User Experience | Customer Experience | Creative Direction | Full Stack Development | Business Strategy | MarTech

→

Contents

Executive Summary 04

Experience Economy 2.0 05

Who's Winning the Digital Experience Race? 06

Digital CX Best Practices 10

- Customer Journey Orchestration 10
- Site Performance as Strategic Advantage 10
- Content Intelligence at Scale 11
- Analytics-Driven Optimization 11

Six Strategic CX Trends Driving Digital Conversion Excellence 12

- Trend 1: Hyper-Personalization 12
- Trend 2: Omnichannel Orchestration 14
- Trend 3: Conversational Intelligence 16
- Trend 4: Micro-Moment Optimization 18
- Trend 5: Privacy-First Design 20
- Trend 6: Agentic AI - The Autonomous Experience Revolution 22

CX + AI = ROI Growth 26

- Strategic Implementation: Building Your AI-Powered CX Strategy 28

Activating CX Strategies With Enterprise-Grade DXP 29

- Modern DXP Solutions: AI-Powered Experience Intelligence 31
- Adobe Experience Manager (AEM): The Convergence of Content Intelligence and AI 32
- Optimizely: Experimentation Excellence Meets AI Intelligence 34

Continued...

Vendor Selection Framework: DXP Evaluation Guide 36

- Technical Capability Assessment 37
- Organizational Fit Evaluation 39
- Financial and Commercial Evaluation 40

Experience Engineering in Action: Shift Client Success Stories 41

- Evident Scientific 42
- WSAudiology 46
- Major Food Group 48

Imperative for Action 52

References & Cited Sources 53

Executive Summary

The numbers tell a compelling story for the importance of creating experiences customers love. With 52% of customers willing to switch after a single unsatisfactory experience[1], and 80% of organizations expecting to compete mainly based on CX[2], we've reached an inflection point where experience isn't just competitive advantage—it's business survival.

40%

Companies excelling at digital personalization generate **40%** more revenue from those activities[3]

89%

89% of marketers report positive ROI from personalization[6]

9.5% ↗

Strong omnichannel CX strategies deliver **9.5%** annual revenue growth vs. **3.4%** for weak strategies[4]

The organizations that crack the code on digital CX transformation will capture disproportionate market share. Those that don't may find themselves competing on price alone, watching as digital CX-led competitors build unassailable customer loyalty through amazing experiences.

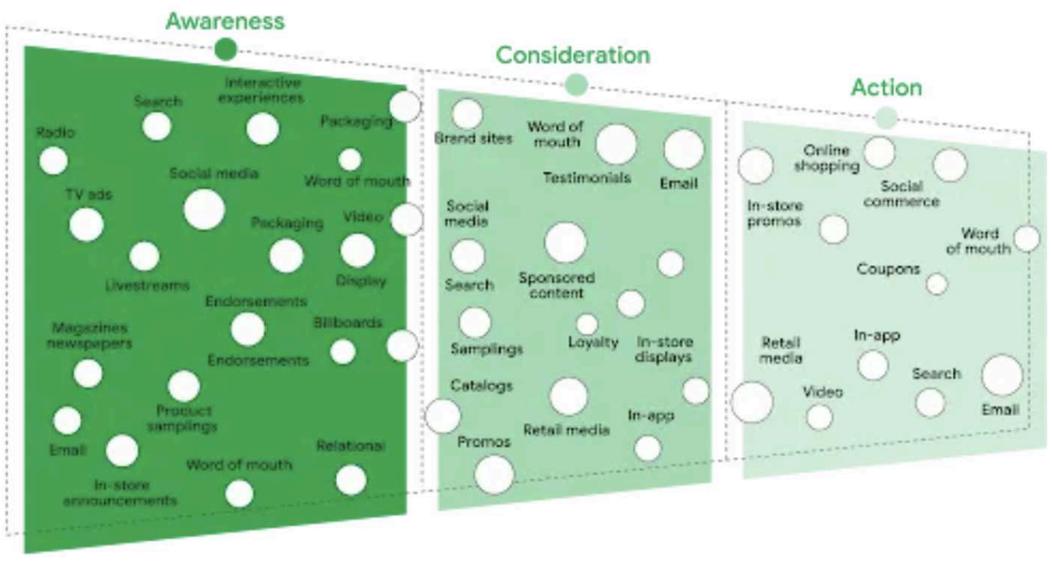
Experience Economy 2.0

We're witnessing the emergence of the Experience Economy 2.0. Every digital touchpoint needs to strike a chord with users, while leveraging data to anticipate next best actions. Where the difference of milliseconds for load time could either lead to an uptick in revenue or a lost conversion. Personalization isn't a feature, but a fundamental expectation.

Today's customers don't just use multiple channels—they orchestrate them. They research on mobile, compare on desktop, purchase on tablet, and seek support through voice assistants. They expect your brand to remember their preferences across every touchpoint, maintain continuity of their digital journey no matter how many times they start and stop, and deliver value at the speed of their intent.

Those clinging to channel-siloed thinking will become casualties of their own digital friction.

The average consumer journey now involves 20-500+ touchpoints. (Think with Google)



Source: BCG analysis.

Who’s Winning the Digital Experience Race?

Understanding competitive positioning in digital customer experience requires analysis of how Fortune 1000 companies approach technology adoption, organizational capability development, and customer engagement strategy.

Who’s Winning the Digital Experience Race?

Tier 1: Digital Experience Leaders (Top 10%)

Characteristics:	Customer experience as core business strategy with CEO-level ownership
	Unified customer data platforms enabling real-time personalization across all touchpoints
	Advanced AI implementation with autonomous optimization and predictive customer service
	Integrated omnichannel experiences with seamless online-to-offline coordination
	Continuous innovation culture with rapid experimentation and implementation cycles
Competitive Advantages:	Customer acquisition costs 20-40% lower than industry averages through experience-driven loyalty
	Premium pricing power enabling 15-25% higher profit margins through brand differentiation
	Market share growth in declining industries through superior customer engagement
	Talent attraction advantages with top digital marketing and technology professionals

Who's Winning the Digital Experience Race?

Tier 2: Digital Experience Adopters (Next 20%)

Characteristics:	Digital transformation initiatives with significant technology investment but incomplete integration
	Omnichannel capability development with some touchpoint disconnection remaining
	AI pilot programs and personalization testing with limited scale implementation
	Customer data consolidation efforts with legacy system integration challenges
	Change management programs with mixed adoption across business units
Competitive Position:	Moderate improvement in customer satisfaction and retention metrics
	Technology investment ROI positive but below industry-leading benchmarks
	Market share protection in competitive categories through improved customer service
	Operational efficiency gains through automation but limited revenue impact

Who’s Winning the Digital Experience Race?

Tier 3: Digital Experience Laggards (Bottom 70%)

Characteristics:	Legacy technology infrastructure with limited integration capability
	Siloed customer data across departments with minimal unified customer view
	Limited personalization beyond basic email segmentation and retargeting
	Customer service primarily reactive with minimal predictive or proactive engagement
	Organizational resistance to change with limited digital marketing expertise
Competitive Vulnerabilities:	Customer acquisition costs increasing as digital-native competitors capture market share
	Price competition intensification due to inability to differentiate through experience
	Talent retention challenges as marketing professionals seek more innovative environments
	Market share erosion to companies with superior digital customer engagement

Digital CX Best Practices

Customer Journey Orchestration

Beyond Linear Thinking
Modern customer journeys aren't linear—they're dynamic, multi-dimensional experiences that require sophisticated orchestration. Over 50% of shoppers engage with four touchpoints before purchasing[49], while the average utilizes nearly six, demanding comprehensive attribution modeling.

Friction Point Intelligence
Strategic friction reduction focuses on high-impact moments: 62% of customers report that channel transitions are high-effort[50], while 93% who navigate effortlessly from self-service to human assistance report elevated satisfaction[51].

Site Performance as Strategic Advantage

The Millisecond Competitive Edge
Technical performance directly correlates with business outcomes. Sites loading in one second achieve 2.5x higher conversion rates than those taking five seconds[52], making Core Web Vitals optimization a strategic imperative, not a technical nice-to-have.

Mobile Performance Opportunity
The mobile optimization gap represents massive opportunity: average mobile conversion rate is 2.3%, 17.9% lower than desktop[53], meaning most organizations are leaving significant revenue on the table through suboptimal mobile experiences.

Digital CX Best Practices

Content Intelligence at Scale

Beyond Static Content
Content personalization drives measurable transformation: personalized emails are 6 times more likely to drive conversions[54], while personalized CTAs converted at 4% vs. generic alternatives[55].

Multi-Format Engagement
Device-optimized content delivery maximizes engagement: smartphone users view 5.6 pages per visit, 12% more than desktop users[56], requiring mobile-optimized content hierarchies and progressive disclosure strategies.

Analytics-Driven Optimization

Multi-Touch Attribution
Comprehensive measurement requires sophisticated attribution: campaigns using three or more channels achieve 287% higher purchase rates[57], necessitating advanced tracking across the entire customer ecosystem.

Lifetime Value
ROI measurement must account for long-term value: omnichannel customers have 30% higher lifetime value than single-channel shoppers[58], making retention-focused metrics as critical as acquisition-focused ones.

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 1: Hyper-Personalization

Personalization has evolved from basic content customization to sophisticated conversion intelligence that drives both B2B lead progression and B2C transaction completion.

71% of customers expect personalized experiences, while 76% express frustration when they don't receive them[16]—an expectation that spans from initial interest through final conversion.

In B2B environments, personalization transforms the entire lead lifecycle. AI-powered systems now track prospect engagement across multiple touchpoints, dynamically adjusting content, calls-to-action, and nurture sequences based on behavioral signals. This intelligent orchestration accelerates MQL-to-SQL conversion rates by up to 40%.
The business impact transcends traditional channel boundaries. Fast-growing companies generate 40% more revenue from personalization across all conversion types—from white paper downloads to product purchases[17]. Personalized landing pages increase conversions by 202% for different audience segments[18], whether those conversions are lead captures or transactions.

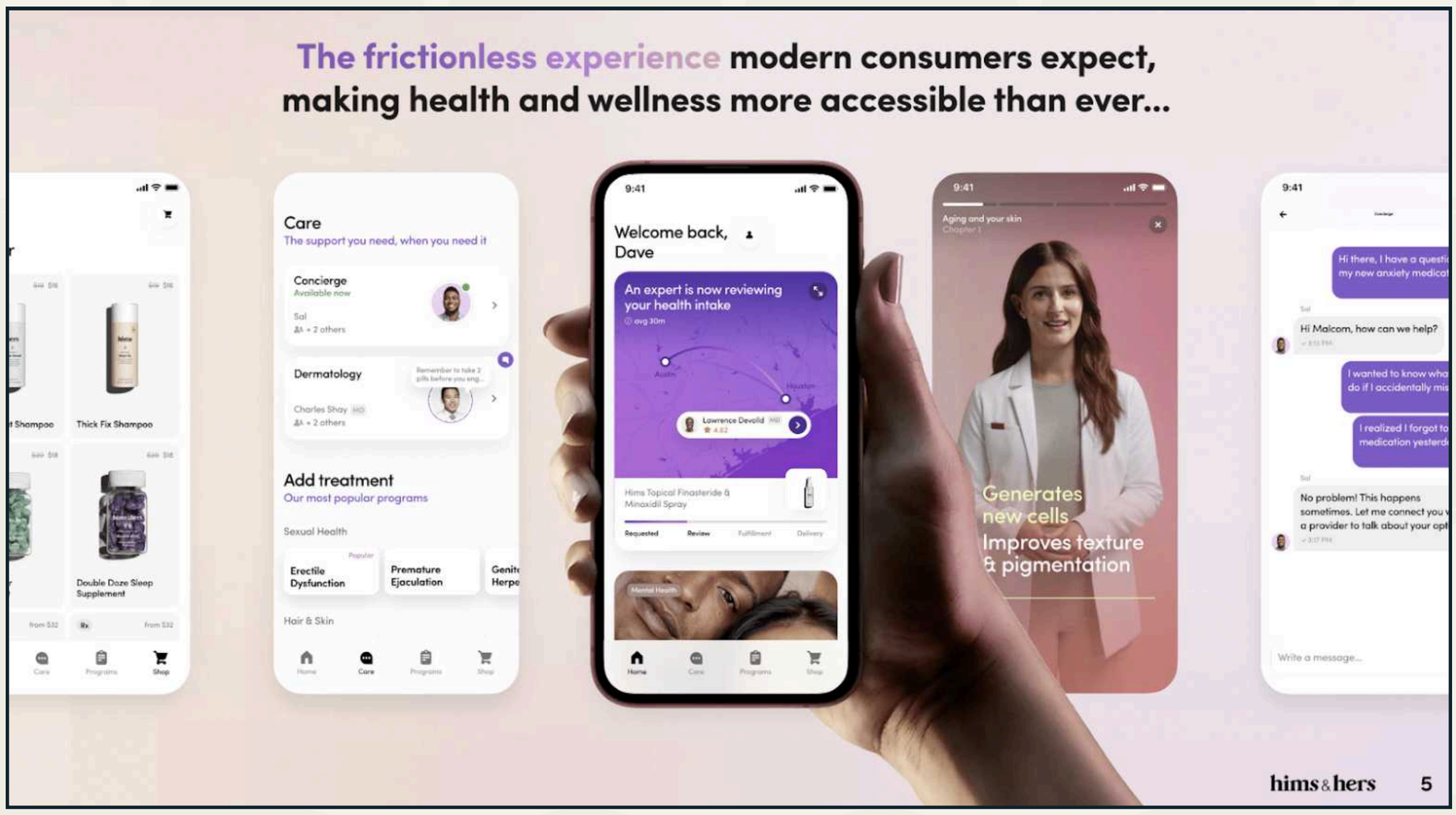
Modern personalization engines deliver dynamic experiences that adapt conversion paths in real-time. B2B implementations include progressive profiling forms, account-based content delivery, and predictive lead scoring. B2C applications feature behavioral product recommendations, abandoned cart recovery, and predictive checkout optimization.

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 1: Hyper-Personalization

Hims & Hers' AI-Powered Healthcare Personalization

Hims & Hers uses their proprietary MedMatch platform to analyze millions of de-identified data points from thousands of patient interactions. The AI helps providers identify the most effective treatment, appropriate titration schedule, and correct personalized end dose for each individual patient. More than 1 million subscribers utilize personalized solutions on their platform, growing 175% year-over-year.



Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 2: Omnichannel Orchestration

The End of Conversion Silos

The fragmented conversion landscape is rapidly consolidating. 40% of organizations acknowledge their touchpoints operate in isolation[19], creating friction at critical conversion moments.

74% of customers expect seamless experiences across touchpoints[20], while 62% report that channel transitions create conversion friction[21].

Whether progressing from awareness to lead capture or from consideration to purchase, conversion paths must flow seamlessly across devices and channels.

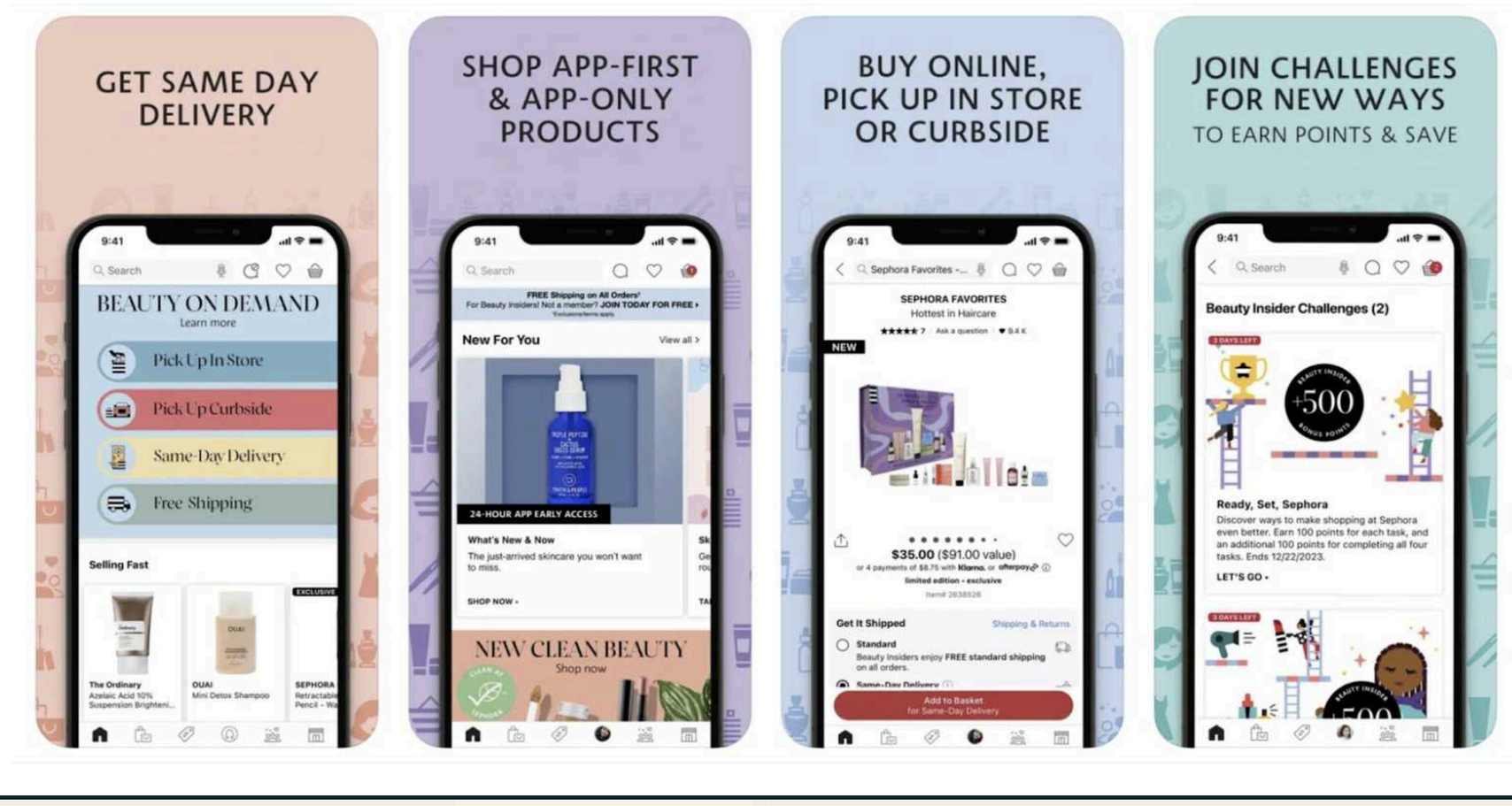
In B2B environments, omnichannel orchestration enables sophisticated lead nurturing that maintains context across email campaigns, website visits, content downloads, and sales interactions. This unified approach increases B2B conversion rates by 147% for self-driven buyers who research across multiple channels[22].

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 2: Omnichannel Orchestration

Sephora's Approach to Omnichannel Excellence

Sephora has developed an integrated multichannel approach that prioritizes delivering consistent, customized interactions throughout the customer journey. The company unifies its brick-and-mortar locations, digital commerce site, mobile application, social platforms, and Beauty Insider rewards system to establish a cohesive brand ecosystem. Through strategic use of analytics and digital tools, the retailer monitors consumer behavior patterns, individual preferences, and transaction records to execute precision marketing initiatives, curated product suggestions, and member-exclusive promotions.



Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 3: Conversational Intelligence

The Dialogue-Driven Conversion Revolution

Conversational interfaces are transforming how organizations capture leads and drive transactions. Voice commerce growth exploded 321.74% over two years[23], while conversational AI handles 85% of initial customer interactions[24], creating new paradigms for both lead qualification and purchase facilitation.

B2B Lead Qualification

Today chatbots and voice assistants serve as intelligent lead qualification systems, engaging prospects in natural conversations that gather crucial information while providing immediate value. 51% use conversational interfaces to research solutions[25], while advanced AI determines lead quality and routes qualified prospects to sales teams automatically.

Conversational Commerce and Lead Capture

The convergence of conversation and conversion creates powerful new opportunities. Voice-enabled lead capture reduces form friction, while conversational commerce enables seamless purchase completion through natural dialogue. 76% of voice searches target immediate needs[26], making conversational interfaces critical for capturing high-intent prospects and customers.

Website/Mobile Voice Integration: Advanced conversational systems include voice-activated lead capture, intelligent chatbot qualification, and speech-enabled purchase flows. B2B implementations feature conversational content recommendations and voice-driven appointment scheduling.

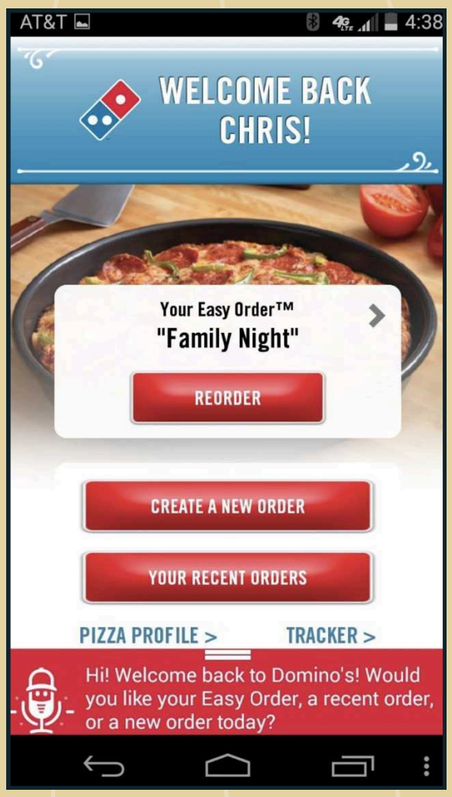
Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 3: Conversational Intelligence

Domino's Voice Ordering Ecosystem

Domino’s customers can order pizza through Amazon Alexa, Google Assistant, Facebook Messenger, Twitter, or text message using natural language. The system remembers previous orders, dietary preferences, and delivery addresses. Example: "Alexa, ask Domino's to order my usual" results in a complete order based on past behavior.

The brand has even gone as far as having voice AI correct pronunciation of specific menu items and infusing local accents to make the experience feel more real. “The voice-to-text technology also correctly pronounces specific menu items, such as MeatZZa, a Domino's pizza with pepperoni, ham, Italian sausage, and beef. That's key for restaurants, Clifford said, given all of the unconventional spellings and limited-time offers that appear on their menus. (Business Insider, May 2025)



Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 4: Micro-Moment Optimization

The Intent-to-Conversion Economy

Mobile has fundamentally rewired conversion behavior, creating what Google termed "micro-moments"—intent-rich instances when prospects and customers turn to devices for immediate answers or actions. Over 60% of U.S. adults consider mobile experiences essential for conversion convenience[27], whether downloading content or completing purchases.

Optimizing for Intent Capture

Micro-moment optimization requires anticipating and fulfilling immediate conversion intent. B2B prospects research solutions during brief mobile moments, requiring instant access to relevant content and simple lead capture mechanisms. B2C customers make purchase decisions in seconds, demanding streamlined mobile checkout experiences.

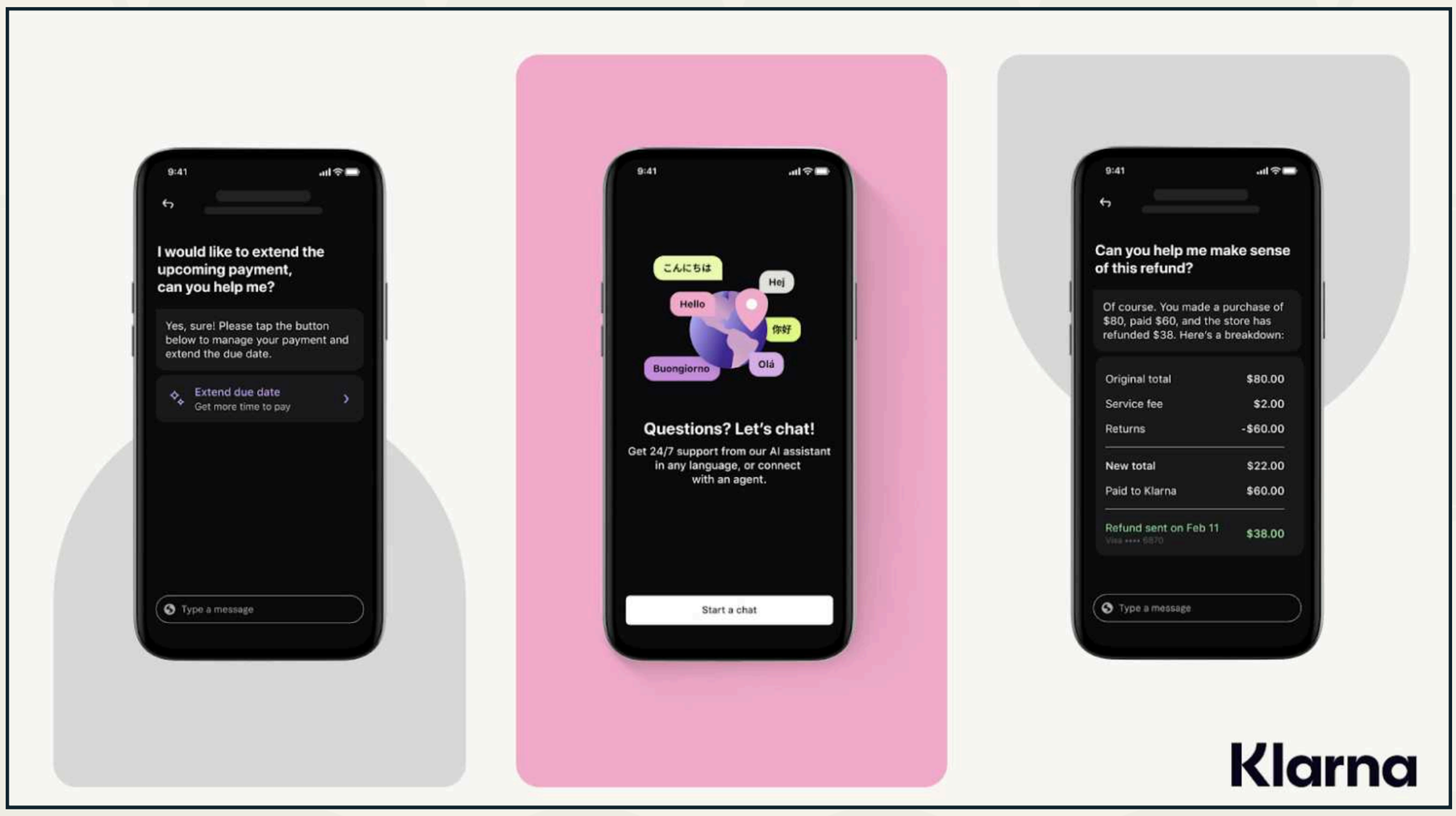
Website/Mobile Optimization: Mobile-first conversion design prioritizes immediate intent fulfillment through predictive interfaces, one-tap lead capture, and frictionless checkout flows. Advanced implementations include contextual conversion offers and anticipatory conversion assistance.

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 4: Micro-Moment Optimization

Klarna's AI-Powered Instant Customer Service

Klarna's AI assistant handles 2.3 million conversations monthly (equivalent to 800 full-time agents) with resolution times under 2 minutes. Available 24/7 in 35+ languages, the system captures "I-need-help-now" micro-moments by providing instant, accurate responses that reduce repeat inquiries by 25%. The AI is estimated to drive $40 million in profit improvement in 2024.



Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 5: Privacy-First Design

Privacy concerns directly impact conversion rates across all digital touchpoints. 87% of customers won't engage with organizations with questionable security policies[19], while transparent data practices increase conversion trust and completion rates.

Zero-Party Data Conversion Strategies
Modern conversion optimization leverages voluntary data sharing through value exchange. Progressive profiling, preference centers, and transparent data usage policies create trust-based conversion experiences that increase both completion rates and data quality.

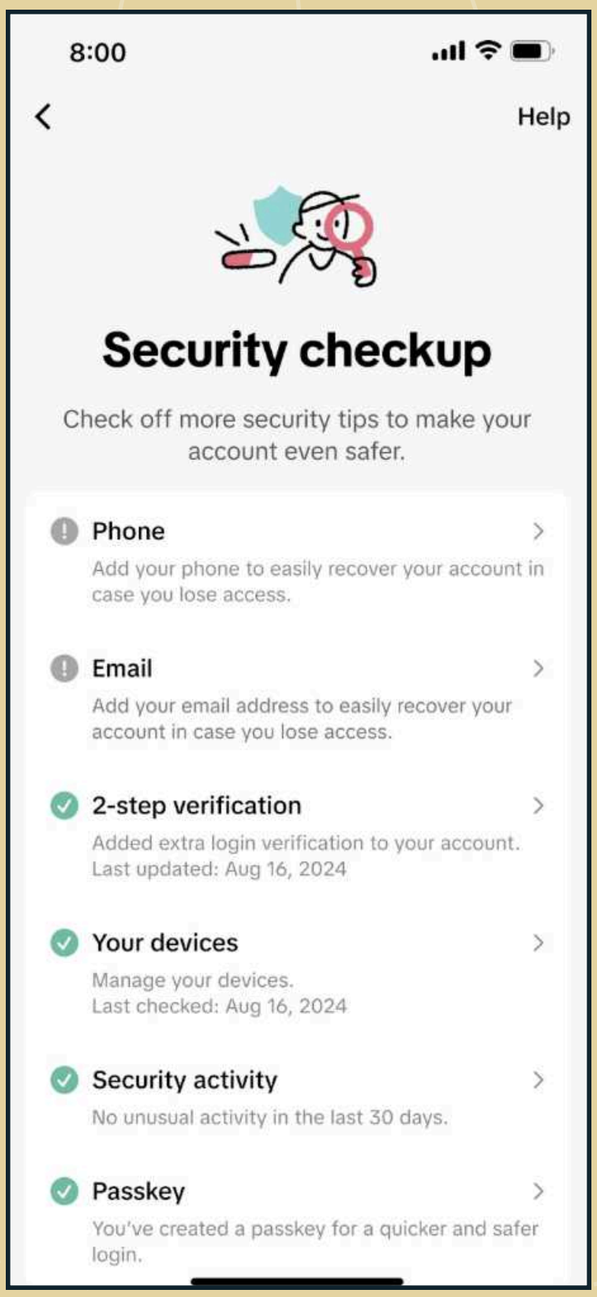
Website/Mobile Privacy Integration: Privacy-first conversion design includes transparent consent management, progressive data collection, and clear value propositions that encourage voluntary information sharing while maintaining conversion momentum.

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 5: Privacy-First Design

Tiktok's New Security Checkup Tool

A new Security Checkup tool launched by TikTok in March 2025, provides users with a unified dashboard to easily review and update their account security settings. The security features allow users to monitor which devices have access to their accounts and remove any unused or unrecognized devices. The tool also suggests enabling biometric authentication methods like Face ID or Touch Unlock to streamline secure logins.



Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 6: Agentic AI - The Autonomous Experience Revolution

Beyond Reactive Intelligence: The Rise of Autonomous Customer Agents

The evolution from AI-assisted to AI-autonomous represents the most significant transformation in digital customer experience since the internet's inception. Agentic AI—artificial intelligence systems capable of independent reasoning, decision-making, and action-taking—is poised to revolutionize how customers interact with brands and how businesses deliver value.

Unlike current AI implementations that respond to prompts or follow predetermined rules, agentic AI systems operate with goal-oriented autonomy. They understand context, make strategic decisions, and execute complex multi-step processes independently. This represents a fundamental shift from AI as a tool to AI as an intelligent agent capable of managing entire customer relationships.

The Customer Experience Transformation

Agentic AI will transform customer interactions from reactive support to proactive value creation. Imagine AI agents that:

- Anticipate and resolve issues before customers experience them, analyzing usage patterns to predict potential problems and automatically implementing solutions
- Negotiate and optimize service plans in real-time, continuously monitoring customer needs and market conditions to suggest and implement optimal configurations
- Orchestrate complex multi-vendor experiences, coordinating across service providers to deliver seamless solutions that span multiple companies and platforms
- Learn and adapt individual preferences over time, developing deep understanding of each customer's unique context, goals, and decision-making patterns

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 6: Agentic AI - The Autonomous Experience Revolution

B2B Agentic Intelligence: The Sales and Marketing Revolution

In B2B environments, agentic AI will fundamentally reshape lead qualification and customer development:

- Autonomous lead nurturing agents that conduct intelligent conversations, qualify prospects, and schedule meetings based on sophisticated understanding of buyer intent and organizational fit
- Strategic account management AI that monitors client environments, identifies expansion opportunities, and proactively proposes solutions aligned with business objectives
- Competitive intelligence agents that continuously analyze market conditions, competitor activities, and customer sentiment to inform strategic positioning

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 6: Agentic AI - The Autonomous Experience Revolution

Yum! Brands Leading the way in AI innovations for elevated CX and improved operational efficiency.

Yum! Brands (Taco Bell, KFC, Pizza Hut) in 2024 implemented AI-driven marketing campaigns showing measurable increases in engagement and reduced churn. Yum! Brands achieved double-digit customer engagement gains by replacing traditional digital marketing with AI-driven campaigns.

In March 2025, Yum! Brands forged a partnership with NVIDIA for autonomous restaurant operations across 500+ locations. According to press release from Yum! Brands, the goal will be to achieve and enable the following operational enhancements:

- Voice Automated Order-Taking AI Agents: Advancing drive-thru and call center operations with conversational AI, powered by NVIDIA Riva and NVIDIA NIM microservices, that adapts to human speech patterns, understands complex menus and customer preferences, and enables a more natural, seamless ordering experience.
- Computer Vision Enhanced Operations: Deploying NVIDIA-powered computer vision to optimize drive-thru efficiency and back-of-house labor management through real-time analytics and alerts.
- Accelerated Restaurant Intelligence: Utilizing AI-driven analytics and agents to assess restaurant performance, generating personalized action plans for restaurant managers based on best practices from top-performing locations.

Six Strategic CX Trends Driving Digital Conversion Excellence

Trend 6: Agentic AI - The Autonomous Experience Revolution

Additionally, the company launched Byte by Yum! Brands, a comprehensive collection of proprietary Software as a Service (SaaS) AI-driven products that will enable KFC, Taco Bell, Pizza Hut, and Habit Burger & Grill restaurants across the world to delight customers, streamline operations, and empower teams.

- Taco Bell U.S. enables its rich customer experiences and speedy operations by using Byte by Yum!'s integrated online ordering, point of sale, and back-of-house technologies.
- Pizza Hut U.S. improves guest satisfaction by using the Byte by Yum! kitchen system to improve delivery times, reduce the time pizzas wait in the restaurant, and provide guests real-time visibility into their order location.
- Across KFC globally, Byte by Yum! Brands' AI restaurant coach is widely scaled and enables operational consistency and restaurant manager efficiency.

CX + AI = ROI Growth

Organizations' AI adoption jumped from 50% to 72% in 2024[7]

73% of customers now say CX is the number one purchase consideration[8].

CX + AI = ROI Growth

AI-Powered Transformation

The customer experience landscape has reached a critical inflection point. 65% of organizations regularly used GenAI in at least one business function in 2024, nearly doubling from the previous year[9].

The Loyalty Erosion Crisis

Digital friction doesn't just lose transactions—it destroys relationships built over years. 49% of previously loyal customers left brands due to poor CX in the past 12 months[13], representing not just lost revenue but obliterated lifetime value that took years to cultivate.

The cart abandonment epidemic reveals the scale of opportunity loss: cart abandonment rates hit 80% on mobile vs. 74% on desktop[14]. Each abandoned cart represents a customer who was ready to buy, but encountered friction at the critical moment. When multiplied across millions of interactions, these micro-failures compound into macro-business impact.

Consider the magnitude of this shift: 55% of customers say "Nothing excuses a bad customer experience"[10], while 54% would rather endure traffic than a poor digital experience[11]. We've entered an era of zero-tolerance for mediocrity.

The ROI of Getting It Right

The flip side is equally compelling. Companies earning $1 billion annually can expect an additional $700 million within 3 years of investing in customer experience[15]. For SaaS companies, this figure reaches $1 billion—literally doubling revenue through experience excellence.

Strategic Implementation: Building Your AI-Powered CX Strategy

Foundation Building

Successful AI implementation requires strategic foundation building:

1. Data infrastructure that collects, cleans, and organizes customer interaction data
2. Integration platforms that connect AI tools and solutions with existing systems
3. Talent development that builds AI literacy across the organization

Smart organizations deploy AI capabilities in strategic phases:

Phase 1: Intelligence Gathering

- Customer behavior analytics and prediction
- Basic chatbot implementation
- Automated content personalization

Phase 2: Operational Integration

- Advanced conversational AI deployment
- Predictive customer service
- Automated testing and optimization

Phase 3: Strategic Transformation

- End-to-end experience orchestration
- Predictive business intelligence
- Autonomous optimization systems

Activating CX Strategies With Enterprise-Grade DXP

Enterprise Digital Experience Platforms serve as the strategic foundation for transforming customer experience. By unifying customer data across all touchpoints, DXPs enable organizations to create comprehensive customer profiles that inform real-time personalization and predictive analytics.

These platforms also integrate content management, journey orchestration, and AI-powered decisioning engines to deliver consistent, contextually relevant experiences whether customers engage through web, mobile, email, or in-person channels.

Advanced DXPs like Adobe Experience Manager and Optimizely go beyond traditional content delivery by providing autonomous optimization capabilities that continuously test, learn, and adapt customer experiences based on behavioral signals and business outcomes. This integrated approach allows companies to activate their CX strategies at scale, moving from siloed campaign execution to unified experience orchestration that drives measurable improvements in customer satisfaction, retention, and lifetime value. The result is a competitive advantage built on the ability to anticipate customer needs and deliver personalized experiences that foster deeper brand loyalty and sustained business growth.

Activating CX Strategies With Enterprise-Grade DXP

AI-Powered Transformation

The customer experience landscape has reached a critical inflection point. 65% of organizations regularly used GenAI in at least one business function in 2024, nearly doubling from the previous year[9].

The Loyalty Erosion Crisis

Digital friction doesn't just lose transactions—it destroys relationships built over years. 49% of previously loyal customers left brands due to poor CX in the past 12 months[13], representing not just lost revenue but obliterated lifetime value that took years to cultivate.

The cart abandonment epidemic reveals the scale of opportunity loss: cart abandonment rates hit 80% on mobile vs. 74% on desktop[14]. Each abandoned cart represents a customer who was ready to buy, but encountered friction at the critical moment. When multiplied across millions of interactions, these micro-failures compound into macro-business impact.

Consider the magnitude of this shift: 55% of customers say "Nothing excuses a bad customer experience"[10], while 54% would rather endure traffic than a poor digital experience[11]. We've entered an era of zero-tolerance for mediocrity.

The ROI of Getting It Right

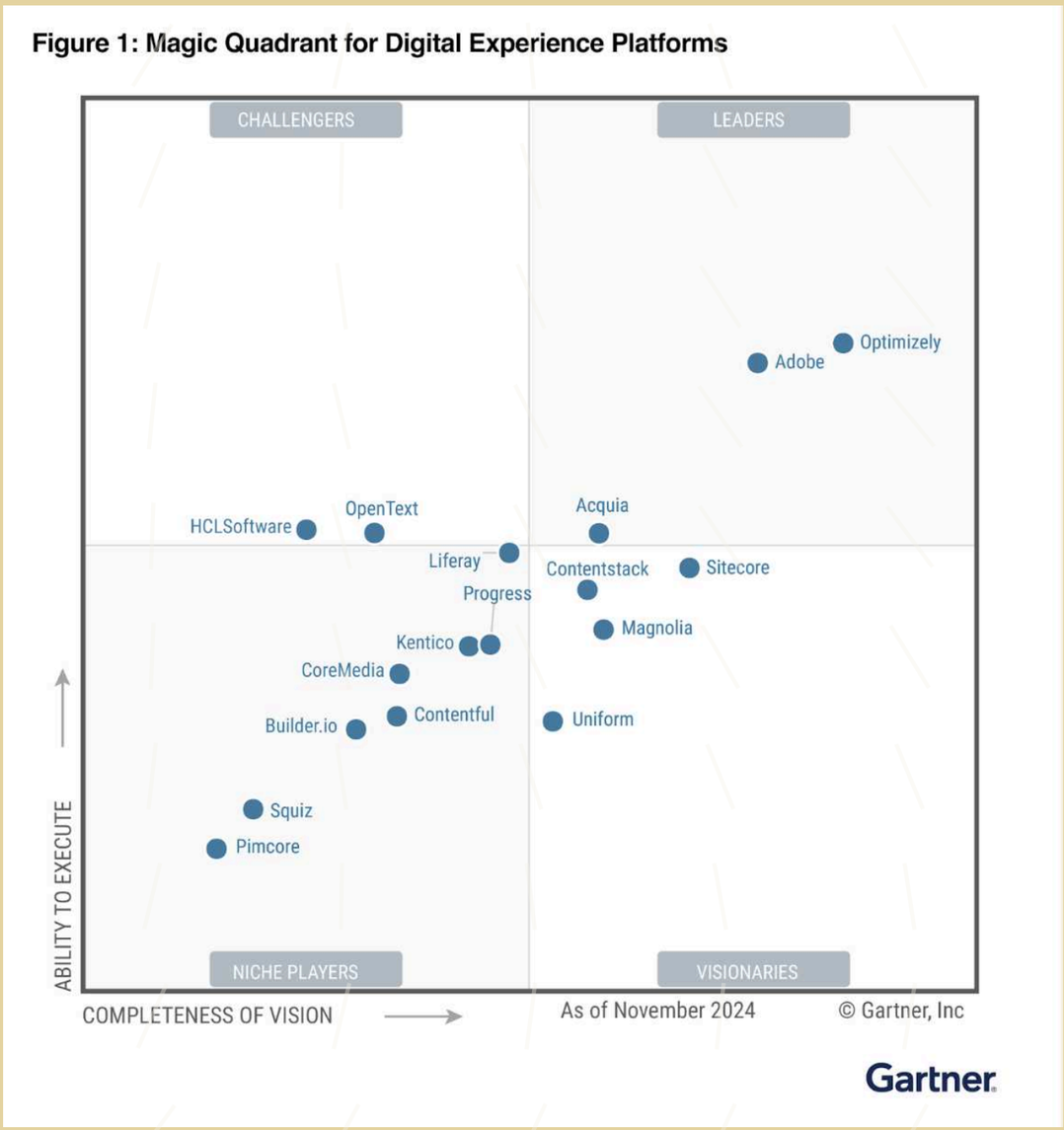
The flip side is equally compelling. Companies earning $1 billion annually can expect an additional $700 million within 3 years of investing in customer experience[15]. For SaaS companies, this figure reaches $1 billion—literally doubling revenue through experience excellence.

Activating CX Strategies With Enterprise-Grade DXP

Modern DXP Solutions: AI-Powered Experience Intelligence

To enable your CX digital plans, Optimizely and Adobe stand as the two dominant enterprise Digital Experience Platform (DXP) solutions in the market, with both recognized as Leaders in the 2025 Gartner Magic Quadrant for Digital Experience Platforms.

Optimizely has claimed the top position for the first time in five years, being recognized as a Leader for the sixth consecutive year and positioned highest on "Ability to Execute" and "Completeness of Vision" axes, while Adobe maintains its strong Leadership position for the eighth straight year. With both platforms offering comprehensive capabilities for content management, personalization, analytics, and omnichannel digital experience delivery to enterprise organizations seeking robust, scalable solutions for their digital transformation initiatives.



Activating CX Strategies With Enterprise-Grade DXP

Adobe Experience Manager (AEM): The Convergence of Content Intelligence and AI

Adobe AEM represents the sophisticated marriage of enterprise content management and artificial intelligence, creating dynamic, self-optimizing experience ecosystems. At its core, AEM transforms static content operations into responsive customer engagement programs.

Foundational Strategic Capabilities:

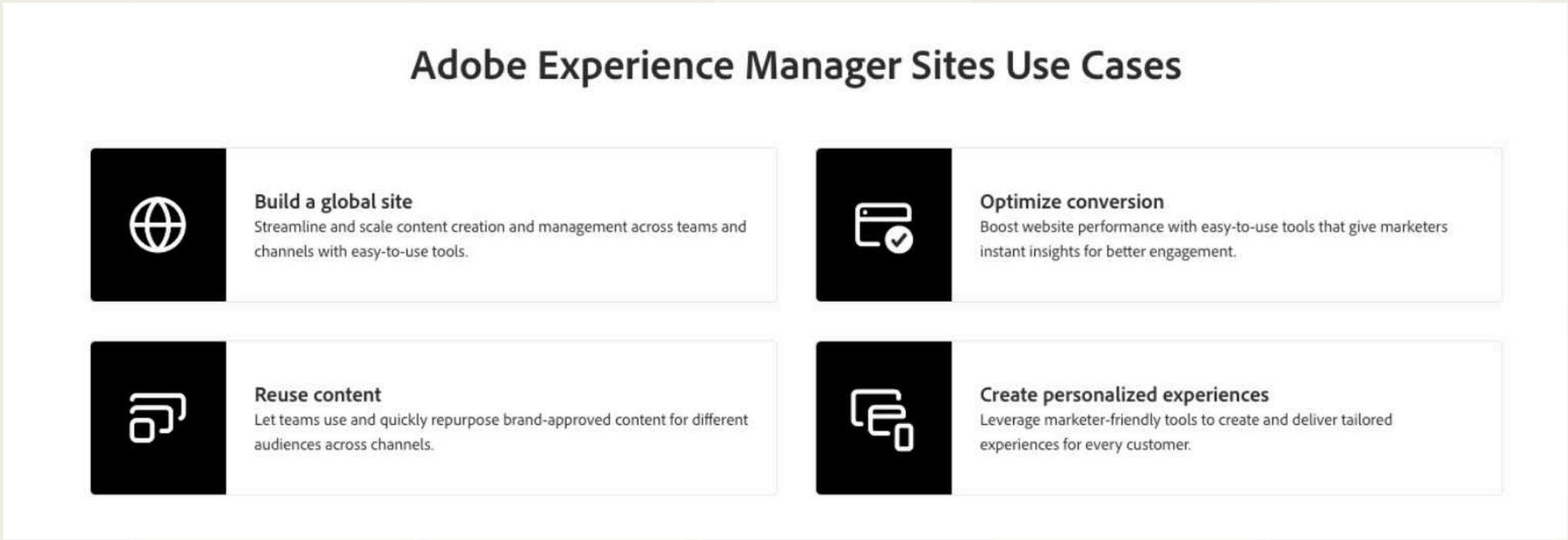
- ***Enterprise Content Management:*** Robust governance frameworks that maintain brand consistency across channels while enabling distributed content creation
- ***Omnichannel Content Distribution:*** Seamless content delivery across web, mobile, social, and emerging touchpoints through flexible APIs
- ***Integrated Campaign Orchestration:*** Cross-channel marketing automation that coordinates customer experiences throughout the entire lifecycle
- ***Advanced Analytics Integration:*** Comprehensive measurement frameworks that connect content performance to business outcomes

Activating CX Strategies With Enterprise-Grade DXP

AI-Powered Intelligence Layer: Powered by Adobe Sensei AI, AEM elevates content management from reactive publishing to predictive experience optimization:

- ***Intelligent Content Creation:*** Adobe Sensei automatically generates content variations, alt text, and metadata, reducing content production time by up to 60% while ensuring brand consistency across all touchpoints
- ***Real-Time Personalization Engine:*** Machine learning algorithms analyze visitor behavior patterns to deliver personalized content within milliseconds, increasing engagement rates by 35-50% through contextual relevance
- ***Predictive Asset Management:*** AI-powered tagging and organization automatically categorizes and surfaces relevant content assets, improving content discoverability by 70% and accelerating campaign development
- ***Automated Experience Optimization:*** Intelligent experimentation continuously optimizes content performance without manual intervention, driving conversion improvements of 20-40% through data-driven content refinement

Enterprise Value Creation: The synergy between AEM's foundational capabilities and AI intelligence transforms marketing operations from reactive to predictive. Organizations report 3x faster campaign deployment while achieving significantly higher conversion rates through AI-driven personalization that adapts to individual customer contexts in real-time.



Activating CX Strategies With Enterprise-Grade DXP

Optimizely: Experimentation Excellence Meets AI Intelligence

Optimizely has evolved from its A/B testing origins to become a comprehensive digital experience optimization platform that combines rigorous methodology workflows with intelligent automation capabilities.

Core Platform Foundations:

- ***Statistical Rigor Framework:*** Advanced experiment design with built-in statistical significance testing and confidence intervals
- ***Progressive Rollout Capabilities:*** Risk-minimal deployment strategies that protect business continuity while enabling innovation
- ***Advanced Audience Segmentation:*** Sophisticated targeting mechanisms that enable personalized experience delivery at scale
- ***Content Management Integration:*** Built-in optimization workflows that seamlessly connect content creation with performance measurement

Activating CX Strategies With Enterprise-Grade DXP

AI-Enhanced Intelligence Capabilities: Modern Optimizely integrates machine learning throughout the experimentation lifecycle:

- ***Intelligent Experiment Design:*** Machine learning algorithms automatically suggest optimal test variations and statistical parameters, reducing setup time by 50% while improving result reliability through predictive modeling
- ***Predictive Audience Segmentation:*** AI analyzes behavioral patterns to create dynamic audience segments that evolve in real-time, increasing targeting precision by 40-60% through continuous learning
- ***Automated Personalization Engine:*** Smart algorithms deliver individualized experiences without manual rule creation, enabling personalization at scale across millions of visitors simultaneously
- ***Performance Prediction Models:*** AI forecasts experiment outcomes and business impact before full deployment, reducing risk while accelerating strategic decision-making
- Optimizely Opal is an advanced AI-powered assistant that transforms marketing operations by providing specialized agents designed specifically for marketing tasks across the entire Optimizely One platform.
    - Key benefits include a pre-built tool library for complex everyday tasks like webpage analysis, presentation creation, and keyword research, along with specialized marketing agents equipped with clear instructions, all guided by specific brand information and company data within a secure, SOC 2-compliant environment.

Enterprise Value Creation: For data-driven organizations, Optimizely's combination of statistical rigor and AI intelligence creates unprecedented optimization velocity. Teams report 4x improvement in experimentation.

Vendor Selection Framework: DXP Evaluation Guide

Enterprise Vendor Selection Complexity

Selecting digital experience platform vendors requires sophisticated evaluation frameworks that account for technical capability, organizational fit, financial stability, and long-term strategic alignment.

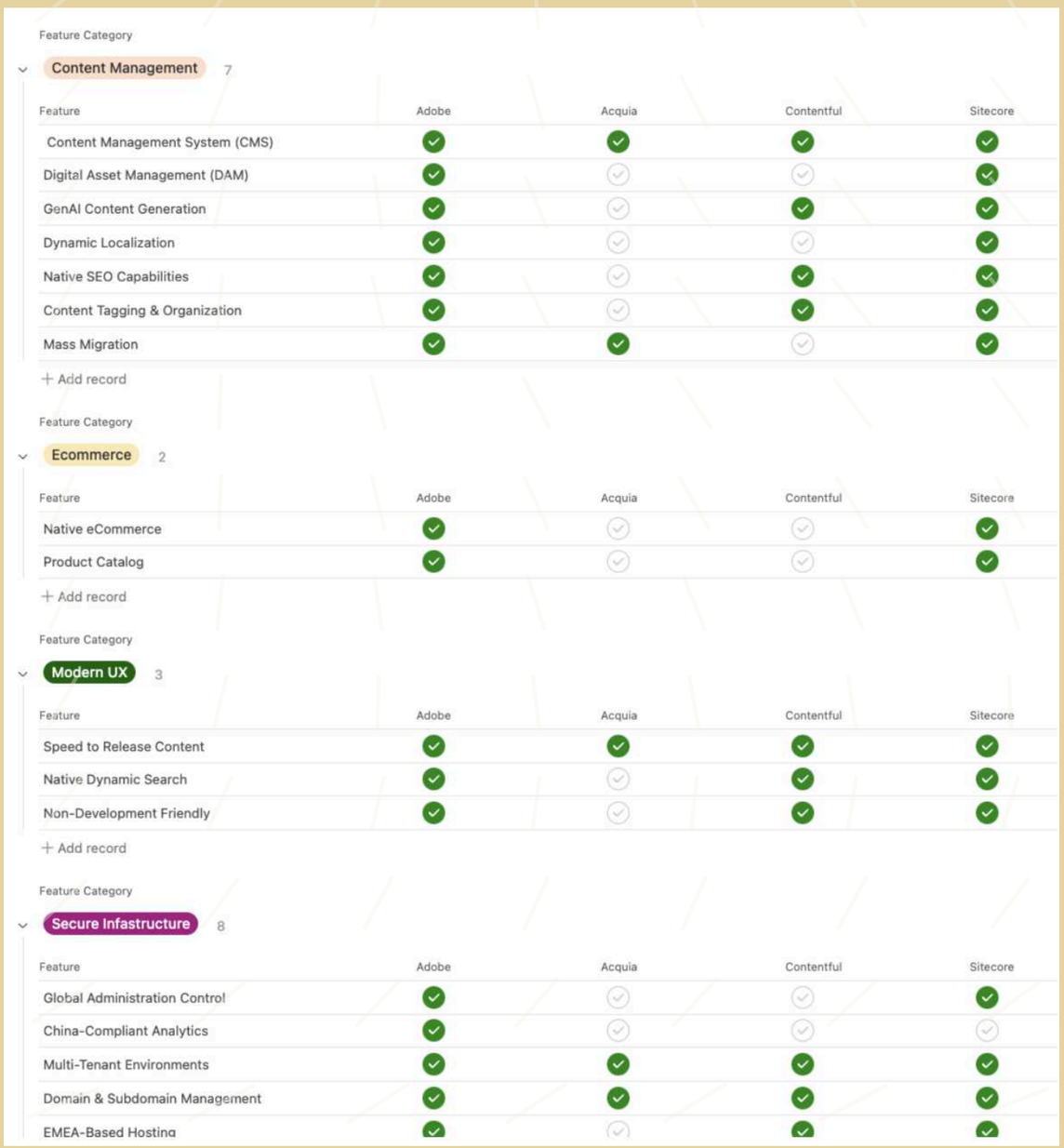
Vendor Selection Framework: DXP Evaluation Guide

Critical Evaluation Categories:

Technical Capability Assessment

Platform Architecture Evaluation

- ***API Quality and Documentation:*** Comprehensive, well-documented APIs that enable custom integrations and third-party connections
- ***Scalability and Performance:*** Ability to handle enterprise-level traffic with sub-second response times across global markets
- ***Security and Compliance:*** SOC 2, ISO 27001, GDPR, CCPA compliance with enterprise-grade data protection
- ***Integration Capabilities:*** Pre-built connectors for major enterprise systems (Salesforce, SAP, Oracle, Microsoft)



Feature Category

Content Management 7

Feature	Adobe	Acquia	Contentful	Sitecore
Content Management System (CMS)	✓	✓	✓	✓
Digital Asset Management (DAM)	✓	○	○	✓
GenAI Content Generation	✓	○	✓	✓
Dynamic Localization	✓	○	○	✓
Native SEO Capabilities	✓	○	✓	✓
Content Tagging & Organization	✓	○	✓	✓
Mass Migration	✓	✓	○	✓

+ Add record

Feature Category

Ecommerce 2

Feature	Adobe	Acquia	Contentful	Sitecore
Native eCommerce	✓	○	○	✓
Product Catalog	✓	○	○	✓

+ Add record

Feature Category

Modern UX 3

Feature	Adobe	Acquia	Contentful	Sitecore
Speed to Release Content	✓	✓	✓	✓
Native Dynamic Search	✓	○	✓	✓
Non-Development Friendly	✓	○	✓	✓

+ Add record

Feature Category

Secure Infastructure 8

Feature	Adobe	Acquia	Contentful	Sitecore
Global Administration Control	✓	○	○	✓
China-Compliant Analytics	✓	○	○	○
Multi-Tenant Environments	✓	✓	✓	✓
Domain & Subdomain Management	✓	✓	✓	✓
EMEA-Based Hosting	✓	○	✓	✓

Vendor Selection Framework: DXP Evaluation Guide

AI and Personalization Capabilities

- ***Machine Learning Sophistication:*** Advanced algorithms for behavioral prediction, content optimization, and customer journey automation
- ***Real-Time Processing:*** Ability to make personalization decisions within milliseconds based on current session behavior
- ***Data Science Tools:*** Built-in analytics, experimentation frameworks, and predictive modeling capabilities
- ***Content Intelligence:*** Automated content creation, optimization, and performance analysis

AI and Personalization Capabilities

- ***Cross-Channel Coordination:*** Unified customer experience management across web, mobile, email, social, and offline touchpoints
- ***Customer Data Management:*** Comprehensive customer profile creation and management with real-time data synchronization
- ***Campaign Management:*** Integrated marketing automation with cross-channel campaign orchestration and performance tracking
- ***Analytics and Attribution:*** Multi-touch attribution modeling and comprehensive performance measurement across all channels

Vendor Selection Framework: DXP Evaluation Guide

Organizational Fit Evaluation

Implementation and Support Capabilities

- ***Professional Services Quality:*** Demonstrated experience with Fortune 1000 implementations and change management expertise
- ***Training and Certification Programs:*** Comprehensive user training programs and certification tracks for marketing team development
- ***Support Infrastructure:*** 24/7 technical support with dedicated customer success management and escalation procedures
- ***Documentation and Resources:*** Extensive user documentation, best practices guides, and community resources

Vendor Stability and Roadmap

- ***Financial Stability:*** Revenue growth, profitability, and investment backing indicating long-term viability
- ***Product Roadmap Alignment:*** Innovation pipeline aligned with enterprise digital experience trends and customer needs
- ***Customer References:*** Strong references from similar Fortune 1000 companies with comparable complexity and scale
- ***Partnership Ecosystem:*** Quality integrations with complementary vendors and technology partners

Vendor Selection Framework: DXP Evaluation Guide

Financial and Commercial Evaluation

Total Cost of Ownership Analysis

- ***Platform Licensing:*** Transparent pricing models with predictable scaling costs and no hidden fees
- ***Implementation Costs:*** Professional services, integration, and customization expenses for full deployment
- ***Ongoing Operations:*** Support, maintenance, training, and optimization costs for sustained operation
- ***ROI Timeline:*** Realistic projections for value realization and payback period based on comparable implementations

Experience Engineering in Action: Shift Client Success Stories

At Shift, we've learned that the most powerful competitive advantages aren't built in boardrooms—they're felt in moments. Maya Angelou's wisdom rings especially true in digital customer experience: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." Every customer interaction is an opportunity to create the kind of experience that transforms casual buyers into passionate advocates. We've partnered with organizations to engineer digital experiences that don't just drive immediate revenue, but cultivate the deep customer relationships that fuel sustainable growth, market landscape leadership and lasting brand equity.

Following are examples of experiences we designed and engineered for blue chip brands.

Evident Scientific

EVIDENT

Bringing Global Commerce into Focus: Digital Transformation Magnifies Evident Scientific's Revenue by $20M Annually

Industry
Healthcare Manufacturing
Scientific Instruments
Life Sciences Technology

Platforms
Adobe

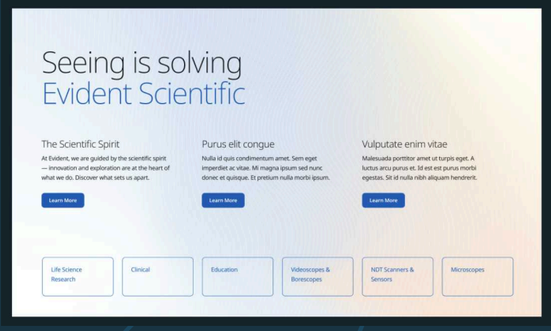
Company Background
Evident Scientific is a leading provider of microscopy and imaging solutions, serving industries including life sciences, industrial manufacturing, and materials science. With a legacy of innovation spanning decades, Evident delivers high-precision scientific instruments and digital imaging technologies to researchers and professionals worldwide.

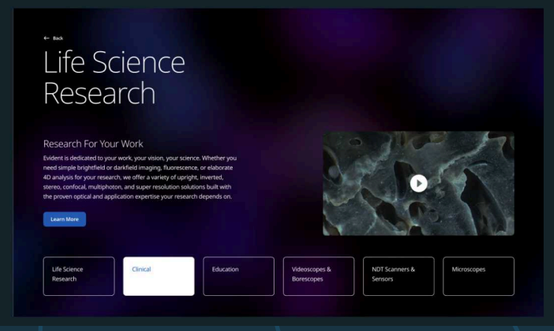
Situation
With three websites on different CMS platforms, 120,000 pages of product & industry content in eight different languages, and a need to meet transactional & compliance requirements to operate in highly regulated countries, Evident was faced with high costs for maintenance, development, and content production—making it difficult to scale globally.

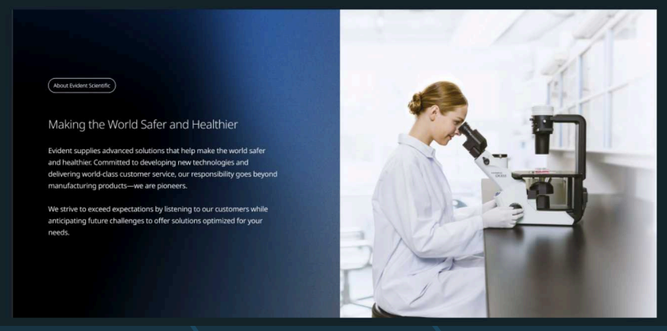
Additionally, operating their website was an arduous process—which meant slow time to market for content and key product launches. This paired with a poor performing front-end UX resulted in missed opportunities for engagement, low conversion, lost revenue, high attrition, and an inability to keep up with competition

Evident Scientific

The Shift
We delivered a full end-to-end redesign of their website and commerce experience. From the content strategy, UX, UI and back-end global commerce engine. Built on the backbone of Adobe EDS:







Optimized Technical Solution
Ensured quick realization of ROI on the new AEM EDS + Adobe Commerce implementation

Lower Total Cost of Ownership
Reduced maintenance costs while increasing development speed and system performance to support a fully global solution

Accelerated Implementation
Achieved project completion in just ⅓ of the typical design and development timeline

Global Commerce Capabilities
Delivered a fully transactional, multi-country/language supported and compliant commerce experience for 10,000 product SKUs

Evident Scientific

EVIDENT

Results

Post-launch saw remarkable improvements:

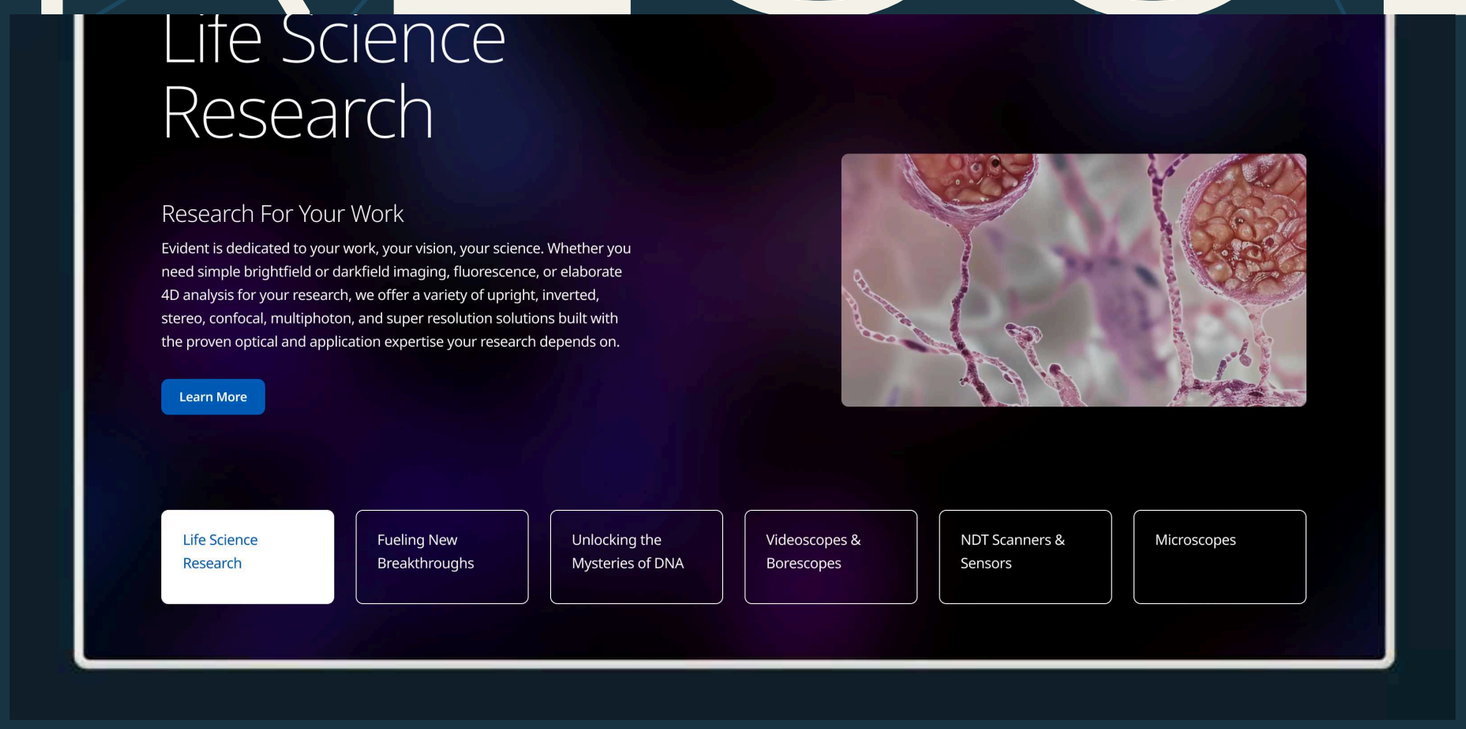
5%	Increase in organic search traffic via technical and content-driven site SEO enhancements
$20M	Additional net-new lead revenue annually via digital ecommerce channel
Unified	Global brand experience across all markets
Streamlined	Content management system enabling rapid global content deployment
Scalable	Infrastructure supporting future growth initiatives

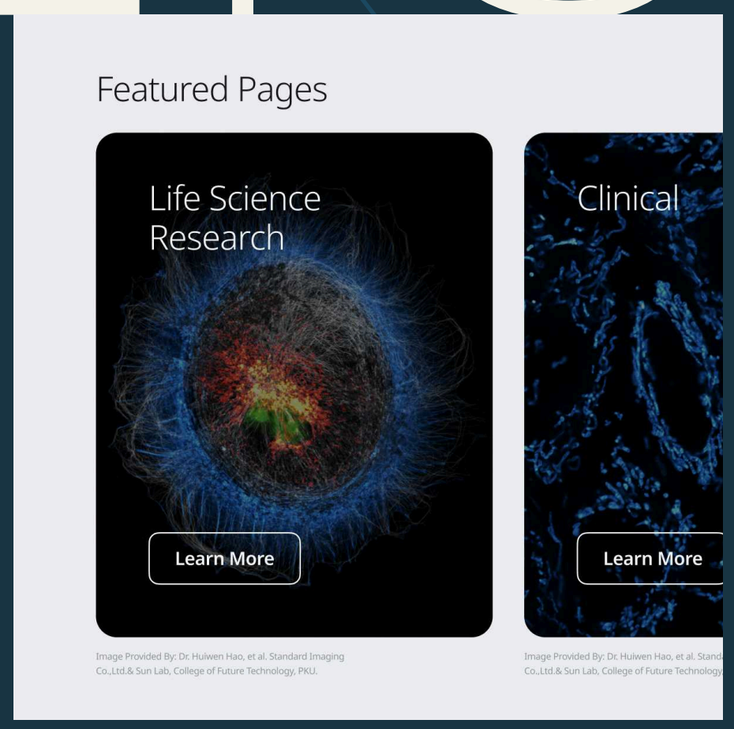
By consolidating disparate digital properties into a cohesive, high-performing ecosystem, we helped Evident Scientific transform their complex digital landscape into a revenue-generating engine that meets regulatory requirements while delivering exceptional customer experiences.

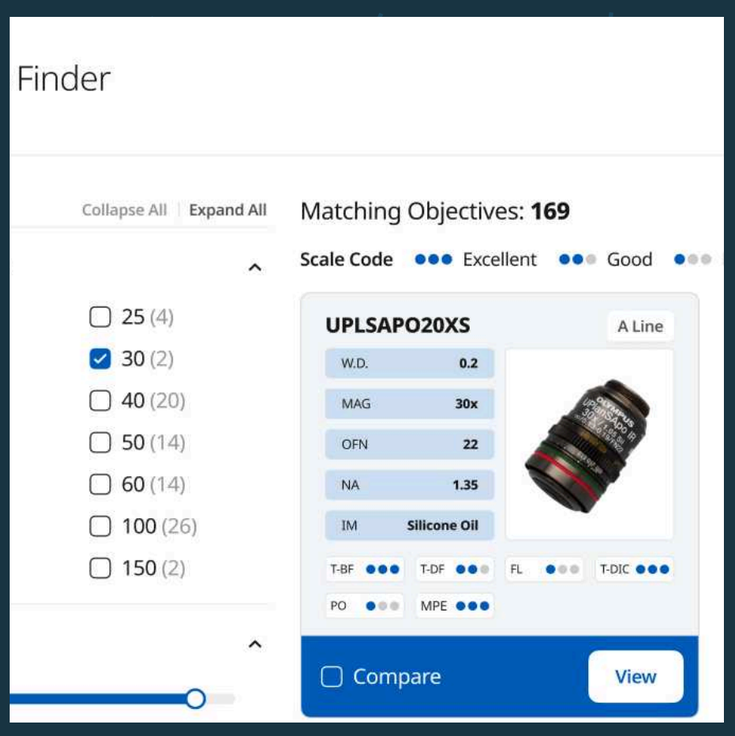
Evident Scientific

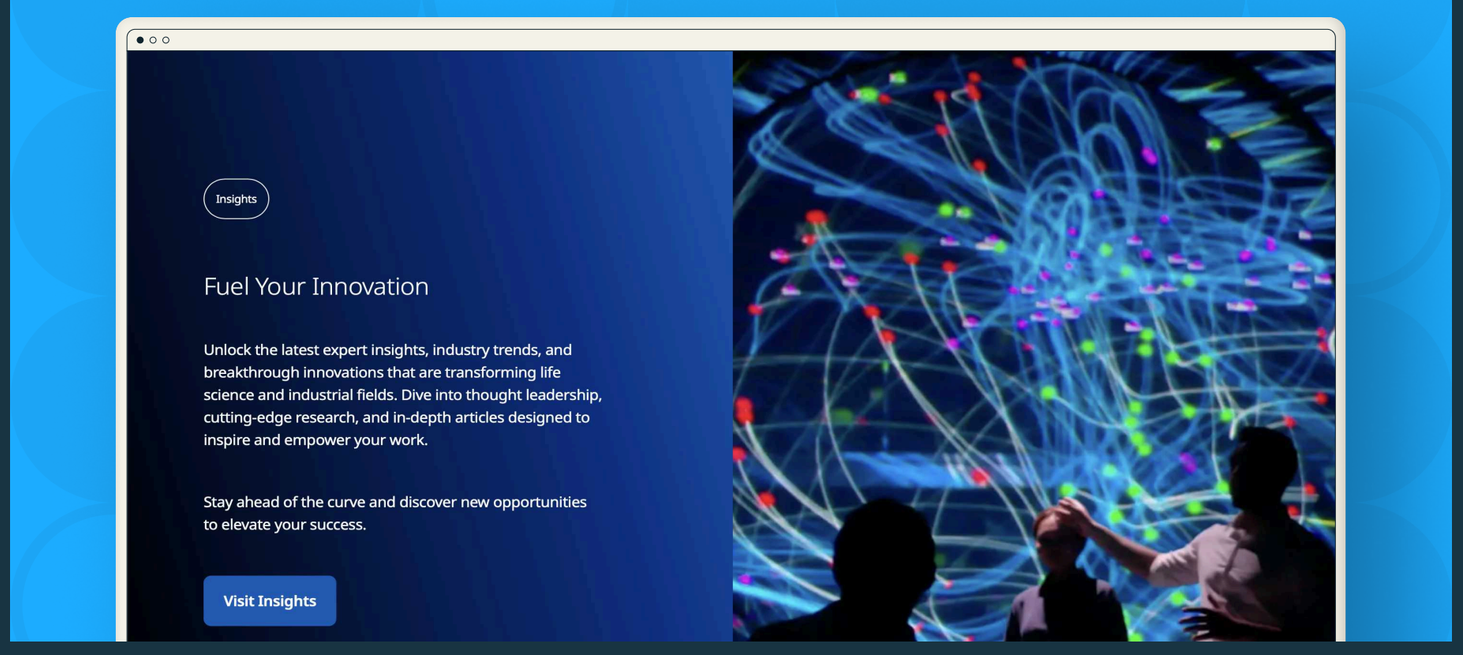
EVIDENT

RESULTS

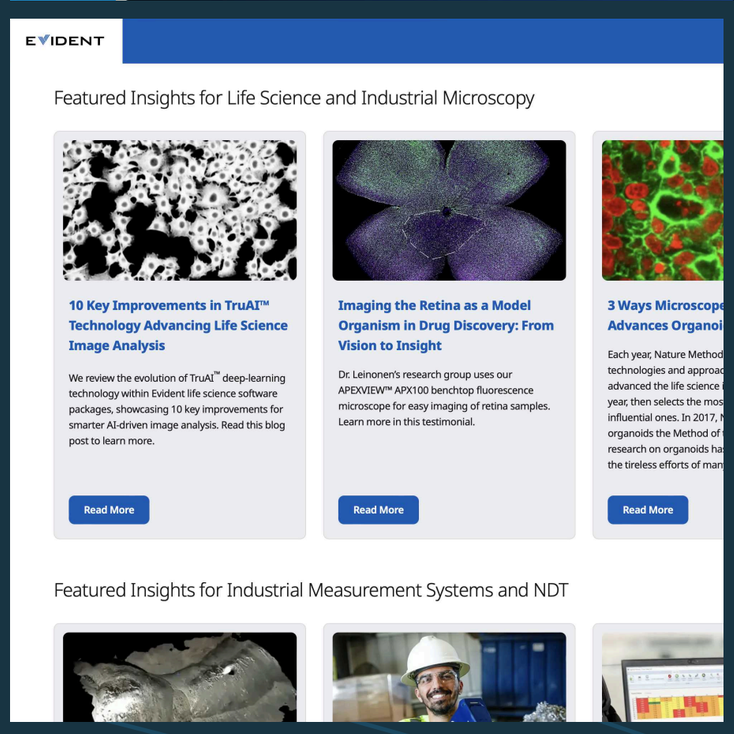














WSAudiology

WSAudiology

Amplifying the Audiologist Experience For greater Adoption, Conversion and Loyalty

Industry
Healthcare Manufacturing
Medical Devices

Platforms
Adobe Commerce

Company Background
WSAudiology, a multinational hearing healthcare company, develops and distributes advanced hearing aids and audiology equipment through a global network of audiologists, retailers, and healthcare providers.
Industry

Situation
As a leading global provider of hearing technology, WSA sought to enhance customer experience (CX) and user experience (UX), particularly across its e-commerce site and loyalty programs. Their primary customer, audiologists were relying heavily on WSA's customer service center and sales representatives to order the right hearing aid product for their patients. Placing a heavy burden on direct 1:1 support vs. having orders placed directly through WSA's product ordering digital portal.

It was found that 55% of calls to WSA's service support center were for order transaction and account administration help (e.g. account set-up, log-in, etc.). The digital channel needed to play a bigger role in supporting audiologists, while reducing load on WSA representatives so they could focus on higher value/ higher impact tasks.

WSAudiology

WSAudiology

The Shift

We defined the strategic roadmap to drive greater adoption of WSA's digital experiences, to increase product conversions, while driving greater resource efficiencies:

Full UX and eComm business process analysis to improve experience and automate path to purchase

Infrastructure and data architecture solution to drive product (10,000 SKUs) info accuracy across global regions and markets

Integration mapping to tie product purchase to audiologist B2B loyalty and partnership program





WSAudiology

RESULTS

Our strategic roadmap identified progressive ROI milestones to achieve:

2x	Increased adoption of the redesigned audiologist product ordering (ecomm) portal
33%	Reduction in digital portal administrative customer service support costs
40%	Reduction in ‘called-in’ order placement transaction costs



Major Food Group

Recipe for Success | Transforming 18 Restaurant Websites Into ADA-Compliant Brand Experiences

Industry

Restaurant/Hospitality

Company Background

Major Food Group, the hospitality powerhouse created by Mario Carbone, Rich Torrisi, and Jeff Zalaznick, has become synonymous with elevated dining experiences that capture the zeitgeist of modern luxury. Famous for attracting loyal patrons include A-list celebrities and superstar athletes. From their early restaurant concepts to today's portfolio of over forty venues across restaurants, private clubs, bars, and hotels, MFG continues aggressive global expansion while maintaining the exacting standards and distinctive aesthetic that have made them industry leaders.

Situation

MFG came to us with a simple problem: The digital experiences were not meeting ADA compliance standards, which not only provided subpar experiences for users with visual or hearing impairments, it put them at risk with potential legal liabilities as well.

MFG had dozens of websites which were created and managed independently by each restaurant brand. They lacked consistency, scalability, and most importantly, were not in legal compliance for the Americans with Disabilities Act. They turned to us for help getting their sites compliant, while at the same time maintaining their beautiful brand aesthetic and standards.



Major Food Group

The Shift

With a short timeframe (less than 4 months) and over 18 websites, the team turned to a CMS solution that would allow all sites to utilize a design system template of modules, while allowing for customization via font, colors, imagery and language.

With 1 master design system, the team was able to implement core functionality including:

- Reservations
- Events
- Catering
- Online Ordering
- Multiple-Location Handling
- Online Menus
- Press

Key integrations include:

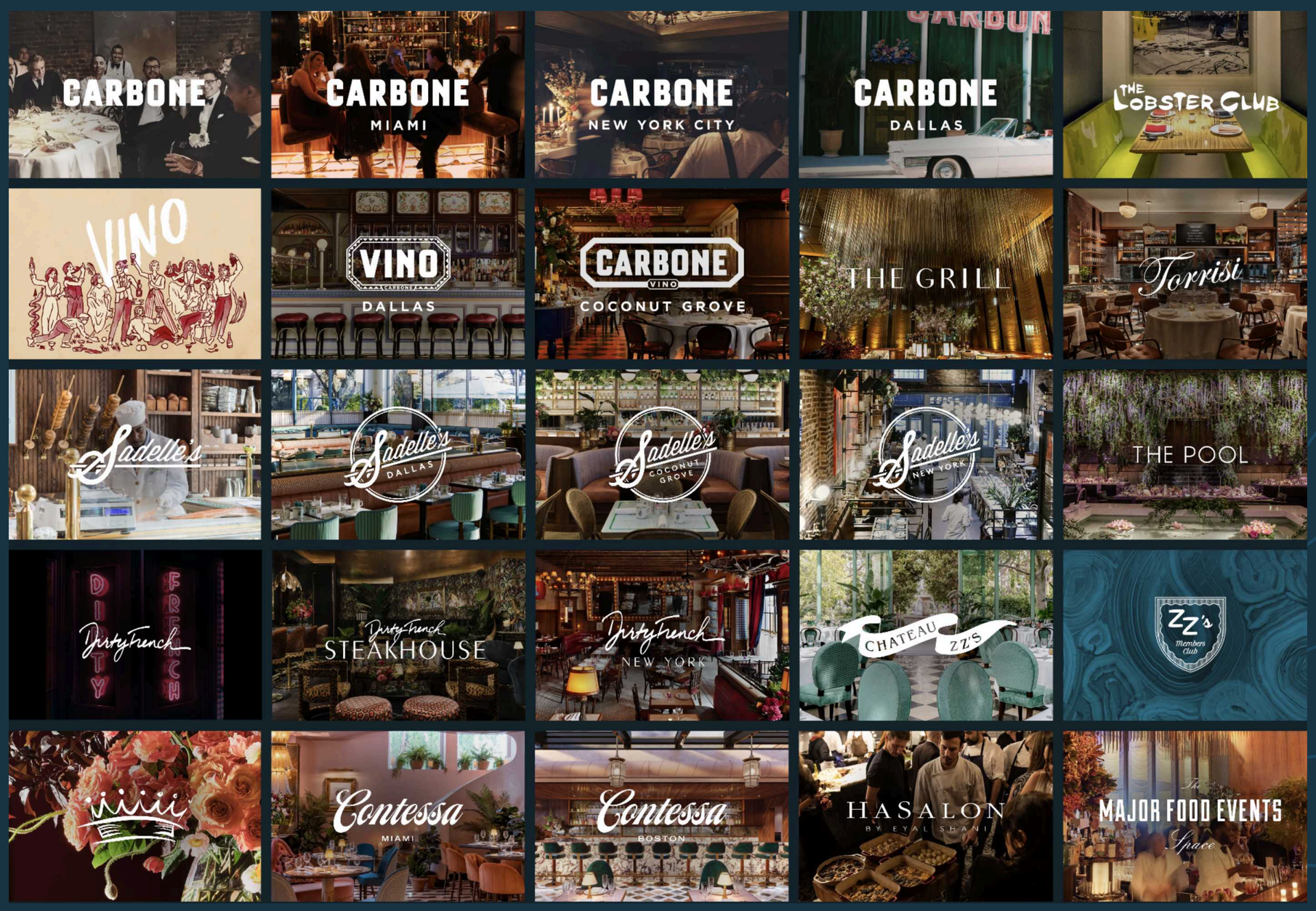
- Resy
- Google Maps
- Google Tag Manager
- Klaviyo
- Bento Box
- Seven Rooms
- TripleSeat



Major Food Group

Results

18 Beautiful, consistent, and scalable restaurant and private event sites, that allow for all key dining functionality and adhere to the most up-to-date ADA compliance standards which will allow them to expand both their restaurant concepts as well as any other future concepts they may grow into, while maintaining a flawless and consistent brand experience for their customers



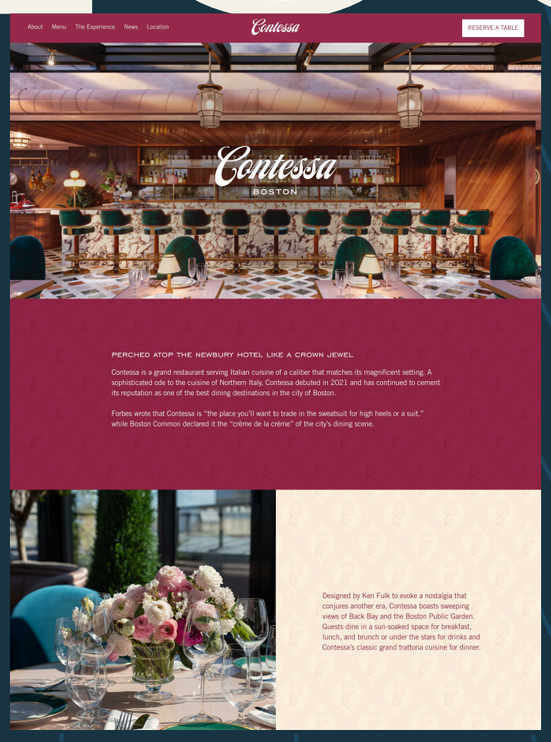


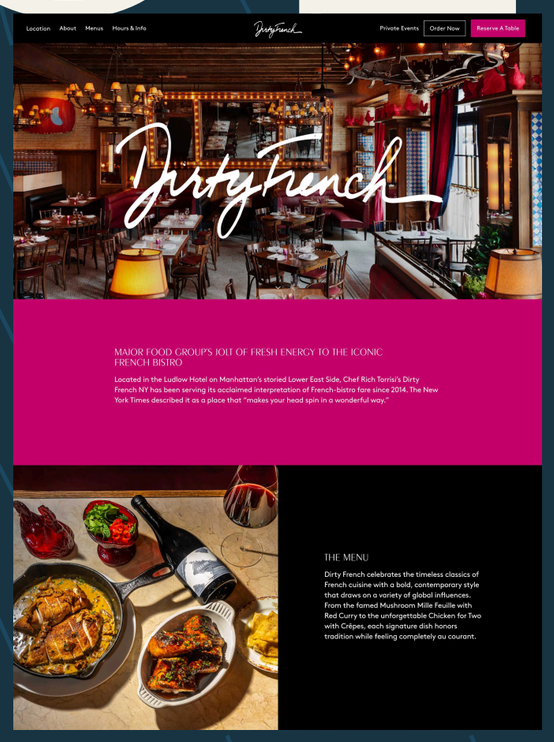
Major Food Group

MAJOR FOOD GROUP

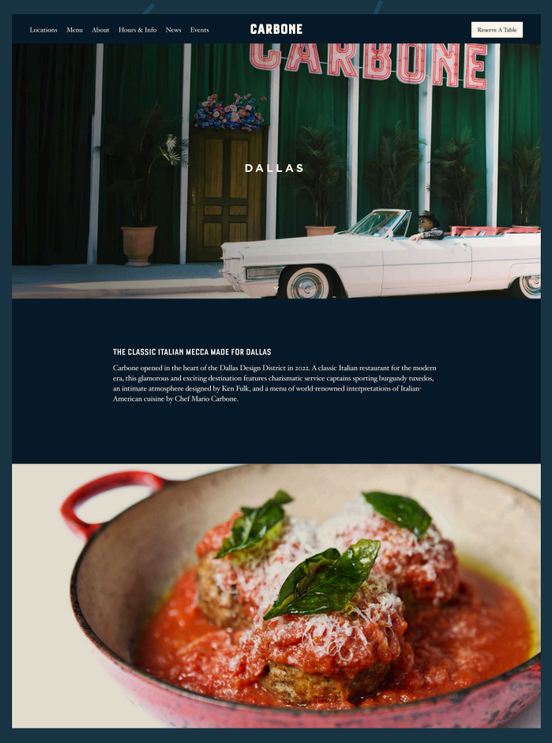
RESULTS

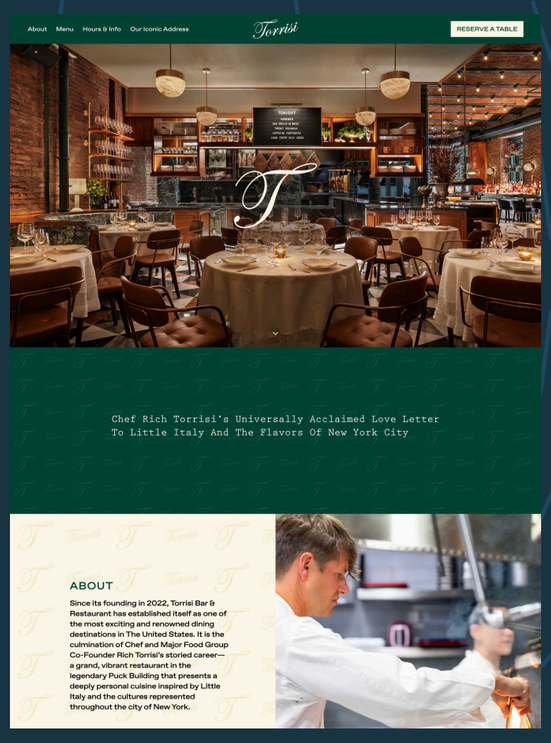


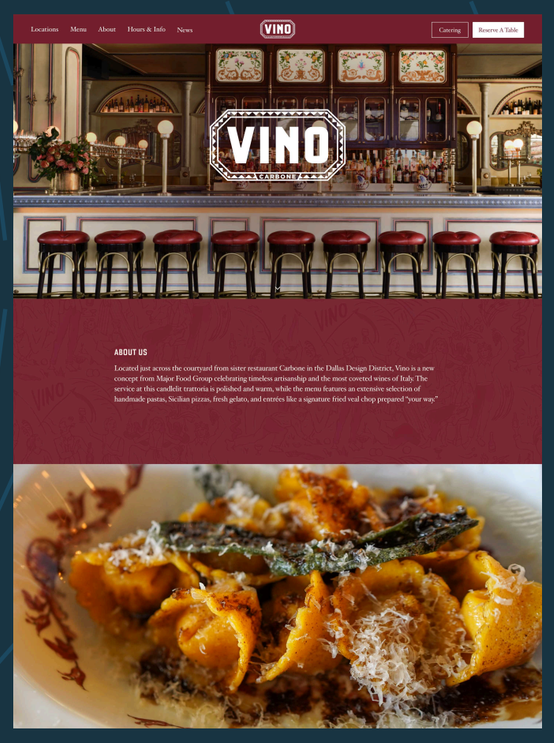


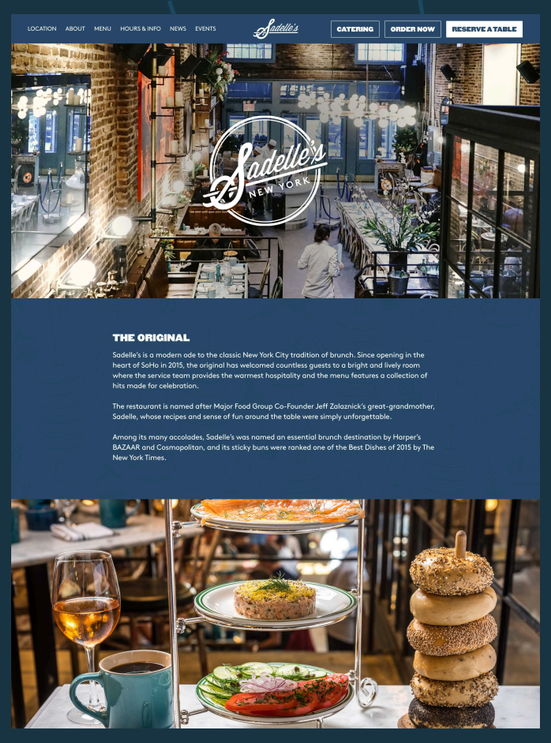




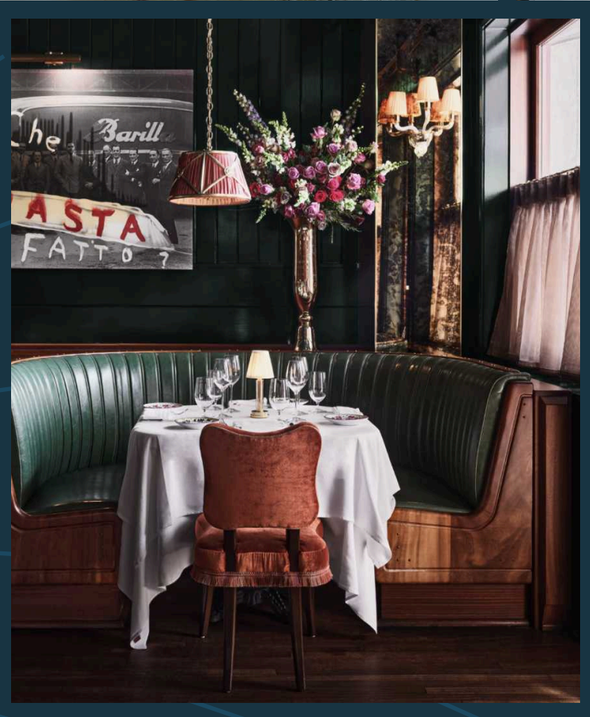














Imperative for Action

The divide between CX leaders and laggards is accelerating rapidly. Organizations that master digital experience transformation will capture disproportionate market share, while those clinging to channel-siloed thinking will find themselves competing on price alone—watching as CX-led competitors build unassailable customer loyalty through superior experiences. The question isn't whether to invest in customer experience transformation—it's how quickly you can implement the strategic capabilities that will determine your competitive position in the Experience Economy 2.0.

References & Cited Sources

[1] Zendesk, "35 customer experience statistics to know for 2025"

[2] Gartner Research, "Customer Experience Statistics & Market Analysis"

[3] McKinsey, "The value of getting personalization right—or wrong—is multiplying"

[4] Firework, "52+ Omnichannel Stats You Can't Afford to Ignore in 2024"

[5] MobiLoud, "23 Mobile Commerce Statistics You Need to Know in 2025"

[6] Business Dasher, "29 Personalization Statistics: Businesses Must-Know in 2024"

[7] Industry AI adoption reports, "Enterprise AI Implementation Trends 2024"

[8] PwC, "Customer Experience Statistics & Facts for 2024"

[9] Enterprise AI research and industry analysis reports

[10] Customer experience research studies and consumer behavior analysis

[11] Contentful, "34 customer experience statistics and insights you shouldn't ignore in 2025"

[12] Emplifi, "35 customer experience statistics to know for 2025"

[13] Redline Digital, "Mobile Commerce Statistics 2024: Trends and Key Insights"

[14] SuperOffice, "32 Customer Experience Statistics for 2025"

[15] AI and customer experience research reports

[16] Demand Sage, "68 Voice Search Statistics 2025 (Usage Data & Trends)"

[17] Nextiva, "Top 50 Customer Experience Insights & Trends for 2025"

[18] Digital transformation and AI efficiency studies

[19] Nextiva, "Top 50 Customer Experience Insights & Trends for 2025"

[20] AI adoption and implementation research across industries

[21] Demand Sage, "68 Voice Search Statistics 2025 (Usage Data & Trends)"

[22] Industry analysis based on Amazon's recommendation system performance

[23] Netflix Technology Blog reports and industry analysis

[24] Spotify for Developers documentation and industry reports

[25] Google AI research publications and industry analysis

[26] HubSpot, "15 Customer Experience Trends & Stats That'll Define the Next Year"

[27] National Bureau of Economic Research, "Generative AI and Customer Support"

[28] Content creation and AI efficiency research studies

[29] Industry analysis of AI-powered development tools

[30] Software testing industry reports and case studies

[31] Nextiva, "Top 50 Customer Experience Insights & Trends for 2025"

[32] National Bureau of Economic Research, "Generative AI and Customer Support"

[33] Customer support and AI performance studies

[34] Business Dasher, "29 Personalization Statistics: Businesses Must-Know in 2024"

[35] Customer experience leadership and investment trend analysis

[36] ContactPigeon, "The 60+ Best Omnichannel Statistics of 2024 for Retailers"

[37] Gartner, "Break Down Channel Silos for a Better Customer Service Experience"

[38] Customer experience and channel transition research

[39] Invesp, "40 Most Important Conversion Rate Statistics for 2024"

[40] Gauss, "Mobile E-Commerce - Latest Statistics for 2024"

[41] Mailmodo, "Email Marketing ROI Statistics You Need to Know in 2025"

[42] Blogging Wizard, "25 Latest Personalization Statistics And Trends For 2025"

[43] Capital One Shopping, "Mobile eCommerce Statistics (2025): User & Revenue Growth"

[44] Firework, "52+ Omnichannel Stats You Can't Afford to Ignore in 2024"

[45] Digital Customer Experience: The Strategic Imperative for Enterprise Growth 🚀