

zoom CXSummit

Turning AI ambition into reality:
Closing the gap to better CX



What you missed

The recent Zoom CX Summit highlighted the importance of using AI to create deeply personalized customer journeys that build brand loyalty.

Industry experts explored how leading CX teams are bridging the gap between vision and execution to turn AI ambition into measurable outcomes. From aligning cross-functional teams to deploying AI across the entire customer journey, they give practical strategies to make AI work- not just as a concept but as a daily reality for your teams and your customers.

Here are the core insights and data we uncovered that can help your business accelerate its customer experience transformation.



Creating superfans — designing tomorrow's customer experience

A huge threat to many companies is apathy. Experience is everything; and every touchpoint is an experience. So, personalized experiences are what will set you apart.

These can be high-tech (what can be automated) or high-touch (what can't be automated yet), but you must effectively combine both to create the most impact.

Your aim should be to turn your customers into **superfans** who refer new business to you left and right, not because you ask them to, but because they genuinely want to.

To do so, follow the **SUPER Model**, a framework developed by Brittany Hodak, author of *Creating Superfans*.



Brittany Hodak

The SUPER model

Brittany Hodak joined CX Summit to walk us through her SUPER Model.
Here's a sneak peek:

S

Start with your story. Sharing your unique story builds emotional connections and trust. Superfans emerge where your story intersects with every customer's story, so clarify how you're unique at every touchpoint.

U

Understand your customer's story. Using AI and data analytics to empathize with your customer can make them feel understood.

P

Personalize. Deliver tailored experiences through AI-powered insights at every touchpoint.

E

Exceed expectations. Go beyond basic service by using AI to help visualize unique customer journeys. Doing so lets your teams design more impactful experiences and turn neutral moments into positive ones at scale.

R

Repeat. Consistently apply these principles to strengthen customer loyalty and lifetime value.

When you pair high-tech and high-touch approaches within each of these pillars, you will turn more customers into superfans.



The AI-CX disconnect: what customers really want

Despite AI's rapid adoption, many companies don't know what customers truly value. Zoom recently teamed up with Morning Consult for a global study to better understand what people want from customer support and how agentic AI can transform and enhance the customer support experience.

Joe Mandrino, VP business portfolio lead for Morning Consult, shares a few of the key findings:

- **Customers care most about outcomes, not how they're achieved.**

9 out of 10 customers expect fast, accurate issue resolution and knowledgeable agents—whether human or virtual.

- **Bad customer experiences can lead to brand switching.**

60% of customers wouldn't hesitate to switch brands after one or two poor experiences. *Every interaction matters!*

- **Personalization matters—even with automation.**

The best virtual agents don't feel like bots. They deliver personalized communication, proactive support, streamlined assistance, and tailored recommendations based on purchase history, past support interactions, and basic personal details like age, location, and occupation.



CX leaders unfiltered: real stories of AI driven transformation

Modernizing the customer journey requires a company-wide strategy. CX leaders Jonathan Hypes (The Shield Co.), Max Malloy (ProAssurance), and Paula Morten (Bridgepoint) share what they've learned from bringing AI to their contact centers:



- **AI can't do much with bad or fragmented data.** Start by investing in your data structure and integration.
- **Change management is the main battle.** You have to provide training and show teams how AI makes their jobs easier and improves customer outcomes.
- **Don't let AI be an afterthought.** Align KPIs with actual customer outcomes, not just internal metrics like closure speed.
- **Focus on common goals, not just features.** For AI to work, you have to align IT, operations, and coaching teams around shared outcomes.
- **Keep evaluating AI's impact.** Continuous feedback loops help refine the AI experience as you go.



AI isn't just a tech upgrade—it's a catalyst for transforming customer experience through authentic storytelling, hyper-personalization, and empowered teams.

The future of CX lies in combining high-tech innovation with high-touch human connection. By embracing the SUPER Model, using AI strategically, and creating an AI-ready culture, your organization can create lasting superfans who drive loyalty and growth.



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Catch the full Zoom CX Summit to learn more and see a live demo showing how AI-powered tools, unified channels, and intelligent agent support come together to create seamless, personalized customer experiences.

[Watch the replay](#)



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