

CXclusive

Your Inside Edge to Next-Gen CX

2025

The Art of CX: A Renaissance of Strategies,
Trends, and Technology





Despite all the focus on customer experience, the reality is sobering—CX today isn't a happy place for customers or agents. For all the tools and processes in play, less than 3% of companies consistently deliver the kind of CX that genuinely satisfies their customers. This gap highlights not just execution challenges but a deeper issue: CX tech stacks that are outdated, fragmented, and unable to meet modern expectations.

At Kapture CX, we believe this is the moment for transformation. Generative AI is not just a trend—it's the catalyst to reimagine CX for good, delivering hyperpersonalized, proactive care at scale. We're thrilled to be at the forefront of this change, helping businesses overhaul their CX stacks and embrace the future.

Sheshgiri Kamath

Cofounder & CEO, Kapture CX

In this edition of CXclusive, you'll find:

- A deep dive into **the State of CX** and how customer personas and behaviors are shifting.
- Insights into **2025 trends**, backed by industry data and expert contributions.
- Stories from businesses like **BigBasket**, showcasing how CX innovation drives success.
- A **DIY Self-Serve Health Quiz**, puzzles, and more to help you reimagine your CX strategy and have some fun doing so.

As you turn the pages, think about where your business stands today and where it needs to go.

CX is no longer just a department—it's the future of growth, loyalty, and differentiation.

Welcome to the journey.

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The State of CX

In 2025, customer experience (CX) has become a defining factor in business success, evolving from simple service interactions to a fully integrated, tech-driven strategy. It's no longer just about solving problems—it's about predicting them, meeting customer expectations before they're voiced, and creating seamless, omnichannel experiences.

Today's CX landscape is shaped by three major forces:

technology,

empowered customers,

& and trust.

Tools like AI-driven chatbots and virtual assistants now handle millions of customer interactions daily, slashing wait times and improving efficiency. Yet, challenges remain. Customers demand more than speed; they want empathy and personalization. Studies reveal that **42% of consumers abandon a brand after one bad experience**, highlighting the high stakes of modern CX.

At the heart of this transformation lies data. Businesses now have access to unprecedented customer insights, but balancing personalization with privacy is critical. **65% of consumers are cautious** about sharing personal information, putting pressure on brands to build trust while delivering tailored experiences.



Adding to the complexity is the rise of the ethical consumer. More than ever, customers are choosing brands that align with their values—be it sustainability, transparency, or social responsibility. This shift pushes companies to rethink CX as not just a service strategy but a reflection of their ethos.

Despite these advancements, barriers like legacy systems, skill gaps, and soaring customer expectations persist.

But one thing is clear: **CX was never optional**. Brands that adapt and innovate will thrive. Those that resist will be left behind.

As CX continues to evolve, the future brings new trends that promise to shape its next chapter. From hyper-personalization powered by AI to immersive virtual experiences, the path ahead is full of opportunities—and challenges.

Let's explore what's on the horizon for CX in **2025 and beyond**.



Reality check: Real AI and bots ahead!

THE 5 DEFINITIVE CX TRENDS FOR 2025 & BEYOND

2025 marks a year of maturity for AI - Generative AI in particular. With its growing applications, we're experiencing faster, easier and better access to information, products and services, and more, raising our expectations for experiences, necessitating greater innovation.

Here are 5 key trends that will govern CX in 2025 & beyond:

1

Virtual Assistants and Voice Bots

Voice bots are projected to power 60% of customer interactions by 2025 (Gartner), offering instant, consistent, and scalable support. Their ability to understand context and sentiment makes them indispensable for customer engagement.

Evolving into context-aware, sentiment-driven tools, voice bots deliver instant resolutions, personalized interactions, and seamless handoffs to human agents. In 2025, they'll power efficient, scalable customer service.

2

AI-Driven Personalization

By referencing past interactions, preferences, and behavior, AI enables hyper-personalized customer experiences. According to Forrester, 73% of consumers prefer businesses that tailor interactions, driving loyalty and higher conversions.

Real-time data from multiple sources enables hyperpersonalized, dynamic journeys, building trust and loyalty by ensuring every interaction feels tailor-made.

3

Omnichannel Integration

Brands with robust omnichannel strategies achieve 89% customer retention rates (Gartner). Seamlessly connecting all touchpoints ensures consistency, minimizes friction, and enhances the overall journey.

Unified strategies create seamless transitions across devices and platforms, reducing friction and boosting loyalty with consistent, fluid interactions.

Businesses adopting sentiment analysis report improved satisfaction and loyalty scores. Forrester predicts that emotional AI will become a key differentiator as customers seek empathetic, human-like interactions in a digital world.

4

Emotional AI and Sentiment Analysis



Simplifying workflows and enabling self-service, automation handles high interaction volumes without sacrificing quality. In emerging markets, it empowers small businesses to deliver big-brand experiences.

5

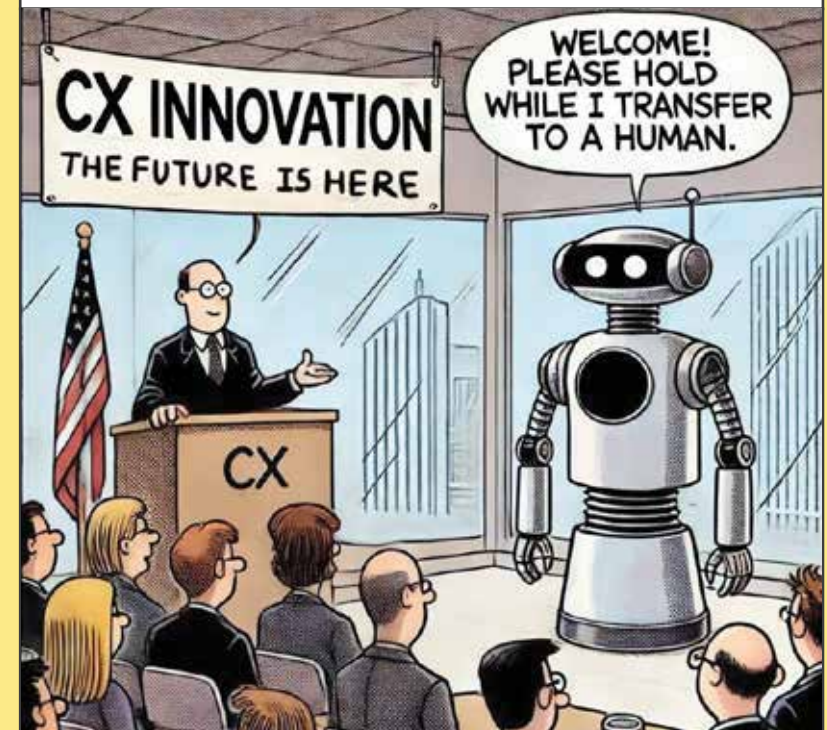
Cost-Effective Automation



In emerging markets, automation tools provide scalable solutions for managing high interaction volumes. Gartner notes that businesses using automation cut operational costs by 30%, improving efficiency without sacrificing quality.

Automation is driving CX transformation by simplifying workflows, automating repetitive tasks, and enabling self-service options. These tools allow businesses to handle high volumes of interactions without sacrificing quality or stretching resources. In emerging markets, cost-effective automation is leveling the playing field, enabling smaller businesses to deliver big-brand experiences at scale.

CX-MEN: DAYS OF FUTURE PAST



The future is here... sort of.

CHANGING CONSUMER BEHAVIOUR AND CX EXPECTATIONS

Comprising ~60% of the world's population, the emergence of Millennials, Gen Z, and Gen Alpha is revolutionizing CX. These tech-savvy generations expect brands to adapt to their evolving preferences for personalization, immediacy, and digital-first experiences.

What They Want?



Hyper-Personalization:

80% of consumers are likelier to engage when brands tailor experiences



Instant Gratification:

The 'Amazon Effect' has set expectations for fast, seamless resolutions



Self-Reliance:

81% of customers prefer solving issues independently, making self-service essential

Z - α

As true digital natives, Gen Z & Gen Alpha expect / will come to expect conversational AI and predictive services as standard. They're also not one to shy away from vocally expressing affection or disdain for a brand, requiring businesses to be on the top of their games.



Key Takeaway

To thrive, brands must embrace AI-driven personalization, robust self-service, and feedback-based loyalty strategies.

Want to know more?

Download now to explore these insights in our whitepaper.



Download Now

Self-Serve Health Check Quiz

Option A - 1 Point
Option B - 3 Points
Option C - 5 Points

How many channels do you offer self-service, and how integrated are they

- A** One channel (e.g., website FAQ) with no integration
- B** Two or three channels (e.g., FAQ, chatbots, app) with partial integration
- C** Four or more channels fully integrated across all touchpoints

2. How user-friendly and accessible are your self-serve options based on Customer Effort Score (CES)?

- A** High effort to use self-serve options (CES > 7)
- B** Moderate effort, with occasional usability challenges (CES 5–7)
- C** Minimal effort, with seamless and intuitive usability across devices (CES < 3)

3. What level of technology powers your self-serve options?

- A** Basic static options (e.g., simple FAQ pages or knowledge bases)
- B** Interactive menu-based chatbots or live agent integration
- C** AI-powered conversational tools (e.g., NLP-driven chat and voice bots)

4. What percentage of customer queries are resolved through self-service?

- A** Less than 30%
- B** 30–60%
- C** More than 60%

5. How do you measure the success of your self-serve strategy?

- A** No measurement or basic metrics like usage rates
- B** Advanced metrics like resolution rates and time saved
- C** Comprehensive metrics tied to CX goals (e.g., CSAT, CES, retention)

Scoring Key


5–9 points: Foundation Builder

Your self-serve strategy needs significant enhancement. Focus on implementing modern tools and tracking their impact.

 **Recommendation:** Start by introducing chatbots or dynamic FAQs to improve scalability.


10–15 points: Operational Improver

You're on the right path but need to refine technology and customer insights to make self-service more impactful.

 **Recommendation:** Integrate voice bots or AI-driven analytics to enhance adoption and resolution rates.

16–25 points: Self-Serve Leader

Your self-serve strategy is highly advanced. Focus on scaling and optimizing through proactive support tools and predictive personalization.

 **Recommendation:** Use real-time analytics and omnichannel AI tools to stay ahead.

Make self-serve your best customer retention strategy.

Check out Kapture's Voice Bots & more!

COMPLETE VERTICAL AI SUITE FOR PERSONALIZED CX

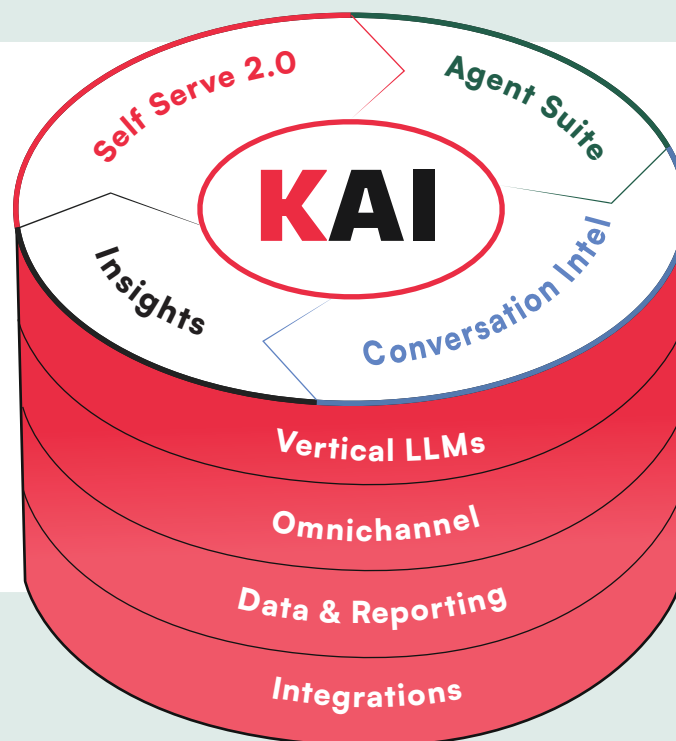
Empower your customers, agents, and business with an AI-native customer experience platform with end-to-end tailored support for your unique industry, across every channel.

Self-Serve 2.0

Empower customers to solve issues independently with intelligent, contextual, empathetic self-service that feels personal on their preferred platform.

Insights

Capture customer feedback on their preferred channels, uncover hidden patterns and sentiments with AI, and take decisive action in real time.



Agent Suite

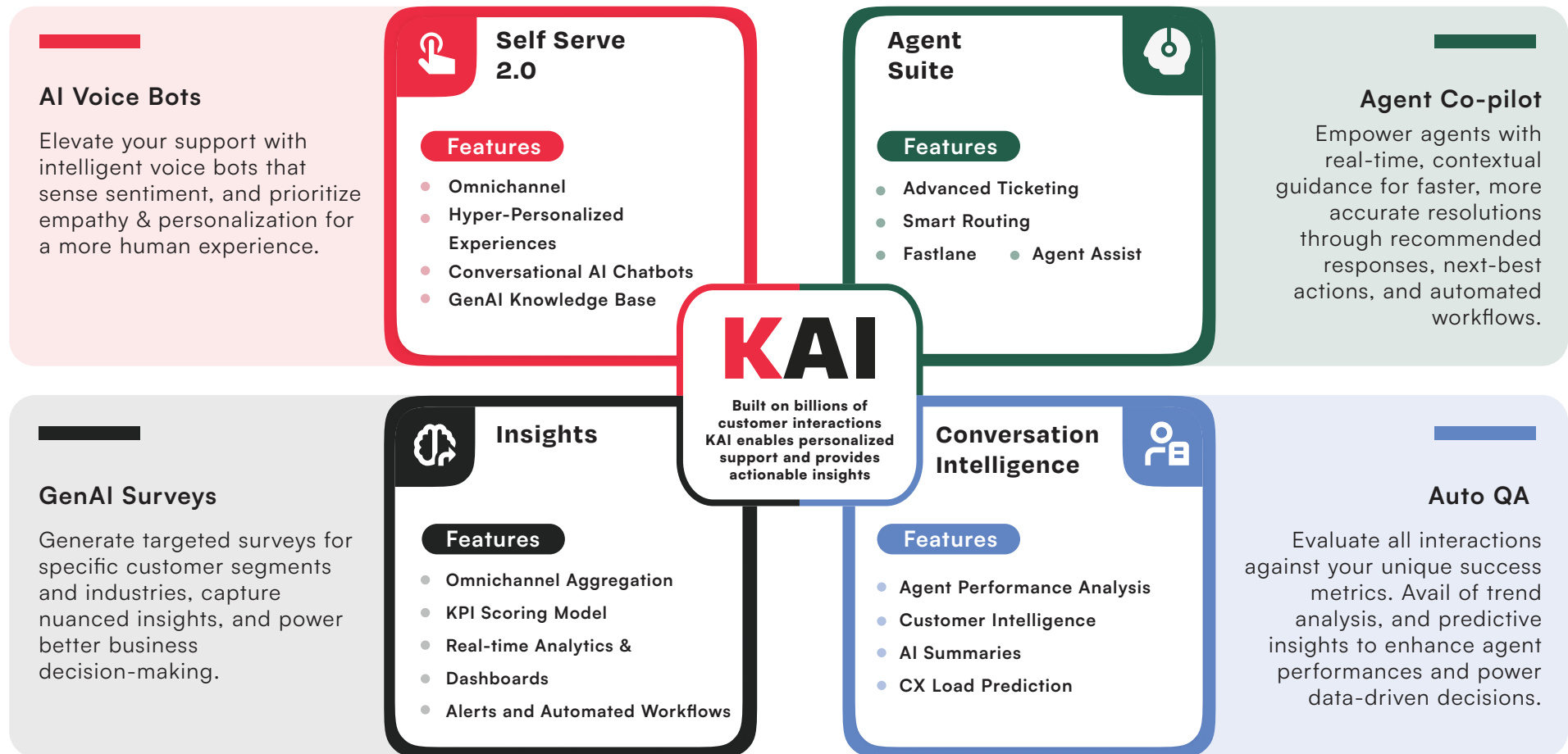
Give your agents everything they need in one intuitive platform—purpose-built for delivering exceptional support across every channel.

Conversation Intelligence

Analyze millions of cross-channel interactions with AI to uncover deeper customer insights and elevate every customer experience.

ONE SEAMLESS ECOSYSTEM

Discover how Kapture's comprehensive suite of products and features come together to enable truly unified, hyper-personalized CX.



Automation has transformed customer support—but it still relies on predefined rules and static workflows.

Agentic AI takes it further. AI is no longer just reactive—it's proactive, adaptive, and strategic. Agentic AI is revolutionizing CX by working alongside agents, not against them.

By 2028, 33% of enterprise software applications will include agentic AI.

Leading enterprises are already leveraging agentic AI to:

- **Enable self-service** with AI-powered bots that resolve queries without human intervention
- **Assist agents** with AI copilots that suggest responses, automate workflows, and enhance communication
- **Enhance QA** by autonomously analyzing interactions, identifying gaps, and ensuring compliance

“

AI isn't replacing agents. It's elevating them.

”

AI ~~vs~~ **for** **Agents**



AI enhances, but human agents remain irreplaceable. Empathy, creativity, and complex problem-solving are strengths that technology cannot fully replicate.

Despite advancements in AI, **70% of consumers still prefer human interactions** for addressing complex issues. Human intuition and emotional intelligence remain unmatched, ensuring customers feel heard and valued.

Companies that successfully **integrate AI with human support see 25% higher CSAT scores**, proving that balance is key.

Human agents excel in handling emotional and high-stakes interactions. They drive creative problem-solving and foster trust through personalized relationships with customers. While AI can streamline and assist, the human touch builds brand loyalty and lasting connections.

AI amplifies human potential. The best CX strategies don't replace—they empower.

“

The future of CX isn't AI vs agents. It's AI for agents.

”

Vertical Shift: Elevating CX for Modern Business Models

Across industries, conventional models are being redefined by digital-first players, customer-centric innovations, and demand for personalized experiences. The rules of engagement have evolved—and so must CX.

How Kapture Powers Modern CX Across Industries

Kapture CX delivers tailored solutions to address the unique challenges faced by specific industries, ensuring businesses meet customer expectations while scaling effortlessly:

Emerging Industry Dynamics

Digital Natives and Aggregators



The Challenge: Scaling hyper-personalized CX across millions of users without losing speed or quality.

- **Hyper-Personalized Engagement:** Workflow Automation tools like Fastlane, enable instant resolutions for refunds, escalations, and approvals.
- **Omnichannel Consistency:** Unified platforms ensure seamless interactions across apps, chat, and email, building trust and loyalty.

The Result: Frictionless experiences that boost retention and scale personalization across millions of users.

Fintechs and Neobanks



The Challenge: Delivering empathetic, scalable CX while maintaining trust in high-stakes interactions.

- **Smart Automation for Efficiency:** Voice bots streamline application processes and proactively address payment failures.
- **Proactive Retention Tools:** Predictive analytics deliver reminders for payments, renewals, and savings opportunities.

The Result: Simplified financial services that balance operational efficiency with trust-building and empathetic CX.

Travel & Hospitality



The Challenge: Meeting evolving guest expectations with a balance of human empathy and tech-driven efficiency.

- **Booking Management:** Conversational AI simplifies rebooking, cancellations, and itinerary changes.
- **Agent CoPilot for Revenue Growth:** Equip agents with data-driven suggestions to upsell and cross-sell services.

The Result: Enhanced guest experiences with agile, tech-driven support for personalized journeys.

Energy



The Challenge: Retaining customers by simplifying processes, ensuring clear communication, and resolving issues quickly.

- **Simplified Billing:** Conversational AI demystifies complex bills and plans, improving customer satisfaction.
- **Field Service Optimization:** Real-time tools for dispatching and managing frontline teams speed up service resolution during outages.

The Result: Improved loyalty through proactive engagement and operational transparency.

AND HOW DOES THAT MAKE YOU FEEL?



When bots lend an ear, but not a hand.

Retail



The Challenge: Providing consistent, personalized engagement throughout the shopping experience while driving conversions.

- **Cart Recovery Tools:** Voice bots re-engage customers with timely nudges and exclusive offers to close sales.
- **Post-Purchase Journeys:** Real-time updates on orders, deliveries, and refunds ensure seamless follow-up interactions.

The Result: Increased conversions, smoother journeys, and scalable personalization throughout the shopping experience.

With Kapture CX, enterprises are equipped to solve niche vertical challenges while driving loyalty and growth.

Partners in CXcellence

Indian Commerce Runs On Kapture



Kapture Makes Big Strides in New Geographies



Gen AI-powered Kapture CX doubles its client base in the Indonesia market within first year of operations



Kapture Reports 5x Growth In US Energy Sector last quarter, set to become its fastest-growing vertical

Welcoming New Additions to the Kapture Family



Trusted by the Titans



Our Special Sauce



Integration & Architecture Strength

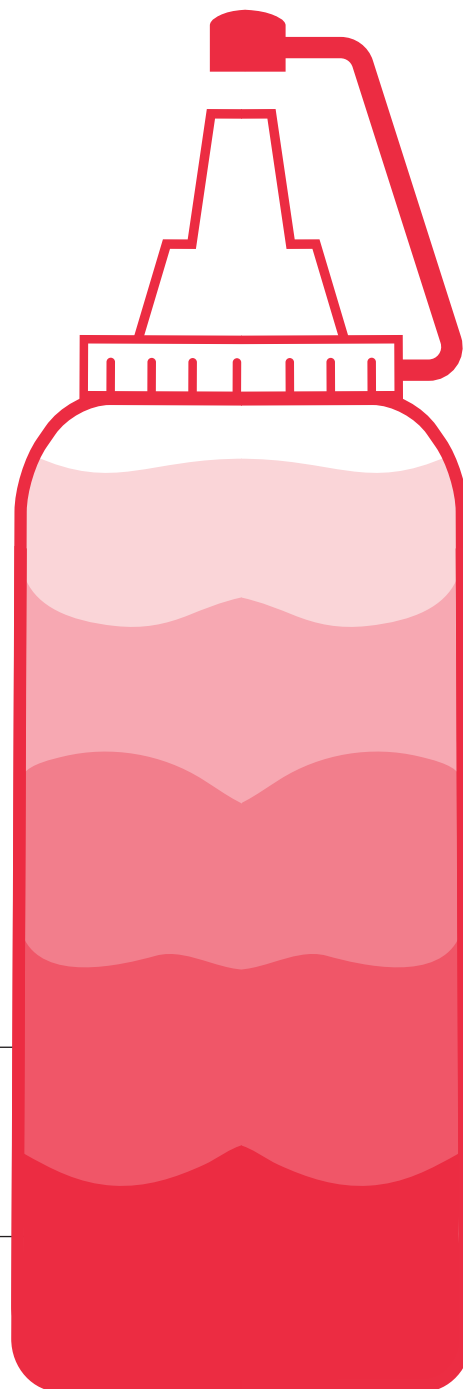
We offer 1000+ integrations and an industry-leading implementation time.



24x7 Personal Support

Dedicated account managers, well-versed with your requirements & unique challenges.

www.kapture.cx



Vertical LLMs

Tailored in-house for each industry, our vertical LLMs enable a contextual, relevant customer experience.



Innovative Gen AI Features

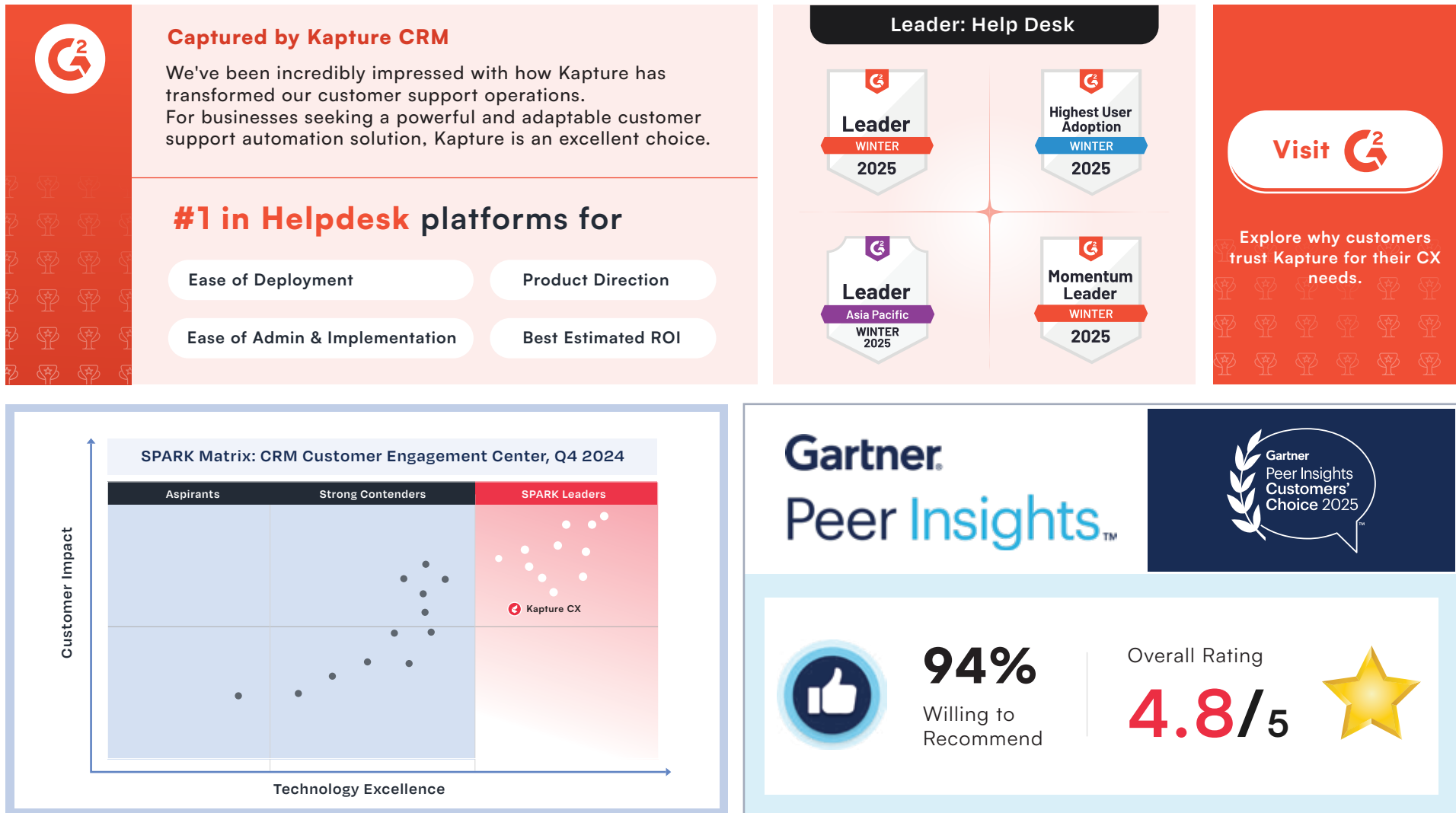
Our chat & voice bots, and Agent Copilot help customers & agents with rapid, accurate resolutions.



Enterprise-Grade Security

Kapture CX employs advanced encryption and access controls to safeguard personal data, ensuring full compliance with major international regulations.

Achievements & Recognitions



Kapture In The News



'Retail Technology Partner of the Year 2024' at the prestigious BW Retail Reboot Awards 2024



For brands that put customer experience on top, Generative AI is the way forward: Sheshgiri Kamath

According to the CEO and co-founder of Kapture CX, a tech startup that specialises in hyper-personalised CX for industries, Generational AI is going to play a huge role for hospitality brands which puts loyalty quotient of its customers at the centre.



Sheshgiri Kamath, CEO and co-founder of Kapture CX

Sheshgiri Kamath, who's worked in diverse industries including travel brands such as Via.com, understands how different are the expectations of travel and hospitality customers compared to a B2B or consumer durables customers. This

understanding has made him think differently while building products and solutions for hospitality enterprises to help deliver hyper-personalised customer experiences.



From startups to enterprises, Kapture CX is redefining India's customer experience landscape.

Kapture CX empowers brands to deliver highly personalised and efficient customer experiences by turning data into actionable intelligence.



A Little Extra: Stories of CX Greatness



In the competitive world of hospitality, where efficiency often trumps personality, Marriott's Fairfield Inn & Suites found a way to stand out—with a cookie. The tradition of offering warm, freshly baked chocolate chip cookies at check-in started as a small experiment, designed to make guests feel more at home. What began as a modest gesture quickly became a signature practice, delighting travelers weary from their journeys.

The cookie wasn't just a treat; it was a symbol of hospitality. Handed over with a smile, it turned an ordinary check-in into something memorable, offering comfort and warmth in a way that no digital app or loyalty point ever could. Guests posted about it, shared their experiences, and soon families and business travelers alike began to associate Fairfield Inn & Suites with this simple yet thoughtful tradition.

The practice became so successful that other Marriott properties adopted similar gestures, offering regional treats and locally inspired goodies, all based on the same philosophy: small acts of care create lasting impressions. For Marriott, the cookie became more than a snack; it was a messenger of their customer-first ethos.

Today, the cookie remains a hallmark of Fairfield Inn & Suites, a tangible reminder that the smallest, most human gestures can have the greatest impact. In an industry racing toward automation, Marriott proves that something as simple as a warm cookie can foster trust, loyalty, and a connection that lingers far beyond checkout.



NEXA by Maruti Suzuki transforms routine car servicing into a premium, customer-first experience. From the moment customers step into a NEXA service center, they're treated to luxurious lounges with plush seating, Wi-Fi, and refreshments, ensuring comfort while they wait.

Transparency takes center stage with the NEXA app, allowing customers to track their vehicle's service in real-time. For those with busy schedules, Express Service offers quick turnarounds without compromising quality. In select cities, NEXA goes a step further by providing temporary replacement cars for customers requiring extended service—keeping their lives moving seamlessly.

With features like glass viewing galleries for service transparency and highly personalized attention, NEXA ensures that every interaction feels thoughtful and premium. By redefining after-sales care, NEXA sets a benchmark, making every customer feel valued and supported far beyond the sale.

The CX CrissCross



Turn upside down for answers!

11. PERSONALIZATION 17. INTEGRATIONS

14. DEFLECTION 9. SOCIAL MEDIA

4. FEEDBACK 13. RETENTION 6. TOUCHPOINT

Across

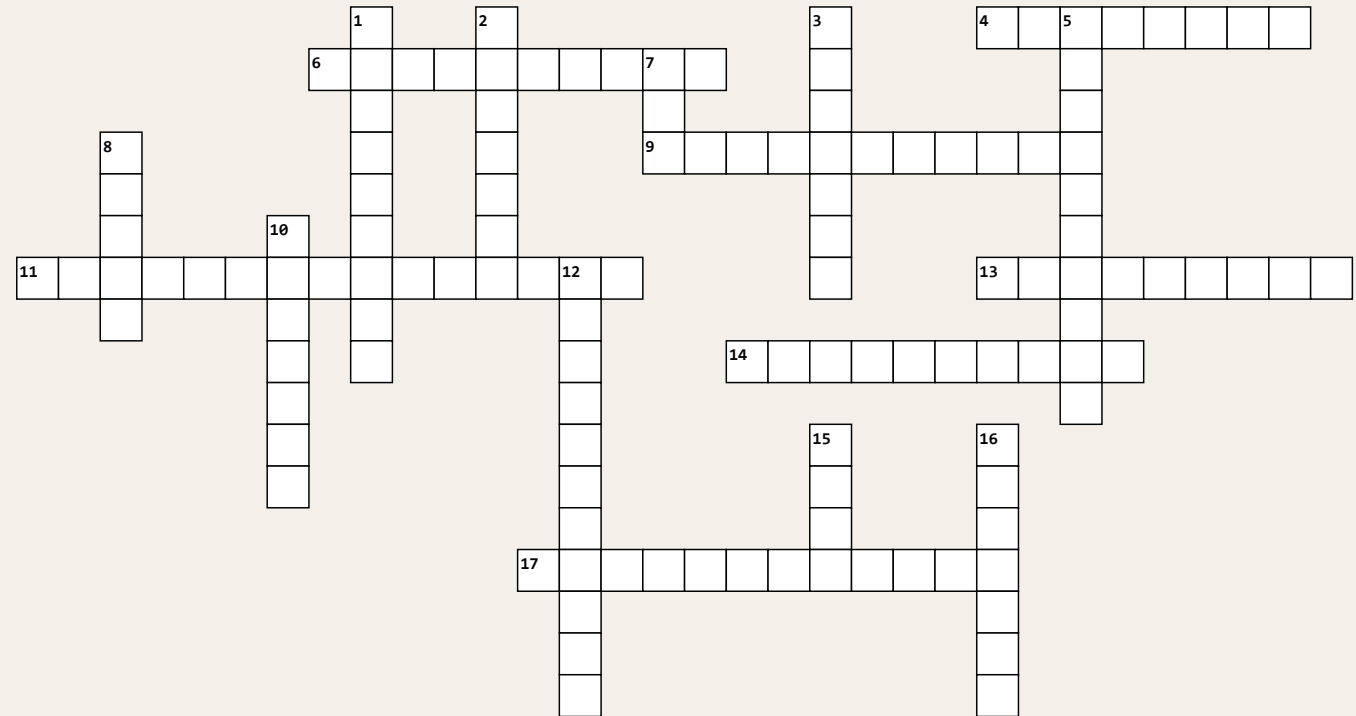
16. PERSONA

10. KAPTURE 12. OMNICHANNEL 15. CSAT

5. ESCALATION 7. NPS 8. CHURN

1. COMPLAINT 2. CHATBOT 3. EMPATHY

Down



Down

1. **CALM IN TOP** - An expression of dissatisfaction that seeks resolution (9)
2. **THAT COB** - The AI that talks back and solves problems (7)
3. **YEP MATH** - The CX skill that says, 'I get you' (7)
5. **CAN ISOLATE** - When customer issues climb the ladder for extra help (10)
7. **PSN** - Abbreviation that denotes a customer loyalty metric (3)
8. **RUNCH** - The rate at which customers leave your brand (5)
10. **TRUE APK** - A CX partner your customers will thank you for! (7)
12. **LEMON N CHAIN** - CX that's consistent across every platform (11)
15. **ACTS** - The score that measures customer happiness (4)
16. **NO SPARE** - A face for your target audience segment (7)

Across

4. **BECK FADE** - What customers say when they want you to listen (8)
6. **OUT TO PINCH** - Every moment a customer interacts with your brand (10)
9. **IDEAL MOSAIC** - platforms suitable to customer interaction and engagement (6,5)
11. **ALSO PRIZE NATION** - CX that feels like it was made just for you (15)
13. **INTERNOTE** - Keeping your customers coming back (9)
14. **DEFINE COLT** - When a bot solves the query without agent intervention (10)
17. **TIGER NATIONS** - tech that ties your tools together for seamless operations (12)

Highlights

2024

Achieved a record implementation time of just 1.5 weeks.



(Pictured: Gaurav Juneja, CRO, in conversation with Rohil Ahmed, Head - CS Product and Technology, BigBasket)

Prioritized innovation by continuing to dedicate 30% of revenue to R&D



(Pictured: Kapturians brainstorming at KapHacks Hackathon 2024)



Surpassed the 1 billion ticket milestone 5 months earlier (41% faster) than 2024!

(Pictured: Excited Kapturians briefing Vikas Garg, CPO & Co-founder)



The highest-rated CRM CEC Platform on Gartner Peer Insights with 4.8/5!

(Pictured: Sheshgiri Kamath, CEO & Co-founder, unveiling new products and the vision for 2025)

If 2024 was about building CX maturity, 2025 is about accelerating innovation and driving meaningful transformation. As the CX landscape evolves faster than ever, the possibilities ahead are truly limitless.

At Kapture, our vision for 2025 focuses on keeping businesses agile and ahead. With tools like Voice Bots, Agent Copilot, and Auto QA, we're simplifying complexities and turning customer interactions into growth opportunities.

CXclusive not only explores the trends shaping CX but also offers a glimpse into our future—seamless integrations, cutting-edge AI, and solutions that empower teams, delight customers, and transform businesses. Thank you for being part of this journey.

Here's to a transformative 2025!

Vikas Garg

Cofounder & CPO, Kapture CX



**Let's explore how Kapture can transform
your CX—start the conversation today.**

About **Kapture:**

Kapture is an AI-powered Customer Experience (CX) management platform designed to transform how businesses deliver support and build relationships. Unlike traditional one-size-fits-all solutions, Kapture takes a vertical-first approach, addressing the unique challenges of industries like Retail (physical & digital), BFSI, Travel, Energy, Digital Natives, and Consumer Durables.

At the core of Kapture's innovation are its industry-specific large language models (LLMs) and AI capabilities. These enable hyper-personalized customer interactions that keep resolutions relevant and contextual. By seamlessly adapting to evolving customer expectations, Kapture ensures every interaction feels meaningful and every resolution unique.

As a product leader in CX technology, Kapture integrates omnichannel capabilities, voice support, and generative AI to provide a unified suite of tools that streamline support, reduce operational costs, and scale hyper-personalization. Today, Kapture empowers 1,000+ businesses across 16 countries to deliver exceptional, tailored customer experiences that stand out.

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