



# Capturing attention in the age of AI.

A practical guide to unifying the  
customer experience.



Generate insights



This eBook explores customer experience trends and solutions in the age of proliferating channels and AI innovations. It demonstrates how to orchestrate relevant, cohesive experiences that connect with customers across touchpoints at exactly the right moment. Uncover what's preventing you from doing that now, and learn how to overcome those obstacles.

In this eBook, you will learn how to:


- Build a unified customer experience strategy
- Break down data silos and fragmentation
- Activate AI for real-time personalization
- Track success with actionable KPIs



**James Coleman**

<b>Email</b>	<b>Birthdate</b>
james@bodea.com	03/18/92

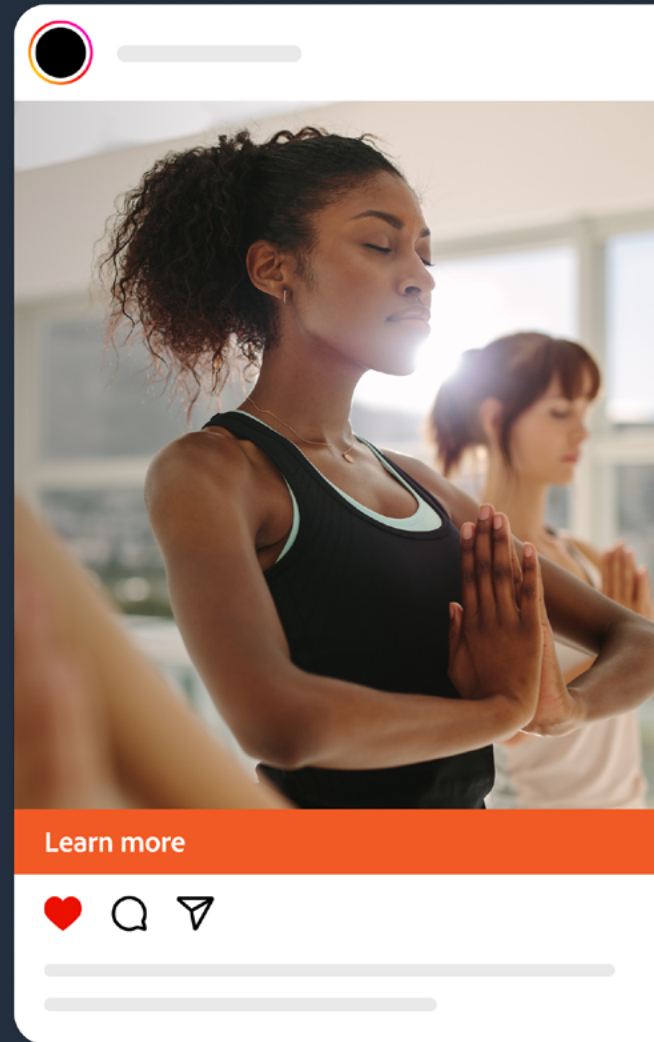
 Read: Global fashion trends

 Search: Sustainable clothing brands

As a marketer, you know your best magic lies in connecting with customers at exactly the right moment. This concept is sometimes called *kairos*, referencing the Ancient Greek concept of the opportune moment for a shift to happen. In the context of customer engagement, *kairos* refers to communicating or acting when the opportunity is ripe, such as the moment a customer is about to make a purchase decision.

*Kairos* is when the stars align. When your offering matches what a real person needs, when they need it. *Kairos* needs to be organic, not contrived. But in marketing, you can't leave that moment up to fate. The central challenge is figuring out when this moment is approaching and being prepared to act on it.

Having all necessary resources already in place can help you better judge that timing and take advantage of it with targeted customer outreach. A company that has its data and tools well-positioned can execute effective customer communications at the right time. You need a comprehensive view of customer journeys to make the most out of every step.



Generate insights





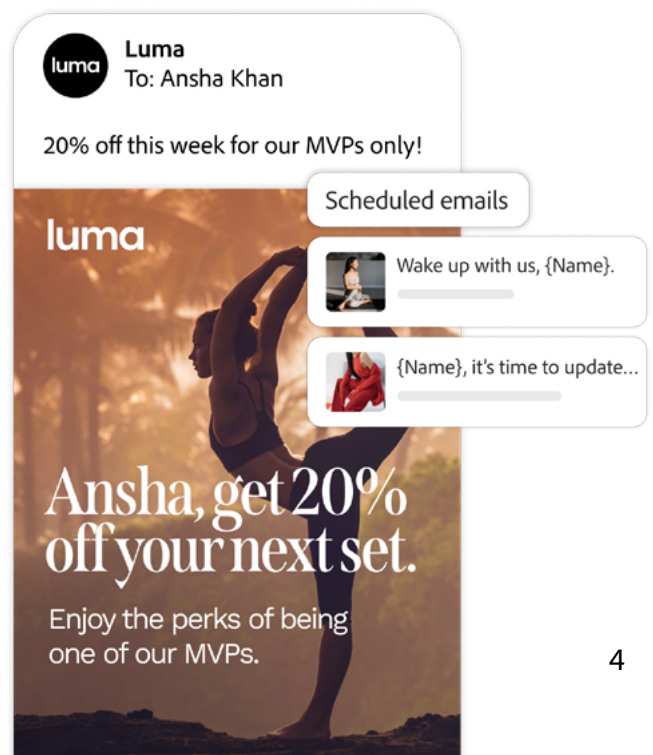
# What is a unified customer experience?

Customers today can easily access information on any number of channels, which means they are in control of their own buying journeys. And they want to be in the driver’s seat. To catch their attention, you need to build the road that will take them where they want to go. “Because the world is so crowded and customers have their attention being drawn in 1,000 different ways, in order to stand out, your content needs to be personalized and contextually relevant,” says an Adobe expert. “It’s about finding people where they are and deploying that content across all different kinds of customer touchpoints.”

To stay relevant, marketers are shifting their focus from providing product information to creating a series of experiences that satisfy unique individual needs. Making this shift is crucial, as it aligns marketing strategies with the emotional and experiential needs of

customers, leading to deeper engagement, heightened brand loyalty, and ultimately, stronger financial returns.

**“It’s about finding people where they are and deploying that content across all different kinds of customer touchpoints,” says an Adobe expert.**



To yield these appealing results, marketing experiences must be cohesive and seamless — *unified* instead of disjointed. A unified customer experience (CX) is a streamlined journey where all interactions across channels, devices, and touchpoints with a certain customer are coordinated and personalized. This approach integrates data, insights, and omnichannel delivery to create a constellation of interactions suited to the individual moving through the buying journey.

**“The goal is to remove friction. You want customers to feel like you’re making their lives easier,” says an Adobe expert.**

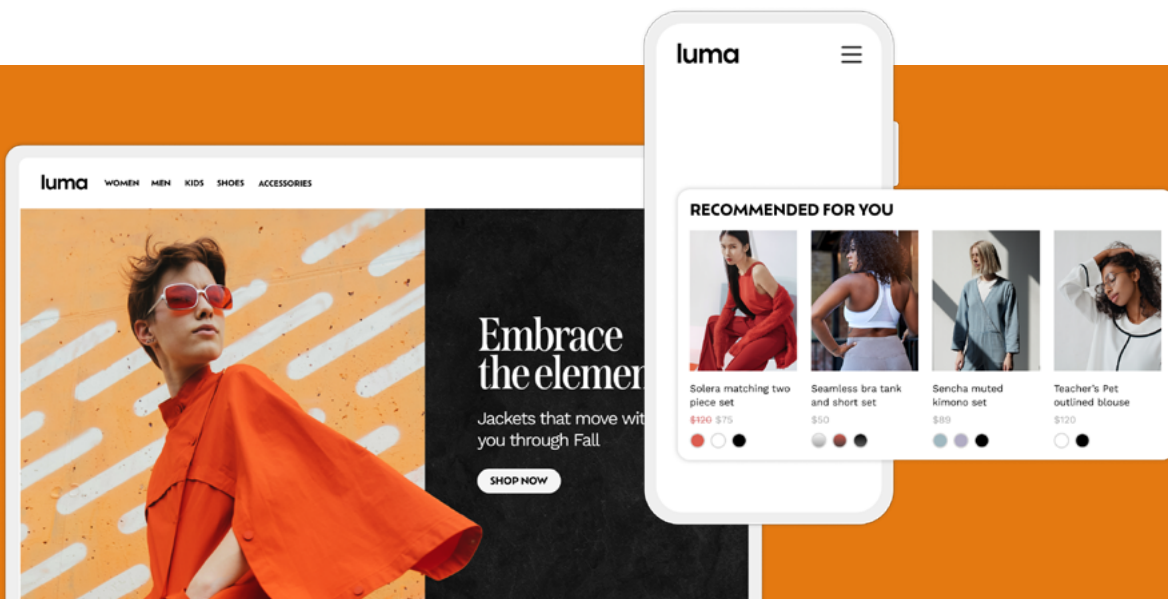
A unified customer experience means you make the stars align. And when that happens, it’s a win for everyone. Real people find their way to the service or product they need because you created a clear path for them to get there.

Unified CX is defined by uniting consistency with flexibility — building a cohesive brand presence while tailoring

## Omnichannel support: Examples of a unified customer experience.

- A customer starts a conversation with a chatbot on a company’s website, continues it over email, and finishes with a live agent on the phone, all without needing to repeat information.
- A customer receives personalized recommendations on the brand’s mobile app after browsing certain products on the website.

communications throughout a buying lifecycle. Each constellation of experiences is just as unique as each customer, but the constellation should guide customers through a coherent brand universe. At the end of the day, your brand stands out as remarkably relevant and trustworthy, leading to growth and lifetime loyalty.



# Customers need satisfying digital experiences with immediate impact.

Consumers increasingly want a satisfying digital experience. According to Verint's 2024 State of Digital Customer Experience Report, 61% of consumers are looking for digital engagement, and 70% say they might move to a competitor because of a poor customer experience. Customers prioritize speed, followed by customer service, and then engagement on their preferred channels. This data shows how central a fast, omnichannel, and well-supported digital experience is for attracting and retaining customers.

Companies must capture consumer attention in milliseconds. Results from a Cognition Neuroscience Research project

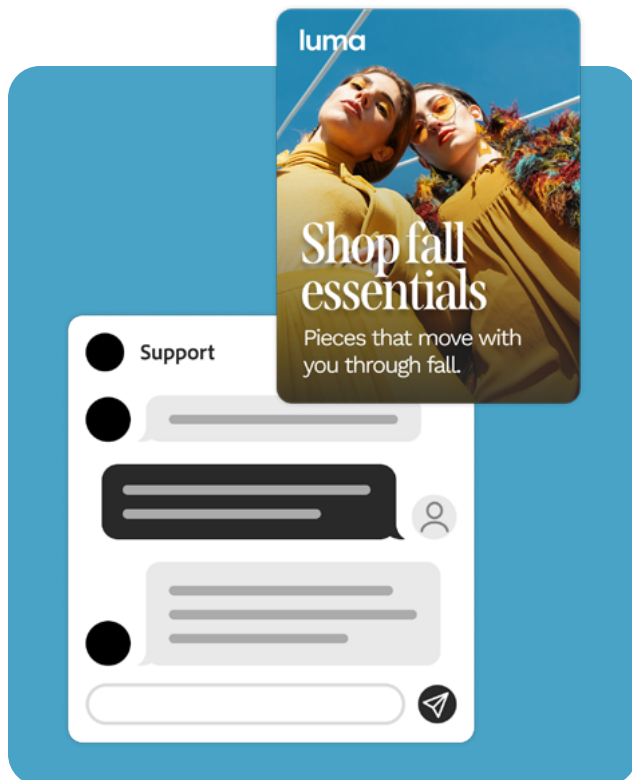
**The human brain responds to digital advertising and messaging within**

**400 milliseconds.**

show that the human brain responds to digital advertising and messaging nearly immediately — within 400 milliseconds, or less than half a second. A customer's brain has already seen and processed a digital image within the space of a blink or a heartbeat, which means that marketers must think about instantaneous impact.

"Companies can't afford to waste a single moment when connecting with customers," says an Adobe expert. "People's attention is fractured, so it's essential to find ways to stand out. That requires communicating with high relevance to their needs."

A personalized, timely message is the best way to cut through the noise and differentiate a brand from the rest of the information overload.



# The problem: Fragmented customer journeys.

Fragmented customer experiences can lead customers to feel frustrated with the brand, lose trust, reduce loyalty, spread negative feedback, and even abandon the brand altogether.



**61%**  
of consumers are  
looking for digital  
engagement.

**70%**  
could move to a  
competitor because  
of a poor experience.

Oracle reports that fragmentation is often due to data and organizational silos, which leave those communicating with the customer without an end-to-end view of their experience or journey.

## A fragmented journey can lead to missed opportunities. Here are a few ways this can happen:

- A customer gets an email promotion for a discounted product but sees a different price on the website. The email and website are pulling from different data sources, leading to inconsistencies in pricing or promotions. This disconnect creates confusion and erodes trust.
- A customer starts a support conversation with a chatbot on the brand's website but has to repeat the information after transferring to a live agent. Customer service channels aren't sharing context or history, so users must repeat themselves — creating frustration and inefficiency.
- A customer earns points via an online loyalty program, but when trying to apply the points in-store, finds that the store's POS system doesn't recognize them. Data silos between digital systems and physical retail prevent consistent experiences. Loyalty rewards aren't recognized cross-channel.



**Chelsea Wang**

Email  
chelsea@bodea.com

Birthdate  
03/18/87

 Read: Sustainable fashion

 Search: Cute athletic wear

 Joined Group: Yoga lifestyle

## The solution: Continuous optimization.

Continuous optimization is constantly improving and updating your outreach activities for each customer based on data and feedback. To do so, you need a unified customer profile — a comprehensive picture of customer activities, interests, and communications — and an integrated approach that brings together data, decisioning, and delivery.

A comprehensive profile provides the foundation, aggregating real-time data about customer activities, interests, and past interactions. But true optimization goes further: it requires dynamic journey orchestration that adapts to changing customer behavior, advanced analytics to

uncover insights across every touchpoint, and the ability to test, measure, and refine content and experiences in real time.

**“With a unified profile, we can send messages that resonate with customers over time, even as their needs, priorities, and behaviors change,” says an Adobe expert.**

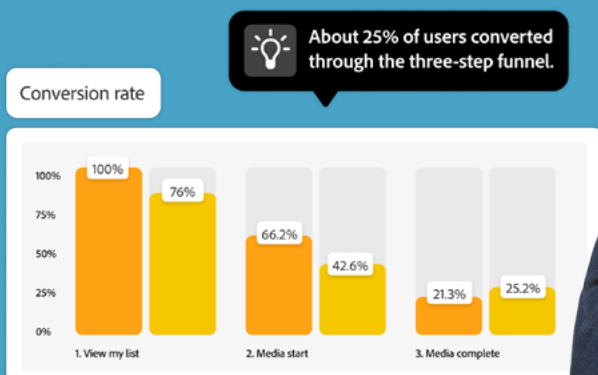
With the right tools in place, optimization becomes an ongoing cycle — where every message, offer, or engagement is informed by data and continuously improved based on performance.

## Various tools can help manage data for a unified customer experience, including:

- **Customer data platform.** Builds a single set of customer data by collecting and consolidating personal data from various channels, a necessity considering that AI-powered customer engagement requires robust data to run.
- **Customer engagement platform.** Collects customer feedback and information through mechanisms like surveys and data tools and allows companies to optimize the digital customer experience and journey.
- **Analytics solution.** Employs machine learning to collate and analyze marketing and customer data to provide real-time feedback on performance and recommendations for changes to marketing strategy and tactics.

Deploying these tools on the cloud is vital for unifying data, aligning content across channels, and facilitating real-time engagement. A scalable, flexible, and decoupled cloud environment enables disruption-free experimentation, iteration, and optimization. Teams can make and test changes to customer outreach and campaigns without impacting the live experience.

Cloud deployment with the right tools means you can gather all the data you need, understand it, organize it, and be ready to act on it instantly. The end result is that you are prepared for that moment of kairos. You can provide a timely, relevant, cohesive experience to a customer on the receiving end of all this preparation. And that experience will drive acquisition, engagement, and loyalty.



# Achieving kairos with the cosmic potential of AI.

Keeping up with customer expectations in real time is endlessly challenging without the technology to support a growing number of interactions across channels that must be personalized to be effective.

# 71%

**of consumers want brands to appeal to them with personalized offers or useful information.**

# 78%

**are looking for a seamless experience across channels.**

According to the [Adobe 2025 AI and digital trends report](#), 71% of consumers want brands to appeal to them with personalized offers or useful information, and 78% are looking for a seamless experience across channels. Yet only 45% and 34% of brands respectively meet these expectations.

“People are going to purchase things that they think are best suited to them,” says an Adobe expert. “So, if your advertising is meeting people where they are and is personalized, it’s going to be more effective. People are going to respond to the advertisement better, and they’re going to purchase based on its relevance.”

AI can help marketers more readily understand customer behavior and anticipate their needs by integrating large amounts of data and drawing conclusions from that data. And it can help respond to behavior across channels — including websites, mobile apps, social media, and physical stores.

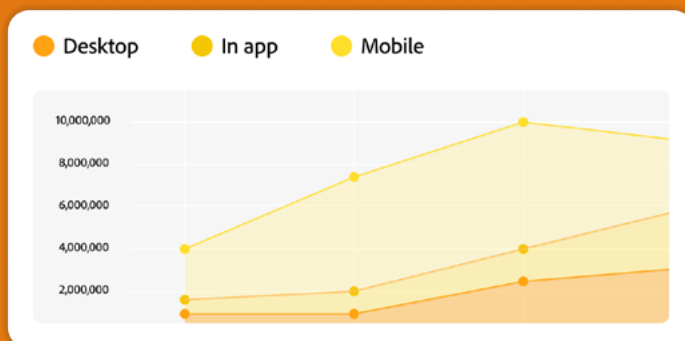
“The goal is to personalize the content and the touchpoints that customers see in real time,” says an Adobe expert. “If you want to compete in the modern landscape, you need to have the data that supports that and is built for that purpose.”

Because AI makes it possible to gather, understand, and activate data faster than a human can, marketers can use it to engage an exponentially larger number of customers in real time with personalized messaging that responds to their activity. This task would be difficult — if not impossible — to do manually and at scale. AI can also help marketers continuously test and tweak their customer outreach quickly, allowing for instant improvement.

To get all these benefits, marketers need to employ a full set of AI tools and capabilities that cover a range of functions, including:

- **Data analysis and predictive modeling.** Tools that identify patterns, trends, and relationships to provide insight into campaign performance and predict future outcomes based on past data.
- **Journey and activation orchestration.** Tools that integrate customer data, anticipate customer behavior, and automate outreach across various channels to optimize marketing efforts and boost engagement.
- **Generative AI.** Tools that allow users to instantaneously create text, images, and video using simple prompts to make their own ads and emails that drive impactful, personalized marketing campaigns.

- **Experimentation and optimization.** Tools that test and refine various aspects of a marketing campaign, automate variations, and analyze outcomes, to make optimization faster and more efficient.
- **Agentic AI.** Artificial intelligence systems that are able to proactively fetch and deploy customer data to orchestrate engagement with greater speed and accuracy, adding another layer of intelligent automation to platforms already employing reactive AI capabilities.
- **Conversational AI and virtual assistants.** Tools designed to interact with customers using natural language, such as chatbots that can answer questions and direct customers to resources, and that can perform specific tasks to help marketers work more efficiently.



📱 Mobile traffic surge

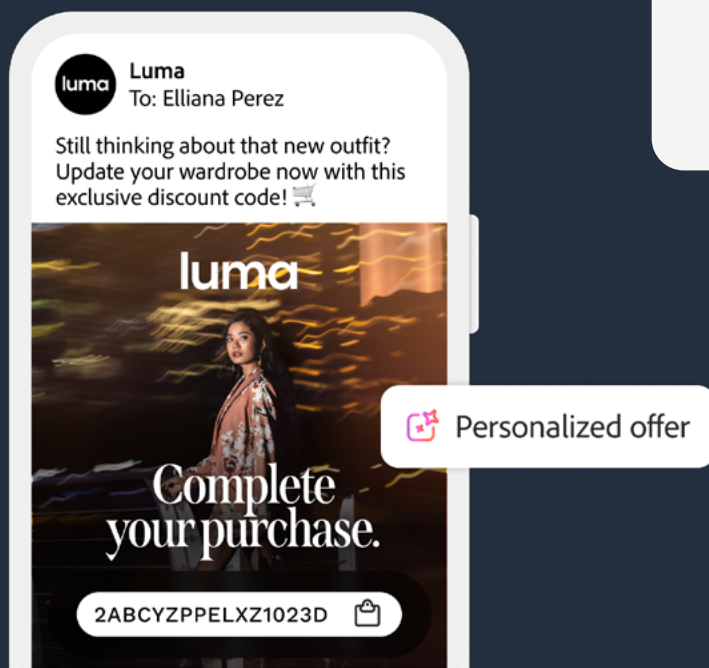
Optimizing mobile user experience and creating mobile-specific content will be crucial.

Because AI relies on data, you can make the most of this technology by keeping all your data in a seamlessly connected ecosystem. Additionally, maintaining data in a single location offers better security, efficiency, and control, with fewer chances for segmentation errors and compliance complexities. The goal is to activate your data where it lives instead of constantly moving it where it will be used.

**“For AI to properly personalize any kind of experience or content that we are providing customers, we need to have the proper data unified across all different channels and centralized, and then have AI work on that data,” says an Adobe expert.**

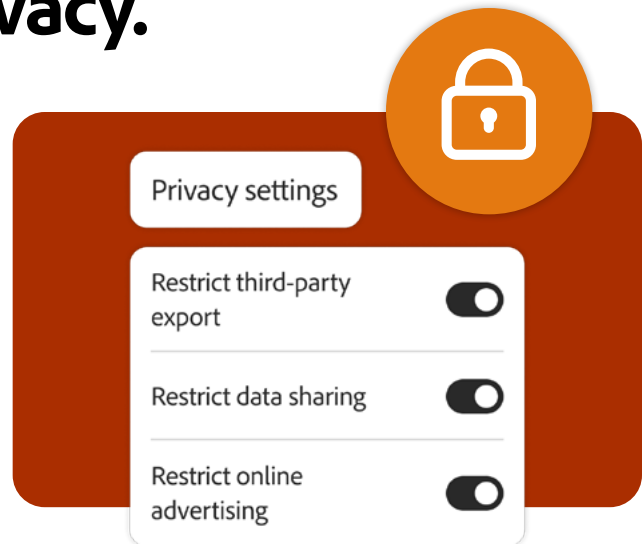
## Examples of effective customer engagement tactics using AI:

- Automatically send a personalized message to a retail customer who abandons their cart to encourage purchase completion.
- Provide real-time product recommendations based on customers' browsing behavior, purchase history, and preferences.
- Forecast customer behaviors, like what they are likely to browse or buy next, allowing for proactive, personalized engagement.
- Recommend new shows or content to viewers based on their watch history and preferences, or send notifications when new episodes of favorite shows become available.
- Send hotel guests exclusive offers or recommendations for future stays based on their previous travels or interests.



# The importance of privacy.

Restrictions on third-party data usage are creating roadblocks to freely deploying customer data. Marketers need services designed specifically to discover and act on insights while protecting customer privacy, which is all the more essential in the age of AI innovation, with its increased scrutiny over data privacy and ethics. At the same time, AI can also provide the very services that maximize data use while minimizing risk. Keeping up with evolving privacy regulations and using technology responsibly is imperative to maintain customer trust and company integrity.



It's not only regulations that push companies to be more alert to privacy concerns. So do consumers who are ever more aware of how their data is collected and used. Customers expect transparency and control related to their data, so a privacy-first approach can help build long-term loyalty.

"In the age of AI in which customers are skeptical about how data and information is being used and deployed, being a trusted partner in privacy and compliance is a good strategic move," says an Adobe expert. "Customers are increasingly sensitive to whether the companies they deal with are responsible stewards of data, so there's great benefit from being vocal about your approach to data governance and privacy."

Marketing professionals know how important it is to maintain the security of customer data. According to the Zendesk CX Trends Report 2024, 83% of CX leaders consider protecting data a top priority, and 78% say encrypting customer data to reduce risk is essential.

**83%**  
of CX leaders  
consider protecting  
data a top priority.

**78%**  
say encrypting  
customer data  
to reduce risk  
is essential.

# Measuring success.

To understand how effectively you're delivering a unified customer experience, focus on a few key metrics:

## Customer experience metrics

- **CSAT / NPS.** Gauge satisfaction and loyalty.
- **Churn rate.** Identify customer retention issues.
- **Customer lifetime value.** Measure long-term relationship value.
- **Conversion and engagement rates.** Track performance across channels.
- **Messaging consistency.** Ensure alignment in tone and timing.

## Orchestration and system metrics

- **Attribution accuracy.** Know which channels drive conversions.
- **Data sync and latency.** Measure how quickly and reliably systems work together.
- **Single customer view completeness.** Understand how complete and actionable your customer profiles are.
- **Journey completion.** See how often customers complete multistep engagement paths.

## Use-case-specific metrics

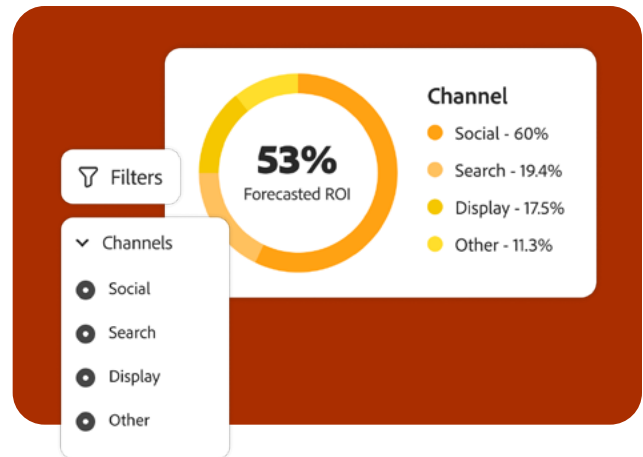
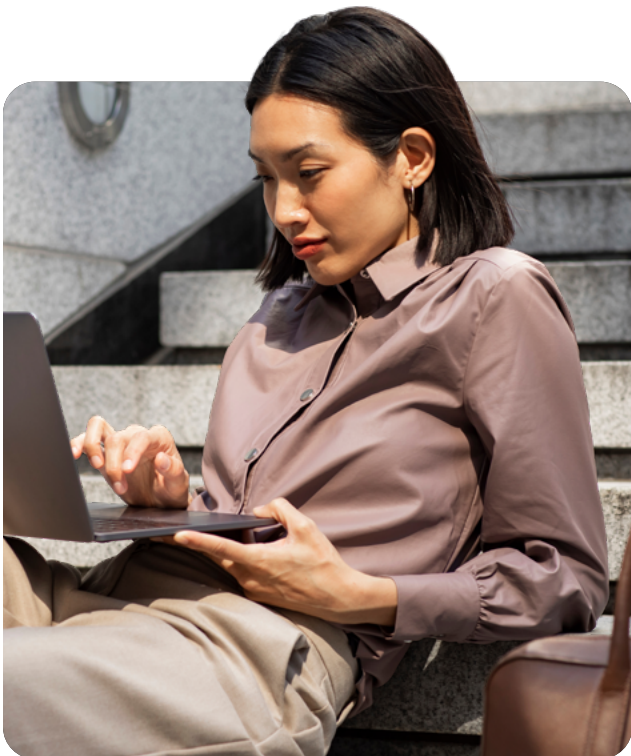
- **Personalization.** Compare engagement and revenue lift from personalized vs. generic content.
- **Message consistency.** Analyze sentiment and support trends to reduce confusion.
- **Journey orchestration.** Track drop-off points, time to conversion, and multistep success rates.



# Overcoming challenges.

Recognize common challenges that exist in implementing a unified customer experience, along with accompanying solutions:

- **Poor communication and data-sharing.** Lacking integrated communication and data-sharing can make it impossible to provide seamless customer support across channels. To address this challenge, employ customer service platforms for centralized ticket management.
- **Siloed data.** Siloed data across multiple platforms can inhibit a unified view of the customer. Such issues can be solved by implementing a customer data platform (CDP) and/or using other data management tools, as well as using AI to integrate and analyze customer data.



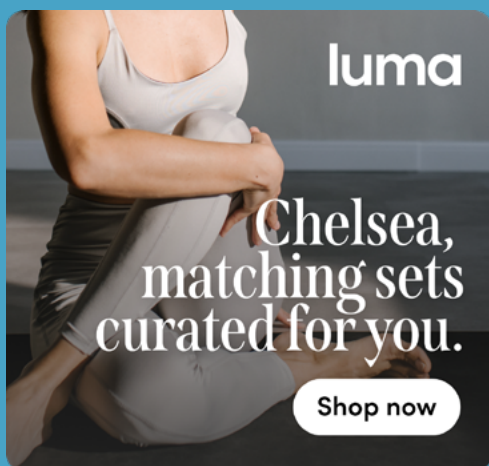
- **Administrative complexity.** Managing multiple channels can be complex, but it's necessary to ensure a consistent customer experience. Address these challenges by adopting an omnichannel marketing platform, developing channel-specific strategies, and using automation tools to coordinate campaigns across channels.
- **Lack of insight into value.** Gaining insight into which channels and touchpoints contribute to conversions can be difficult. Assess the value of channels and touchpoints using multitouch attribution models to track and analyze customer interactions across their journey.
- **Regulatory compliance.** Companies must handle customer data responsibly and comply with regulations. To make sure data is handled safely and in compliance, institute robust data governance protocols such as clear policies for data collection, storage, and use.

# Powering real-time personalization with Adobe on AWS.

Adobe Experience Platform is a cloud-based foundation that brings together customer data from across an organization. It serves as the central data layer that powers Adobe's suite of marketing applications for consistent, personalized customer experiences across every channel.

Solutions such as Adobe Real-Time CDP, Customer Journey Analytics, and Journey Optimizer are built on top of Experience Platform. Each of these applications is designed to address specific business needs, but they work together seamlessly because they share the same underlying data and services.

- **Adobe Real-Time Customer Data Platform.** Create high-value audience segments for real-time B2C and B2B use cases across the marketing funnel without relying on third-party cookies.
- **Adobe Customer Journey Analytics.** Connect customer identities and interactions across channels, devices, and time for fast, holistic analyses that deliver accessible and precise customer insights.
- **Adobe Journey Optimizer.** Orchestrate and deliver personalized customer engagement across all channels, including email, web, app, mobile, and in-person.



 Message designer

Personalized greeting

{First name},

Body

Matching sets curated for you.

CTA

Shop now

Customers can now deploy these Experience Platform solutions on Amazon Web Services (AWS) cloud to support a truly unified customer experience with real-time personalization. Integrated marketing and cloud solutions mean you can scale globally, process data more efficiently, enhance security, and reduce operational costs.

### **AWS's robust ecosystem includes AI solutions:**

- **Amazon SageMaker.** Build, train, and deploy machine learning models quickly.
- **Amazon Bedrock.** Accelerate generative AI application development with foundation models.
- **Amazon Q.** Deploy tailored experiences with a virtual assistant.

Deploying Adobe on AWS helps connect data to experiences for a unified journey from end to end. Marketers benefit from direct links between Adobe tools and destinations like **Amazon Connect** call center platform and **Amazon Ads**. A secure and compliant flow of information creates an instant feedback loop to power more relevant experiences.

### **Do more with clean room integrations.**

Enhance targeting, optimize ad spend, and deliver trusted, personalized experiences without relying on third-party signals. Adobe Real-Time CDP Collaboration integrates with Amazon Marketing Cloud to provide a secure, compliant environment where marketers can activate and measure high-value audiences using first-party data. Together with AWS Clean Rooms, these solutions provide advanced audience insights and measurement to maximize the value of your customer data across channels.

 Audience from advertiser



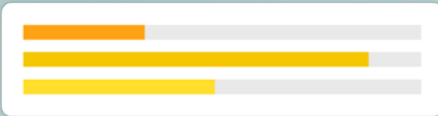
**250K**  
High propensity

**“With connected tools, marketers can connect with customers in meaningful ways, beyond what they thought possible,” says an Adobe expert.**

## Patricia Reed

Audience  
MVP member

👤 Real-time profile



● Click-throughs    ● Campaign delivery  
**235**                    **90%**



A unified customer experience is key to successful marketing in the fast-changing digital world. Continuous optimization powered by real-time data, AI, and tools like Real-Time CDP and Journey Optimizer can give you the edge you need. Adobe Experience Platform natively connects to AWS data and storage services like Amazon S3, Amazon Redshift, and Amazon Kinesis. The combined data provides marketers a more holistic view of the customer to identify the kairós moment.

Adobe and AWS give you the tools to drive customer engagement, boost brand recognition, and deliver personalized experiences at scale. Together, we help you build trust, deepen loyalty, and increase marketing impact in the cloud.

[Learn more](#)

# Sources

[“The 2024 State of Digital Customer Experience Report: 70% of Customers Risk Leaving Due to Poor CX,”](#) Verint, July 24, 2024.

[“3 Best Practices for Enterprises to Build Unified Customer Experiences,”](#) Adobe, March 10, 2025.

Alex Chan, [“10 Customer Experience Challenges to Overcome,”](#) Oracle, March 4, 2024.

Brent Kostak, [“The Role of AI in Customer Engagement — Intelligent Optimization with Adobe Journey Optimizer,”](#) Adobe, October 24, 2024.

[“Customer Experience in the Digital Age,”](#) Columbia Business School.

[“Guide to marketing personalization — benefits, examples, and more,”](#) Adobe, December 2, 2024.

Hannah Wren, [“Customer data privacy: A CX guide for 2025,”](#) Zendesk, February 24, 2025.

Jonny Thomson, [“Master the Greek concepts of ‘kairos’ and ‘chronos’ to improve business timing,”](#) Big Think, November 2, 2023.

[“Kairos,”](#) Learning Loop.

[“Mobile Marketing Association Reveals Brands Need a ‘First Second Strategy,’”](#) Mobile Marketing Association, March 6, 2019.

# Adobe

Adobe, the Adobe logo, Adobe Firefly, Adobe Express, Adobe Illustrator, Adobe Stock, Frame.io, Photoshop, and Premiere Pro are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.