



Business

**Artificial Intelligence.
Real Wisdom.**

Antoni's CDO rightly believes data quality is critical to AI success. Antoni knows how to break down data silos to enable smart automation of the customer journey.

From silos to satisfaction:

**How data management fuels
AI success in CX environments**





Smart CX leaders are seeking to harness the transformational potential of artificial intelligence (AI) to deliver personalized, secure, and trustworthy customer experiences – and all of them recognize that success hinges on robust data management.

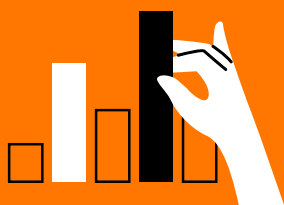
However, a new global survey of CX leaders carried out by GlobalData and Orange Business highlights the problems of poor quality, fragmented, and outdated data. How can organizations break down data silos to ensure a holistic view of the customer journey? And how can they marry this with a responsible AI strategy that meets regulatory requirements and builds customer trust by ensuring data privacy, security, and compliance?

Despite the furor created by GenAI, there is nothing particularly new about the use of AI in contact center environments. The technology has been streamlining customer interactions for more than **20 years**, although the first IVR (Interactive Voice Response) and chatbots seem somewhat primitive compared with their GenAI-driven descendants.

Today, our survey partner GlobalData describes CX environments as **“the natural home for GenAI”** because of the clear value it can deliver. To give just one example, in customer interactions of more than eight minutes, **30%** of call time is accounted for by passive waiting time as the agent attempts to locate the required information. GenAI’s ability to automatically

provide this data in real time simultaneously enhances both the customer experience and the productivity of the agent.

As significant as these gains are, it is likely that the focus will quickly move on to agentic AI. Indeed, the GlobalData survey found that almost one-third (**29%**) of respondents are already using this technology with a clear focus on the development of autonomous virtual agents and enhancing the ability of agents to solve customer challenges. Agentic AI automates not merely individual tasks but entire workflows – and does so without any human intervention – and promises to have a profound impact on the quality of the customer journey and on contact center productivity.



So, for any organization, their AI journey is likely to have a long past – and a longer future. But there is one common denominator that determines the success of each stage of this journey: data.



Mind the gap

GlobalData asked if there was a gap between customer expectations of the experiences provided to them and their respondents' ability to meet these expectations. A clear majority (54%) agreed. Interestingly, there was a pronounced difference between C-suite respondents who believed this gap existed (66.7%) and team leaders/managers (47.9%) who agreed with the same statement. This suggests that those most responsible for CX delivery may have overestimated the effectiveness of the job they are doing.

A clear point being made in this research was that a lack of access to data was degrading the customer experience. Over two-thirds (**68%**) of respondents said that siloed data was the biggest roadblock to improving the quality of the customer experience: critical customer information was often isolated within departments, hampering efforts to provide true omnichannel experiences. Additionally, data accuracy and integrity were found to be the most significant challenge to the implementation of AI in CX environments, cited by **64.7%** of our respondents. And **"integration of data"** (cited by **63%** of respondents) was second in importance only to "support for strategy development" as the area where partners could assist in implementing AI in CX.

Typically, enterprises say cost and security are the biggest inhibitors to technology adoption – but not in CX environments. The problem here is that information isn't flowing through the organization, something that partly derives from the sensitive and highly regulated nature of the personal information they are dealing with. The outcome of this is that organizations have limited visibility of the customer journey and, therefore, a limited capacity to deliver consistent omnichannel experiences. And this isn't down to financial resources – a lack of budget was one of the least noted issues.



Breaking down silos

Delivering value from GenAI investments starts with breaking down these silos. When data is fragmented, AI models lack the end-to-end view necessary for analyzing customer journeys, predicting preferences, and personalizing interactions.

As a result, organizations risk delivering inconsistent service and missing opportunities to enhance the customer experience. Overcoming these silos demands a focused approach to data integration, cross-functional collaboration, and investment in platforms that bring together data from disparate sources.

Orange Business recommends an outside-in approach to addressing these challenges: this starts with a business-level analysis that contributes to the integration not only of disparate data streams but of the people and processes that use this data. You can then begin an in-depth examination of the customer journey to identify bottlenecks, which GenAI can then eliminate.

These bottlenecks may include: inadequate self-service options that can be enhanced through conversational AI chatbots that give customers faster access to the information they need; poor handovers as customers switch channels, particularly from web to contact center agent; or virtual assistants for routine inquiries such as order status or password resets. **Indeed, AI can be used not only to address these bottlenecks but to identify them in the first place:** for example, AI-driven journey analytics tools from companies like Salesforce and Adobe can analyze customer interactions to provide data-driven strategies for improving the customer experience.



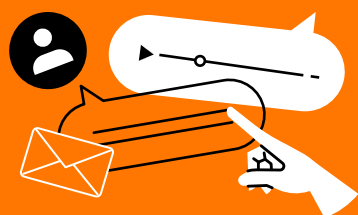


A uniform governance model

The GlobalData survey found that 81% of respondents agreed that their organization had strong governance in place for deploying AI in CX (a confidence somewhat undermined by the fact that 39.4% of the same group said they need third-party help in developing a robust governance model). The survey also showed that the importance of governance increased with the AI maturity of the organization concerned. This finding confirms our belief that governance is something that should be built in at the beginning of an AI program, not bolted on as the initiative starts to scale.

Organizations should consider establishing a single governance framework for data and AI use cases for the simple reason that the performance of any AI-driven function is dependent upon seamless access to data. A common framework establishes a single, cohesive set of rules, policies, and processes and ensures consistency in the way data is handled, which significantly reduces the risk of non-compliance. Uniform standards for data privacy and ethical AI use will also result in simpler, more transparent audits and reporting.

Centralized governance delivers efficiency gains by streamlining workflows and reducing administrative overheads. With a clear, pre-defined structure, AI teams can push ahead with the development and deployment of new solutions with full confidence that their work will align with organizational policies and best practices. As these initiatives expand, a scalable governance framework will also provide a stable foundation for growth, making it easier to bring new projects and teams on board without introducing complexity or inconsistency.



Orange Business provides robust data governance frameworks and compliance support, which are essential for adhering to regulations such as GDPR. Our services include secure data handling, anonymization, and transparent consent management – critical measures for maintaining customer trust and avoiding legal pitfalls.



From transparency to trust

Enterprises recognize the commercial advantages of efficient data management: enhanced customer relationships, productivity improvements, and operational efficiency. But they also understand the importance of protecting sensitive customer information. As McKinsey notes, “Trust... is the foundation for adoption of AI-powered products and services. After all, if customers or employees lack trust in the outputs of AI systems, they won’t use them.”¹

In a CX context, much of the data that AI relies upon is personal customer information. So it is incumbent upon any organization to uphold the highest standards of data integrity and security. When customers know their data is protected and used responsibly, they are more likely to engage with AI-powered services – and the brands that create them. Conversely, trust is eroded if customers are unaware of how their data is being used: safeguarding customers’ privacy rights therefore requires consent to be informed and transparent, so clear communication about data collection and usage is essential.

Our survey suggests that respondents recognize the importance of this issue – and the challenges associated with it.



More than **80% of respondents agreed that data protection and integrity were vital or very important**, recognizing that rigorous controls not only minimize the risk of data breaches and misuse but also build the trust necessary for customers to engage confidently with AI-powered services. However, **64.7%** said that ensuring data accuracy and integrity was the biggest challenge they faced in implementing AI in CX.



When it comes to security, more than **80% of respondents said this was vital or very important**, but almost half (**48%**) are experiencing challenges in implementing this in the CX environment. In the experience of Orange Business, many customers rely on the security provided by their cloud providers, which is often insufficient for the demands of CX security.

Robust data management not only ensures the accuracy and reliability of AI outputs but also reinforces commitment to ethical standards. By prioritizing responsible AI and transparent data practices, CX leaders can foster greater customer satisfaction and loyalty.



Partnering for success

With almost every CX vendor now claiming to be AI-powered, customers are struggling to cut through the hype and identify how GenAI can make a material difference to their business outcomes. No wonder then that two-thirds of respondents to our survey said that “support to develop strategy for AI in CX” was the area where they felt partners could add the most value.

The survey results also make it clear that the “**elephant in the room**” for GenAI initiatives is data itself. There is wide recognition that data management is the foundation upon which GenAI success is built. By breaking down silos, (re-)organizing processes, improving data quality, and prioritizing privacy and security, organizations can confidently deploy AI-driven solutions that support automation, orchestrate customer interactions, and maximize operational efficiency.

Now is the time for organizations to leverage expertise and technology to ensure their data flows freely and securely throughout the enterprise. With the right partner, the journey from silos to satisfaction is not just possible – **it’s within reach for every enterprise committed to delivering exceptional customer experiences.**



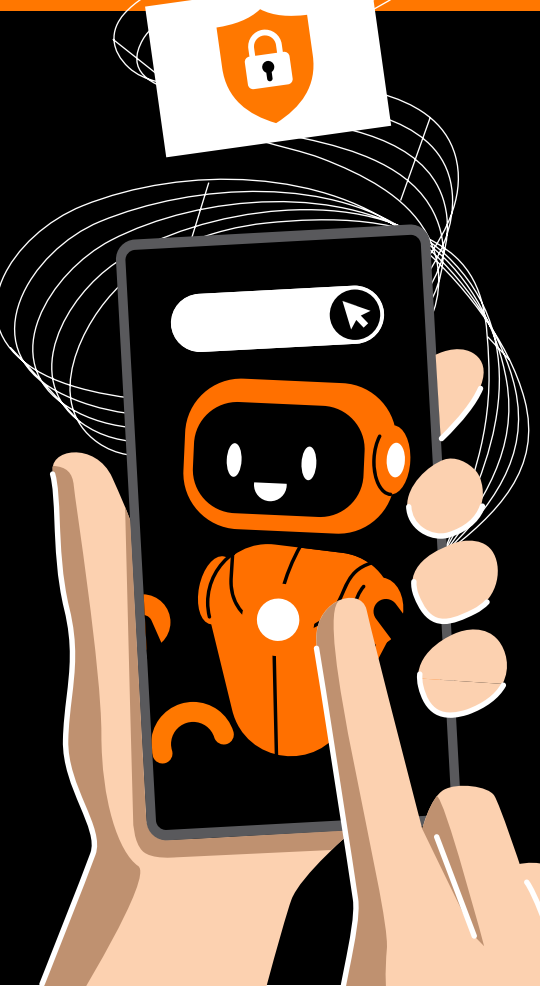
Intelligence is live

Intelligent Together (which leverages Orange Business's Live Intelligence AI platform) is a conversational AI solution from Orange Business that helps customers to deploy, manage, and improve AI agents for both customer and employee experiences.

The platform offers several business apps built on a unified technology and infrastructure, supporting seamless integration and reducing fragmentation of data across several use cases, including customer assistance and verbatim analysis.

Orange Business Intelligent Together features pre-built connectors for CPaaS and LLM platforms, enabling “plug-and-play” integration with various vendors and solutions. This facilitates the linking of different systems and helps break down barriers between data sources, while avoiding vendor lock-in, allowing reversibility, and offering sovereignty options

By focusing on automating workflows and providing turnkey solutions for both EX and CX, Intelligent Together helps businesses streamline access to information and improve operational efficiency, further ameliorating the impact of data silos.



Why Orange Business

Orange Business is trusted by the world's biggest brands to orchestrate AI-powered CX success – it works with nine of the top ten and 40 of the top 50 of Interbrand's best global brands. Its mission is to support enterprise customers in bringing more value and innovation to their customer experience by leveraging AI to simplify and orchestrate interactions within their organization and their partner ecosystems.

Orange Business takes a vendor-agnostic approach to the tools it uses to help its customers deliver value from GenAI – whether these are CX-specific solutions or the LLMs that underpin them. Our capabilities span the domains of CX, data, and AI to support customers across the entire value chain, from the implementation of automated reporting to the global deployment of high-performance and reliable agentic AI. We manage 200,000+ CX agents worldwide and, in 2024, we handled 80 million AI conversations. We were rated “Best in Class” for AI and GenAI in Europe by PAC RADAR in 2024, and our CX consultants, AI architects, data scientists, and conversational AI designers collaborate with customers from design to delivery of best-in-class customer projects.

Sources

¹ <https://www.mckinsey.com/capabilities/quantumblack/our-insights/building-ai-trust-the-key-role-of-explainability>