

# Imobisoft redefines customer experience through AI: A new vision for personalised business

AI-powered innovation transforms how UK businesses connect, engage, and grow.

**West Midlands, United Kingdom Nov 12, 2025 ([IssueWire.com](https://www.issuewire.com))** - Imobisoft has unveiled its latest initiative to help businesses transform customer experience through AI, a forward-looking vision for AI-driven customer experience (CX) designed to help organisations deliver more personalised, efficient, and human-centric interactions.

As artificial intelligence reshapes global markets, customer expectations are evolving faster than ever. Businesses that once relied on standard automation are now embracing intelligent personalisation to meet unique needs at every touchpoint. Imobisoft's new approach combines data-driven insight, machine learning, and ethical AI design to transform how organisations engage their audiences.

"Customer experience is the new competitive frontier," said Atif Syed, Chief Technology Officer at Imobisoft. "AI gives businesses the power to truly understand their customers, not just at scale, but with empathy. Our mission is to make personalisation meaningful, responsible, and accessible to every UK business."

The initiative is built on three key pillars of next-generation CX innovation:

- **Predictive personalisation:** Leveraging AI to anticipate customer needs and tailor recommendations, offers, and experiences in real time.
- **Seamless omnichannel integration:** Using data and automation to deliver consistent, connected journeys across web, mobile, and in-person touchpoints.
- **Responsible AI design:** Embedding fairness, transparency, and data ethics to ensure AI-driven experiences remain trustworthy and human-centered.

By combining these principles, Imobisoft aims to help UK enterprises from retail to healthcare and logistics build loyalty through intelligence, empathy, and innovation.

"Personalisation powered by AI isn't about replacing human touch; it's about enhancing it," added Syed. "When technology understands context and intent, it creates experiences that feel intuitive, helpful, and human."

The launch comes as UK businesses increasingly turn to AI to improve service quality and efficiency. According to industry data, over 70% of UK firms plan to invest in customer-focused AI initiatives by 2026, including chatbots, recommendation engines, and predictive service models.

The AI-Powered Customer Experience Guide is now available via Imobisoft's website, providing organisations with a clear roadmap to design personalised, data-driven, and ethical customer journeys.

**Download the guide here:** <https://imobisoft.co.uk/>

**About Imobisoft**

Imobisoft is a UK-based digital transformation consultancy, helping businesses of all sizes harness innovative technologies to drive growth, efficiency, and sustainability. With a proven track record in bespoke software, automation, and AI solutions, Imobisoft partners with organisations to deliver measurable results through practical, scalable strategies.

**Press Contact:**

Email: [atif@imobisoft.co.uk](mailto:atif@imobisoft.co.uk)

**Issued By:**

Atif Syed

**Website:** [www.imobisoft.co.uk](http://www.imobisoft.co.uk)

**Business Address:**

The Technocentre, Coventry University Technology Park, Puma Way  
United Kingdom

**Media Contact**

Imobisoft

\*\*\*\*\*@imobisoft.co.uk

The Technocentre, Coventry University Technology Park, Puma Way

Source : Imobisoft

[See on IssueWire](#)