

CX Live's The Experience Show Asia 2026 Highlights Next CX Challenge: Turning AI Investments into Measurable Impact

According to The Experience Show Asia, Singapore Intelligence Report 2026, 88% of organisations are deploying AI copilots and Agentic AI, while 62% are focused on proving business impact and 59% are working to balance AI innovation with trust.



Singapore, Singapore Jun 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - As AI moves from experimentation to enterprise-wide deployment, organisations across Asia are confronting a new challenge: how to scale intelligent experiences while maintaining trust, demonstrating business value, and navigating increasingly complex customer journeys. This emerging reality took centre stage at CX Live's **The Experience Show Asia, Singapore 2026**, where the [The Experience Show Asia, Singapore Intelligence Report 2026](#) highlighted the priorities shaping customer experience transformation across the region.

The report revealed that AI has decidedly entered the mainstream, with 88% of organisations planning to leverage AI copilots and Agentic AI to enhance customer experience. However, widespread adoption has brought new challenges to the forefront. The report showed that 62% of organisations are focused on demonstrating ROI and tangible business impact from their digital transformation initiatives, highlighting growing pressure to translate technology investments into measurable outcomes. At the same time, 59% are grappling with how to leverage AI without compromising trust, transparency, or the quality of customer interactions.

Customer journey complexity has also emerged as a defining challenge. More than half of organisations (55%) cite managing increasingly intricate journeys across digital and human touchpoints as a key concern, while 51% are focused on transitioning from reactive support models to proactive experience management. Together, these findings point to a broader evolution in CX strategy where orchestration, anticipation, and value creation is prioritised over isolated interactions.

To address these priorities, organisations are investing in technologies that connect data, processes, and experiences. The report shows that 62% are planning to implement automation and workflow orchestration platforms, while 44% are investing in Voice of Customer analytics and insights. Meanwhile, 49% are focusing on customer journey orchestration tools to better understand, manage, and optimise experiences across channels.

"The conversation around AI has evolved significantly," remarked Ayusha Tyagi, Managing Director, Customer Experience Live. "Organisations are no longer asking whether they should invest in AI; they are focused on how to deploy it responsibly, demonstrate measurable value, and integrate it seamlessly into the customer journey. The next phase of transformation will be defined by trust, orchestration, and outcomes."

Hosted at One Farrer Hotel Singapore on 10-11 June 2026, The Experience Show Asia brought together senior leaders responsible for customer experience, digital transformation, contact centre operations, AI strategy, and service innovation. Across the two days, the attendees gained hands-on, practical insight from organisations shaping the future of AI-led experience amidst highly seismic times.

The agenda featured insights from leading organisations including Cebu Pacific Air, Globe Telecom, GSK Pharmaceuticals, Megaworld Corporation, Panasonic, Parcelhero, Schneider Electric, Thermo Fisher Scientific, DHL, and Manulife Indonesia. Sessions explored topics such as customer strategy redesign to amplify enterprise capabilities, developing high-impact AI strategies that drives customer expansion, change management strategies to amplify seamless implementation, and ensuring service excellence and digital transformation prioritise people, process, and technology,

The conference was supported by leading sponsors including Zoom, TP, Locobuzz, Zoho, and Zendesk. The Contact Centre Helper joined as the Official Media Partner while the Customer Institute and BPO Search served as Strategic Partners. Additional media partners included ACN Newswire, CrmXchange, StartupNews.fyi, CIOReview, AI Tools Network, Financial Service Review, Conference Alerts, Applied Technology Review, CIO Outlook, APAC CIO Outlook, Times of AI, CryptoNewsZ, NameCoinNews, CryptoMoonPress, CoinNewsSpan, TimesOfBlockchain, CapitalBay News, AllConfsBot, and Knowledge Networks.

To download **The Experience Show Asia, Singapore Intelligence Report 2026** or learn more about the event, visit: www.customer-experience.live

About Customer Experience Live

Customer Experience Live is a leading digital customer experience insights and research powerhouse in the EMEA and APAC regions. Committed to driving growth within organisations through rigorous research and insightful activations, the company plays a pivotal role in facilitating successful business ventures and fostering innovation in customer experience solutions. With a focus on understanding end-user needs and market dynamics, Customer Experience Live empowers top-level executives and solution providers to navigate the ever-changing landscape of customer experience.

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