

Why Connected Customer Journeys Matter More Than Ever: Insights from CX Live's The Experience Show Asia, Malaysia 2026

The Experience Show Asia, Malaysia Intelligence Report 2026 shows that 62% of organisations are investing in automation and workflow orchestration, 55% are navigating complex customer journeys, and 49% are boosting journey orchestration.



Kuala Lumpur, Malaysia Jul 28, 2026 ([Issuewire.com](https://www.issuewire.com)) - As customers move seamlessly across digital channels, AI-powered interactions, and human support, organisations are rethinking how they connect every stage of the customer journey. This emerging priority shaped discussions at The Experience Show Asia, Malaysia 2026, where senior business leaders explored how connected experiences are becoming the foundation of sustainable customer growth.

Insights unveiled in [The Experience Show Asia, Malaysia Intelligence Report 2026](#) reveal that organisations are investing in the capabilities needed to deliver these seamless experiences. Automation and workflow orchestration (62%) has emerged as a leading technology priority, enabling businesses to streamline operations and connect previously fragmented processes. At the same time, 49% are strengthening customer journey orchestration capabilities to better understand and optimise interactions across every touchpoint, while 44% are investing in Voice of Customer analytics to transform customer feedback into actionable insight.

The report also highlights why these investments have become increasingly important. More than half of organisations (55%) identify managing increasingly complex customer journeys as one of their biggest customer experience challenges, while 51% are working to shift from reactive service models towards proactive customer experience management. Together, these findings reflect a growing recognition that delivering differentiated experiences requires greater visibility, coordination, and responsiveness across the entire customer lifecycle.

"Customer experience has become far more interconnected than it was just a few years ago. Every interaction influences the next, which is why organisations are investing in technologies that bring together data, people, and processes. The real opportunity lies in creating experiences that feel effortless for customers, regardless of where their journey begins," said Ayusha Tyagi, Managing Director, Customer Experience Live.

Artificial intelligence continues to underpin this transformation. Nearly nine in ten organisations (88%) are planning to deploy AI copilots and Agentic AI to enhance customer experience, demonstrating that intelligent automation has become a strategic capability rather than an emerging technology. Yet organisations are equally focused on ensuring these investments create meaningful outcomes, with 62% prioritising measurable business impact from digital transformation and 59% seeking to balance AI innovation with customer trust and service quality.

Over two days at ParkRoyal Collection Kuala Lumpur (28-29 July), The Experience Show Asia, Malaysia 2026 became a platform for some of the region's most forward-looking conversations on customer experience. Senior decision-makers from across banking, telecommunications, retail, manufacturing, logistics, and technology came together to exchange ideas, benchmark strategies, and explore how organisations can create connected customer experiences in an increasingly AI-driven landscape.

Executives from RHB Banking Group, Bank Simpanan Nasional, BAT, Rentokil Initial, ecoCare, NAIM Holdings Berhad, Maxis, Unifi, EON Berhad (Edaran Otomobil Nasional), Ninja Van Malaysia, SensorFlow, among others shared practical lessons from their own transformation journeys. From orchestrating customer journeys and operational excellence to workforce enablement, AI strategy, and proactive engagement, the discussions reflected the changing priorities of organisations seeking to deliver more seamless, responsive, and human-centred experiences.

The event also recognised organisations setting new benchmarks for customer experience excellence through the Customer Experience Live Awards Asia 2026. This year's winners included AXI, Standard Chartered, GCash, and TP, celebrating innovation and leadership in transforming customer experiences across the region.

Supporting the event was an ecosystem of technology partners helping organisations accelerate their customer experience ambitions, including Zoom, TP, DevRev, Level3AI, Emojot, and Atain. The Contact Centre Helper joined as the Official Media Partner, while 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, Malaysia 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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