

AI STAKEHOLDERS 

# The Customer Success Perspective





AI is not just for technology teams anymore. It's everywhere, transforming every business function and delivering tangible results across the enterprise. Departments are now empowered to harness AI directly, fuelling innovation and efficiency without waiting for IT. The result? A more agile, data-driven organisation where AI unlocks value and drives competitive advantage.

Over the past two years, Ecosystem's research – including surveys and deep dives with business and tech leaders – has consistently pointed to AI as the dominant theme.

**Here are some insights for Customer Success Leaders from our research.**



# Customer Success Leaders See AI's Potential

AI is already playing a role in content strategy and creation for 55% of CX leaders, and its influence is set to grow across other use cases.

**69%**

**Automating Sales  
Processes**

**63%**

**Location Based  
Marketing**

**61%**

**Personalised  
Product/Service  
Recommendations**

Source: Ecosystem, 2025



# The Voice of Asia's Customer Success Leaders

**"AI tools have enabled us to tailor marketing campaigns based on customer behaviour, delivering content and offers that resonate in real-time."**

**"By analysing customer travel preferences, we've been able to create customised itineraries that significantly improve customer satisfaction and drive repeat bookings."**

**MARKETING**

**"AI-driven analysis of buying patterns allows us to stay ahead of trends, equipping our sales teams with the right products to meet customer demand."**

**"Using AI to streamline our sales pipeline has cut down the time it takes to qualify leads, enabling our team to focus on closing more deals with greater precision."**

**SALES**

**"AI-powered feedback analysis tool provides insights that help us continuously improve the CX, identifying pain points before they escalate."**

**"With conversational AI, we can engage customers 24/7, answering their queries and resolving issues instantly, reducing the team's workload and enhancing CX."**

**CUSTOMER EXPERIENCE**



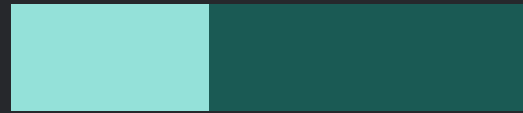
# However, CX Leaders Encounter Challenges in Adopting AI

39%



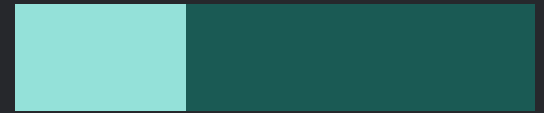
Lack of an Organisation-Wide AI Strategy

38%



Data Complexity & Access

33%



Cost of Implementation/Solution

Source: Ecosystm, 2025



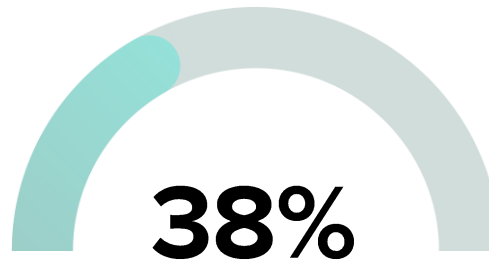
# Elevating Customer Success: AI & Engaged Leadership

With nearly 40% of AI initiatives focused on enhancing customer success, Leaders must play a more active role in shaping AI strategies and roadmaps.

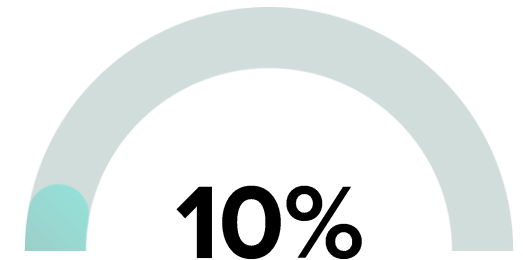
## CUSTOMER SUCCESS LEADERS' INVOLVEMENT IN AI INITIATIVES



**19%**  
Defining/Identifying  
use cases



**38%**  
Implementing/  
Managing AI  
Solutions



**10%**  
Data  
Governance &  
Ownership



# AI-Driven Customer Success: The 2025 Focus

## KEY OUTCOMES EXPECTED



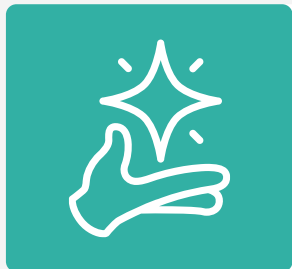
**56%**

Improved customer experience



**50%**

Increased productivity



**44%**

Innovation





For more Ecosystem  
Insights, visit



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