

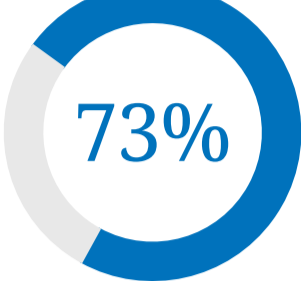
NTT DATA Technology Foresight 2025

Ambient intelligent experiences: fundamentally changing how organizations connect with their audiences

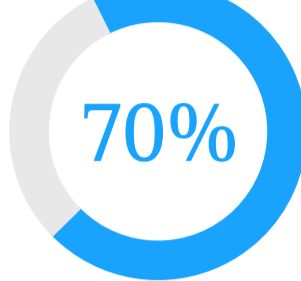
“ Envision unlocking personalized customer journeys at every touchpoint, transforming interactions into lasting relationships.

Ambient intelligent experiences: redefining how customers and brands interact across different touchpoints and reshaping customer engagement.

Impact of AI on ambient intelligent experiences



73% of customers cite experience as a key factor in their purchasing decisions.



70% of CX leaders plan to integrate generative AI into many of their touchpoints in the next 2 years.



30% savings from using chatbot-led customer service interactions rather than agent-led interactions.

Nearly 90%

of contact centers report measurable improvements in complaint-resolution speed and call-volume processing using AI.

NLP

Companies using natural language processing (NLP) for sentiment analysis have seen the benefits of:



20% increase in customer satisfaction.



25% reduction in customer service costs.

Benefits to organizations



Proactively anticipate customer needs



Nurture meaningful emotional connections



Cultivate dedicated brand advocates



Technological advances to monitor

Emotion AI and sentiment-analysis technologies

Recommendation engines

Speech and gesture recognition

Smart sensors

Radio-frequency identification (RFID)

Research and development



2,500

patents registered in 2023

Approximate figures



390,000

patent applications pending worldwide

Approximate figures

Strategies for success

1

Deploy intuitive user interfaces.

2

Invest in AI-powered customer engagement tools.

3

Use smart virtual assistants to provide personalized, context-aware customer support.

4

Unify customer experiences across multiple digital and physical platforms

Future scenarios and GenAI-powered personas can help organizations:



Explore the possibilities of what lies ahead



Simulate realistic business environments



Minimize risk through scenario-based planning

Navigating blind spots: what if ...?

Like almost every technological breakthrough, ambient intelligent experiences comes with uncertainties:

Technological integration and interoperability issues

What if all your devices and platforms worked together seamlessly, making technology invisible and effortless?

What if your digital world was confined to one technology ecosystem, locking you into innovative but isolated experiences?

Consumer acceptance and behavioral changes

What if your personal data became the currency for trust, and control over privacy was the key to deeper digital experiences?

What if AI assistants became emotional companions, offering comfort but creating new dependencies?

Where to next?



Continually integrate new tools to meet evolving customer expectations.



Deploy real-time data processing and sentiment analysis to deliver hyperpersonalized experiences.



Ensure human-centric experiences feel both intuitive and personal.



Be clear about data ownership.



Maintain data privacy.

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