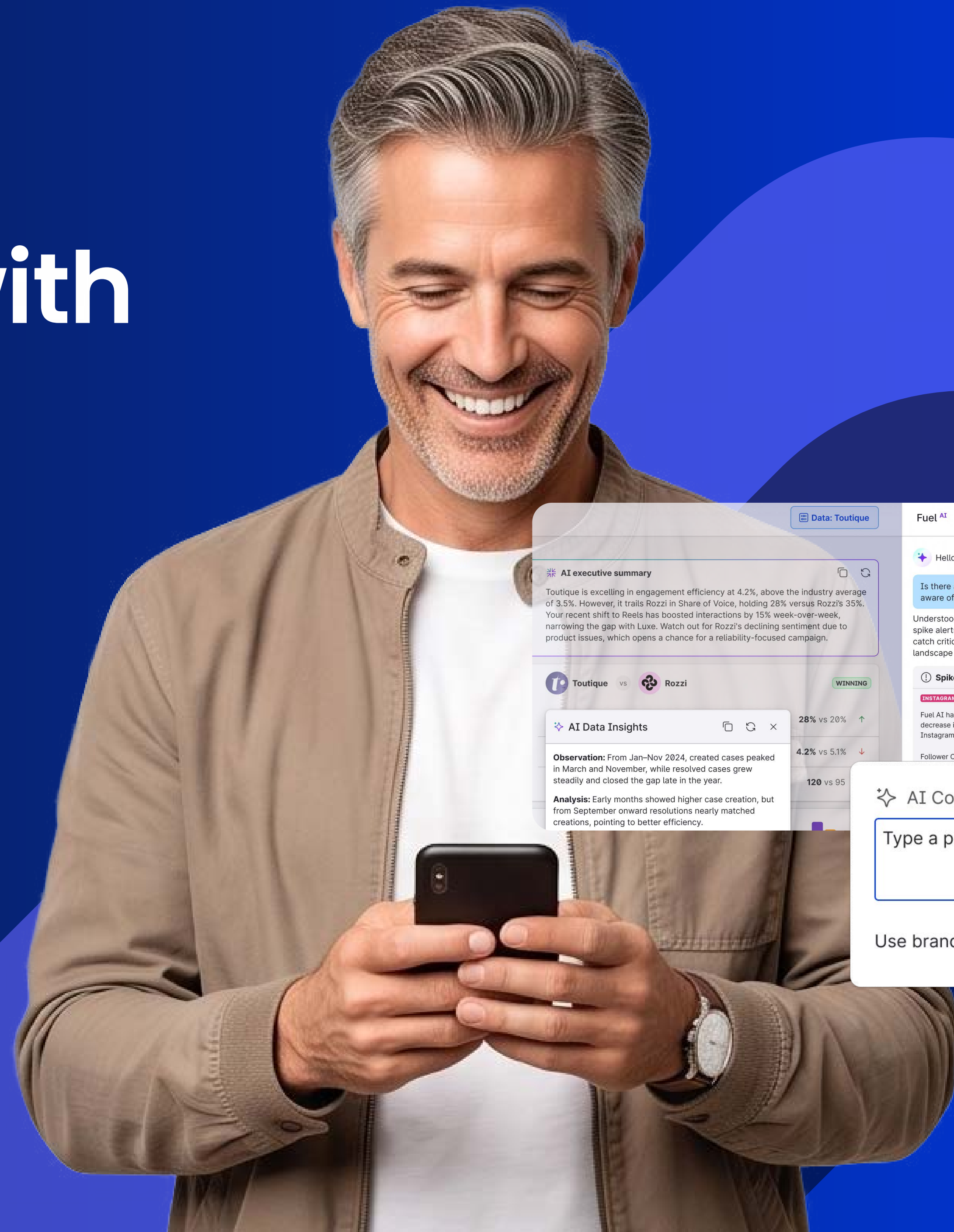


Getting started with Autonomous CX

Understanding the shift to connected, AI-powered social customer experience.



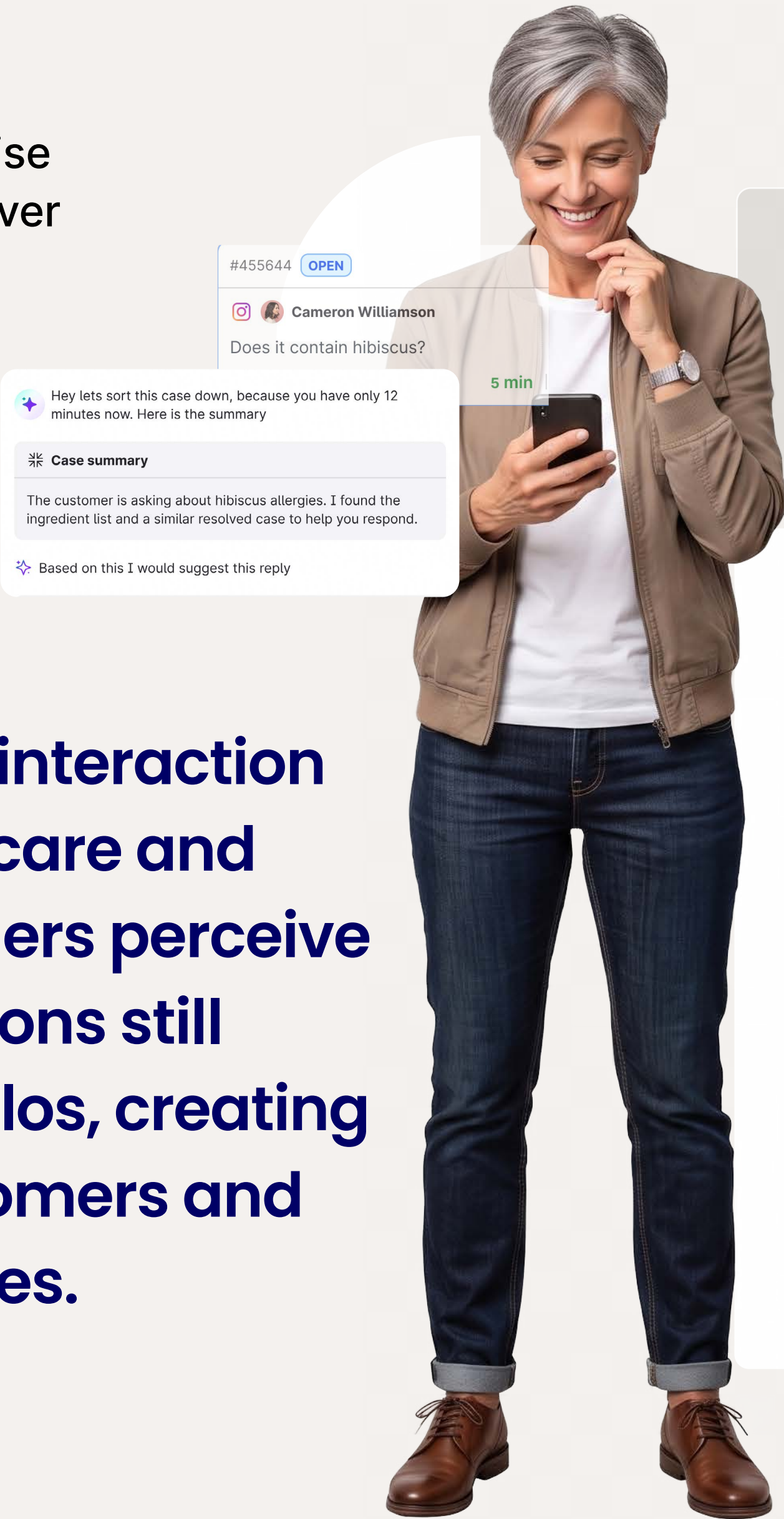


INTRODUCTION & OVERVIEW

The gap between the experience brands promise and the one customers actually receive has never been wider, and most teams already have the tools to close it.

Executive summary

Customer experience no longer belongs to a single team. Every interaction across social media, customer care and commerce shapes how customers perceive your brand. Yet most organizations still manage these experiences in silos, creating disconnected journeys for customers and disconnected data for employees.



The connected intelligence rule

The next generation of customer experience isn't about adding another AI tool- it's about connecting the customer context that already exists across your business.

Brands typically begin with **Assistive CX**, where AI helps employees complete individual tasks faster. They then progress to **Agentic CX**, where intelligent agents proactively recommend actions, generate campaigns, coordinate workflows and automate routine decisions under human supervision. Finally, they choose where **Autonomous CX** can orchestrate complete customer journeys end-to-end within defined business guardrails.

Not every organization will want fully autonomous customer experiences, and they don't have to. The real opportunity is giving brands the flexibility to decide where AI delivers the greatest customer and commercial value.

This guide explores why traditional customer experience models are reaching their limits, how Assistive, Agentic and Autonomous CX build on one another, and what this evolution looks like in practice across social marketing, customer care and commerce.



WHAT'S INSIDE

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Data sources
All statistics cited in this guide are drawn from Emplifi proprietary research.

1. 71%: Emplifi - [AI in social media: Consumer expectations 2025](#)

2. 85%: Emplifi - [2026 Consumer survey: Digital authenticity in the age of AI](#)

3. 1 in 3: Emplifi - [The Social Pulse: Consumer-brand engagement in 2025](#)

4. 52% (Fragmented experience): Emplifi - [2026 Consumer survey: Digital authenticity in the age of AI](#)

5. 83%: Emplifi - [AI in social media: Consumer expectations 2025](#)

6. 56% (AI-powered label): Emplifi - [AI in social media: Consumer expectations 2025](#)

7. 51%: Emplifi - [AI in social media: Consumer expectations 2025](#)
8. 73%: Emplifi - [AI in social media: Consumer expectations 2025](#)

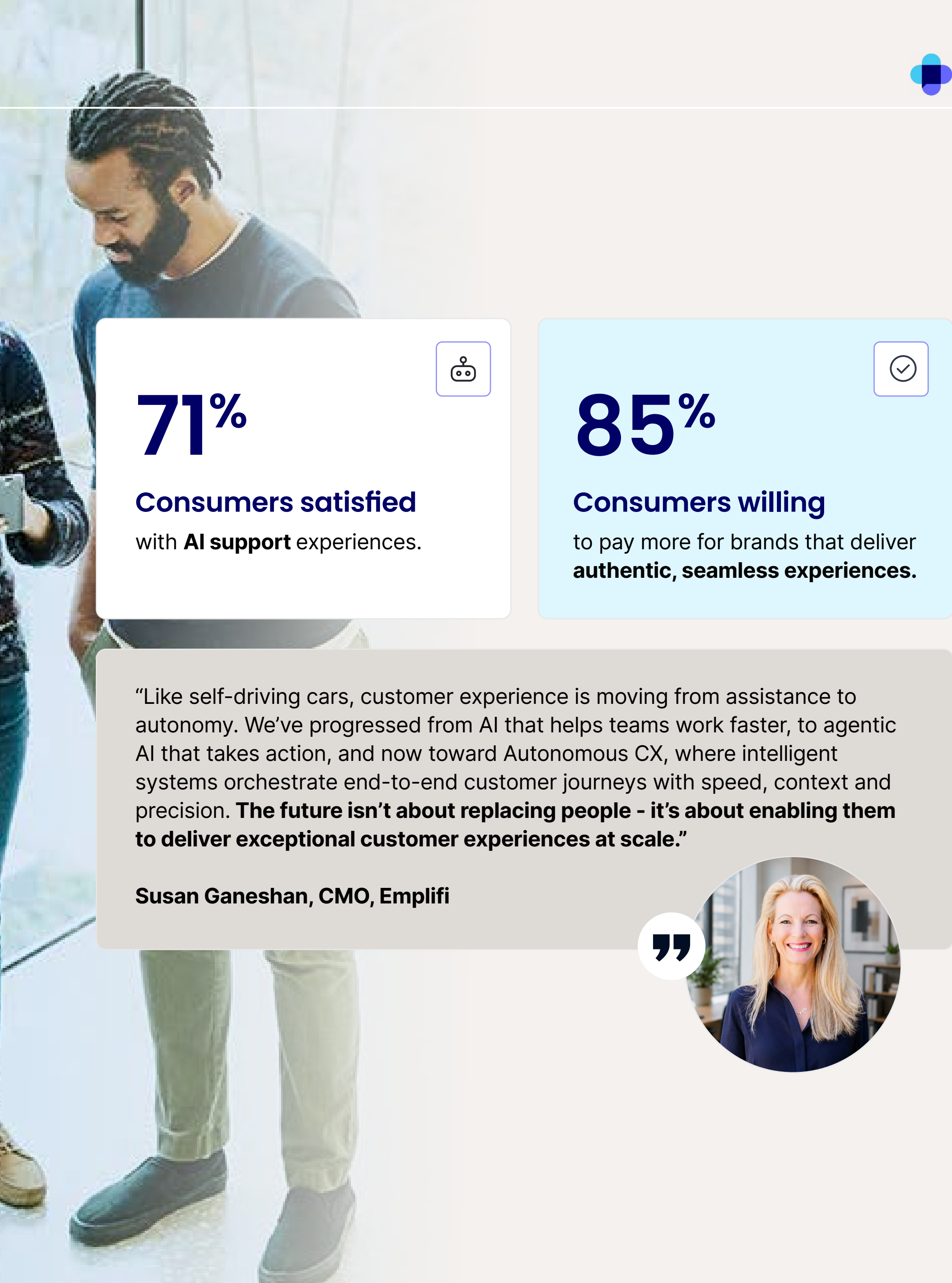
9. 55% (Social for customer service): Emplifi - [The Social Pulse: Consumer-brand engagement in 2025](#)

10. 65% (UGC, Commerce ACX): Emplifi - [The Social Pulse: Consumer-brand engagement in 2025](#)

11. 64% / 58% / 57%: Emplifi - [The Social Pulse: Consumer-brand engagement in 2025](#)

12. 59%: Emplifi - [2026 Consumer survey: Digital authenticity in the age of AI](#)

13. 65% (UGC): Emplifi - [The Social Pulse: Consumer-brand engagement in 2025](#)





71%

Consumers satisfied
with **AI support** experiences.



85%

Consumers willing
to pay more for brands that deliver
authentic, seamless experiences.

“Like self-driving cars, customer experience is moving from assistance to autonomy. We’ve progressed from AI that helps teams work faster, to agentic AI that takes action, and now toward Autonomous CX, where intelligent systems orchestrate end-to-end customer journeys with speed, context and precision. **The future isn’t about replacing people - it’s about enabling them to deliver exceptional customer experiences at scale.**”

Susan Ganeshan, CMO, Emplifi





01: SILOED CX

THE ROOT CAUSE

Why the current model is breaking

Most enterprise brands use different platforms for social engagement, customer care, and commerce. Each captures valuable customer data, but they rarely share context. As customers move between social media, messaging, support, and purchases, every team sees only part of the journey.

Three signs the model is breaking

01 DISCONNECTED DECISIONS

Marketing measures reach. Care tracks cases. Commerce focuses on conversions. Without a shared customer view, every team optimizes its own metrics instead of the overall experience.



02 REACTIVE INSIGHTS

Most systems tell teams what happened after the fact. By the time customer issues or buying signals are identified, the opportunity to act has often passed.



03 MISSED REVENUE OPPORTUNITIES

Customers reveal purchase intent during support conversations every day. Without connected workflows, those insights stay locked in support tickets instead of informing marketing or commerce.



TAKEAWAY

The challenge isn't a lack of technology or data, it's a lack of shared context. Until social, care, and commerce work from the same customer view, brands will continue to lose customers and revenue through disconnected experiences.



1 in 3

consumers expects a response to a social DM within one hour.³



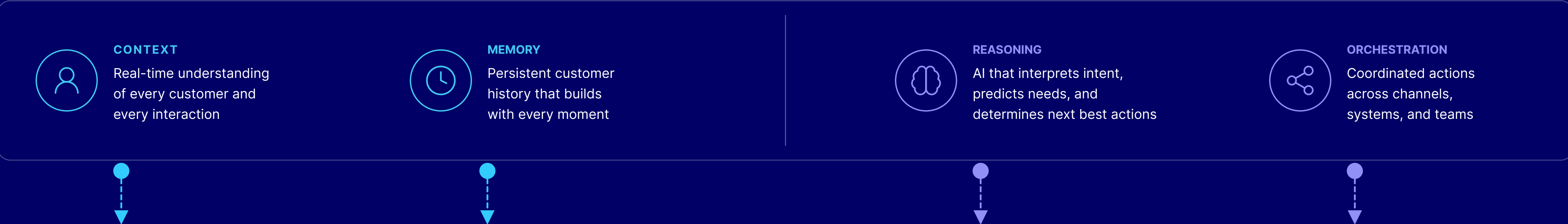
52%

say they'll stop buying from a brand after a fragmented or **inauthentic experience**.⁴





Unified Intelligence Layer





Social ACX

Marketing & engagement

Drive awareness, build communities, and turn engagement into loyalty



Care ACX

Automated triage & LTV

Resolve issues faster, increase satisfaction, and strengthen lifetime value



Commerce ACX

Social proof & conversion

Inspire confidence, remove friction, and convert interest into revenue

 **One customer. Every interaction. Unlimited value.**

Connected data. Smarter AI. Better outcomes.

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02: THE NEXT EVOLUTION

DEFINING AUTONOMOUS CX

What Autonomous CX actually means

Autonomous CX isn't a chatbot, a copilot, or a single AI feature. It's the next evolution of customer experience.

Every organization starts in a different place. Some use AI to draft content or summarize conversations. Others are experimenting with AI agents that can complete tasks on behalf of their employees. Autonomous CX brings these capabilities together, combining customer context, AI reasoning and connected systems to create continuous, intelligent customer experiences.

For marketing, commerce and customer care teams, the impact is transformational. Rather than simply helping people work faster, Autonomous CX enables small teams to achieve the reach, speed and output of much larger organizations. A team of five can begin to perform like a team of fifty, not by working harder, but by having AI continuously analyze, recommend, create, optimize and execute alongside them.

Imagine a social team where AI identifies emerging trends, builds campaign ideas, surfaces the best user-generated content, drafts creative, recommends creators, optimizes publishing and measures performance in real time. Instead of spending hours on execution, marketers can focus on strategy, creativity and growing the brand.

The same applies across customer care and commerce. AI doesn't replace teams; it amplifies them, removing repetitive work so people can focus on judgment, creativity and the customer relationships that matter most.

10×



Team capacity multiplier

Autonomous CX enables a team of 5 to achieve the reach, speed, and output of a team of 50.

5 in 1



Continuous AI workflow

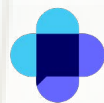
AI continuously analyzes, recommends, creates, optimizes, and executes alongside teams so humans can focus on strategy and judgment.



"Autonomous CX is not a switch you flip overnight. It means **continuity of intelligence** - allowing systems to reason through complex problems and act across connected touchpoints without requiring a human to bridge the gap every time."

Susan Ganeshan, CMO, Emplifi





03: STAGES OF ADOPTION

THE PATH

The three stages of CX automation

Why transparency matters

As AI takes on more responsibility, trust becomes even more important. Customers don't expect every interaction to involve a person, but they do expect to know when AI is part of the experience.

83%

of consumers

want brands to **clearly disclose when AI is used** in customer interactions.⁵

01

Assisted task management (Cruise Control)

Human-led, AI-assisted: AI assists with discrete tasks (drafting response options, surfacing knowledge base articles). Humans review and approve every action.

02

Agentic task completion (Driver assist)

AI-led, human-supervised: Multiple AI agents work in coordination, resolving straightforward interactions end-to-end while routing complex cases to human agents.

03

Autonomous CX (Full self-driving)

System-led, policy-governed: AI agents reason across the full customer relationship, maintain context, and execute actions within defined brand guardrails.

56%

say labeling responses as AI-powered **increases their trust** in the brand.⁶

51%

prioritize getting a **fast resolution** over whether a human or AI provides it.⁷

TAKEAWAY

Autonomous CX isn't about replacing people; **it's about connecting customer context across every interaction** so AI and human teams can deliver faster, more consistent experiences together.



04: REAL-WORLD APPLICATION

ACROSS THE CUSTOMER JOURNEY

ACX in action: Across the customer journey

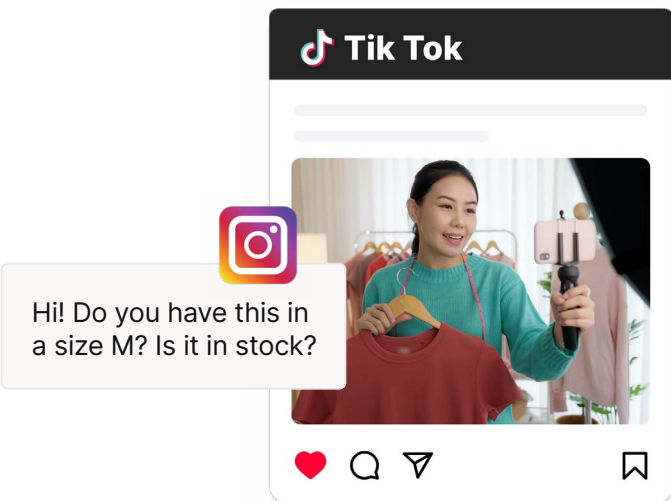
Autonomous CX connects every interaction across the customer journey. Instead of treating social, customer care, and commerce as separate functions, it carries customer context from one moment to the next, so every interaction builds on the last.

One customer. One journey. Connected from start to finish. Social, Care & Commerce.

One continuous loop. From discovery to advocacy.

SOCIAL ACX Discovery

A customer discovers a product on TikTok and sends an Instagram DM asking about sizing and availability.

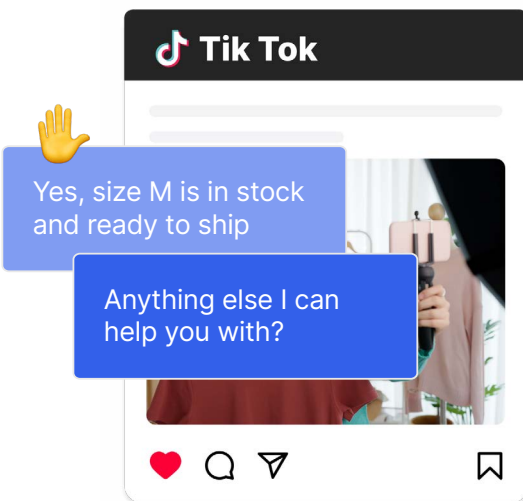


39% of shoppers discover gift ideas on social;
65% trust user-generated content over traditional ads.



CARE ACX Resolution

The system ingests the DM instantly, checks real-time inventory, resolves the inquiry in seconds, and updates customer sentiment context without manual queue routing.

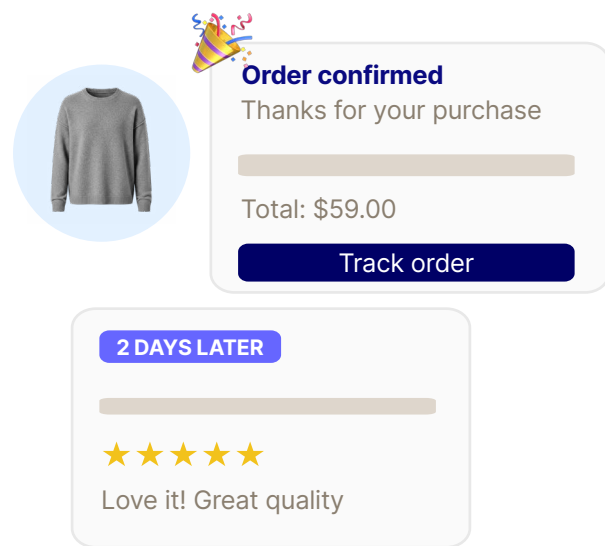


55% of consumers rely on social for service.



COMMERCE ACX Conversion & Advocacy

Two days later, the customer completes the purchase. Post-purchase, their verified review is automatically captured and published to the product page.



62% of consumers buy directly on social.

Products with 50+ reviews achieve up to 4.6x higher conversion rates



CONTINUOUS FEEDBACK LOOP
Every interaction and outcome fuels the ACX engine, continuously improving future experiences.



Discovery (Social ACX)

Autonomous CX keeps your brand top of mind by continuously analyzing social listening, social posts, reviews and conversations to understand what customers care about, identify emerging trends and uncover high-performing user-generated content.

These insights help marketers create more relevant campaigns, optimize publishing, identify creators and engage consumers in real time, turning social intelligence into action throughout the customer journey.



Support (Care ACX)

When customers ask questions or need help, AI understands their history, intent, and previous interactions. Routine issues are resolved automatically, while complex cases are escalated with full context.

Customer care teams spend less time gathering information and more time solving problems and strengthening customer relationships.



Purchase and advocacy (Commerce ACX)

As customers move towards purchase, Autonomous CX recommends the most relevant reviews, user-generated content and product recommendations based on their journey. After purchase, new reviews and UGC automatically feed back into discovery, creating a continuous cycle of learning and optimization.

Commerce teams no longer need to manually identify the best content or analyze performance - AI continuously surfaces what will drive the greatest impact.

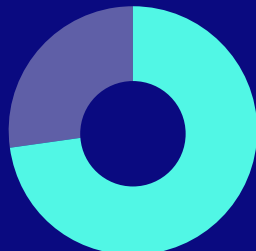


OUTCOME



A small social team can deliver the output of a much larger one, creating more campaigns, responding faster to trends and driving more relevant engagement from the very first interaction.

73%



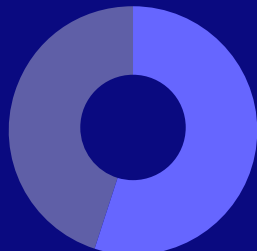
of consumers use AI tools for **brand discovery**.⁸

OUTCOME



Faster resolutions, less repetition, and **happier customers**.

55%



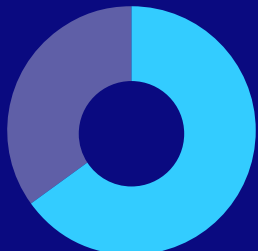
of consumers rely on social channels for **customer service**.⁹

OUTCOME



Higher conversion, stronger advocacy and a commerce team that can scale its output far beyond its size.

65%



of consumers say **user-generated content** influences their purchase decisions.¹³

TAKEAWAY

Autonomous CX isn't three separate capabilities. **It's one connected customer journey.** Every interaction creates context for the next, helping brands deliver faster, more relevant experiences from discovery through advocacy.





05: THE ROI OF CX

MEASURING IMPACT

The revenue case for connected CX

CAPABILITY		PRIMARY METRIC	SUPPORTING INSIGHT	BUSINESS IMPACT
Social ACX		Engagement	64% of consumers follow brands for deals, 58% for entertainment, and 57% for updates. ¹¹	Builds awareness, strengthens engagement, and generates higher-quality demand.
Care ACX		Retention & CSAT	59% of consumers are more likely to buy again after a positive customer service experience. ¹²	Improves loyalty, increases customer satisfaction, and reduces churn.
Commerce ACX		Conversion	65% of consumers say user-generated content influences their purchase decisions. ¹³	Builds purchase confidence and increases conversion with authentic social proof.



“Measure customer outcomes, not just efficiency. The true measure of Autonomous CX is the **quality of outcomes**, not simply faster response times.”

Susan Ganeshan, CMO, Emplifi



The value of Autonomous CX isn’t measured by how much work AI performs. It’s measured by the business outcomes it improves, from stronger engagement to higher retention and increased revenue.

Reframing the investment conversation

The real question isn’t whether organizations can afford Autonomous CX. It’s whether they can afford the cost of disconnected customer experiences.

Every repeated conversation, abandoned purchase, missed sales opportunity, and preventable churn event represents value that’s already being lost. Autonomous CX doesn’t replace existing systems, it connects them, helping brands get more value from the customer interactions they’re already having.

TAKEAWAY

The strongest business case for Autonomous CX isn’t greater efficiency; **it’s creating connected customer experiences that drive engagement, loyalty, and sustainable revenue growth.**





06: CUSTOMER SPOTLIGHT

PROOF IN PRACTICE



Turning global social complexity into an AI-powered workflow

The challenge

Syngenta's global social operation was spread across multiple tools, markets, and teams - creating duplicated spend, inconsistent KPIs, and limited visibility into what was working.

The company needed a way to bring marketing and communications together while helping local teams make smarter content decisions at scale.

The solution

With Emplifi Fuel, 600+ users now work from one shared platform for publishing, analytics, listening, and reporting.

AI is embedded throughout the workflow: teams can assess content performance before it goes live, identify optimal posting times by market, choose stronger visuals, translate content for local activation, surface emerging trends, and detect potential reputation issues earlier.

The result

600+

ACTIVE USERS

Connected across countries, regions, marketing, and communications **on one AI-powered platform.**

AI BEFORE
CONTENT
GOES LIVE

Performance Predictor, Prime Time, Image Rater, and AI translation help teams optimize content and reduce manual steps before publishing.

ONE GLOBAL
LEARNING
LOOP

Teams can compare performance across markets, identify what works, share best practices, and feed those learnings back into future content and planning.

“You can see the good things other countries are doing, see what doesn’t work so well, and see, inside your own channels, where reels are working better than carousels or stories.”

David, Global Social Media Manager, Syngenta

Read the story

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07: THE ROAD AHEAD

STRATEGIC OUTLOOK

The future of customer experience starts with connection

Autonomous CX isn't about replacing people or ripping out your technology stack. It's about connecting your systems, teams and customer data so AI can work alongside your people, not just to automate tasks, but to multiply what they're capable of achieving.

The organizations that lead over the next decade won't simply adopt more AI. They'll use it to give small teams the reach, speed and output of much larger ones. Imagine a marketing team of five that can launch more campaigns, uncover more insights, personalize more customer experiences and optimize performance continuously, without adding headcount.

The goal isn't autonomy for its own sake. It's using AI to eliminate repetitive work, surface better decisions and orchestrate customer experiences at a scale that's simply not possible through manual effort alone. As AI takes on the heavy lifting, people can focus on strategy, creativity, innovation, and the customer relationships that drive long-term growth.

”

“Autonomous CX does not replace customer-facing teams - it empowers them to focus on the moments where human judgment creates the greatest value. The future belongs to organizations where **people and AI work together** to deliver better customer outcomes.”



Susan Ganeshan, CMO, Emplifi

Four ways to get started

1 Map your customer journey, not your org chart
Identify where customers move between social, customer care, and commerce, and where context is lost.

2 Connect customer context across teams
Break down silos so marketing, customer care, and commerce work from the same customer history and signals.

3 Automate the repetitive, elevate the human
Use AI to handle routine tasks while empowering employees to focus on complex conversations, relationship building, and decision-making.

4 Measure outcomes, not activity
Track business metrics like engagement, loyalty, conversion, and customer lifetime value, not just response times or ticket volumes.



Emplifi is the only **Autonomous CX** platform unifying social marketing, commerce, and customer care for more than 20,000 brands worldwide. **Powered by Fuel AI**, built on more than 5T of data, and recognized as a leader by leading industry analysts, Emplifi helps enterprise teams orchestrate connected customer journeys and deliver personalized experiences at scale, turning every customer touchpoint into a competitive advantage.

Ready to build a more connected customer experience?

Emplifi helps leading brands unify social, customer care, and commerce with AI-powered solutions that connect customer context across every interaction.

Find out how you can accelerate your brand's journey to Autonomous CX with Emplifi Fuel.

[Book a demo](#)

