

Why CX becomes harder to deliver after the sale

3 shifts are hitting enterprise customer experience at the same time. Together, they open 4 gaps most organizations haven't closed.

Shift 1: Acquisition is getting harder

Growth now depends on customers you already have



51%

see diminishing returns on customer acquisition spend¹



55%

expect to increase their focus on retention over the next 12–24 months¹

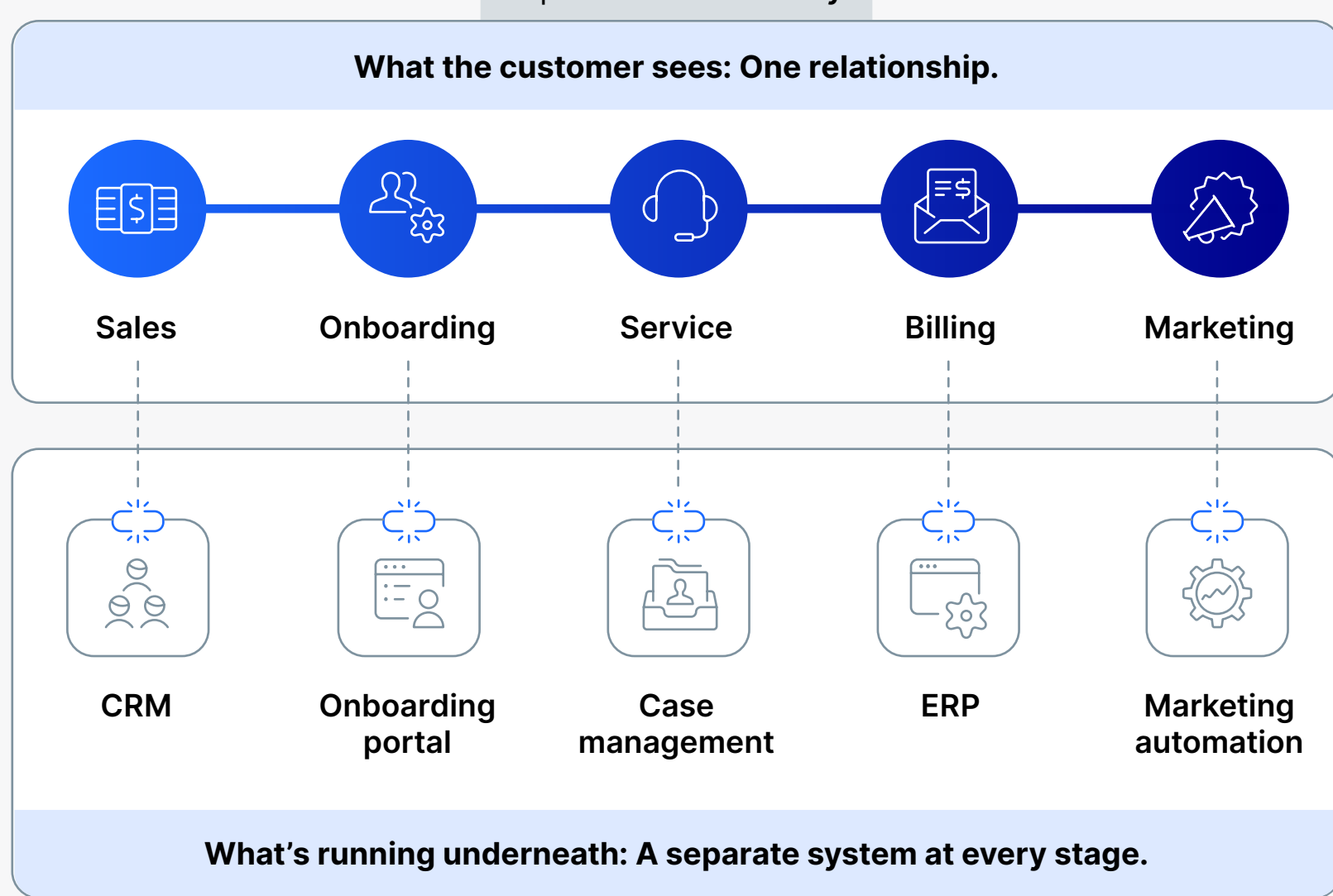
Agentic search is eroding SEO and inbound performance. Growth now has to come from the post-sale moments most teams never resourced for growth: statements, servicing, renewals, and support.

Shift 2: Expectations have been raised

Customers now judge the whole post-sale relationship

They can't see your org chart, but they can feel it

Expected: Consistency

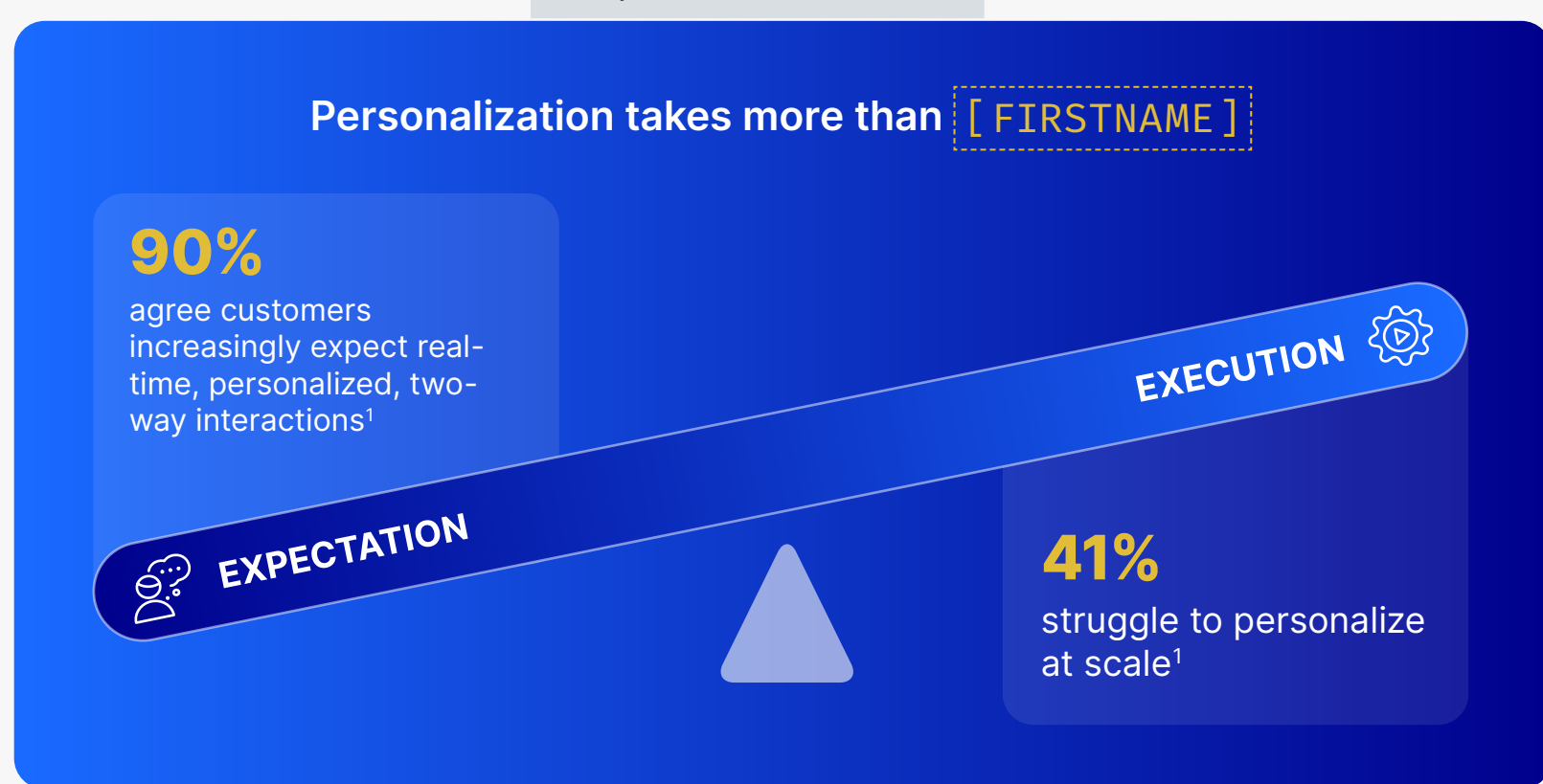


When context from the sale never reaches service, the customer who felt understood at signup becomes an account number.

58%

name inconsistent experiences across channels as their No. 1 digital friction point¹

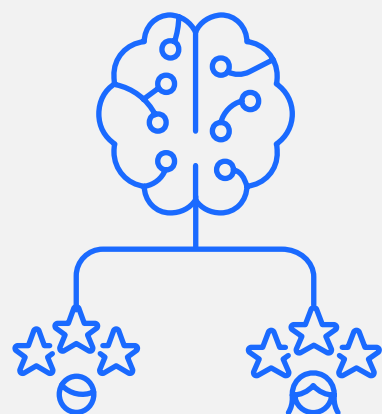
Expected: Relevance



Static, one-way communication gets ignored. Every post-sale touchpoint now has to know who it's talking to.

Shift 3: AI is changing how experiences are built

AI is building experiences faster than teams can govern them



50%

are deploying AI for customer experience¹

Confidence they can deliver connected, personalized experiences

63%

of those actively using AI

vs.

25%

of those still exploring AI¹

Teams can now build and adapt experiences faster, if they have the right foundation. Practitioners expect AI-assisted authoring. Architects want platform capabilities that their own automation—and increasingly AI agents—can call.

Four structural gaps

What's breaking post-acquisition experience

Gap 1	Gap 2	Gap 3	Gap 4
Experiences are fragmented.	Customer context doesn't travel.	Ownership is fragmented.	AI is accelerating an outdated operating model.
64%	62%	8	78%
find a consistent experience across touchpoints challenging to deliver, the hardest capability surveyed ¹	find unifying customer data across systems challenging ¹	different functions are named as the owners of end-to-end CX ¹	say AI already shapes the content they create for customers ¹

Explore the four gaps and the architecture behind intelligent experiences

The full report covers why these gaps open after the sale, what they cost, and how to close them.

[Read the full report →](#)

¹ Foundry, MarketPulse Survey: CX at a Crossroads, June 2026