

6 signs your CX stack is holding back personalized communications

Every disconnected tool adds friction for customers, teams, and AI. Here's how 200+ CX and IT leaders know fragmentation has become a real cost.

90% of organizations agree customers now expect **real-time, personalized, two-way interactions** across every channel, every time.

Customers notice the seams first

58%

say that inconsistent customer experiences across channels are the **No. 1 source of digital friction** customers run into ahead of slow onboarding, untimely messages, and poor account visibility combined.



Journeys stall between systems

39%

say **orchestrating customer journeys across channels** is one of their biggest obstacles to improving customer experience and building customer intimacy.

Your stack already feels fragmented

44%

describe their customer experience technology environment as **highly or somewhat fragmented across multiple systems**. A number that climbs to 53% among \$5B+ enterprises.

Personalization takes too much effort

41%

say a limited ability to personalize customer interactions at scale is a top obstacle to improving customer experience.



AI initiatives can't get off the ground

40% vs 57%

Only 40% of organizations with **fragmented CX technology** are actively using AI, compared to 57% of those with moderately or highly integrated stacks.

Your own team already wants one platform

50%

say they prefer a consolidated technology stack to manage the customer journey—a preference that rises to 62% among \$5B+ enterprises.



Start with communications.
Build the intelligent experiences customers come back for.

See how to move from fragmented communications to a foundation built for messaging, journeys, and AI.

[What's next in customer communications? 200+ leaders weigh in→](#)