

The region's most prestigious and influential CX show for top tier CX suite.

# CUSTOMER EXPERIENCE LIVE SHOW ASIA 2025

19-20 August 2025  
ParkRoyal Collection, Kuala Lumpur



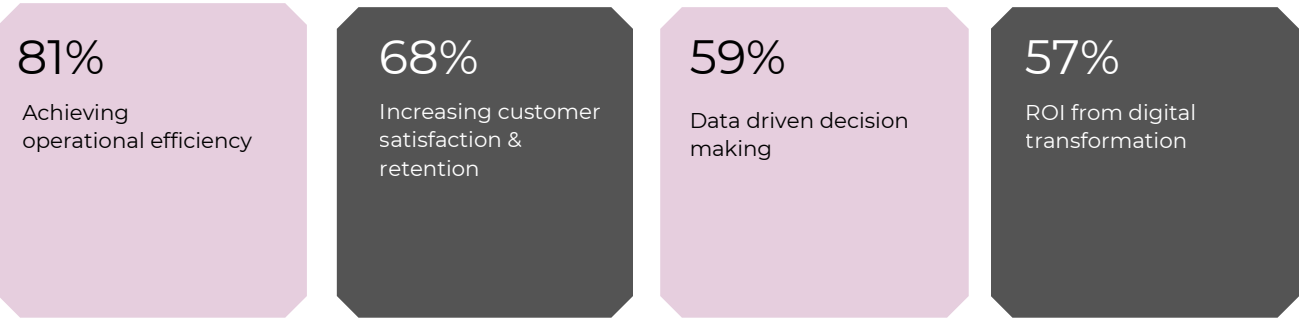
## Intelligence Report



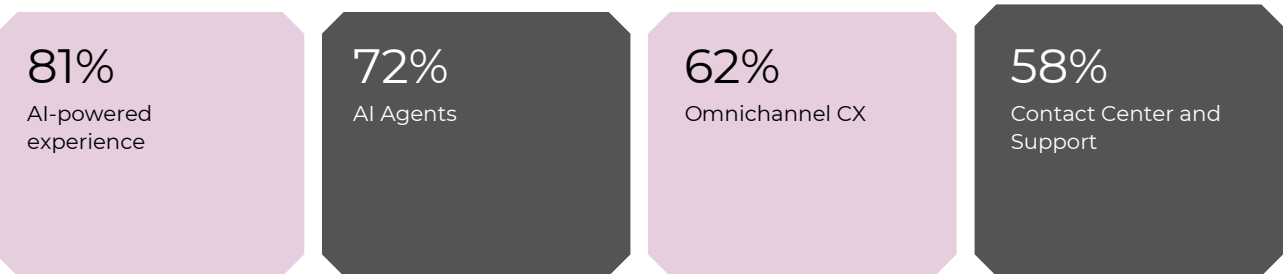
# Key Insights For 2025-2026

## CX deployment status of attending organisations

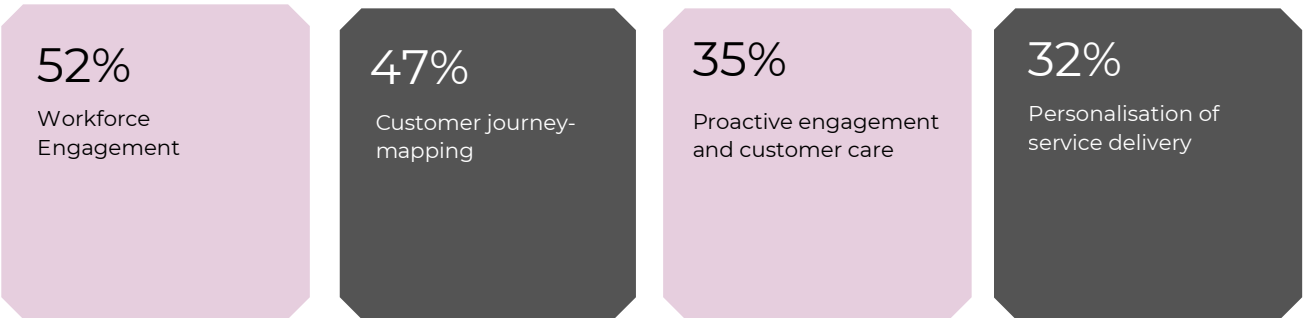
### Top challenges grappling organisations in Asia



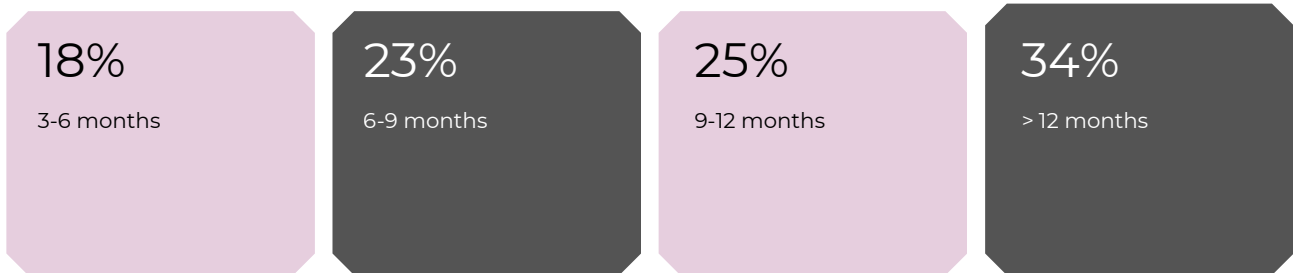
### A snapshot of companies upgrading their current technology solution stack to amplify CX



### A snapshot of focus areas to amplify CX



### A snapshot of when companies plan to upgrade the customer experience tools in their current technology solution stack



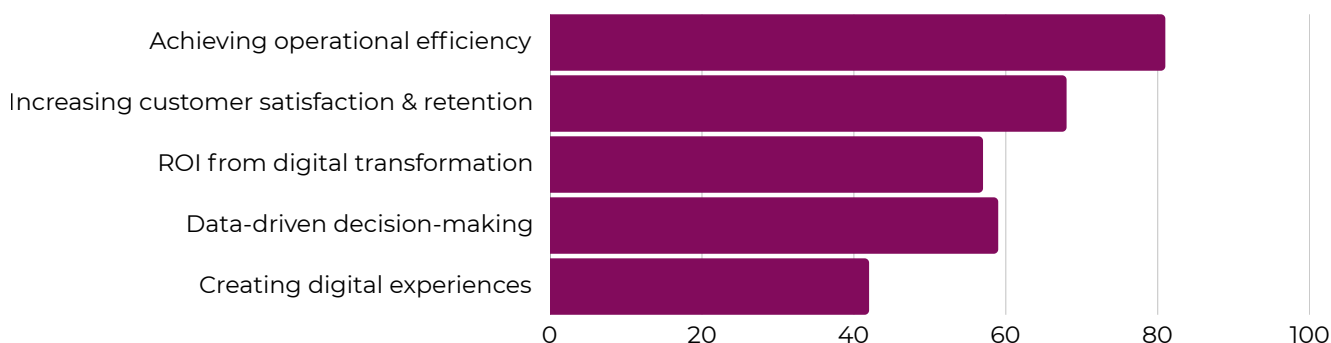
#### Terms and Conditions of Use

This report has been published by Customer Experience Live. No part of this report can be stated, published or used without the written permission of Customer Experience Live. No data from this report can be quoted or referenced. Copyright 2025 Customer Experience Live.



Q1

## What are the most pressing challenges for you at the moment?



### Top challenges grappling organisations in South East Asia

81%

Achieving  
operational efficiency

68%

Increasing customer  
satisfaction &  
retention

59%

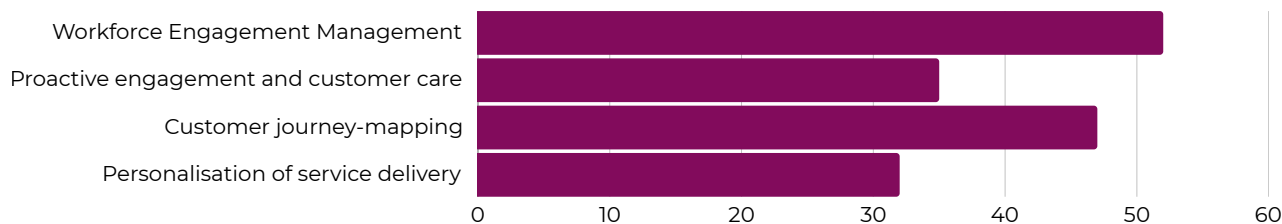
Data driven decision  
making

57%

ROI from digital  
transformation

Q2

## What tools are you using to enhance customer service and experience



### A snapshot of focus areas to amplify CX

52%

Workforce  
Engagement

47%

Customer journey-  
mapping

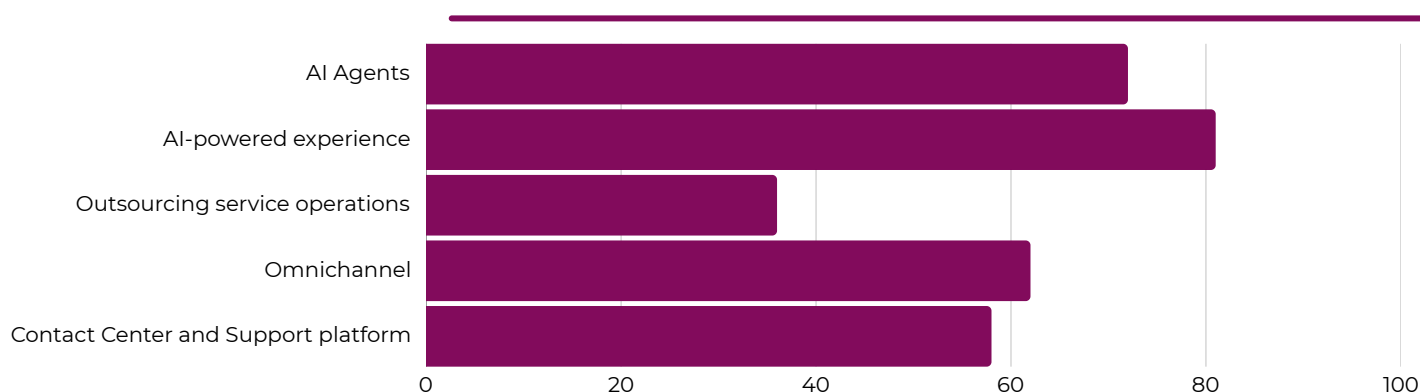
35%

Proactive engagement  
and customer care

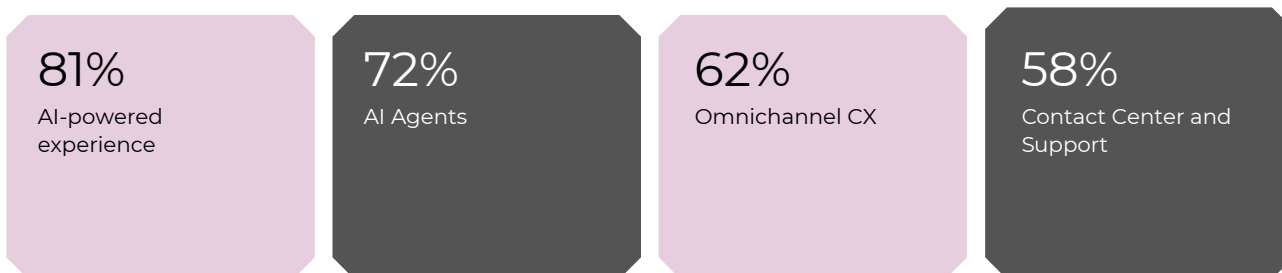
32%

Personalisation of  
service delivery

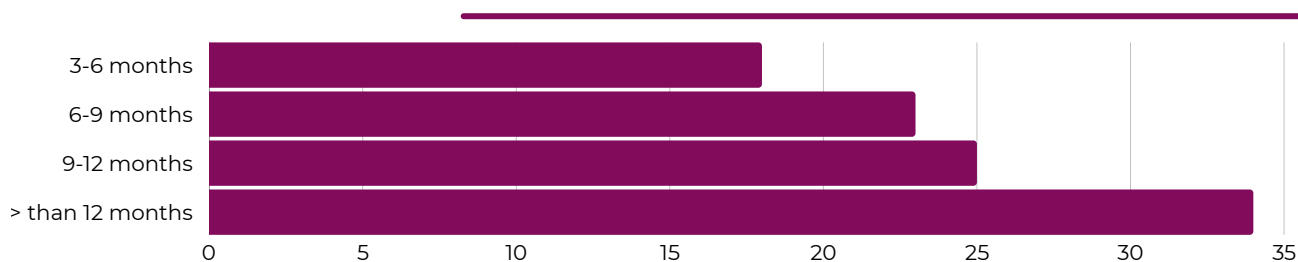
## In 2025-2026, which solutions do you plan to leverage to enhance customer experience?



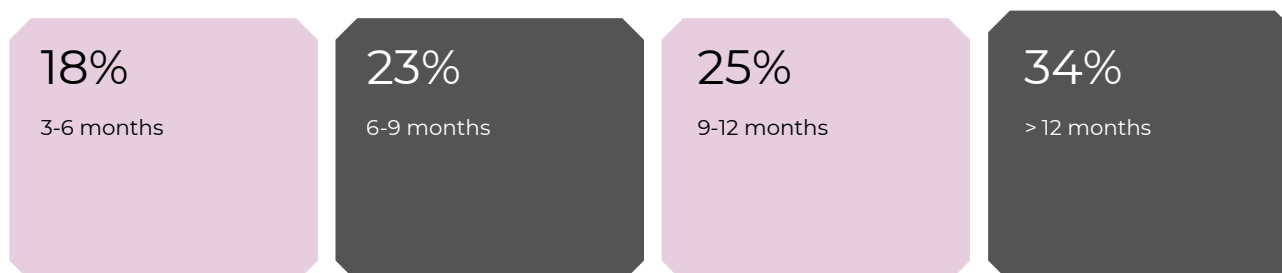
A snapshot of solutions companies are investing in to enhance customer experience



## How soon do you see these solutions being implemented?



A snapshot of when companies plan to upgrade the customer experience tools in their current technology solution stack



### Terms and Conditions of Use

This report has been published by Customer Experience Live. No part of this report can be stated, published or used without the written permission of Customer Experience Live. No data from this report can be quoted or referenced. Copyright 2025 Customer Experience Live.

