

5 Customer Engagement Trends for 2025



The Next Wave of Customer Interaction: From Push to Pull

Customers are increasingly moving away from being “pushed” information to “pulling” it using AI-based prompts as and when they want it and on the channel that’s most convenient to them.

1

Balanced Approach to Personalization

Personalization is effective only when it is meaningful and honest for the customers, and is rooted in the principles of data privacy, disclosures, and user consent.



2



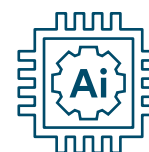
Martech’s Evolution: From a Fixed Tech Stack to a “Living Cartography”

Businesses are starting to gradually move away from the fixed tech stack approach to a “living cartography” of interconnected systems and technologies.

3

AI Agents: The Next Use Case of AI

Assistants, co-pilots, agents, concierge - no matter the name given to them, AI-powered digital/virtual assistants will create new opportunities and tactics for businesses to engage and interact with their customers/users.



4



Customer Retention to Overtake Acquisition as a Strategic Priority

As customer priorities change during times of economic and geopolitical uncertainties, businesses will amp up their customer retention and loyalty programs to retain their existing customers.

5