

# AI Customer Experience Blueprint

Architecture · UseCases · KPIs · Roadmap · Checklist

Architecture Reference

Prioritisation Matrix

KPI Templates

12-Month Roadmap

30-Point Checklist

**95%**

of interactions will involve AI by 2026

**30–40%**

cost reduction with generative AI in CX

**10–15%**

revenue uplift from AI personalisation

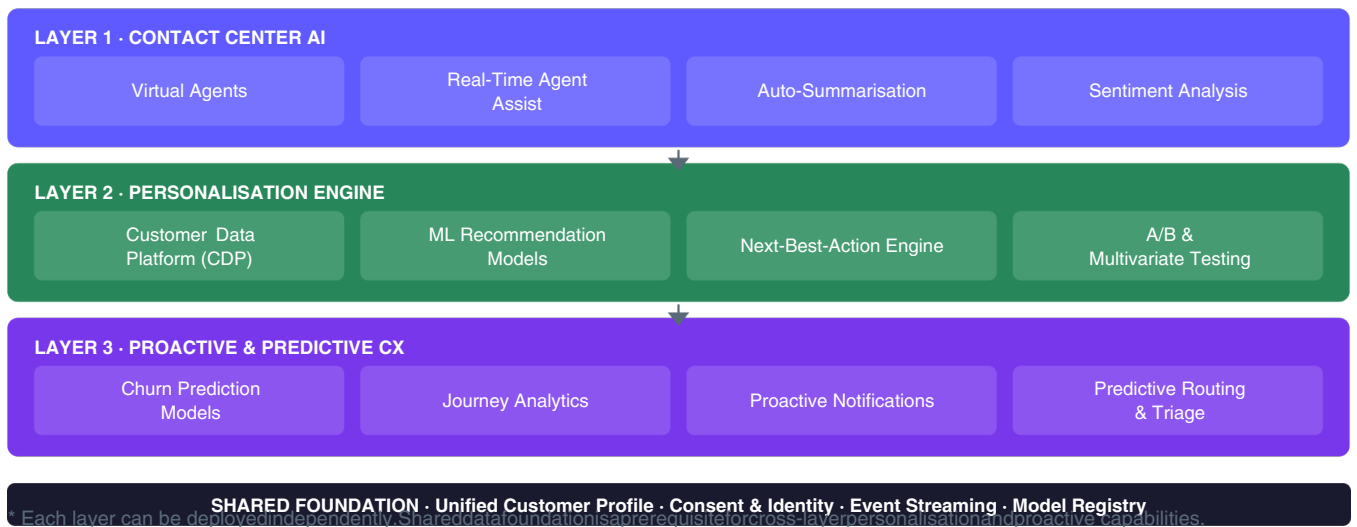
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# AI-in-CX Architecture Reference

A layered architecture for deploying AI across the full customer experience stack— from contact centre automation to personalisation at scale and proactive engagement.

## Three-Layer CX AI Stack

Modern AI-powered CX is built on three interconnected layers, each with distinct capabilities, tooling, and ownership. Layers share a common data and identity foundation.



## Layer Capability Summary

Layer	Primary Capabilities	Key Metrics	Typical Owner
<b>1 - Contact Centre</b>	Virtual agents, real-time agent assist, auto-summarisation, sentiment coaching	AHT, FCR, CSAT, deflection rate	CX / Contact Centre
<b>2 - Personalisation</b>	CDP-driven 1:1 recommendations, next-best-action, dynamic content, A/B testing	Conversion lift, CLV, NPS, engagement rate	Marketing / Product
<b>3 - Proactive CX</b>	Churn prediction, journey analytics, proactive notifications, predictive routing	Churn rate, CSAT, contact deflection, support volume	CX / Data Science
<b>Foundation</b>	Unified customer profile, event streaming, consent management, model registry	Data completeness, identity resolution rate	Data / IT

## Key Integration Principles

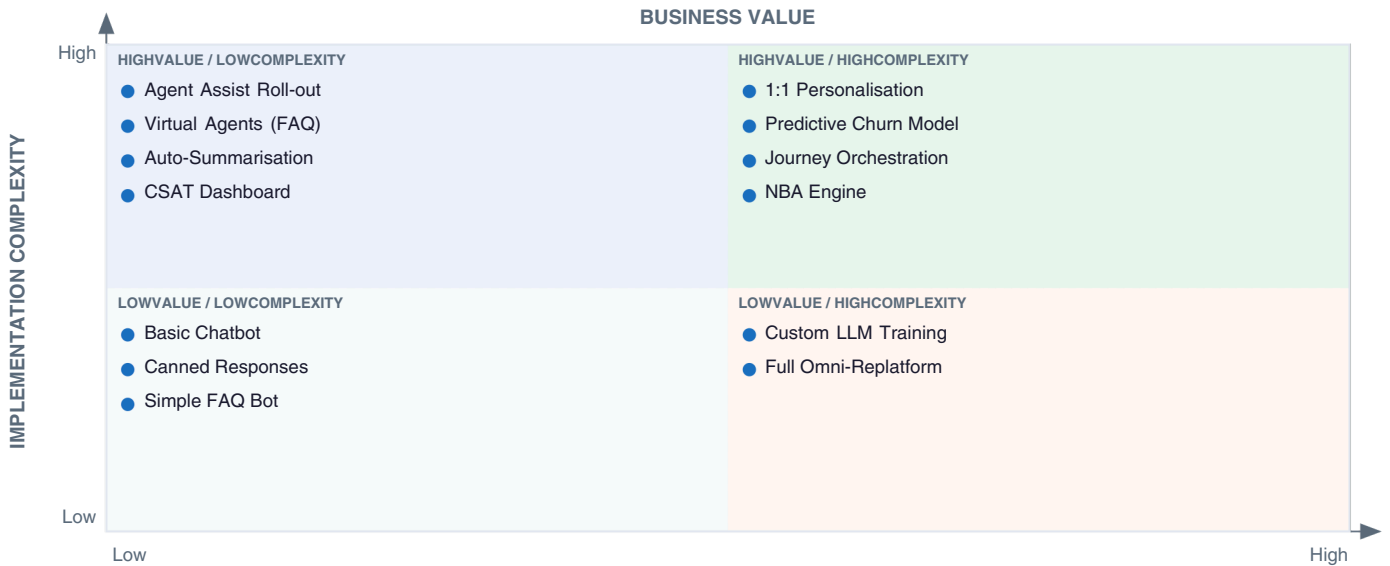
Principle	What It Means	Why It Matters
<b>Single identity source</b>	One canonical customer ID resolving across CRM, CDP, ticketing, and product	Prevents fragmented personalisation and duplicate interventions
<b>Real-time event streaming</b>	Behavioural events (page views, clicks, purchases) flow to decisioning layer in <500 ms	Enables in-session personalisation and live agent guidance
<b>Decisioning ≠ delivery</b>	AI decides the next-best-action; channel adapters (email, web, app, chat) present it	Consistent decisions across every touchpoint without rebuilding logic per channel
<b>Model registry &amp; versioning</b>	All ML models tracked, versioned, and A/B tested before full roll-out	Enables safe iteration and rollback without production incidents
<b>Consent-first data</b>	Consent and preference signals gate which data is accessible for which use case	Ensures GDPR / CCPA compliance and builds customer trust

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# Use Case Prioritisation Matrix

Prioritise AI-in-CX initiatives by balancing business value against implementation complexity. Start with high-value, low-complexity use cases to build momentum and demonstrate ROI.

## Value vs. Complexity Map



Bubble = recommended priority. Start top-left (high value, low complexity). Build toward top-right as data and AI maturity grows.

## Use Case Detail by Quadrant

Use Case	Layer	Value	Complexity	Typical ROI	Where to Start
Real-Time Agent Assist	Contact Centre	Very High	Low	20–30% AHT reduction	Deploy in 4–6 weeks on existing voice/chat platform
Virtual Agent / Chatbot	Contact Centre	High	Low–Med	30–40% deflection	Start with top 5 intents; expand iteratively
Auto-Summarisation	Contact Centre	High	Low	50%+ ACW reduction	Plug into existing contact centre platform
AI Recommendation Engine	Personalisation	Very High	Medium	10–15% revenue uplift	Pilot on one journey (e.g. cart, onboarding)
1:1 Personalisation at Scale	Personalisation	Very High	High	10–20% engagement lift	Requires CDP + ML pipeline + channel integration
Churn Prediction & Prevention	Proactive CX	Very High	High	5–15% churn reduction	Build on product usage + support signals

Use Case	Layer	Value	Complexity	Typical ROI	Where to Start
Journey Orchestration	Proactive CX	High	High	NPS +8–12 pts typical	Start with 1 journey; map → instrument → intervene
Predictive Routing & Triage	Contact Centre	High	Medium	FCR +5–10%	Feed intent + value signals into routing engine
Full LLM Fine-Tuning	Foundation	Low	Very High	Rarely justified	Use RAG + prompt engineering first in 99% of cases

## SECTION 3 OF 5

# KPI Templates for AI-Enabled CX Initiatives

Structured KPI frameworks for each AI-in-CX domain. Measure both operational efficiency and customer experience outcomes. Compare against baselines and control groups.

## Contact Centre AI KPIs

Metric	Definition	Baseline (2021)	Target (2026)	Measure	Owner
<b>Average Handle Time (AHT)</b>	Avg duration of customer contact incl. hold + ACW	6.3 min	≤ 5.0 min	Weekly	CC Ops
<b>First Contact Resolution (FCR)</b>	% of issues resolved without repeat contact within 7 days	72%	≥ 85%	Weekly	CC Ops
<b>CSAT Score</b>	Post-interaction customer satisfaction (1–5 or 1–10 scale)	73%	≥ 85%	Daily	CX
<b>Net Promoter Score (NPS)</b>	Promoters minus Detractors on 0–10 recommend scale	45	≥ 58	Monthly	CX
<b>Self-Service Deflection Rate</b>	% of inbound contacts resolved by virtual agent without escalation	18%	≥ 40%	Weekly	CC Ops
<b>After-Call Work (ACW)</b>	Avg time agents spend on wrap-up tasks post-contact	4.2 min	≤ 2.0 min	Weekly	CC Ops
<b>Agent Utilisation Rate</b>	% of paid agent time spent in active handling	62%	≥ 75%	Monthly	CC Ops
<b>Cost Per Contact</b>	Total CC cost ÷ total interactions handled	Baseline	–25%	Monthly	Finance

## Personalisation & Revenue KPIs

Metric	Definition	Typical Benchmark	Target	Measure	Owner
<b>Recommendation Click-Through Rate</b>	% of AI-recommended items clicked vs. displayed	3–6%	≥ 7%	Weekly	Product
<b>Incremental Revenue Lift</b>	Revenue attributable to AI personalisation (A/B vs. control)	10–15%	≥ 12%	Monthly	Marketing
<b>Engagement Rate</b>	% of customers engaging with personalised content per session	12–18%	≥ 20%	Weekly	Marketing
<b>Customer Lifetime Value (CLV)</b>	Predicted total revenue from a customer relationship	Baseline	+10%	Quarterly	Finance

Metric	Definition	Typical Benchmark	Target	Measure	Owner
<b>Email Open / Click Rate</b>	Open rate and CTR for AI-personalised campaigns vs. batch baseline	22% open / 3% CTR	+30% vs. batch	Per campaign	Marketing
<b>Marketing ROAS</b>	Revenue generated per £/\$ of marketing spend	3–5x	≥ 5x	Monthly	Marketing

## Proactive CX & Retention KPIs

Metric	Definition	Target	Measure	Owner
<b>Churn Rate</b>	% of customers leaving in a given period — primary outcome metric for proactive CX	–5 to –15%	Monthly	CX / Data Science
<b>Churn Model Precision</b>	% of at-risk predictions that were actually churned (avoid over-intervention)	≥ 70%	Monthly	Data Science
<b>Save Rate</b>	% of at-risk customers retained following AI-triggered proactive outreach	≥ 25%	Monthly	CX
<b>Proactive Contact Rate</b>	% of at-risk / high-need customers reached proactively before inbound contact	≥ 60%	Weekly	CX
<b>Journey Completion Rate</b>	% of customers completing key journeys (onboarding, renewal, upsell) end-to-end	≥ 80%	Monthly	Product / CX
<b>Inbound Contact Reduction</b>	% decrease in reactive support contacts attributable to proactive notifications	10–20%	Monthly	CC Ops

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# 12-Month AI-in-CX Roadmap

A phased implementation plan moving from diagnosis and lighthouse pilot to scaled, governed AI-powered CX across your organisation.

## PHASE 1 · MONTHS 0–3 Diagnose & Prioritise

**Goal:** Establish your AI-in-CX baseline and select the highest-ROI lighthouse initiatives.

Key Actions	Phase Outputs & Go/No-Go Criteria
<ul style="list-style-type: none"> <li>• Map current CX metrics: CSAT, NPS, AHT, FCR, channel contact volumes</li> <li>• Identify top pain points — long wait times, poor personalisation, high repeat contacts</li> <li>• Audit your data foundation: customer identity, consent, event tracking coverage</li> <li>• Select 2–3 lighthouse use cases: one in support, one in personalisation, one proactive</li> <li>• Establish cross-functional working group: CX, IT, Data, Legal, Finance</li> <li>• Define success metrics and baseline for each lighthouse initiative</li> </ul>	<p><b>Outputs:</b> AI-in-CX prioritisation map · Lighthouse project briefs · Baseline metrics report</p> <p><b>Go criteria:</b> Lighthouse use cases selected · Data foundation audit completed · Stakeholder sign-off</p>

## PHASE 2 · MONTHS 3–6 Stand Up Core Capabilities

**Goal:** Deploy foundational AI capabilities in the contact centre and begin personalisation pilots.

Key Actions	Phase Outputs & Go/No-Go Criteria
<ul style="list-style-type: none"> <li>• Implement or enhance virtual agents and real-time agent assist in contact centre</li> <li>• Deploy automated summarisation to reduce after-call work</li> <li>• Establish unified customer data foundation: CDP or equivalent, consent management</li> <li>• Implement event streaming for real-time behavioural data</li> <li>• Pilot AI-driven personalisation for one key journey (e.g. onboarding, cart recovery)</li> <li>• Stand up A/B testing framework with control groups and KPI tracking</li> </ul>	<p><b>Outputs:</b> Live virtual agent · Agent assist deployment · CDP with event tracking · Personalisation pilot results</p> <p><b>Go criteria:</b> AHT improving vs baseline · FCR holding or improving · Personalisation lift confirmed</p>

## PHASE 3 · MONTHS 6–9 Scale & Integrate

**Goal:** Expand proven AI capabilities across channels, journeys, and the proactive CX layer.

Key Actions	Phase Outputs & Go/No-Go Criteria
<ul style="list-style-type: none"> <li>• Expand contact centre AI to additional channels and intent categories</li> <li>• Integrate AI recommendations into web, app, email, and paid media surfaces</li> <li>• Launch first proactive CX use case: churn prevention or predictive service alerts</li> <li>• Deploy predictive routing using intent + value signals from CDP</li> <li>• Build churn prediction model on product usage, support, and engagement signals</li> <li>• Run sentiment analysis across all contacts; feed insights into agent coaching</li> </ul>	<p><b>Outputs:</b> Multi-channel AI support · Personalisation across 3+ surfaces · First proactive flow live</p> <p><b>Go criteria:</b> Deflection rate ≥30% · Personalisation ROAS confirmed · Churn model precision ≥65%</p>

**PHASE 4 · MONTHS 9–12**  
**Optimise & Govern**

**Goal:** Establish closed-loop measurement, advanced models, and governance for sustained AI-in-CX excellence.

Key Actions	Phase Outputs & Go/No-Go Criteria
<ul style="list-style-type: none"> <li>• Implement closed-loop measurement: tie AI initiatives to revenue, cost, CSAT, and NPS</li> <li>• Refine personalisation with advanced ML models and reinforcement learning where appropriate</li> <li>• Embed AI into CX governance: policies for bot behaviour, escalation, content quality</li> <li>• Expand training for agents, marketers, and product teams on working with AI</li> <li>• Launch second proactive scenario (e.g. predictive scheduling, usage-based alerts)</li> <li>• Build executive dashboard with AI-in-CX ROI scorecard across all initiatives</li> </ul>	<p><b>Outputs:</b> AI ROI scorecard · Governance framework · Advanced models in production · Team AI capability uplift</p> <p><b>Go criteria:</b> ROI documented per initiative · Governance policies ratified · Next-year roadmap drafted</p>

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# 30-Point AI in CX Readiness Checklist

Use this checklist to assess your organisation's readiness for AI-powered CX at scale. Check each item — or add it to your roadmap. Most organisations reach 20+ within 12 months of a structured AI-in-CX programme.

## Strategy & Leadership

	Strategy & Leadership	Status	Notes / Owner
1	CX and AI strategy are aligned with clear goals (NPS, CSAT, revenue, cost reduction)	■	
2	Defined AI vision for CX shared across CX, IT, Data, Legal, and Finance leadership	■	
3	Cross-functional AI-in-CX working group is active with named owners	■	
4	AI-in-CX business case approved with documented baseline metrics and targets	■	
5	Executive sponsor identified with accountability for programme outcomes	■	

## Data Foundation

	Data Foundation	Status	Notes / Owner
1	Unified or well-integrated customer data foundation (CDP or equivalent) in place	■	
2	Real-time event streaming operational across web, app, and support touchpoints	■	
3	Customer identity resolution achieving ≥80% match rate across channels	■	
4	Consent and preference management aligned with GDPR/CCPA requirements	■	
5	Data quality governance process with standards for completeness and accuracy	■	

## Contact Centre & Service AI

	Contact Centre & Service AI	Status	Notes / Owner
1	Baseline metrics (AHT, FCR, CSAT, NPS, deflection) tracked consistently	■	

	Contact Centre & Service AI	Status	Notes / Owner
2	AI-powered virtual agent or chatbot live or in structured pilot	■	
3	Real-time agent assist deployed or planned for at least one channel	■	
4	Automated summarisation and after-call work tools implemented for some channels	■	
5	Clear bot-to-human escalation design — no dead ends, seamless context transfer	■	
6	Sentiment and emotion analysis in place to support agent coaching and QA	■	

## Personalisation

	Personalisation	Status	Notes / Owner
1	AI recommendation or personalisation models in production on at least one journey	■	
2	A/B testing framework operational with clear KPI definitions and control groups	■	
3	Personalisation deployed across at least two customer touchpoints (web, email, app)	■	
4	Privacy and preference management aligned with data governance policies	■	
5	Model registry with versioning and rollback capability for all personalisation models	■	

## Proactive & Predictive CX

	Proactive & Predictive CX	Status	Notes / Owner
1	Journey analytics operational across all major customer touchpoints	■	
2	At least one predictive model live (e.g. churn, upsell propensity)	■	
3	One or more proactive notification or intervention flows launched and measured	■	
4	Feedback loops in place to refine predictive models with fresh outcome data	■	

## People & Change

	People & Change	Status	Notes / Owner
1	Agents and CX teams trained on working effectively alongside AI tools	■	

	People & Change	Status	Notes / Owner
2	Clear guidelines for when agents should trust, verify, or override AI suggestions	■	
3	Customer-facing communication about AI usage and opt-out options available	■	
4	Success stories documented and shared internally to build confidence	■	
5	AI-in-CX upskilling programme planned or underway for marketing and product teams	■	

## Next Steps with Fracto

Assessment	Architecture Design	Implementation	Governance
Benchmark your current CX metrics and technology stack against industry standards	Design your layered AI-in-CX architecture with clear ownership and integration patterns	Accelerate delivery with Fracto's proven AI-in-CX methodology and toolkits	Build policies, guardrails, and measurement frameworks for sustainable AI-powered CX

**Book an AI for CX Modernisation Assessment** · [fracto.ie](https://fracto.ie) · [contact@fracto.ie](mailto:contact@fracto.ie)