

# The 2026 Playbook

Why the Old Rules No Longer Work —  
and What Smart Brands Are Doing Now

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**It's 2026. The new era of customer experience isn't just an evolution or another iteration — it's a complete rewrite of how brands create value, build loyalty, and compete in today's market.**

Powered by AI, data intelligence, and real-time personalization, businesses are shifting from reactive interactions to proactive relationships that anticipate customer needs. In this new landscape, success isn't measured by transactions, but by trust and the ability to turn every engagement into a strategic advantage.

**Is your current playbook working?**

According to Gartner®,  
By 2027, autonomous agentic AI  
will power more than

**50%**

of all customer engagement  
interactions.

The digital landscape has shifted dramatically and the old ways of working can no longer keep pace with today's customer expectations.



Conversion has flatlined.

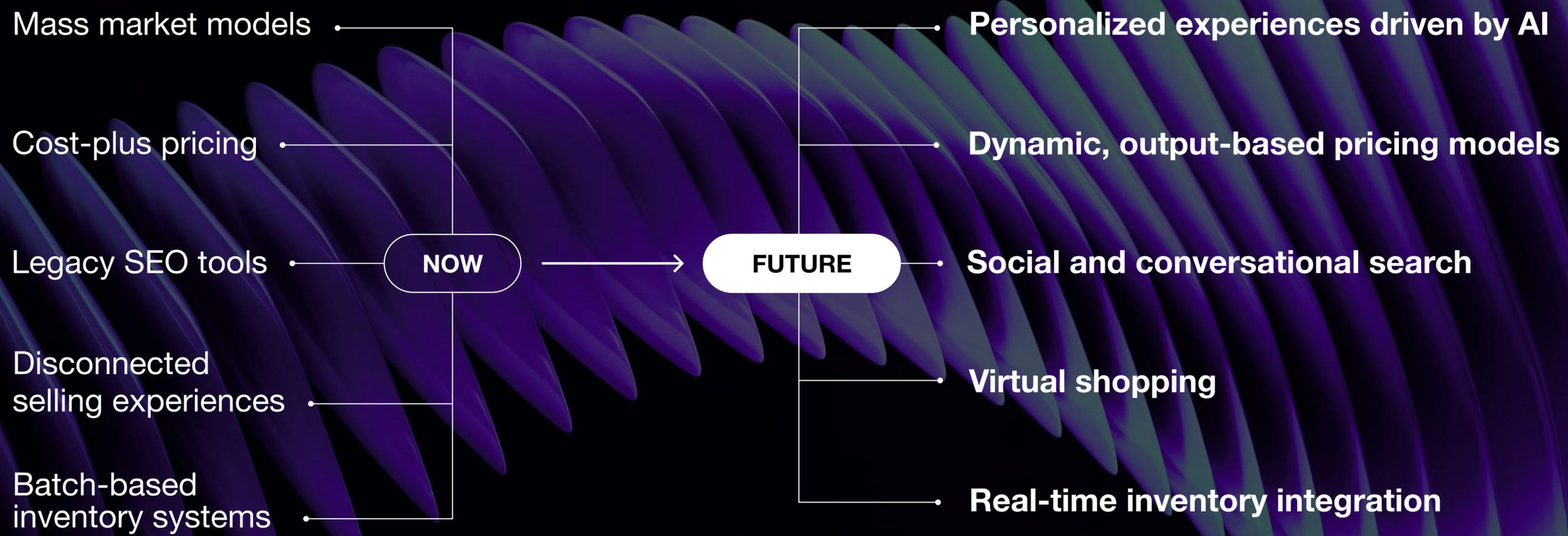


The cost of acquisition has skyrocketed.



The journey is fragmented.

# 5 Ways B2C Technology will Evolve in 2026



The next era isn't about systems — it's about intelligence that sells, serves, and scales. Your partner needs to see the big picture.

<sup>1</sup> <https://ir.csgi.com/investors/press-releases/press-release-details/2014/CSG-Releases-Survey-Results-on-In-Home-Customer-Service/default.aspx>

# Your Partner in Performance

The market has fundamentally changed. AI is enabling the latest in commerce and driving conversion like never before. AEO and agentic shopping are changing the way customers find and interact with brands. Loyalty will shift from a strictly transactional relationship to a more relational model built on trust.

## Brands need a new playbook to stay competitive.

We know writing a new playbook can be a daunting task. But with the right partner and collaborator, you'll gain the insight and support to transform outdated approaches into a modern commerce strategy built for what's next.

For the last 25 years, Astound Digital has delivered faster time-to-market at lower total cost through proven methodologies, global delivery excellence, and AI-enabled productivity. We help brands transform strategy into action — and action into measurable business impact.

## We deliver in weeks, not months.



3,000+

completed projects

600+

certified engineers and consultants

800+

Salesforce professionals

70%

Multi-Cloud Clients



Salesforce Summit Partner &  
Agentforce Advisory Board Member

## Let's Rewrite Your Playbook

Book a 30-minute strategy session with one of our experts.

**Contact us:** [hello@astounddigital.com](mailto:hello@astounddigital.com)

