Gartner®

Gartner Customer Service & Support Conference

November 4 – 5, 2026 | Denver, CO

Key insights from top sessions



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Visit our website to learn more about the key insights and takeaways from this unique gathering of customer service and support leaders.

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Tracks at a Glance

Gartner Customer Service & Support Conference is the premier event for customer service and support leaders, offering deep insights into AI, customer experience and other key priorities to help shape the future of their organizations and address mission-critical challenges.

Track A: Deliver Sustainable AI Value in Customer Service and Support

Today's customer service and support leaders face a landscape filled with AI promises, pitfalls and high stakes to demonstrate value. To successfully deliver sustainable AI returns, leaders cannot just implement the latest AI tools and chase quick wins — instead, they must build an AI strategy and approach that balances short-term savings imperatives with long-term business outcomes.

This track armed leaders with actionable guidance to defend their AI investments, meaningfully extend service capabilities and upend ways of working to deliver real business impacts.

Track B: Transform Service and Support Into a Customer Value Engine

Customer service and support is no longer defined only by how efficiently it resolves issues. In the AI era, leaders must redesign the function around customer value — creating experiences that improve adoption, strengthen retention and increase lifetime value. The next era of service will be defined by organizations that can deliver customer outcomes at scale.

This track explored how service, support and customer success leaders can create a more proactive, connected and outcome-focused postsale experience. Leaders received practical guidance on using data to identify and act on customer needs and objectives, redesigning teams and workflows to scale value creation and measuring the function's impact on long-term customer value and enterprise growth.

Track C: The Evolving Role of People in Customer Service and Support

Despite the hype, employees will continue to be an important part of future service and support organizations. But the skills, competencies and tasks of these employees must drastically change, as well as the service they deliver.

Rather than replace their workforce, leaders who win the AI transformation race recognize the need to intentionally reshape their workforce. These leaders harness technology to elevate their people, redesign their organizational structures and enable customer value delivery.

This track explored the evolving role of frontline service and support employees, the intersection of talent and technology, and how service and support delivery changes in response. Attendees walked away with insights needed to build the future service and support organization, tools for workforce and role redesign, and strategies to engage stakeholders and drive lasting change.

Gartner Customer Service & Support Conference: Leading the New Era of Customer Service and Support

Customer service and support is transforming at unprecedented speed. Customer expectations are rising, AI is reshaping every workflow, and leaders are now responsible for delivering outcomes that extend well beyond traditional efficiency metrics. In this new era, the future belongs to organizations that consistently create lasting customer value.

The 2026 Gartner Customer Service & Support Conference equipped leaders to lead that future using Gartner analyst insights and practical guidance across three critical dimensions: delivering sustainable AI solutions, transforming service and support into a driver of customer value, and redefining the role of people in an AI-enabled environment.

> **"Gartner conferences do not disappoint. No other conference has me glued to my seat, session after session. The combination of insights, practical solutions, foundational education, prediction, solution provider interaction and thought-provoking features sends me home with actionable plans. Gartner is worth the investment and well worth the time."**
>
> Gartner Conference Attendee

How to Position Your Org Structure for Success in the Age of AI



Brady Holbrook
Director Analyst

Session summary

Customer service orgs often reflect yesterday's priorities — preventing, stalling or even hurting results today. Leaders must proactively redesign their org structure to support current and future priorities.

This session provided a framework to assess their design, realign talent and resources, and accelerate performance on their most critical objectives.

Key actions for customer service and support leaders:

- **Build an AI-ready organization.** Establish dedicated AI roles and teams, clearly define AI vs. human responsibilities, and invest in upskilling employees to support AI adoption.
- **Restructure teams to accelerate transformation.** Create cross-functional pods that bring together service, digital, analytics, IT and VoC expertise to drive faster innovation, reduce handoffs and improve execution.
- **Empower frontline teams with expertise and decision-making authority.** Flatten hierarchies, equip agents with AI-assisted tools and align teams around products so they can resolve complex customer issues faster and deliver greater value.

57% of customer service and support organizations are formalizing AI talent and structure strategies by creating dedicated AI roles or teams.

How to get started

- Watch our webinar, **AI Agents and Agentic AI: What Today's Service and Support Leaders Need to Know**, to evaluate organizational readiness across data quality, workflow design, integration and governance *(complimentary webinar)*.
- Discover a **strategic framework for restructuring your service and support organization** to accelerate AI adoption and improve customer outcomes.

Navigating the Path to Agentic AI in Customer Service and Support



Daniel O'Sullivan
Senior Director Analyst

Session summary

The market narrative for agentic AI is moving faster than most organizations' ability to deliver. Vendors are promoting a near-term transformation story, but organizations remain stuck in pilot purgatory.

In this session, attendees learned what is possible today, how to close the organizational readiness gap and how to take the next steps toward responsible, high-impact deployment of AI agents.

Key actions for customer service and support leaders:

- **Build organizational readiness.** Strengthen the data, workflows, governance and operating foundations required to support agentic AI deployment.
- **Pilot targeted use cases.** Focus on bounded, low-risk agentic AI applications before scaling broader initiatives.
- **Validate value and investment.** Assess business impact, costs and risks to determine where agentic AI can deliver the greatest value.

By 2028, 75% of service and support organizations will have experimented with or piloted at least one AI agent use case.

How to get started

- Get insights to **evaluate agentic AI maturity**, deployment readiness and value potential in customer service *(complimentary insights)*.
- Learn how to **select the right route for agentic AI** in your organization.

Quality Intelligence: Elevate Service QA From Agent to Outcome



Jonathan Schmidt
Senior Principal Analyst

Session summary

AI is changing service models — QA must evolve too. Discover Quality Intelligence (QI): a strategy that evaluates how well the different elements of the service function — tools, processes, knowledge and people — work together to deliver customer value.

This session explored how QI moves beyond compliance to uncover friction, understand behavior and drive ongoing service improvement.

Key actions for customer service and support leaders:

- **Equip QI with customer signals.** Provide cross-channel visibility into service interactions, customer behavior and feedback signals to assess operational effectiveness and identify where customers struggle, stall or succeed.
- **Shift quality from compliance to value.** Focus less on compliance scoring and more on interpreting customer value signals to identify service breakdowns, customer friction and opportunities to improve outcomes.
- **Operationalize QI insights.** Assign accountable cross-functional owners, establish remediation plans and timelines, and validate that actions reduce friction and improve customer outcomes.

Only 53% of customer service and support leaders are very confident in their organization's ability to improve customer satisfaction with the service experience.

How to get started

- Watch our webinar, **Auto QA: What Service and Support Leaders Need to Know**, to understand how automated QA can scale quality intelligence *(complimentary webinar)*.
- Connect service quality to customer value with insights from our research, **Where Insights Meet Outcomes: How Quality Intelligence Powers Value-Centered Service.**

The Rise of the AI-First Customer: How Service and Support Leaders Should Respond



Daniel O'Sullivan
Senior Director Analyst

Session summary

The customers you serve today are not the same as those you served two years ago.

This session presented new research on how AI is reshaping the service experience from the customer's perspective and examined its impact on customer attitudes, behaviors and preferences. The insights provided an evidence-based foundation for rethinking CX strategies in the AI era.

Key actions for customer service and support leaders:

- **Prepare for customer-side automation.** Identify where AI agents are likely to absorb customer work, assess the resulting impact on service demand and prepare high-value customer journeys for AI-driven interactions.
- **Build an agent-operable enterprise.** Establish trusted context, controlled actions, verifiable transactions and accountable delegation to securely support interactions with customer AI agents.
- **Optimize CX through third-party AI platforms.** Improve information quality, visibility and integration across external AI tools to enhance how customers discover, access and act on support resources.

By 2030, 50% of inbound customer service interactions will be initiated by personal AI agents acting on behalf of customers.

How to get started

- Watch the webinar, **Reality Check: Customer Behaviors That Impact Your AI and Service Strategy,** to understand how customer adoption of AI is changing engagement patterns and creating new demands on service organizations *(complimentary)*.
- Prepare your organization to serve AI-first customers and build an agent-operable enterprise with insights from our research, **The AI-First Customer: Prepare for the Future of CX.**

The Economics of Value: Making the Business Case for Value-Centered Service



John Quaglietta
Vice President Analyst

Session summary

Transforming service into a value driver requires more than vision — it requires a financial case.

This session showed how value-centered service links friction reduction and proactive engagement to revenue, retention and lifetime value, equipping leaders to secure executive buy-in and investment.

Key actions for customer service and support leaders:

- **Build a data-driven business case for value-centered service.** Use retention, revenue and cost-reduction data to demonstrate the business impact of shifting service beyond efficiency toward customer and company value.
- **Shift metrics from efficiency to business impact.** Measure outcomes linked to retention and revenue, such as product adoption and time-to-value realization, rather than relying solely on traditional speed and efficiency metrics.
- **Take ownership of avoidable demand.** Create a dashboard of frequent avoidable contacts and partner with stakeholders to reduce customer friction and remove the root causes of service demand.

With the wide adoption of AI in customer service and support, 60% of CSS organizations will shift their core mission to the delivery of customer value and use AI to automate and augment this mission by 2028.

How to get started

- Use the **Service and Support Metrics Benchmark tool** to benchmark performance, justify investments and support data-backed budget decisions.
- Transform service and support into a driver of customer value, retention and growth with insights from our research, **Value-Centered Service: Reimagine Service and Support as a Growth Engine.**

Gartner for Customer Service & Support

Everything you need in a single solution to:

Accelerate technology investments • Increase functional productivity • Modernize service and support approaches

Analyst insights and interactions

- Tap into latest insights on functional improvement and personal effectiveness, as well as emerging topics like generative AI.
- Get direct access to our global team of business and technology insights analysts.

Service delivery support

- Available in the self-directed delivery model with the support of a service associate.

Peer experiences

- Quickly solve urgent challenges. Connect with a community of business and tech peers.
- Engage in forums, 1:1 chats, polls, and product ratings and reviews from verified peers.

Must-attend events

- In-person and virtual events arm you with actionable plans.
- Be inspired by world-class speakers, thought leaders, analysts, demos and peers.

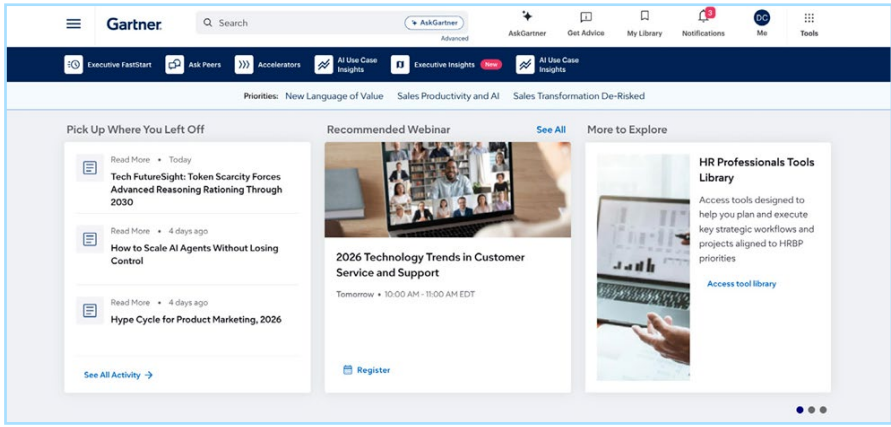
Workflow and benchmark tools

Practical tools and benchmarks to turn strategy into action by helping accelerate key initiatives and drive better business outcomes, including:

- Functional maturity assessments
- Risk assessments
- Budget and efficiency benchmarking

Gartner.com experience

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