

# **Gartner Customer Service & Support Connect 2025**

**Key Insights from Top Sessions**

**7 – 8 October 2025  
Denver, CO**



# Gartner Customer Service & Support Connect

Denver, CO | October 7 - 8, 2025

## Missed the 2025 event?

Explore key takeaways on how customer service leaders are redefining their role—shifting from reactive issue resolution to proactive value creation through AI, data strategy, and long-term organizational transformation.

[Learn More](#)

## Tracks at a Glance

Attendees participated in research-backed sessions designed to empower customer service and support leaders to meet growing demands for effortless experiences while navigating the pressure to deliver cost savings. Each session offered practical strategies to future-proof service operations through AI-driven innovation.

### Track A: Experience Evolution - Redefining Customer Service and Support Interactions

Customer service and support leaders are navigating a pivotal moment as AI reshapes expectations, agent roles, and service delivery models. This track explored how to redefine value in the AI age by simplifying channel strategies, adopting agentic AI, and optimizing assisted service. Sessions focused on balancing cost-efficiency with customer experience, implementing conversational interfaces, and building deliberate AI adoption strategies that align with enterprise goals.

### Track B: Under the Hood - Technology, Strategy, and Management in the Evolving Service and Support Function

Customer service and support leaders are redefining their strategic influence by aligning AI innovation with enterprise priorities. This track explored how to elevate the function's brand, unlock underutilized data, and build executive-ready narratives that demonstrate business impact. Sessions focused on designing adaptable AI roadmaps, automating knowledge governance, and modernizing metrics to reflect growth, retention, and value creation.

# Opening Keynote: Redefine Your Value to the Business

The rise of AI has placed the service and support function squarely in the executive spotlight. No function faces greater scrutiny or higher expectations for implementing AI than customer service. While many leaders focus on using AI to drive efficiency and automate existing processes, the keynote challenged this mindset, arguing that the real opportunity lies in redefining the role of service and support within the enterprise.

Rather than simply streamlining issue resolution, service leaders must leverage AI to deliver greater customer and business value, positioning their teams as essential drivers of growth, loyalty, and long-term impact. Achieving this shift requires a fundamental transformation—not only in technology, but also in leadership and organizational design.

The keynote laid out a bold new vision: by embracing AI as a tool for innovation and value creation, service and support leaders can ensure their function's influence grows, becoming even more indispensable to the future of the enterprise.

**“There’s a bright future for service and support—one of even greater business influence—but it demands bold transformation and a pivot toward harnessing AI to create greater value and deepen customer relationships.”**



**Christopher Sladdin**  
Keynote Speaker and Director  
Analyst, Business &  
Technology Insights at Gartner

# Beyond Resolution: Defining a New Value Creation Model for Service in the Age of AI



**Daniel O'Sullivan**  
Sr Director Analyst

## Session Summary

The advance of AI technology continues to disrupt the customer service function. Under pressure to transform, leaders face a choice: continue prioritizing automation and risk declining influence, or radically redefine the function as a driver of enterprise value.

This session delivered a practical blueprint for a new operating model, one that placed AI, innovation and value creation at its core.



**55% of issues are avoidable — but organizations often focus on the wrong things.**

## Key actions for customer service leaders

- **Draft a Value-Centered Mission:** Create a one-page vision statement that redefines your team's purpose around customer value creation.
- **Define a New Value Metric:** Identify a KPI that reflects your team's impact on customer outcomes—such as product adoption, engagement, or retention.
- **Develop an Integrated AI Roadmap:** Design and implement an AI strategy that prioritizes use cases delivering tangible value to customers, moving beyond efficiency alone.
- **Launch Value-Creation Initiatives:** Initiate projects that both eliminate value-eroding demand and foster new avenues for customer success, with dedicated teams assigned to drive these efforts.
- **Invest in Systematic Upskilling:** Proactively build your organization's capabilities to support and deliver on your new value-centered vision.

## How to get started:

- Benchmark your investment plans against your peers' assessments of the [current and future value of 48 technologies](#). (*free report*).
- Read [this document](#) to learn how use AI to reshape the service value proposition.

# Transform Customer Service and Support: Implement an AI-Powered Intelligent Front Door Strategy



**Jennifer MacIntosh**  
VP Analyst

## Session Summary

AI-powered interfaces are reshaping customer service. Leaders need to move beyond efficiency to strategies that prioritize customer intent and experience.

This session outlined the IFD strategy, offering a phased approach to integrating AI across service operations. Participants learned how to apply user-centric design, manage data effectively, and optimize processes to deliver meaningful customer outcomes.



Only 30% of customer issues are resolved on first contact

## Key actions for customer service leaders

- **Categorize Customer Interactions by Intent:** Classify current customer interactions into generic, routine, transactional, or complex/sensitive groupings, and outline tailored strategies for each intent type.
- **Optimize Self-Service Interfaces:** Review self-service pages to simplify navigation, reduce channel clutter, and eliminate confusing or redundant language for a seamless customer experience.
- **Strengthen Knowledge Management Practices:** Ensure robust and up-to-date knowledge management by assigning ownership, establishing clear processes for creating, maintaining, and retiring knowledge articles, and supporting AI-driven service success.
- **Integrate Core Data Systems:** Prioritize integration of data from CRM, ERP, SCM, and other key systems, ensuring data remains clean and reliable.
- **Develop a Phased IFD Roadmap:** Create a step-by-step implementation plan for IFD capabilities, starting with a Minimum Viable Product (MVP) and expanding as data and maturity grow.

## How to get started:

- [Power the Future of Service With an Intelligent Front Door \(Complimentary on-demand webinar\).](#)
- Learn how to align [IFD deployment with your organization's data and AI maturity.](#)

# AI Agents: Path to Intelligent Contact Center



**Daniel O'Sullivan**  
Sr Director Analyst

## Session Summary

Agentic AI is driving the next evolution in customer service, enabling systems to adapt dynamically to complex scenarios with varying levels of autonomy. As this technology matures, service leaders must rethink how automation fits into their broader strategy.

Attendees learned how agentic AI introduces both disruption and opportunity, and explored how to design an adoption strategy that aligns with service goals and the existing technology ecosystem.



**By 2028, zero percent of Fortune 500 companies will have fully eliminated human-assisted service**

## Key actions for customer service leaders

- **Assess Service Processes for Automation:** Review customer service workflows to identify opportunities for self-service empowerment and automation.
- **Implement AI and Data Governance:** Collaborate across departments to establish effective governance for AI and data management.
- **Develop an AI Opportunity Assessment Framework:** Create a structured framework to evaluate AI use cases, build business cases, and invest in initiatives with strong ROI.
- **Initiate Technology Procurement Partnerships:** Work with IT and vendor teams to identify and begin the procurement process for platforms to build AI agents.
- **Upskill Agents for AI Collaboration:** Train human agents to effectively leverage and work alongside AI agents.

## How to get started:

- Uncover actionable strategies to [align AI adoption with organizational readiness](#). (*Complimentary report*)
- Read [this document](#) to explore how agentic AI can automate service interactions and help leaders stay ahead of emerging trends in AI-driven transformation.

# The Human Touch Amplified: AI's Impact on Customer Experience



**Kathy Ross**  
Sr Director, Analyst

## Session Summary

Transform customer service with AI-driven innovation. Discover how AI optimizes the assisted service channel, amplifies human agents' capabilities, and enriches customer interactions.

Customer service and support leaders received expert insights on AI integration to offer customers superior service.



73% of customer journeys include both self-service and assisted service

## Key actions for customer service leaders

- **Redesign Agent Technologies for Context:** Enhance agent tools to provide relevant context and reduce friction during customer interactions.
- **Integrate Decision Support in Agent Tools:** Embed next best actions, issue avoidance strategies, value enhancement opportunities, and next-best offer recommendations directly into agent platforms.
- **Analyze Top Customer Journeys for Friction:** Examine the most critical customer journeys to identify and address sources of friction.
- **Embed Intelligent Recommendations:** Integrate next best actions, issue avoidance, value enhancement, and next-best offer suggestions into agent tools.
- **Design the Cultural Shift:** Design initiatives that elevate agent skills, transform training programs, and revolutionize performance metrics to support evolving agent roles.

## How to get started:

- Uncover how organizations are prioritizing objectives to [shape the future roles of customer service agents](#). *(Complimentary report)*
- Learn how to [implement agent workflows](#) that use context, guidance and design to enhance assisted-channel experiences.

# Developing a Future-Proof AI Roadmap



**Patrick Quinlan**  
Sr Director Analyst

## Session Summary

Service leaders face pressure to deploy AI quickly, but rushing can lead to missteps that erode trust and limit long-term gains.

This session presented a framework for designing an iterative, adaptable AI roadmap, supported by clear executive communication that balances innovation with realism, and instills confidence in your ability to lead through transformation.



More than 50% of Artificial Intelligence projects fail to reach production

## Key actions for customer service leaders

- **Define a Vision for AI-Enabled Service:** Develop a strategic vision for delivering customer service experiences powered by AI.
- **Align Leadership Expectations:** Reset leadership's expectations by balancing organizational readiness with strategic ambition.
- **Prioritize Use Cases for Readiness Investment:** Select AI initiatives that enable reinvestment in foundational readiness and capability building.
- **Advance Knowledge and Data Practices:** Strengthen your organization's data management and knowledge practices to support AI maturity.
- **Integrate AI with Core Systems:** Connect AI capabilities to essential systems and data infrastructure to maximize long-term value.
- **Track Progress and Refine Strategy:** Monitor implementation, measure ROI, and iterate your roadmap to adapt to evolving business needs and technological advancements.

## How to get started:

- Gain insights on [AI strategies for enhanced productivity and customer experience](#). *(free report)*
- Gain clarity on how to [navigate GenAI pricing](#) and apply practical strategies for vendor negotiations.

# Gartner for Customer Service & Support

## Everything you need in a single solution to:

Accelerate technology investments • Increase functional productivity • Modernize risk management approaches

### Expert insights and interactions

- Tap into latest insights on functional improvement and personal effectiveness, as well as emerging topics like GenAI.
- Get direct access to our global team of research and advisory experts.

### 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, experts, demos and peers.

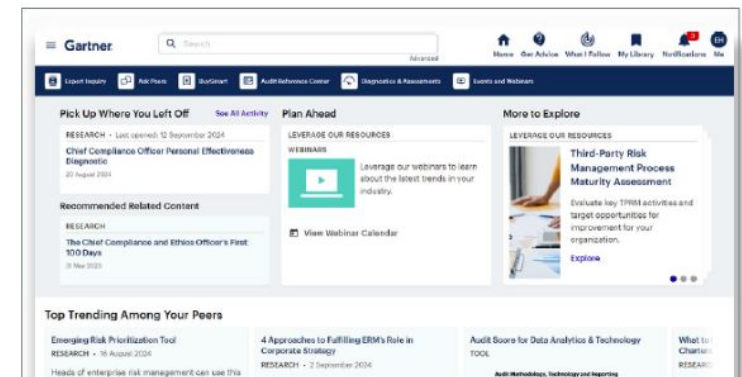
### Workflow and benchmark tools

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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