

CX Technology Trends 2025: Innovation at the Edge

A Special Report from Enterprise Connect

Introduction



By Laura Bassett

The customer experience technology landscape is undergoing a significant transformation, with the most innovative developments emerging from companies at the industry's edge.

This report synthesizes insights from in-depth interviews with four standout technology leaders from Enterprise Connect 2025, each representing companies that are pushing the boundaries of what's possible in customer experience technology.

Our featured innovators include:

Lily Clifford

CEO and Founder of Rime Labs, an all-in-one solution for enterprise-level speech tasks and ultra-customizable speech synthesis.

Brian Dawson

Chief Strategy Officer at NLX, a technology company providing a SaaS platform for building and deploying conversational applications.

Torrey Leonard

Founder and CEO of Thoughtly, a provider of easily integrated AI voice agents for business.

Tam Lukash,

AI Developer at TC&C, Tamas Lukacs, AI Developer at TC&C, pioneers in deepfake detection and AI security solutions for enterprise communications.

As Lily Clifford notes, "AI is driving so much right now that it's what I don't even know yet that I worry about because things are happening so fast... the venture community sees more business plans now than they have since the end quote.

Market Trends & Shifts

Overview

This section examines the primary trends reshaping the technology landscape. As TC&C's Tamas Lukacs observes, "The basics have been done so many times... the distinguishing features nowadays, they are basically all AI based."

This reflects a market where innovation is increasingly focused on advanced AI applications and security considerations. We explore how these shifts are influencing both technology development and business strategy.



1. Evolution of AI Applications

The market is witnessing a fundamental shift in how artificial intelligence is being applied to customer experience. Torrey Leonard of Thoughtly observes, "I see a big shift from the focus in the industry on customer service AI to revenue generation AI," highlighting how businesses are moving beyond basic automation to focus on driving tangible business outcomes.

This evolution comes with both opportunities and challenges. As Tamas Lukacs of TC&C notes, "These agents can be completely automated without even a human being present... when these technologies can combine so well... it can be scaled up." This scalability presents both opportunities for business efficiency and potential security risks that must be addressed.

Key developments include:

- Transition from cost-center focus to revenue generation.
- Growing emphasis on practical, targeted AI applications.
- Integration of AI across multiple business functions.
- Enhanced security and authentication requirements.

2. Voice Technology Advancement

Voice technology continues to be a critical area of innovation. Rime Labs has seen significant impact in this area, with CEO Lily Clifford sharing, "When Converse Now switches from the Microsoft Azure Text-to-Speech product to our voices, immediately they see a 20% increase in those orders being successful." This demonstrates the tangible business impact of advanced voice technology.

However, voice technology advancement also brings new challenges. TC&C's research indicates that voice is "already very, very easy to fake... Also to clone somebody else's voice based on just such a small audio snippet." This dual nature of voice technology advancement is driving innovation in both customer experience and security solutions.

Notable trends include:

- Enhanced natural language processing capabilities.
- Demographic-based voice personalization.
- Focus on response speed and accuracy.
- Growing adoption across multiple channels.

3. Platform Flexibility & Integration

The market increasingly demands flexible, integrated solutions. Brian Dawson of NLX explains their approach: "We believe AI should be flexible and composable. Our platform is designed to let customers plug in the best models for their business needs—whether that's from AWS, Google, or open source. We remove lock-in, which is critical as the AI landscape evolves." This flexibility allows businesses to adapt as technology evolves without being locked into a single vendor's ecosystem.

4. Security and Authentication

A critical new trend emerging in the market is the increasing focus on security and authentication in AI-powered communications. TC&C projects that losses from deepfake scams could reach \$40 billion by 2027, highlighting the urgent need for protective measures.

Key security considerations include:

- Deepfake detection and prevention
- Voice cloning protection
- Video manipulation detection
- Real-time authentication methods

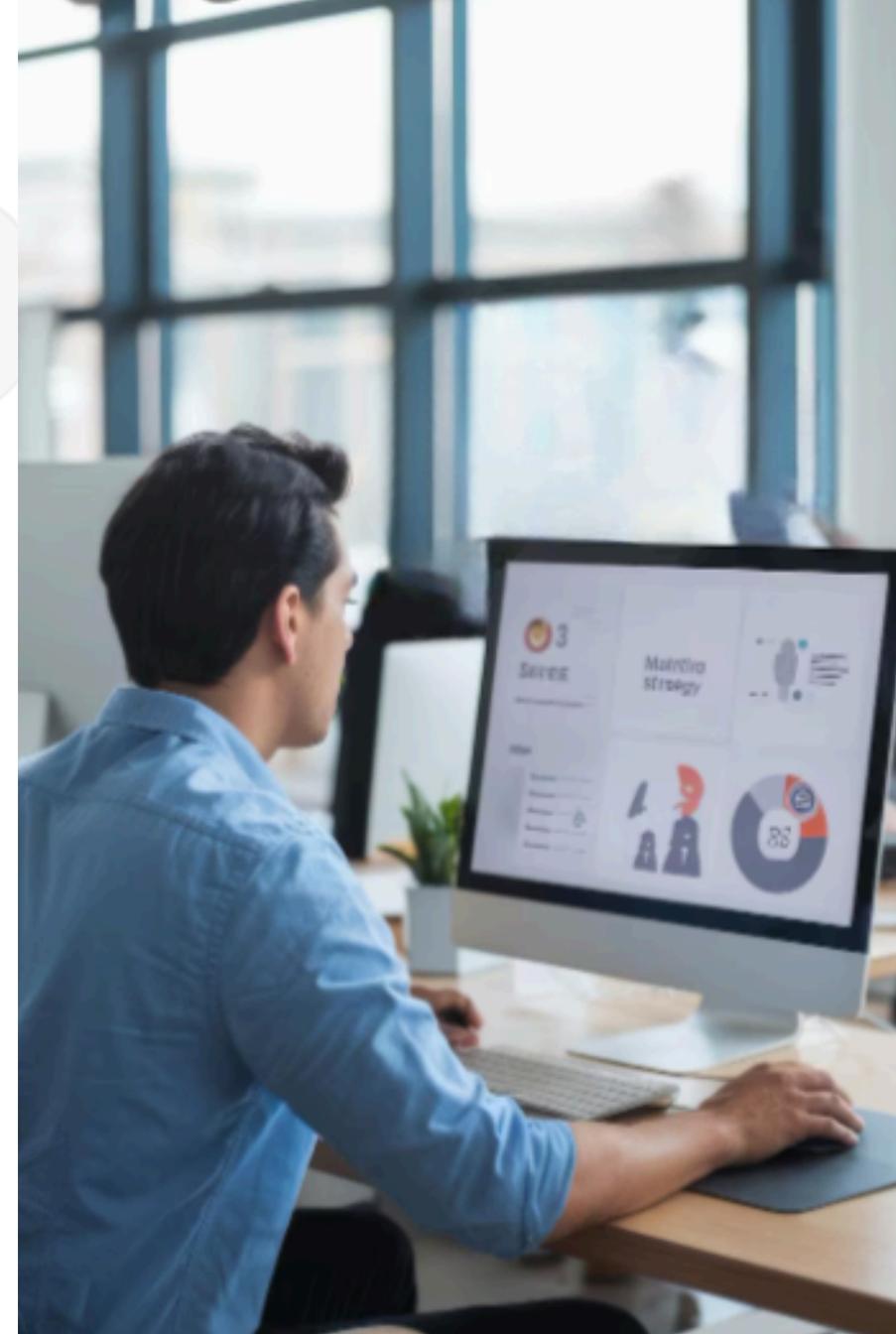
As Tamas Lukacs explains, "Banks and government organizations still want to keep their data extremely secure... they want to do everything on-premises." This preference for on-premises solutions, particularly among larger enterprises, is shaping how vendors approach both innovation and deployment.

Customer & Market Behaviors

This section analyzes how customer expectations and business adoption patterns are evolving, and how these changes are influencing technology development and implementation strategies.

Lily Clifford of Rime Labs shares a critical insight about customer engagement: "If someone spends three turns talking to the bot, there's a nearly 100% chance that call will result in a successful outcome entirely with the AI agent... In the case of call failure, almost all people are hanging up after the first thing that the bot says." This highlights the crucial importance of high quality voices in automated interactions.

The impact of personalization is particularly noteworthy, as Clifford explains: "If a caller to Wingstop hears an African-American voice, the likelihood of that call succeeding increases and the likelihood of an upsell happening during that automated interaction also increases." This demonstrates how demographic-aware personalization can directly impact business outcomes.



Authentication Acceptance

The market is seeing a shift in customer behaviors around authentication. TC&C has introduced solutions like "Deepfake Captcha," which requires users to perform specific actions to verify their identity. As Lukash notes, "Users have to be more open to identifying themselves... I think users have to deal with that in the future, since identity can be faked so easily nowadays."



Technology Impact & Innovation

Overview

This section examines the specific technological advancements driving market evolution and their potential impact on business operations and customer experience delivery.

Key Areas of Advancement

The pace of innovation in AI and customer experience technologies continues to accelerate. Brian Dawson emphasizes the market opportunity: "We're still in the early innings. The global demand for voice-first, AI-powered automation is enormous and growing. We could build a multibillion-dollar business without touching the edges of what's possible."

Notable developments include:

- Enhanced natural language processing capabilities.
- Enhanced speed and performance optimization.
- Advanced integration capabilities between different AI technologies.
- Growing sophistication of language models.

Emerging Opportunities

Beyond traditional applications, new opportunities are emerging across various sectors. As Brian Dawson notes, "Conversational AI doesn't stop at the contact center. We're now powering experiences in retail, transportation, and even in-vehicle systems—anywhere a conversation drives action." This expansion beyond traditional use cases represents a significant market opportunity.

Security Innovation

The rapid advancement of AI technologies is driving parallel innovation in security measures. Key developments include:

- Real-time deepfake detection.
- Multi-modal authentication (voice, video, text).
- AI-powered fraud prevention.
- On-premises AI deployment capabilities.
- Evolution of pricing and business models to focus on outcomes.

Market Challenges & Considerations

Implementation Challenges

Brian Dawson emphasizes the importance of focusing on business problems rather than technology capabilities: "Most vendors start with AI and try to force it into your process. We start with your experience and business problem, and only then bring the right AI to solve it."

Torrey Leonard of Thoughtly adds perspective on the challenge of maintaining value in a rapidly evolving market: "What keeps me up at night is right, like, how do we continue to deliver value in this world where the cost of these models goes down?"

Risk Factors

The rapid pace of innovation brings its own set of risks. As Brian Dawson notes, "The biggest risks are the quiet startups solving overlooked problems. That's where disruption starts."

Deployment Challenges

A significant market challenge is balancing innovation with security requirements. As TC&C has discovered, many enterprise clients, particularly in banking and government sectors, require on-premises deployments for AI solutions. This creates unique challenges for vendors who must adapt their AI deployment strategies while maintaining security and effectiveness.

Future Outlook

Market Evolution

The market is likely to see significant changes in the near term. Brian Dawson predicts, "I think there will be an M&A activity here in the next year or two... some consolidation."

Innovation Trajectory

The pace of innovation shows no signs of slowing. As Torrey Leonard observes, "The technology that just AI technology as a whole is advancing so quickly... the more people onboard into AI technology, the more comfortable they get with it."



Conclusions and Recommendations

The conversational AI and customer experience technology market is at a pivotal point in its evolution. The shift from basic automation to revenue-generating applications, coupled with advancing technology capabilities, presents significant opportunities for businesses willing to embrace innovation while maintaining focus on practical outcomes.

- **Focus on business outcomes rather than technology capabilities.**
- **Maintain flexibility in technology adoption and integration.**
- **Prioritize practical applications over theoretical possibilities.**
- **Consider expanding beyond traditional use cases.**
- **Stay alert to emerging opportunities and potential market disruptions.**

As Lily Clifford concludes: "Consumer expectations around this stuff have really changed." The future belongs to those who can effectively harness these technologies to drive tangible business value while maintaining the agility to adapt to rapid market changes.