

Customer First, Every Day

Where customer experience is going, and why this room is already holding the part that matters.

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who_i_am

Lee Goodenough

Twenty years in B2B technology and customer experience, most recently running a global Salesforce business. Now independent, building AI products daily and advising manufacturers on service.

based

United Kingdom

working_with

US industrial manufacturers



hook

94%

Your customers are already asking AI about you

of B2B buyers used AI tools during their most recent purchase. Someone is already answering questions about your products. The only question is whether the answers are right.

[so_what](#) Being absent from that answer is a choice we are making by default.

today

The journey your customers take today

01	02	03	04	05	06	07
A problem on the line	Searches for a fix	Finds a spec sheet	Calls or emails us	Gets brilliant help	Orders	Reorders

This runs on the phone and the inbox. It works, it is personal, and customers say so.

Does it scale?

expectations

What customers now expect

86%

will pay more for a better experience

SuperOffice / Zippia

46%

of customers expect a reply within 4 hours. The B2B average is 12

BusinessDasher

10

channels used in a single buying journey

McKinsey B2B Pulse

so_what B2B expectations are set by B2C experiences now.

the_shift

More buyers want to buy without a rep

61%

of B2B buyers now prefer a rep-free buying experience

Gartner • 2024, 632 buyers

39%

will spend \$500k or more in a single online transaction

McKinsey B2B Pulse

so_what They still want us — they want to choose when.

act_one

The crazy future

Ten minutes of things that are already real. It is fine to find this uncomfortable.

already_shipping

What AI can already do

Read a spec sheet and answer on it

Handle a technical question in seconds

Build and send a quote

Chase the follow-up nobody got to

Work nights, weekends and holidays

80%

of common service issues
resolved autonomously by
2029

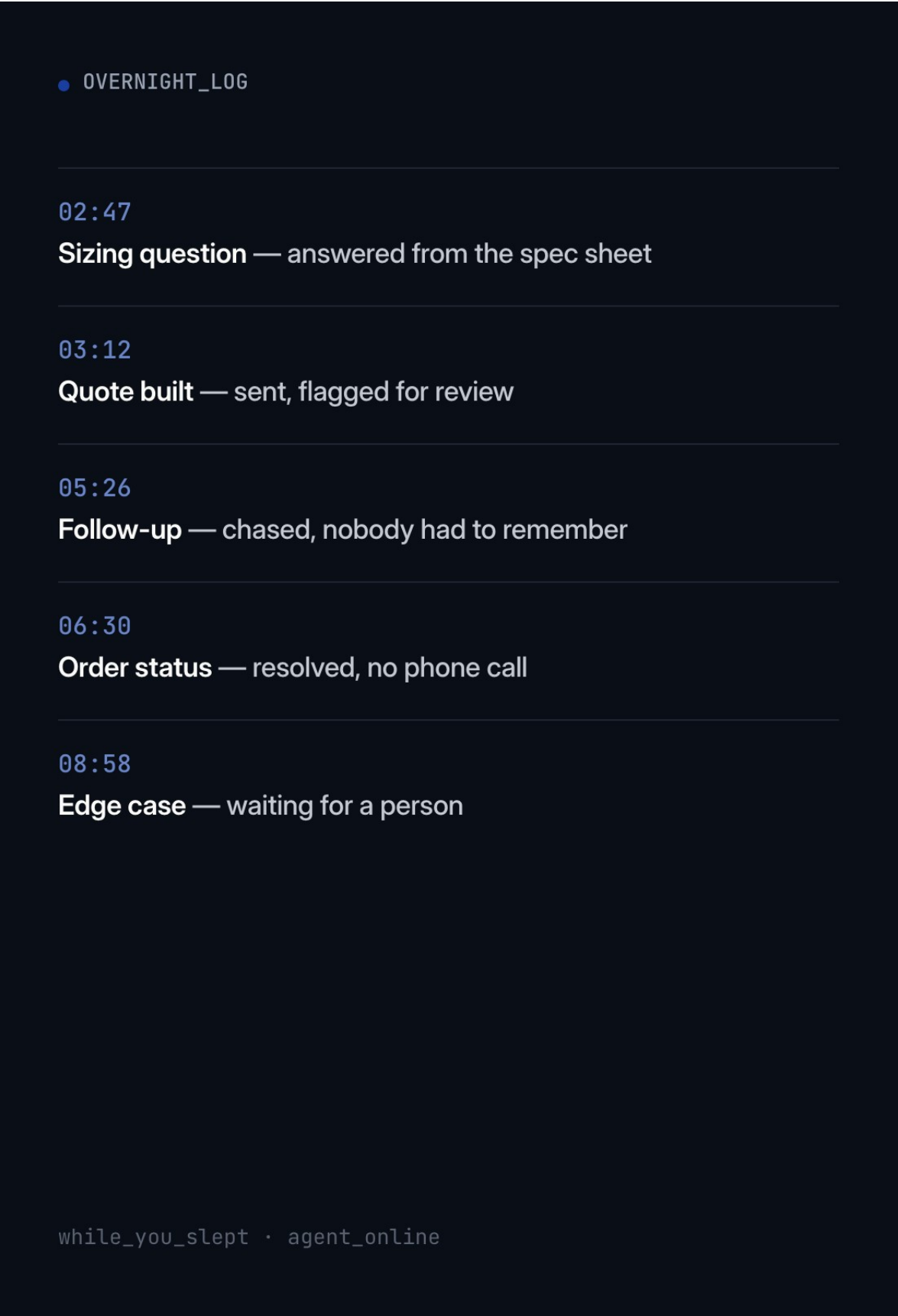
Gartner

85%

of Salesforce's own service
cases already resolved by
AI

Salesforce · FY2026

so_what None of this is a prediction. It is on sale now.



the_honest_bit

“If a machine can answer the technical question, what is left for me?”

Somebody in this room is thinking it. It is a fair question, and it deserves a straight answer.

Now here's the truth

The part everyone gets wrong about what is scarce and what is cheap.

The technology is the easy part now

Anyone can build an agent this month. The tools are cheap and everywhere. The hard part is knowing what to build, and that takes people who know the customer.

88–98%

of contact centres say they use AI

12–25%

have it genuinely working in daily operations

[so_what](#) Knowing what to build is the scarce skill, and it lives in this room.

division_of_labour

Customers still want you for the hard calls

machines

Finding information

Specs, availability, order status, price lists, the answer at 2am.

you

Judgement calls

“Will this work in my application?” Trade-offs, edge cases, awkward installs.

75% of B2B buyers will prefer human interaction by 2030. Gartner

so_what Machines take the lookups. The judgement stays with you.

NIGHT_SHIFT

02:47

• AGENT_ONLINE

Answering and triaging while head office sleeps. Anything it cannot judge waits for a person.

after_midnight · queue_zero

pilot · in_progress

A pilot on the night shift

One US manufacturer is piloting an after-hours agent, built in-house on their own knowledge base. It answers and triages technical questions while head office sleeps.

Their content, their answers, their tone of voice

Anything it cannot judge waits for a person

Nobody lost a job. Customers gained cover.

act_three

Forget the moonshot

Small process wins beat massive projects. Every time.

03 / 04

challenge_01

Why do we still send PDFs?

A spec sheet is out of date the moment we hit send. Nobody ever wanted the document. They wanted the answer.

instead

A live spec page that is never stale

instead

A page built for that one customer's application

instead

The right information on screen when the phone rings

challenge_02

14%

Gartner

Is a chatbot actually the answer?

Only 14% of self-service interactions fully resolve. For technical products, the better investment is usually invisible: every order, every quote and every past conversation on screen the second you pick up the phone.

so_what Helping the person on the phone beats a bot in front of the customer.

small_wins

What small wins look like here

weeks, not years

-
- 01 Same-day acknowledgement on every enquiry
 - 02 Quote follow-ups that chase themselves
 - 03 Order status without a phone call
 - 04 Call summaries written for you, not by you
 - 05 One screen with the customer's whole history
 - 06 Your pick — the thing that annoys you weekly

personalisation

Hyper-personalisation, the sensible version

not_this

Marketing that follows people around and calls it relevance.

this

The plant that reorders the same filter every quarter gets a nudge. The distributor sees their pricing, their history, their specs.

73% of buyers say experience matters more than price. BusinessDasher

so_what Personalisation here is service, not marketing.

act_four

What this means for you

Not the company's opportunity. Yours.

04 / 04

your_five_years

The people who lean in win

The most valuable people here over the next five years will be the ones who know the customer and know how to point these tools at the right problem. That is a bigger job, not a smaller one.

50% of companies that cut service staff for AI are expected to be re-hiring by 2027

Gartner / Forrester via Ringly

so_what The job gets bigger for the people who know the customer.

YOUR_FIVE_YEARS



**A bigger job.
Not a smaller one.**

Know the customer, point the tools
at the right problem.

know_the_customer · know_the_tools

the_ask

Leave with one idea

One task you repeat that a machine could do

→ Group A: self-service → Group C: AI assistance

One thing that annoys customers every week

→ Group B: friction

One “why do we still do it this way?”

→ “If we started fresh today”

Put them together and you have the roadmap.

- now_for_questions

**Machines for the routine. You for
the moments that matter.**

Q&A