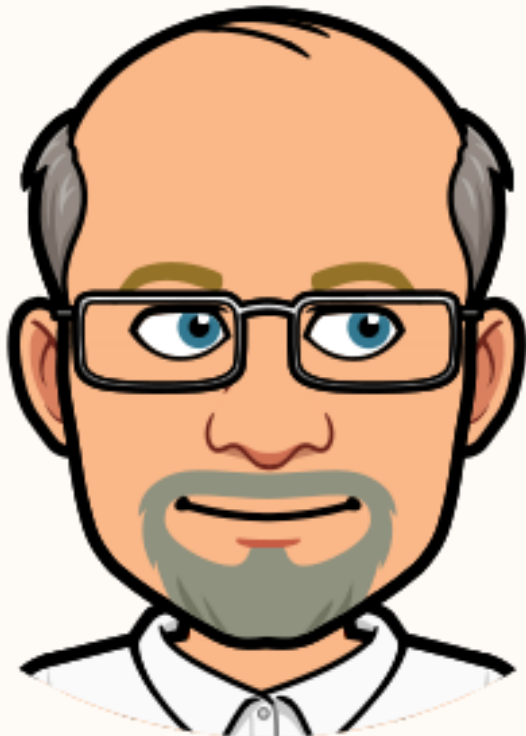


# **From Insight to Impact: Reimagining Customer Experience in the Age of AI and Behavioural Analytics**

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# A brief introduction

Co-founder of Anthrolytics and inventor of the Predictive Behavioural Analytics in **PropensityLens**



40+ years of hands-on experience

Experience Management expert, combining data science with behavioural science to:

- understand why people do what they do
- what they are likely to do next and
- determine how organisations should best act

# The future CX landscape

When AI becomes a behavioural partner - focussed not just on what customers do, but how they feel

We are all becoming hyper-aware of manipulation, bias, and ethical lapses. Trust is not just earned once - it's continuously renegotiated.

As CX experts, we've been focussing on what AI can do - but what about how customers perceive AI?

Behavioural analytics can anticipate not just actions, but reactions - helping organisations avoid "experience debt" before it accrues.

# Future CX needs to go beyond personalisation

The case for personalisation is often framed by organisations in terms of efficiency or convenience

Contextual empathy – designing experiences that adapt to and anticipate the customer's emotional state, situational context, and intent.

For example: A banking chatbot that recognises frustration not just in words, but in behavioural cues (hesitation, repeated queries), and adapts tone, escalation path, and timing.

Personalisation without empathy is automation.  
Empathy without context is theatre.

# Practical steps in operationalising behavioural insights

Turning insights about customer emotions into operational impact

Use behavioural signals as CX catalysts to move beyond static demographic segmentation to micro-patterns of decision-making based on a constant stream of emotional patterns

Design customer journeys with (predictive) emotional checkpoints that anticipate drop-off, confusion, or emotional friction before it happens.

But we must embed transparency and explainability at the human-machine interface to build ethical guardrails...



# The human-machine interface

Where 'rational' strategy meets emotional operational reality

...This is where organisations struggle - balancing automation with human care.

The interface isn't just technical; it's cultural.  
Employees must trust the AI as much as customers do.

Some organisations do focus on customer trust  
– but few directly address employee distrust in AI systems.

Without employee confidence, AI becomes an operational and compliance burden, not a CX enabler.

# Navigating the regulatory horizon

With great power comes great responsibility

Regulations aren't just constraints - they're design principles.

Ethical AI and behavioural analytics can become a competitive differentiator if organisations treat compliance as customer reassurance.

Therefore, we should build CX strategies that anticipate regulatory shifts (EU AI Act, data privacy laws) and use them to reinforce trust.

# In conclusion

We have heard today about the power of emotions and the potential of AI in CX

But the real test is turning insights into journeys that customers believe in, employees embrace, and regulators respect

Because:

- Insight without impact is theatre.
- Impact without ethics is risk.
- The future of CX is predictive empathy at scale.

q) When you go back to your organisation, don't ask what AI can automate. Ask: 'What human value do we want AI to amplify?'

# Final thoughts

It's time to reframe the conversation and focus on what matters to real people

Aim to move...

- From emotion AI → to predictive empathy.
- From trust by design → to trust as a living contract.
- From ecosystems → to behavioural interfaces.
- From leadership → to operational courage in the face of regulation.

And ask yourselves:

- How do we measure empathy, not just efficiency?
- How do we design for trust that evolves, not trust that is assumed?
- How do we empower employees to co-create with AI, not just comply with it?

# Thank you!

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