



Turning Fragmented Experiences into Connected Outcomes

April 2026

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Introduction

Across industries – from financial services and higher education to government and not-for-profits – organisations are under pressure to deliver faster, more personalised and empathetic experiences while keeping costs under control.

Increasingly, customer experience (CX) is shaped by how effectively employees are enabled, making employee experience (EX) and enterprise service management (ESM) critical to achieving consistent, impactful outcomes.

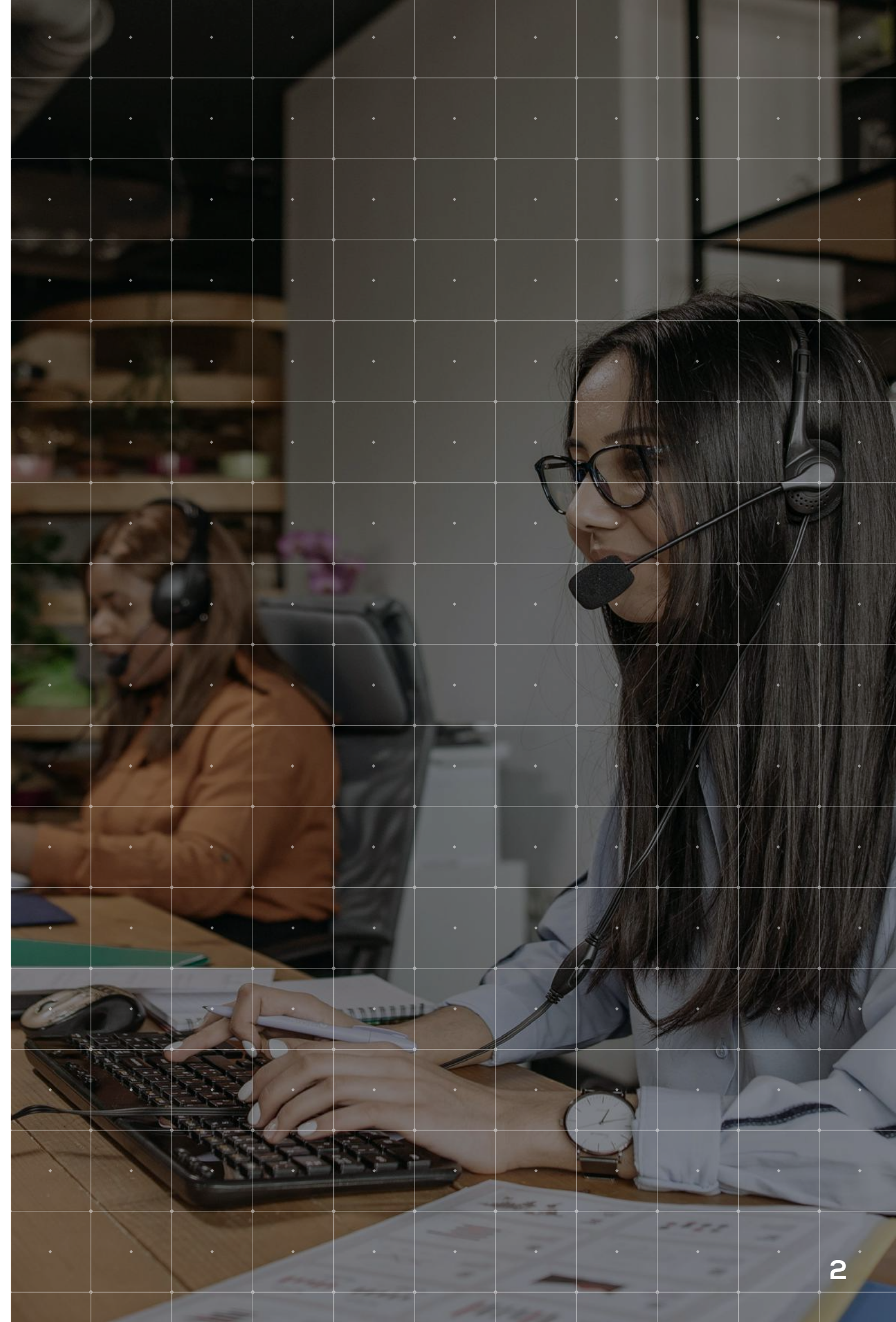
74%
of organisations in Australia are increasing
technology investments to improve
experiences.

Yet only 35%
are seeing tangible benefits in reducing service
volumes.

N=134; Source: Ecosystem, 2026

Organisations are investing heavily in CX and enterprise platforms to improve how work gets done and how experiences are delivered. However outcomes often remain inconsistent. Improvements often remain isolated, as manual handoffs and disconnected workflows prevent gains from scaling across teams and functions.

This ebook explores how organisations can connect people, process, platforms, and AI to drive measurable, enterprise-wide impact, turning fragmented experiences into connected outcomes.



Challenges: Why Outcomes Fall Short



Customer experience is driven by empowered employees; but breaks down when disconnected systems, workflows, and teams prevent it from scaling.

Despite significant investments in CX, enterprise platforms, and AI, progress is often visible only in isolated areas – within specific functions or use cases – without consistently reaching the wider organisation. What’s missing is the ability to carry these gains across teams, workflows, and systems at scale, limiting enterprise-wide impact.

#1 Experience Ambition Constrained by Cost Pressures

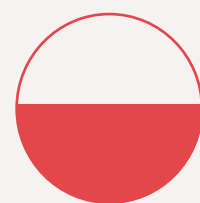
Organisations increasingly recognise that customer experience is shaped by how well employees are enabled, making EX a critical lever for improving outcomes. Service and product innovation also remain a top priority as organisations look to differentiate and stay competitive. However, these ambitions coexist with ongoing cost pressures, forcing organisations to balance improved experiences with efficiency gains.

Top Organisational Priorities in Australia



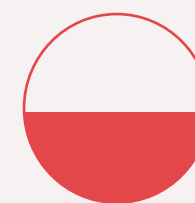
56%

Employee enablement & productivity



52%

Cost efficiency



48%

Customer experience/ service & product innovation

N=134; Source: Ecosystm, 2026

This creates a structural tension: advancing experience and innovation agendas while keeping costs tightly controlled, often forcing organisations to prioritise incremental improvements over deeper operational change and slowing the ability to scale impact across the enterprise.

Experience improvements tend to be absorbed into existing operating models, limiting their ability to drive meaningful change in how work is delivered.

#2 Underutilised Platforms & Disconnected Workflows

CX and enterprise service platforms are often deployed in isolation rather than as part of an integrated operating model. As a result, workflows remain fragmented across front, middle, and back office, with limited coordination between customer interactions, service processes, and operational execution.

This fragmentation is compounded over time as new tools are added without rethinking how processes connect end-to-end, creating more layered stacks and increasing reliance on manual coordination. Teams frequently bridge workflows manually, creating “human middleware” that slows execution and leads to inconsistent outcomes.

Fragmented execution reduces visibility into how work actually flows across the organisation, limiting the ability to optimise end-to-end performance.

57%
of organisation in
Australia have set
CX KPIs across the
business.

But only **20%**
have a single, unified
source of customer
data.

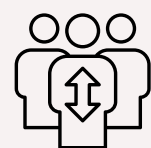
N=134; Source: Ecosystem, 2026

#3 Operational Inefficiencies Impacting Experience

When workflows aren’t aligned, inefficiencies appear quickly. Teams rely on manual handoffs, repeated work, and disconnected steps to deliver service, increasing workloads and creating variability in both customer and employee experience.

As 71% of customer interactions shift to digital, execution demands have intensified, yet key challenges persist.

Key Challenges in Managing Digital Interactions



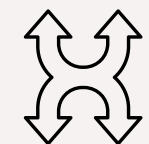
35%
Updating
information to
deliver consistent
experiences



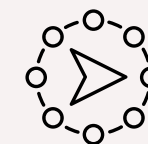
28%
Integrating data for
better decisions &
personalisation



16%
Data security



14%
Integration of
physical & digital
experiences



7%
Others

N=134; Source: Ecosystem, 2026

These gaps make execution increasingly dependent on workarounds rather than designed processes. Disconnected tech stacks force employees to patch together workflows, leading to slower response times, errors, and rising operational friction.

Service quality becomes inconsistent, depending on how effectively teams compensate for underlying system gaps.

#4

Fragmented Insights Limit Strategic Action

Data spread across business units makes it difficult to maintain a single view of performance. Leadership struggles to track outcomes, forecast demand, and calculate ROI for CX, enterprise platforms, and AI initiatives. This limits the ability to connect operational activity with enterprise-level decision-making.

Most Popular Sources of Customer Information

57%

Marketing automation systems/tools

55%

Customer service systems

50%

Feedback forms and surveys

46%

Customer Data Platform

41%

CRM

N=134; Source: Ecosystem, 2026

Without a common data layer, AI and analytics cannot generate predictive insights or guide operations, leaving investments underutilised.

Organisations make decisions based on partial visibility, limiting the ability to align investment, performance, and outcomes across the enterprise.

#5

AI Constrained by Experience Gaps & Uncertain Value

AI initiatives are growing, but scaling their impact across the enterprise remains challenging. Barriers often stem from fragmented workflows, disconnected systems, and inconsistent experiences, rather than technology limitations alone.

Key Barriers to AI Adoption in Australia



Low user adoption due to inconsistent or fragmented experiences



Uncertainty over AI's ability to deliver meaningful, context-aware responses



Privacy, security, and responsible AI concerns

N=134; Source: Ecosystem, 2026

AI must be embedded into workflows and connected data systems to drive predictive insights, reduce manual effort, and improve outcomes. Otherwise, initiatives remain isolated and fail to deliver enterprise-wide transformation.

AI outcomes are constrained by the readiness of underlying operating environments rather than model capability.

Connecting People, Processes, Platforms & AI for Real Impact



Real impact comes from connecting people, platforms, and AI into streamlined workflows that drive measurable gains in experience, efficiency, and cost.

1

Start with workflows: align people and processes

Linking customer interactions, service requests, and operational tasks across front, middle, and back office turns fragmented workflows into coordinated, end-to-end journeys. Eliminating “human middleware” allows teams to focus on high-value work.

2

Bring platforms together: unify the environment

Fragmented CX tools, service systems, and custom integrations add cost and complexity. Consolidating these into interoperable platforms reduces duplication and creates a consistent experience. Pre-integrated solutions accelerate adoption and ease the IT burden.

3

Apply AI where it matters: embed into real work

AI is only impactful when built into workflows by design – supporting routing, automation, decision-making, and real-time guidance. A common data layer enables predictive insights, personalisation, and continuous optimisation across the service lifecycle.

4

See it all in real time: unify data and insights

Bringing together interaction data, operational metrics, and case data into a single source of truth provides end-to-end visibility, from first contact to resolution. This allows leaders to track performance, spot bottlenecks, and optimise resources.

5

Scale with governance and measurable outcomes

AI adoption requires secure, scalable, and governed infrastructure. Linking initiatives directly to business outcomes ensures measurable gains in efficiency, experience, and cost.

Industry Implications: Turning Fragmented Systems into Connected Outcomes

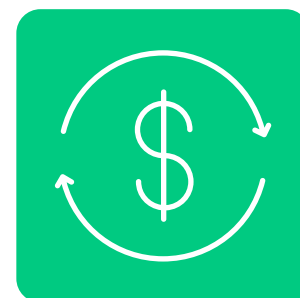


Higher Education

Linking Student, Faculty & Administrative Workflows

Universities operate across decentralised faculties, schools, and departments with siloed student systems, resulting in fragmented engagement and limited coordination across admissions, academics, and student support services – while operating under tight budgets and pressure to modernise and adopt AI responsibly.

By integrating enrolment, learning management, and support workflows by design rather than as an afterthought, universities can reduce duplication, ensure consistent student experiences, and free staff from routine tasks. AI can triage queries, flag at-risk students, and automate administrative work, while real-time dashboards provide actionable insights for leadership and compliance with privacy regulations.



Financial Services

Streamlining Customer Journeys Under Regulatory Constraints

Banks and insurers face high customer expectations for fast, personalised service, yet legacy systems and regulatory frameworks make integration difficult. Fragmented workflows slow response times and limit the ability to deliver consistent experiences.

Unified platforms link CRM, risk, and operational systems to enable end-to-end journeys while maintaining compliance. AI can automate KYC, route complex inquiries, and personalise product recommendations. Operational dashboards provide visibility into resolution times, compliance adherence, and performance, reducing delays and manual effort.



Government & Public Sector

Coordinating Services Across Departments

Public agencies must deliver digital-first, responsive services while managing siloed departments, legacy infrastructure, and constrained budgets. Transparency, accountability, and cost control remain critical all while delivery against mission statement and policies.

Integrated workflows connect citizen requests with back-office case management, reducing manual handoffs and lost requests. AI can prioritise high-impact cases, auto-route queries, and predict demand, enabling better staff allocation. Real-time dashboards allow leaders to identify bottlenecks, monitor SLA compliance, and optimise resources while maintaining governance and transparency.



Not-for-Profit

Delivering Impact Efficiently under Resource Pressure

NFPs must achieve high social impact with lean teams, limited budgets, and fragmented systems. Manual processes and disconnected workflows constrain the ability to scale programmes efficiently and respond quickly to stakeholders.

Consolidating donor management, volunteer coordination, and programme operations on a unified platform reduces duplication. AI automates volunteer scheduling, tracks beneficiary engagement, and predicts programme impact. Real-time dashboards give leaders clarity on resource allocation, performance, and funding utilisation, ensuring every dollar and hour drives measurable outcomes.



Ecosystem Opinion

As organisations move from siloed operations to more connected, data-driven workflows, the ecosystem becomes a practical enabler of how work actually gets done across CX, service, and operations.

Bringing together CX orchestration, enterprise service workflows, and AI-ready infrastructure is what connects strategy to execution. When platform capabilities are paired with implementation expertise, organisations are better able to extend the value of existing systems, embed automation into day-to-day processes, and improve visibility across how work flows end to end.

It is at this intersection of platforms, partners, and execution that organisations move beyond isolated pilots and start to see consistent, measurable outcomes at scale.



Strategic Partnership: Connecting Platforms, People & Processes for Business Impact

Nexon's partnership with Genesys and ServiceNow brings together deep CX, EX and enterprise service management expertise to address one of the biggest challenges organisations face today: delivering seamless experiences while operating more efficiently.

By aligning market-leading platforms with Nexon's industry insight and delivery capability, this partnership goes beyond technology integration to enable smarter workflows, connected customer and employee journeys, and data-driven decision-making. The result is measurable business outcomes faster service resolution, reduced complexity, and experiences that build trust, loyalty and long-term value.



About Ecosystem

Ecosystem is a leading technology market analyst and advisory firm that helps stakeholders navigate innovation in the digital economy through data, insights, and expertise. We connect enterprises, technology companies, digital-native founders, investors, and policymakers to enable informed decision-making. With ongoing research and access to top analysts and strategic advisors, we empower business planning, go-to-market activities, thought leadership, and innovation strategy consulting. Visit ecosystem.io

About Nexon Asia Pacific

Nexon Asia Pacific (Nexon) is an award-winning digital consulting and managed services partner for mid-market and government organisations across Australia. We have a uniquely broad suite of solutions to service clients who require end-to-end capabilities coupled with specialist expertise in security, cloud, and digital solutions.

Our end-to-end solutions help clients to solve problems, address frictions, and accelerate growth. Committed to the highest standards of responsiveness, competency, and transparency, Nexon is built on a unique client care model that is fuelled by continuous feedback. With 500+ staff, we employ some of the country's most experienced consultants and empower teams to make decisions that accelerate change for client organisations.

As a certified and accredited local and state government provider, CREST, and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative solutions and service excellence.

We help our clients move from a position of overwhelm to empowerment, looking forward to a more agile and digital future. nexon.com.au

About Genesys

Genesys® empowers more than 8,000 organisations worldwide to create the best customer and employee experiences. With agentic AI at its core, Genesys Cloud™ is the AI-Powered Experience Orchestration platform that connects people, systems, data and AI across the enterprise. As a result, organisations can drive customer loyalty, growth and retention while increasing operational efficiency and teamwork across human and AI workforces. To learn more, visit www.genesys.com.

About ServiceNow

ServiceNow (NYSE: NOW) is the AI control tower for business reinvention. The ServiceNow AI Platform integrates with any cloud, any model, and any data source to orchestrate how work flows across the enterprise. By unifying legacy systems, departmental tools, cloud applications, and AI agents, ServiceNow provides a single pane of glass that connects intelligence to execution across every corner of business. With more than 75 billion workflows running on the platform each year, ServiceNow helps organizations turn fragmented operations into coordinated, autonomous workflows that deliver measurable results. Learn how ServiceNow puts AI to work for people at www.servicenow.com.

This ebook is sponsored by Nexon Asia Pacific, Genesys and ServiceNow. It is based on the analyst's subject matter expertise in the area of coverage in addition to insights from interactions with technology buyers in multiple industries and technology vendors, industry events, and secondary research. The data findings mentioned in all Ecosystem reports are drawn from Ecosystem's live and on-going studies on the Ecosystem research platform. For more information about Ecosystem visit ecosystem.io.