

Editorial: *Exceeding Customers' Expectations by Improving AI – Human Mix, and Considering Significant Predictions To Be Used by CMOs*



Human and AI connection cannot exist or happen together at the same time, according to Gainsight's approach to customer success (Bacon, 2025), but stronger customer relationships' development is encouraged by leveraging AI (to increase human understanding) and building genuine engagement (that's to say customer engagement on a personal level, businesses making customers feel both heard and valued based on improved connection). As customer-obsession (a more entrenched commitment to CX, going one step further from customer centricity) promotion across organizations is a must at the present time, marketing managers are under pressure to vigorously encourage customer feedback embracement and employees' training and equipping to act on feedback, validating strategies through it before implementation (Tamminga, 2025). That means to go beyond customers' needs' anticipation, exceeding customers' expectations by continuously listening, learning, and responding to their feedback. On the other hand, as shown by Arreola and Jaidan (2025), more informed and satisfying decisions can be made by leveraging AI tools used (both data-driven insights and efficiency being offered by AI, which cannot replace human intuition, for example) and entrepreneurs' instincts (the so-called unconscious expertise can be developed by entrepreneurs ensuring constantly their intuitive decision-making skills' improvement), ensuring the balance between them.

With regard to AI integration in enterprise work, Eastwood (2025) analyzed AI – human combination, concluding that this mix may not do better than besides either – AI alone and humans alone – can, and making reference to how important is to become intelligent and well

informed concerning what works (on tasks involving creating content, for instance) and what doesn't (on tasks involving decision-making, for example) for this mix. While Cosentino and Tse (2025) brought to our attention another relationship (considered symbiotic) between two mutually dependent technologies, namely AI (whose navigation relies on Web3's decentralised infrastructure) and WEB3 (having need of AI to address its complexities etc.), making them acting jointly.

On the other hand, Ide and Talamas (2024) offered a framework to analyze how the knowledge economy can be reshaped by AI's rise by enabling problem solving at scale. While the CEO of Earley Information Science (also author of the book "The AI-Powered Enterprise: Harness the Power of Ontologies to Make Your Business Smarter, Faster, and More Profitable", Publisher: LifeTree, April 28, 2020), the reputed Seth Earley concluded very recently that novelties happening really fast will be separated from sustainable success stories by expanding AI's capabilities as the knowledge engineering foundation.

According to ElHajjar (2025), as beyond the significant AI benefits there are considerable ethical challenges, it is necessary to check AI systems' transparency and accountability, ensuring a non-affectionate human cognition and critical thinking skills, as well as cognitive diversity. AI must remain only that tool empowering humans (always based on their personal reflection and critical thinking), without affecting their consciousness.

Without doubt, AI is a priority this year for marketing leaders focusing more on AI most practical use cases for current challenges (such as social media strategy and influencer marketing), and not as last year on optimizing budgets by using AI (Liederman a, 2025). Quad's CMO Josh Golden (former Ad Age president) underlined, for example, the need of AI tools' usage for content creation and imagery (Quad, 2025). Also, as shown by EMARKETER's analyst Jasmine Enberg (Liederman b, 2025), there is an emergence of a new wave of AI-driven influencer identification tools, consequently being simple for marketers' focus, for example, on both engagement rates (as digital marketing metric tracking how actively involved with their content their audience is), and creative alignment (creatives' direction being provided by marketers). While the VML Connections supervisor of social Ivy Everitt highlighted AI role as technological transformation continuously supporting not only efficiencies and accessibility, but also positive impacts on the daily work (Clark, 2025).

And as AI adoption challenges involve actionable steps, Gartner for Marketing expertise (Mortensen and Weidemann, 2025) made clear recommendations, such as to make good use of informal GenAI experiments by building a bottom-up sharing mechanism. Also, Gartner experts (Gartner, 2025) highlighted significant predictions to be used by CMOs.

As addressing challenges is hard smart work, it is also interesting to remember what Tamayo et al. said two years ago: *"To adapt in the years ahead to the rapidly accelerating pace of technological change, companies will have to develop ways to learn—in a systematic,*

rigorous, experimental, and long-term way—from the many reskilling investments that are being made today. Only then will the reskilling revolution really take off.”

And as we mentioned on other occasions, the important thing (to paraphrase again our famous Romanian sculptor Constantin Brancusi) is not to forget... the essence of things, and remain People-Centered.

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