

Editorial: *The AI's Extended Impact, the Challenge to Deliver Real Productivity, CX Innovation Driven by AI Engine, and Reflection Required by Wisdom*



The AI's extended impact is continuously causing strong feelings among disputed topics in the famous hub for high-tech innovation, also known as a center for venture capital, Silicon Valley, evidence in this regard being the opinions expressed by Bill Gates, Elon Musk and numerous others, including the “Godfather of AI,” Geoffrey Hinton (Fore, 2025). And as AI's economics had known new thorough analysis and evaluation Hinton's warnings got noticed, being a feeling of the unknown regarding what is going to happen ten years from now.

While the “Godmother of AI” Fei-Fei Li (Paoli, N., 2025) showed that within the technological shift “people from all backgrounds feel they have a role.” Focused on spatial intelligence (she names AI technology next frontier), the “Godmother of AI” (World Labs' Founder; its first commercial gen world model Marble has been recently released) earned a place in the exclusive gathering of “Architects of AI” selected by Time Magazine's as its Person of the Year 2025 (Associated Press, 2025), together with Meta CEO Mark Zuckerberg, AMD CEO Lisa Su, xAI CEO Elon Musk, Nvidia CEO Jensen Huang, OpenAI CEO Sam Altman, Google DeepMind CEO Demis Hassabis, and Anthropic CEO Dario Amodei.

According to Ramp Economics Lab (Kharazian a, 2025), the so-called AI bubble it is still not showing up (by means of software spend) in their data (with regard to this bubble most concerns revolving around too many data centers' building). And as from the point of view of by business AI's adoption measurement the primary dataset is Ramp AI Index (Kharazian b, 2025), just two months later Kharazian stated: “We have never seen this level of dynamism in the

software industry, in which new technologies are introduced monthly and startups unseat large incumbents in the span of a year. OpenAI remains the leader in business adoption and that puts it in a strong competitive position going forward.”

On the other hand, the data-center researcher Jonathan Koomey (Roytburg, 2025) made reference to how AI boom is unexpectedly encountering the difference between digital speed and physical speed, the two worlds of (fast moving) bits and (not fast moving) atoms colliding in data centers. While to maintain the same rate of progress with AI buildouts new companies are emerging across the seven layers data center value chain (CB Insights, 2025): Power generation; AI computing hardware; Supporting hardware infrastructure, Networking and connectivity; Data storage and database infrastructure; AI cloud services; Data center facilities and operations.

As shown by McKinsey’s experts (Vuppala, Gabrielle and Cheta, 2025), the fact that how companies are learning to effectively use technology is slower compared to how they are buying it is a common challenge reflected by the so-called productivity paradox (seen as the gap between an investment and its realized impact). To deliver real productivity AI needs to be enabled by data, platforms, people, and processes within the context of enterprise’s re-architecting as the first step on the path to AI success. And to generate a threefold increase of value from technology investments companies – according to McKinsey’s “Triple the return” framework – must execute better (not spending more) by reimagining the business through technology, rewiring technology for speed and scale, and rehumanizing the organization. Also, they underlined that beyond technology and productivity, AI transformation presupposes both how work is done redefinition, and to expand value by increasing innovation.

Expressing his expert opinion about Gartner’s 2026 top 10 strategic technology trends, Bhandari (2025) underlined that CX innovation is driven by AI engine, and as many standard practices will be impacted by the next wave of AI, there is imperative for CX to adapt to new working ways with customers. Also, it was highlighted the importance of understanding how CX is specifically affected by the following Gartner trends: AI-Native Development Platforms and AI Supercomputing Platforms (which provide the infrastructure for rapid deployment of sophisticated AI model); Multiagent Systems (that will transform customer service); Domain-Specific Language Models (which allow AI to be trained on industry-specific jargon); Confidential Computing (that is building trust); Digital Provenance (that verifies AI-generated content authenticity); AI Security Platforms (which will drive better customer value through less disruptions).

The Chief Product Officer for Genesys (Jouve, 2025) stated: “When AI becomes deeply embedded in customer experiences, it’s not enough to ask what it can do. We also need to ask what it should do — and if we can trust it to behave in a way that protects customer relationships, brand integrity and regulatory standing.” With regard to trust, Colin Shaw (LinkedIn ‘Top Voice’ & influencer Customer Experience & Marketing; Financial Times Award Leading Consultancy 4 Straight Years; Host of ‘The Intuitive Customer’ in Top 2% etc.) recently

brought to our attention how dramatically changed who we trust, despite the fact that always at the heart of CX we had trust (Shaw, 2025). Consequently, he recommended CX and Marketing Leaders to consider as follows: trust signals' auditing (if they are credible or performative); funnel balancing the funnel (to not pushing limits in brand-building while racing after short-term influencer ROI); in real community spaces investing (such as forums, peer reviews, and user stories, showing up in these trusted spaces without affecting their authenticity); giving up sometimes of control to win authenticity; influencers' re-evaluation to focus on genuine advocates sharing with customers lived experience.

On the special occasion of the “Business and Academic Partnership. The 16th Supply Chain Management for Efficient Consumer Response Conference, 11–12 Dec 2025” (<https://www.crd-aida.ro/2025/12/the-16th-supply-chain-management-for-efficient-consumer-response-conference-11-12-dec-2025-targoviste/>), we made reference, among other aspects, to a piece of advice offered by a senior partner in McKinsey's healthcare practice (Chopra, 2025) for consideration: “AI can process infinite information, but wisdom requires reflection, not computation. AI can generate insights, but not purposeful guidance. It can predict trends, but not exercise judgment.” The suggestion coming from McKinsey highlighted that discernment (not data) is the scarcest resource in today's world increasingly dominated by algorithms.

Let us end this approach by making again reference to the fact that the why and how we work (Somroo, 2025) is being rewritten by AI impact.

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