

Johann's Perspective / Editor's Note

Service Transformation in Action: Trends Shaping 2026

Technology is accelerating. Service remains the differentiator.
In this edition of **AI Enabled Service**, we explore the latest developments in AI, customer experience and business transformation, from the rise of AI agents and **Everything-as-a-Service** to the changing role of intelligent organisations.

Discover the insights shaping the future of service and what they mean for business leaders.

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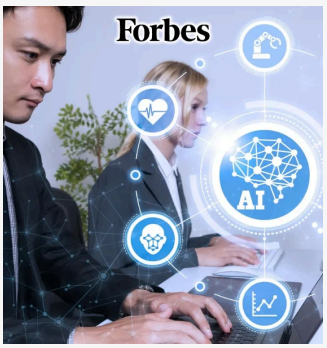
1. Top 10 XaaS Benefits: Transforming Business Operations with Everything-as-a-Service



The "Everything-as-a-Service" (XaaS) model has rapidly transformed how businesses operate, offering unprecedented flexibility, scalability, and efficiency.

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2. AI Agents Transform Customer Service Operations Forever



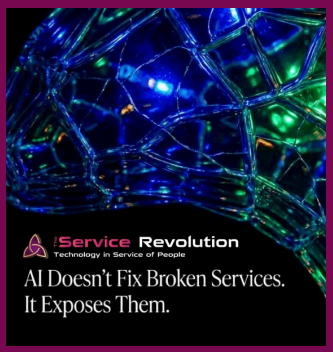
As AI becomes more capable, the organisations creating the best customer experiences aren't replacing people—they're empowering them. This article explores why combining AI's speed with human empathy and judgement is becoming the winning formula for modern service.

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• **Featured insight ⭐**

3. AI Doesn’t Fix Broken Services. It Exposes Them.

AI won’t repair fragmented processes, disconnected teams or poor service design—it simply makes those weaknesses impossible to ignore. This insight, explores why organisations must build strong service foundations before expecting AI to deliver meaningful transformation.



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4. How AI Agents Are Opening the Golden Era of Customer Experience

AI agents are moving beyond simple automation to deliver more personalised, proactive and seamless customer experiences. This BCG insight explores how organisations can combine AI with smarter service design to reduce costs, improve experiences and prepare for the next generation of customer engagement.



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5. Becoming an AI-First Company: Designing organisations for intelligence in the core

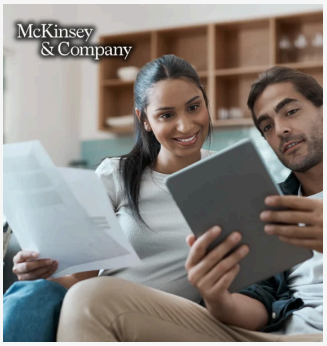
Becoming AI-first is about far more than adopting new technology. This Deloitte perspective explores how organisations can redesign their operating models, leadership and ways of working to embed AI at the heart of the business—and create lasting competitive advantage.



Read more

5. Next best experience: How AI can power every customer interaction

What if your organisation could anticipate customer needs before customers even recognise them? This McKinsey article explores how AI-powered “Next Best Experience” is helping organisations deliver proactive, personalised interactions that increase loyalty, improve service and create measurable business value.

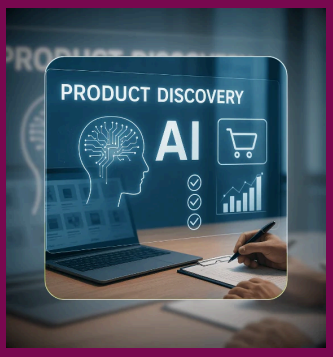


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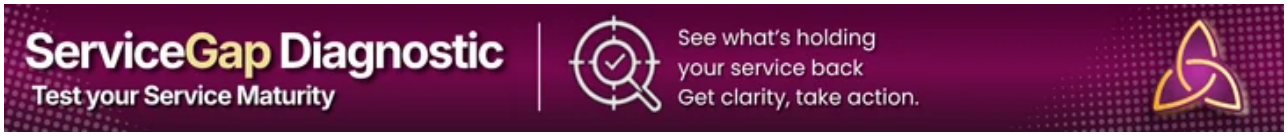
• **Featured insight ⭐**

6. When is AI not AI? When it’s really just Automation!

Confused between AI and automation? It’s more common than you might think. These terms are often used interchangeably, but they represent distinct concepts that can bring different benefits.



Read more



Thank you!

Thanks for taking the time to read this edition of **AI-Enabled Service.**
I hope you found it useful, thought-provoking and inspiring.

If you're curious to explore more, I invite you to visit the ***Service Revolution Academy***, where I share tools, insights, and resources to help leaders like you create lasting impact through service.

You can also connect with me on **LinkedIn** — I’m always sharing ideas, reflections, and updates on what’s working in the world of service-led business growth.

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