

# Six ways customer-obsessed firms outcompete on customer-centricity

**Our latest research reveals how leading firms are elevating their customer-centricity game as the age of agentic AI dawns.**

In an era typified by unprecedented change, geopolitical shifts, and a hitherto unseen pace of technological advancements, businesses are scrambling to reimagine how work gets done. Our study of over 300<sup>1</sup> US businesses across five industries found that only a small cohort has cracked the code so far. We call these firms customer-obsessed, i.e., firms where teams empowered by strong data foundations, AI tools, and hyperscaler computing, are rewiring enterprise processes around customer-centricity.

Customer insights, generated by churning vast volumes and types of data, help their sales, marketing, service, and product teams predict customer demands and needs faster than their counterparts, namely, customer-responsive and indifferent firms<sup>2</sup>. They do this by identifying opportunities to enhance products and services that let customers generate more value from their purchases. And they don't stop there; these firms take it a step further and launch new offerings based on these insights.

They're rewiring their processes to create an environment that enables human-agent collaboration. This infographic highlights six ways customer-obsessed firms are outcompeting others on customer-centricity.

**With agentic AI emerging as a game changer for enterprise agility, obsessed firms are already ahead of the curve.**

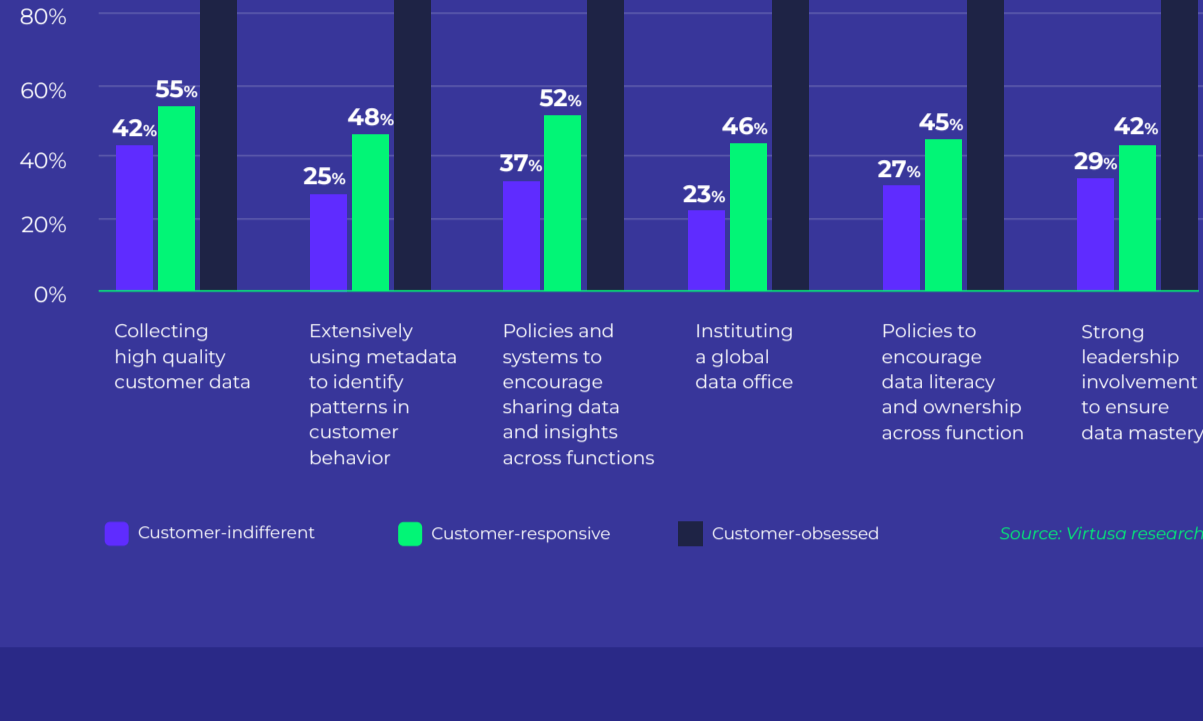
## 1

### Strong data foundations set the stage

Data foundations are only as good as the insights they generate. And this requires more than just data lakes and warehouses. Leading firms ensure they collect high-quality data, have policies for data sharing, a global data office to support governance, and leadership that values data mastery.

#### Obsessed firms have stronger data foundations

X-axis: % of respondents reporting their effectiveness on various aspects of customer data | n = 302



## 2

### Data usage drives insight generation

These factors add up. Our study finds that building strong data foundations helps sales, marketing, service, and product teams turn raw data into actionable insights. Customer-obsessed firms are head-and-shoulders above the rest in this regard.

#### Effective data usage translates into better insights

X-axis: % of respondents reporting their effectiveness at using customer data | n = 302



## 3

### AI is the foundation of functional success

These teams are empowered by AI tools (generative and traditional) that churn through data to uncover insights. Here again, customer-obsessed firms lead, and their usage of these tools will only deepen over the coming years.

#### AI is critical to functional transformation

X-axis: % of respondents reporting their usage of AI for improving tasks | n = 302



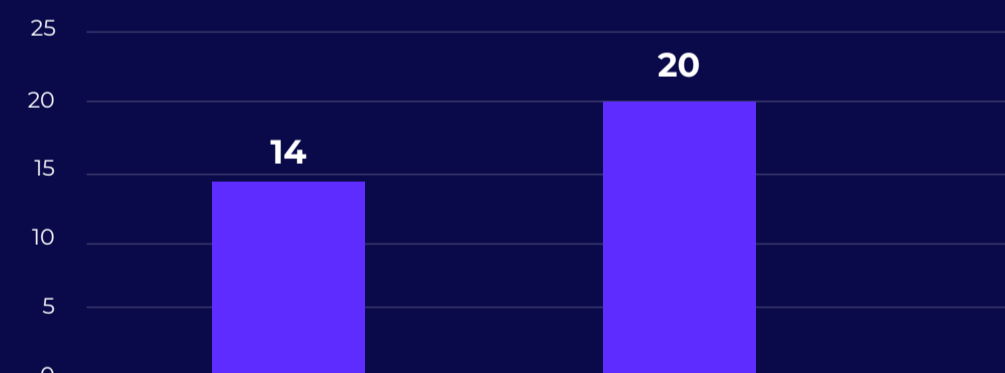
## 4

### Hyperscaler computing eases workloads

As data workloads increase and workflows evolve, customer-obsessed firms are leaning on hyperscalers to process their growing data repositories. For 14 out of the 32 functional tasks we listed, these leaders rely more on hyperscalers than their own data centers and SaaS providers. Customer-indifferent firms, however, rely more on their data centers.

#### Obsessed firms lean on hyperscalers

X-axis: % of respondents reporting their usage of hyperscalers to improve tasks | n = 302



## 5

### Agentic reshapes functions

Customer-obsessed firms are also leading the way in adopting agentic AI to transform their functions. Across functions, they are more likely to develop AI agents compared to both responsive and indifferent firms.

Likelihood of obsessed firms deploying agentic for functional transformation	Compared to responsive firms	Compared to indifferent firms
Sales	1.3 times	1.8 times
Marketing	1.4 times	1.7 times
Service	1.3 times	1.6 times
Product	1.2 times	1.6 times

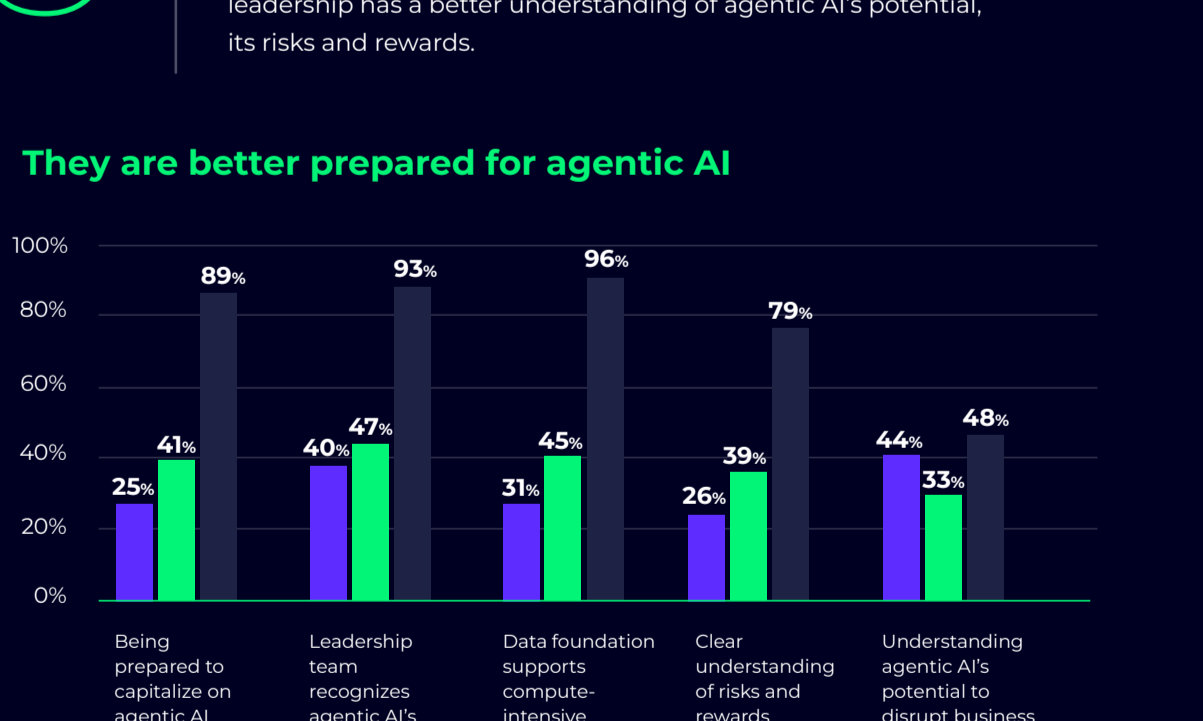
Source: Virtusa research

## 6

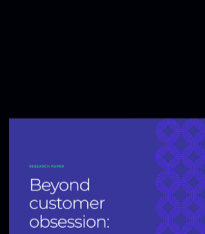
### Strong fundamentals enable agentic readiness

Customer-obsessed firms are much better prepared for agentic because their data foundations are stronger, and the leadership has a better understanding of agentic AI's potential, its risks and rewards.

#### They are better prepared for agentic AI



Source: Virtusa research



For more, read our report

#### Beyond customer obsession:

Beyond customer obsession: Where data, AI, and empathy converge

#### References

- We surveyed business leaders at 302 U.S. companies in June/July of 2025. Approximately 20% of respondents originated from each of the five sectors – banking and financial services, insurance, healthcare services and insurance, life sciences (pharma, biotech, medical devices, medical products), and telecommunication services.
- The survey respondents that we grouped as "customer indifferent" said they were not effective in using any of the five data types. In contrast, every survey respondent that we designated as "customer responsive," or "customer obsessed" used at least one of the six data types effectively or highly effectively. Obsessed firms used almost all data types highly effectively.