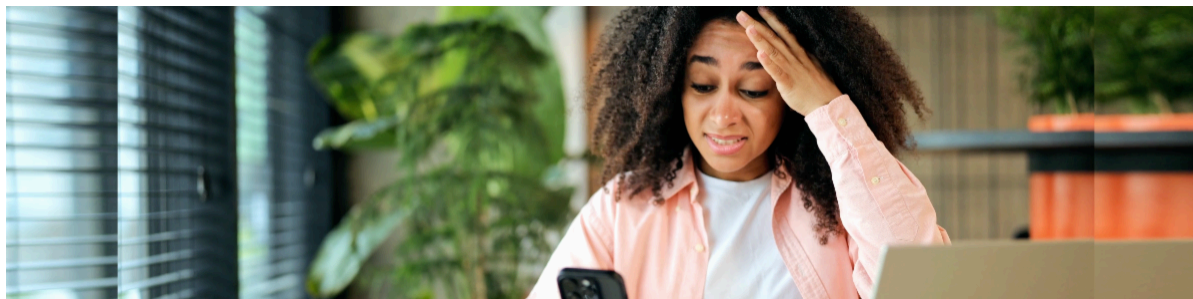

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Avoiding "Slop" in Customer Experience

AI is creating incredible opportunities in customer experience. Faster service. Better insights. More personalization. But there's another side emerging that leaders must pay attention to.

Recently, *The Wall Street Journal* highlighted concerns from two engineers deeply involved in building AI coding tools. Mario Zechner and Armin Ronacher helped launch the agentic AI craze. But they are warning about something they call "vibe slop."

Their warning is that some organizations are replacing thoughtful design, testing, expertise, and long-term thinking with prompting AI to generate things quickly. And over time, they believe the result will be buggy, fragile, low-quality systems that don't hold up well.

That phrase, "vibe slop," stuck with me because I believe this idea applies far beyond software development. I think there's a growing risk of "slop" in customer experience, not because AI is bad, but because speed without judgment creates problems.

There's a growing risk of "slop" in customer experience because speed without judgment creates problems.

So what does "slop" look like in customer experience?

It can show up in a lot of ways:

- AI-generated emails that sound polished but hollow.
- Chatbots that technically answer questions but frustrate customers.
- Disconnected channels that don't share context.

- “Personalization” that feels robotic.
- Automation that removes friction for the company while creating friction for the customer.
- Rushing to deploy AI without enough thought around quality standards, escalation paths, and employee training.

And here’s the challenge:

At first, some of this can actually look successful. Average handle time improves. Costs go down. Deflection rates increase. But underneath the surface, trust may be eroding. Customers feel less understood. Employees may feel less empowered. And organizations may slowly accumulate what many are calling organizational debt.

In software, they talk about technical debt. In customer experience, I think there’s a parallel: short-term efficiency decisions that create long-term complexity, frustration, and instability, in other words, organizational debt.

Beware of short-term efficiency decisions that create long-term complexity, frustration, and instability, in other words, organizational debt.

Now to be clear, I’m very optimistic about AI. I think AI will dramatically improve customer experience. I’m already seeing it happen.

An organization we are working with is seeing significant ROI on AI tools that summarize customer conversations and surface relevant knowledge to agents in real time. But importantly, they didn’t position it as replacing judgment. They positioned it as helping employees spend less energy searching and more energy listening, solving problems, and building trust. That’s a very different mindset from simply trying to automate people away. And I think that distinction matters enormously.

The organizations getting this right tend to approach AI differently. They aren’t simply asking: “How much can we automate?” They’re asking: “How do we create a better experience?”

AI is moving faster than any technology shift most of us have seen in our careers. But speed alone isn’t strategy. The organizations that win won’t simply be the ones that automate the fastest. They’ll be the ones that combine AI speed with human judgment, strong foundations, and experiences customers can trust.

Because in the end, the future of customer experience shouldn’t be slop.



Watch the video for more examples of CX "slop" and how to avoid it!

Did you know?

Globally, organizations are putting an estimated \$3.7 trillion in annual revenue at risk because of bad customer experiences. (Qualtrics XM Institute)

[See More Stats](#)

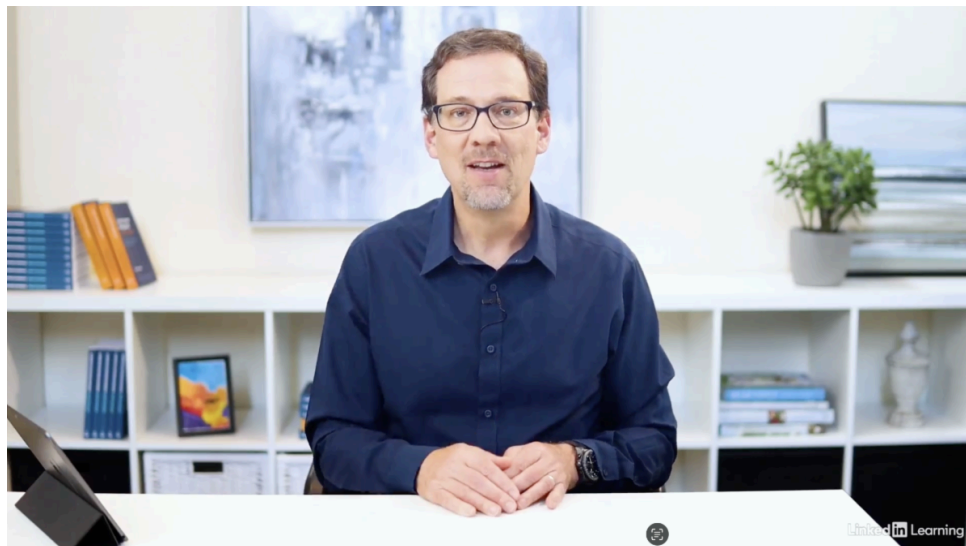
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