5 EMERGING TECHNOLOGY TRENDS FOR 2025

TransUnion

As we look ahead to 2025, TransUnion's **Venkat Achanta, Chief Technology, Data and Analytics Officer** predicts the major ways AI will influence the way businesses operate and deliver revenue growth next year.

#1

AI-driven interactions will enhance customer value and satisfaction.

Experience-based growth using AI can increase share of wallet up to 10%.

Source: mckinsey.com

#2

AI-based agents will employ unprecedented insights for personalized, concierge-level experiences.

67% of consumers favor AI in CX – up 10 points year over year.

Source: cxtrends.zendesk.com

#3

AI will automate compliance tasks, freeing tech talent to focus on creativity.

By 2028, AI-powered governance platforms will raise customer trust by 30% and compliance scores by 25%.

Source: forbes.com

#4

AI investments will begin paying off, thanks to productivity gains from Retrieval Augmented Generation (RAG).

RAG models have 30% lower hallucination rates vs traditional models.

Source: dataversity.net

#5

Self-service capabilities will grow, reducing costs and enhancing user experiences.

The self-service tech market, including AI analytics, will hit $92 billion by 2030.

Source: tidio.com