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2025 Digital Forecast

Trends in technology

2025

In 2025, several key digital and technological trends are expected to shape industries and society.

You may find opportunities in leveraging AI for automation, building XR experiences, or addressing new regulatory compliance needs.

Staying ahead of these trends can help position your organisation strategically in this evolving landscape.



Topics

From assistants to augmentation with AI

Flexibility and collaboration will be embraced in workplaces

Intent-driven consumer technology

The way we are searching is changing

Hyper-personalisation and the era of 'me' experiences

Voice and conversational AI will dominate

You need proactive and predictive CX

Tap into AI-powered emotional intelligence

Human touch and critical thinking in a tech-driven world

Extending reality – blending the physical and digital worlds

AI will transcend basic automation to power advanced personal assistants, anticipating needs, simplify tasks, and revolutionise service through AI-driven chatbots on par with human interaction.



Intent-driven technology will prioritise understanding user intent, anticipating needs and will deliver hyper-personalised experiences, integrated across all devices, enhancing the total customer experience.

Search behaviour is shifting to intuitive, conversational, and contextual experiences. AI-powered search, voice assistants, and visual search technologies will deliver predictive, intent-driven results before users even ask.

Hyper-personalisation leverages AI and data analytics to deliver tailored experiences based on individual preferences and real-time contexts, with personalised content, dynamic pricing, and custom recommendations.

Digital forecast highlights



Voice and conversational AI will shape the future of communication, commerce, and service by enabling natural, human-like interactions. Expanding beyond smart devices, voice interfaces will integrate to deliver personalised and proactive experiences.

Critical thinking is essential for navigating information, uncovering biases, and making informed decisions. While digital tools enhance communication, they cannot replace the value of face-to-face human connections, highlighting the need for balance.

Proactive and predictive CX will set new standards by anticipating customer needs, reducing friction, and delivering hyper-personalised solutions.

Extended Reality (XR), including AR and VR, bridges the physical and digital worlds. XR will achieve widespread adoption, enabling immersive experiences like AR-powered interactive training and support in diverse industries.

From assistants to augmentation with AI

Artificial intelligence (AI) has evolved from a science fiction concept into an essential part of everyday life. By 2025, **AI will move beyond basic automation, becoming deeply integrated into our routines.** At its core, AI focuses on developing computer systems capable of performing tasks once thought to require human intelligence. We can expect advanced personal AI assistants that **anticipate our needs and simplify daily tasks.** Similarly, customer service will be revolutionised, with AI-driven chatbots offering personalised and efficient support that rivals human interaction.

Impact

- AI will automate repetitive organisational tasks.
- Decisions and processes will be optimised.
- CX interactions will be personalised.



Flexibility and collaboration will be embraced in workplaces

The COVID-19 pandemic has profoundly changed how we work. By 2025, **remote and hybrid work models are expected to dominate**. Technology will be essential for enabling collaboration and communication among teams spread across different locations. Furthermore, automation will keep reshaping the job market, driving the demand for new skills and emphasising the importance of lifelong learning.

Impact

- Work-life balance will be flexible with remote and hybrid work models.
- Maintaining a strong culture in companies is essential.

Intent-driven consumer technology

Consumer technology will focus on **understanding and responding to user intent rather than merely reacting to inputs**. AI and machine learning advances will allow systems to anticipate needs, provide hyper-relevant recommendations, and make proactive suggestions. Intent-driven technology will integrate across devices. Interactions will become deeply personalised, from voice assistants that act as genuine personal agents to e-commerce platforms that predict shopping preferences. **Businesses that adopt intent-driven technology will gain a competitive edge**, improving customer satisfaction and loyalty.

Impact

- There will be a race to deliver hyper-targeted content and services.
- Intent-driven systems will provide cohesive experiences across multiple devices and platforms.
- Robust policies will be needed to address privacy concerns while leveraging intent data





The way we are searching is changing

Search behaviour is evolving rapidly, driven by the rise of AI-powered search, voice assistants, and visual search technologies. **Consumers will expect search experiences to be intuitive, conversational, and highly contextual.** Traditional keyword-based search gives way to queries in everyday human language and image-based searches, where users can find what they need simply by describing or showing it. AI advancements are also enabling predictive and intent-based results, where systems deliver answers before the user even asks the question.

Impact

- Search will understand complex queries via natural language processing
- Images and voice will be used for search, creating new optimisation challenges for businesses
- AI-driven tools will pre-emptively provide results, reshaping how we interact with search

Hyper-personalisation and the era of ‘me’ experiences

Hyper-personalisation will redefine how businesses interact with their customers. Companies can deliver tailored experiences beyond demographics to consider individual preferences, behaviours, and real-time contexts using advanced data analytics, AI, and machine learning. From custom product recommendations to personalised marketing messages, hyper-personalisation fosters deeper connections between brands and their audiences. This trend extends to industries like healthcare, where treatments can be tailored to a patient’s genetic profile, or retail, where dynamic pricing and promotions adjust to individual shopping habits.

Impact

- Tailored content, personalised recommendations and individualised experiences.
- Adapt in real-time to what users should be doing.
- Gain a competitive advantage as true customer-first innovators.





Voice and conversational AI will dominate

Voice and conversational AI will dominate how people interact with technology, shaping the future of communication, commerce, and customer service. These systems are becoming **more intuitive, allowing users to engage in natural, human-like conversations with devices, apps, and services.** Voice interfaces will expand beyond smart speakers and phones, integrating into cars, wearables, and even public spaces. **This shift will transform industries, enabling personalised and proactive interactions that align with user preferences and needs.**

Impact

- Engage naturally to reduce interface complexity and lengthy learning curves
- Streamline support with instant, personalised responses
- Deliver quick, intuitive access to information, services, and support

You need proactive and predictive CX

Customer experience (CX) will be defined by businesses' ability to anticipate and address customer needs before they even arise. **Proactive CX uses advanced analytics and AI to identify potential issues and opportunities**, ensuring seamless interactions at every touchpoint. **Predictive CX takes this further, leveraging data to foresee customer behaviours and preferences**, allowing for hyper-personalised solutions and offers. Together, these approaches reduce friction, enhance satisfaction, and increase loyalty by making customers feel understood and valued, setting a new standard for excellence.

Impact

- Enhanced customer satisfaction, loyalty, and retention
- Insights to optimise resource and budget allocations





Tap into AI-powered emotional intelligence

AI-powered emotional intelligence (EI) will redefine human-machine interactions, enabling technology to recognise, interpret, and respond to human emotions. By analysing voice tone, facial expressions, and text sentiment, emotionally intelligent AI will deliver more empathetic and tailored responses. This capability transforms customer service, where AI can adapt its tone and approach based on a user's mood, creating more satisfying and effective interactions. AI with EI also enhances employee well-being by detecting stress or disengagement and offering timely support.

Impact

- Customer service and support will become more empathetic and adaptable
- Ei-powered employee support systems will gain traction
- Requirements for robust governance will tighten, to ensure transparency, consent, and trust

Human touch and critical thinking in a tech-driven world

As technology evolves, **critical thinking emerges as a non-negotiable skill in navigating a world flooded with information.** The ability to distinguish fact from fiction, uncover biases, and assess the implications of innovations is essential for informed decision-making. Similarly, while digital tools enhance communication, they cannot replicate the depth of face-to-face human connections—prioritising meaningful, real-world relationships remains vital. **Technology serves as both an enabler and a challenge at the intersection of creativity and innovation.**

Impact

- Critical thinking and human judgment are vital for nuanced, ethical decisions beyond technology's reach
- Human values ensure that technology is designed to solve real-world problems while prioritising empathy, inclusivity, and user well-being
- Balanced collaboration will blend intuition with machine efficiency





Extending reality – blending the physical and digital worlds

Extended reality (XR), which includes augmented reality (AR) and virtual reality (VR), represents cutting-edge technologies that **merge the physical and digital worlds**. AR enhances the real world by overlaying digital content, while VR immerses users in completely virtual environments. By 2025, **XR is expected to move beyond niche uses and achieve widespread adoption**. Picture experiencing a live concert from home through VR or using AR overlays to access interactive training manuals in a manufacturing setting.

Impact

- Interactive and immersive experiences that enhance decision-making
- Build stronger emotional connections to products and services
- Redefine how businesses attract, retain, and delight



Global data centres to experience an electricity surge from 2% to 4% by 2030 due to power intensive GenAI consumption.

25% of enterprises using GenAI are forecast to **deploy AI agents in 2025**, growing to 50% by 2027.

In 2025, the share of shipped GenAI enabled smartphones could **exceed 30%**, in addition to about **50% of laptops** with local GenAI processing capabilities.

(Deloitte TMT 2025 Report)

According to Flex Index data on 13,000 companies, office attendance, measured by building occupancy data, had stabilized at around **50% of pre-pandemic norms** for almost two years.

(MIT Sloan)



"If 2024 was the year of large language models, then **2025 is that of AI agents**. These are intelligent software systems that can process multimodal information, which allows the agent to show reasoning, adapt, and think several steps ahead to **help manage complex workflows**."

-Guillaume Roques, Senior Director of Marketing:
Google Cloud



↓ **25%**



By 2026, traditional search engine volume will drop 25%, with **search marketing losing market share** to AI chatbots and other virtual agents.

(Gartner)

An estimated **45%** of all jobs could be automated by the time we reach 2025 due to AI in Data Science (PwC)

Consensus regarding the increasing propensity for AutoML usage over the years is that its use will grow by **50%** in the future. (McKinsey)

Last year, an Accenture survey found that **70%** of consumers wanted to know how companies use their data. Thus, data scientists will have to find more transparent and accountable models.



The extended reality market has more than 3300 companies and 890 startups. It is expected to grow at a compound annual growth rate (CAGR) of **28.3% from 2024 to 2029**. On a micro level, the market grew by a rate of 17.14% last year as per our platform's latest data.

(StartUs)



Enterprises worldwide are expected to spend

\$307 billion on AI solutions next year,

growing to \$632 billion by 2028, at a compound annual growth rate of 29.0%. AI will have a cumulative global economic impact of \$19.9 trillion through 2030 and will drive 3.5% global GDP in 2030, IDC predicts.

(IDC via Nvidia)



Cautious approaches are giving way to optimism. Two-thirds of the respondents to Forrester Research's 2024 State of AI Survey believe their **organisations would require less than 50% return on investments** to consider their AI initiatives successful.

(Forrester via Nvidia)

The next big thing on the horizon is agentic AI, a form of autonomous or 'reasoning' AI that requires using diverse language.

(Nvidia)

+887%

The global market size in the **'Generative AI' segment of the artificial intelligence market** was forecast to continuously increase between 2024 and 2030 by in total 320 billion U.S. dollars (+887.41 percent). After the tenth consecutive increasing year, the market size is estimated to reach 356.05 billion U.S. dollars and therefore a new peak in 2030.

(Statista Research Department)

Sundar Pichai (Google CEO) emphasised the importance of **integrating AI with human decision-making to enhance productivity whilst maintaining ethical oversight.**



SXSW highlights

SXSW  **SYDNEY**



Web3 and Decentralization Panels – Experts discussed how **Web3 will reshape the internet, decentralising control and empowering users** through ownership models.

Quantum computing was a hot topic with recent breakthroughs in quantum error correction, bringing us closer to practical applications of quantum technologies in sectors like cryptography, drug development, and climate modelling.

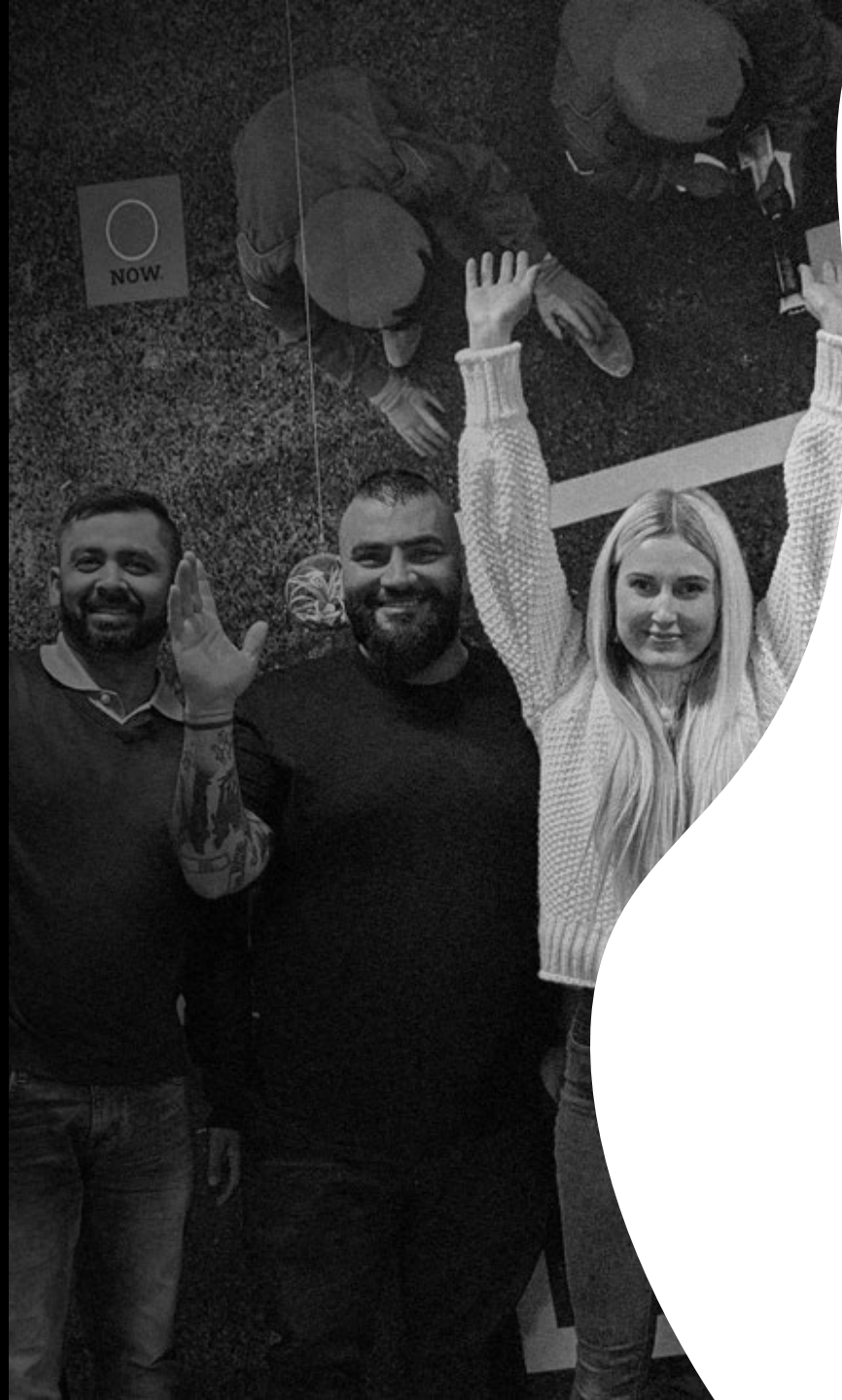
Panels on the future of work tackled remote work, AI-driven productivity tools, and workforce transformation. Companies like Atlassian and Canva shared their strategies for managing global, distributed teams and how they're leveraging technology to enhance collaboration and innovation.

A strong focus on **climate tech** set the tone for innovation in **sustainability**. Panels explored everything from carbon capture technology to AI-driven solutions for reducing energy consumption.

The future of mobility (transportation) featured heavily, with conversations around electric vehicles (EVs), autonomous driving, and urban air mobility. Tesla and several Australian EV startups discussed the region's potential to lead in sustainable transport technologies.

The **ethical implications of AI** were a central topic. Experts discussed challenges in **data privacy**, bias in AI algorithms, and the need for clear regulatory frameworks.

The Startup Village saw over 100 emerging companies competing in the SXSW Sydney Pitch. Local AI-driven healthcare platform MediAI took top honours for their cutting-edge diagnostic tools, while several others stood out in fields like fintech, agritech, and clean energy.



Who is NOW?

NOW

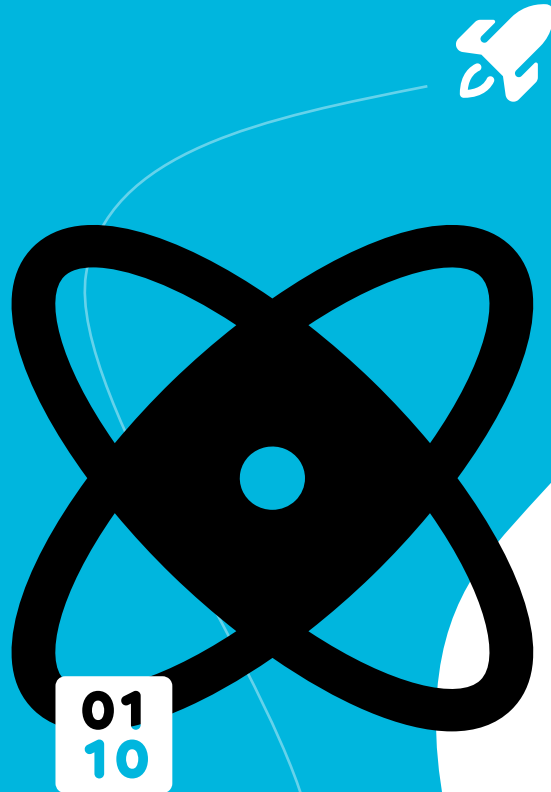
NOW Digital is a renowned digital agency, recognised for its expertise in **strategic leadership** and **user experience-driven digital transformation services**.

NOW is equipped with the organisational capability to provide a full range of in-house services for the planning, development, maintenance, management, and marketing of digital-driven projects on cloud architecture, forming the core of our business.

Our team has deep expertise in usability and accessibility, with a focus on W3C and WCAG standards, ensuring we design and implement solutions that meet diverse user needs. We cultivate a collaborative culture, fostering open communication between our agency, clients, and partners.

Our integrated approach brings together agile-driven, blended teams of the best-fit staff from NOW and client third parties, maximising value for the client.

Additionally, NOW is known for strong project management, flexibility, and adaptability, using a hybrid of waterfall and Agile methodologies to deliver functionality sooner and improve the overall quality and outcome of projects.



NOW's services

NOW

We strategise, design, build and support your digital experience. Our services are flexible to your evolving requirements with **transformation** and **delivery** foremost in our minds

Discovery and design

Digital strategy
Analysis and requirements
UX and UI
Technology road-mapping
Qualitative research

Technical delivery

DXP/CMS implementation
Web development
E-commerce
Integration services
Mobile apps

Optimise and support

Optimisation strategies
DXP/CMS support
CRO
BAU services
Infrastructure monitoring and support

Thank you

Want to chat further?

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