



The 2025 AI Buyer's Playbook

**Choosing the Best AI Partner
for Your Business**

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In 2025, Goldman Sachs expects companies to invest around \$200 billion in AI technology. How businesses allocate that investment will determine whether they gain a competitive edge by driving efficiency and growth or fall behind by wasting resources on ineffective tools. This guide equips customer experience teams with the insights and strategies needed to confidently choose the right AI partner and maximize your ROI.

Build or Buy?

You must first decide whether to build in-house or partner with an AI-native provider. Ask yourself:

- What is my timeline for deployment?
- What costs am I willing to invest?
- Can I support this in-house solution long-term?

Building generative AI solutions requires significant engineering resources for integration and updates. Costs and time-to-value for these projects often exceed initial expectations, especially if generative AI is not your business' core competency. Thus, partnering with a trusted AI expert is often more efficient, allowing you to focus on delivering value to customers.

Pro Tip

If you decide to build, calculate the total cost of ownership (TCO), including engineering resources and downtime for integration, versus the cost of a vendor solution.

Adopt True GenAI-Native Technology

If you choose to partner with an AI vendor, make sure they are not pushing legacy features like decision trees and tagging. If they are... run. That's a sign they're patching together legacy chatbot systems with "genAI wrappers," which won't let you tap into the latest technology. Instead, opt for companies that have always focused on generative AI solutions. They are more likely to know the technology first-hand, be more creative, and faster to deploy.

Pro Tip

Ask vendors for a case study or example of how their GenAI-native solutions outperform legacy systems.

Ease of Deployment

The ideal AI solution should deliver measurable results within days, not months. Look for:

- Platform-agnostic compatibility: technology that works seamlessly with existing systems.
- Unstructured data handling: technology that processes diverse data formats (e.g., PDFs, CRMs) without extra effort from your team.
- Deployment flexibility: technology that integrates seamlessly into your business channels and databases.

The solution should connect the data dots for you and make it accessible, actionable, and valuable across your organization so AI agents can be set up for success. Making data useful should be the vendor's responsibility, not yours.

Pro Tip

Ask vendors how their technology enables self-serve deployment with minimal IT involvement.

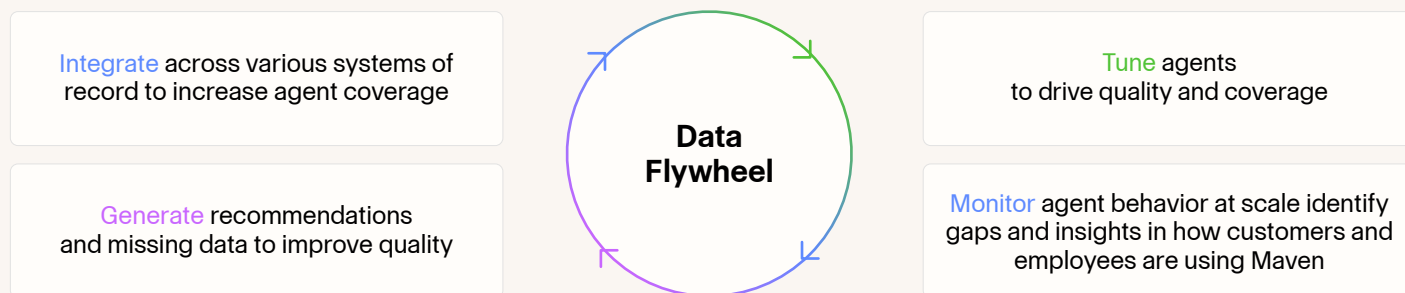
Create an AI Data "Flywheel"

AI is only as good as your data. Effective AI systems should create a feedback loop, or "data flywheel," by:

- Integrating data across disparate platforms for a unified customer view.
- Automatically updating with new data to continuously improve performance.

Pro Tip

Ask your vendor how their system enhances the quality of your data.



Data Privacy First

Companies shouldn't have to choose between protecting their data and adopting AI solutions. The best of today's AI models are built with privacy in mind, leveraging available data for real-time responses rather than training on a massive corpus of proprietary information.

Pro Tip

Ensure vendors are vetted by reputable security authorities like ISO and SOC.

Demand Gold-Standard Accuracy

A lot of generative AI solutions make use of retrieval augmented generation (RAG), which references knowledge in its training data before generating a response. But the best AI solutions go beyond RAG to perform enterprise search and information retrieval that ensures every answer is grounded in truth.

Pro Tip

Ask your vendor to demonstrate their model's accuracy with an example from your business context.

Text Today, Multi-modal Tomorrow

As AI advances, so should your solution. There's no reason each new mode of communication should require new training. Choose an AI partner who has multimodal capabilities in beta. Forward-looking vendors position you for future advancements without requiring new systems for each communication mode.

Pro Tip

Request a product roadmap for all future features.

Focus on Actions, Not Questions

The best AI vendors are investing heavily in making actions a seamless part of their platforms. Look for agentic systems that can autonomously execute complex tasks, like scheduling meetings or updating accounts—tasks a human would've had to spend extra time completing by hand.

Pro Tip

Ask for a live demo of their AI performing a complex task autonomously.

Find a Vendor That Will Work With You, Not Just Sell to You

The best AI vendors see their role as more than just delivering a product—they become strategic partners in your success. A true partner doesn't walk away after the sale; they actively collaborate with you, ensuring the solution adapts to your evolving needs and aligns with your business goals. Look for vendors who offer proactive guidance, personalized recommendations, and continuous updates to keep your platform optimized. The right vendor will prioritize your success as much as their own, creating a partnership that grows alongside your business.

Pro Tip

Ask your vendor if they have a dedicated Customer Success team and how they work to ensure ongoing alignment with your business needs.

Pick a Partner with Vision

The best AI vendors aren't just solving today's problems—they're shaping the future. Companies with visionary leadership and ambitious roadmaps are more likely to drive innovation and adapt to market shifts, ensuring your investment stays relevant. Look for partners led by seasoned experts with a proven track record of delivering transformative technologies. A company with a bold, forward-thinking mission isn't just building products; they're building momentum. If a vendor lacks a clear, long-term vision, they might not have the drive—or the hunger—to stay ahead of the curve. Choose a partner who's working towards something bigger than the status quo, so their success becomes yours.

Pro Tip

Ask your vendor about their vision for the future of AI and how they see their solutions evolving to align with industry and customer needs.

Consider Maven AGI

AI has the potential to redefine customer happiness with hyper-personalization and operational efficiency. Choosing the right partner ensures your investment leads to real business outcomes.

At Maven AGI, we're already helping brands like Tripadvisor, ClickUp, and Rho scale their customer success using generative AI. Request a customized demo today to see how we can deliver happier customers for your business by visiting <https://www.mavenagi.com/demo>.



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