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Twilio's journey enhancements signal a major shift in the CEP landscape

Omdia view

Summary

Twilio kicked off its user conference, Twilio Signal, by previewing its next-generation customer experience platform designed for an artificial intelligence (AI)- and data-powered, agentic world. The company also announced major updates to its existing platform, including conversational AI services, new communications channels, expanded compliance and traffic intelligence tools, and enhanced customer data platform (CDP) capabilities.

Twilio unveils next-generation customer engagement infrastructure with real-time journeys, native messaging data, and expanded ecosystem

Twilio is building an infrastructure layer for all customer interactions that sits across the entire customer journey. Purpose built for an agentic world, Twilio's open and flexible platform—interoperable with existing tech stacks—features an orchestration layer that brings together communications, contextual data, and trusted AI for building better customer experiences.

The platform will be optimized for communications use cases that lead to customer action and will seamlessly incorporate omnichannel communications (voice, SMS, RCS, email, OTP, and video); data

ingestion across the entire customer experience; identity resolution; a profile API; automation through intelligent AI-driven bots; and predictive traits.

New updates to the architecture include:

- Rebuilt data infrastructure for efficiency and agility
- UI/UX updates that enable journey building via a drag-and-drop interface
- Event triggers that use customer profiles, events, and warehouse data to solve complex use cases, such as cart abandonment
- Real-time orchestration that enables Segment to leverage real-time data handling
- Contextual data payloads that enable the seamless transmission of context-rich data to customer touchpoints as needed
- Object relationships for B2B account use cases

Twilio's Segment CDP updates include:

- Redesigned Journeys architecture inside of Twilio Engage with new features that unlock personalized, real-time transactional customer journeys for businesses; new public beta features include event-triggered journeys, rich contextual payloads that combine information from triggered events and warehouse data, and strengthened observability
- Improved extensibility with native Twilio SendGrid and Twilio Messaging integrations, building on Segment CDP's best-in-class destinations

Twilio wants to redefine how brands engage customers across channels

Twilio's announcement of significant upgrades to its journey orchestration capabilities is a bold move that elevates the company from a communications infrastructure provider to a legitimate contender in the customer engagement technology space.

The centerpiece of this transformation lies in the overhaul of Twilio Engage's Journeys feature. More than just a product, this is a strategic pivot that aligns with the evolving needs of data-driven brands seeking to deliver hyper-personalized, real-time customer experiences. New capabilities reflect Twilio's understanding of both the data and CX practitioner pain points, as well as the growing complexity of customer expectations. These capabilities include real-time orchestration, context-rich payloads, and wait-for-event logic that enables companies to take action when users do not perform a specific task within a timeframe. They support use cases based on customer intent, such as abandoned cart or abandoned onboarding scenarios, with real-time notifications.

In particular, the emphasis on contextual data personalization, instead of static customer traits, is forward-thinking. This shift allows brands to build experiences based on what customers are doing in the moment instead of fixed demographic data. It is a capability that legacy CDPs often require heavy customization or third-party tools to achieve.

When Omdia asked Twilio about the limitations of the previous architecture that Journeys set out to solve, Twilio said the previous architecture reflected flat data orchestration, as it was built on audience profiles that did not allow customers to scale. Now, with data continuously enriched from the data warehouse, the

new architecture offers more flexibility and can accommodate most use cases, as well as transactional messaging, personalization, and contextual payloads. By layering in the capabilities, Twilio's enterprise customers will move from reactive to proactive because they have a richer, "in-the-moment" picture of the end customers.

Twilio also leverages one of its core advantages: native integrations with its own communications infrastructure, including Messaging (SMS, MMS, and WhatsApp) and email (via SendGrid). This coupling reduces data lag and orchestration friction—common issues in traditional martech stacks where data flows between disparate vendors. By bridging CDP intelligence with messaging execution, Twilio is reducing both time-to-insight and time-to-engagement.

Twilio's announcement should also caution legacy vendors that offer rich features but are hampered by complexity, long deployment times, and closed ecosystems. Twilio's promise of architectural flexibility and intuitive interfaces will appeal to both data analysts and CX practitioners, as well as its core audience of developers seeking alternatives that scale more easily across omnichannel use cases.

Furthermore, the roadmap is ambitious. Enhancements expected in 2H25, including deeper warehouse integrations and sophisticated event handling, suggest that Twilio intends not just to catch up but to lead the competition in intelligent customer journey orchestration.

Can Twilio turn the vision into value for the broader CX ecosystem?

With that said, success is not guaranteed. Twilio must prove it can translate these powerful features into real-world value for data and CX leaders, not just developers. The learning curve, UI/UX consistency, and depth of integrations with non-Twilio tools, like an e-commerce platform, will be critical for adoption.

To guarantee long-term success, Twilio must invest in robust onboarding and enablement programs that help a wide range of users, from marketers to data scientists, to unlock the full potential of the enhancements. Customer education, partner ecosystems, and strategic services will be key in how swiftly and effectively these new capabilities will be embraced at scale.

Lastly, Twilio should consider doubling down on its AI roadmap. As competitors increasingly depend on AI to drive smarter decisioning and orchestration, Twilio has an opportunity to differentiate itself by embedding AI across its data and communications layers. This will enable customer engagement systems to be more self-reliant and prevent customers from having to depend on a hodgepodge of other systems.

Twilio's announcement is not just a product enhancement—it is a redefinition of its place in the customer engagement ecosystem that smartly positions the company at the intersection of communications, data, and AI-driven action. By doubling down on real-time, contextual, and orchestrated personalization, Twilio is not only future-proofing its platform but is also signaling a clear goal: to become the default customer engagement layer for the modern digital enterprise. The next 12–18 months will be critical in proving not just that the vision is correct but that Twilio can help customers operationalize it faster and more cost-effectively than traditional CX vendors.

Appendix

Further reading

[*Omdia Universe: Customer Engagement Platforms 2025*](#) (December 2024)

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