

AI-over the horizon

Andrew Scott of Purplex Marketing explores how AI is reshaping supplier choice, compressing the buying journey and raising expectations around trust, visibility and authority.

For years, people needing to buy a product – a replacement window or door, for example – have carried out the obligatory Google search, checking various sites for local companies as they compare products, read reviews and narrow their options before making contact.

Modern marketing strategies, from SEO and content creation to PR and social media, have evolved to influence that process. The aim has always been to put businesses in front of customers and provide reassurance.

Today, however, consumers are getting used to asking AI-powered tools for answers rather than carrying out the research themselves. Instead of spending an hour comparing suppliers, they can ask a question and receive a recommendation instantly.

It's a big shift with huge consequences for businesses that rely on being discovered online. When somebody asks an AI platform which glazing solution is best for reducing overheating, which type of window suits a period property or which companies have the strongest reputation, they are handing over a large part of the decision-making process to technology.

This matters because the traditional customer journey has always provided opportunities to influence and reassure. A prospect might visit several websites, read testimonials and spend weeks weighing up options before deciding. During that time, brands have multiple chances to build trust and demonstrate expertise.

If AI begins compressing that



journey into a handful of interactions, the window of opportunity becomes much smaller. Customers may arrive at your website already convinced you are the right choice, or they may never visit it at all because another business has been presented as the answer before you have entered the conversation.

That does not mean the fundamentals of marketing have changed. Trust still matters, along with reputation and expertise. Those qualities may become more important. AI platforms do not pull recommendations out of thin air, they rely on information across the web, looking for signals of credibility and authority.

Large Language Models (LLMs), the technology behind tools like ChatGPT, assess credibility using independent sources. Reviews, trade scheme listings, local press coverage, awards and customer testimonials all help show a business is trusted, established and active in its community. As AI-driven search grows, these signals matter more than ever.

Businesses that have invested in building their reputation over time are likely to be in a stronger position than those whose online presence consists of a brochure website and a handful of product pages.

This is why content quality is becoming such an important consideration. For years, many

businesses have viewed content mainly through the lens of search rankings. The goal was often to attract traffic and improve visibility. Increasingly, the challenge is one of authority. Does your website answer customer questions? Does it demonstrate expertise? Does it provide useful guidance? Is your business contributing valuable information to the wider conversation within the industry?

These are the signals that help establish trust with prospective customers and with the technologies helping them make decisions. As AI tools become more sophisticated, businesses that publish helpful, authoritative content are likely to be rewarded.

The glazing businesses that adapt successfully will be those that recognise AI is changing how people discover information in the first place. That means thinking differently about digital strategy. It means investing in authoritative content, strengthening online reputation, generating positive customer reviews and ensuring expertise is visible across every relevant touchpoint.

It also means exploring how AI can improve customer experience. As time goes on, it is likely that more glazing businesses will use AI-powered tools to answer common customer questions, qualify enquiries, book appointments and provide support outside normal business hours. Used properly, these technologies can help businesses respond more quickly while allowing sales teams to focus on higher-value conversations.

Every major shift in technology creates businesses that embrace change, those that observe it from a distance and those that only react once the market has moved on. The glass and glazing sector has navigated significant changes before and it will navigate this one too. 

www.purplexmarketing.com