

# The Secret to Winning Customers' Hearts With Artificial Intelligence

Add Human Intelligence



## What consumers expect from AI

### Consumers already know Artificial Intelligence



Nearly **73%** (or ~3 in 4) consumers say they are aware of having interactions enabled by artificial intelligence

**69%**

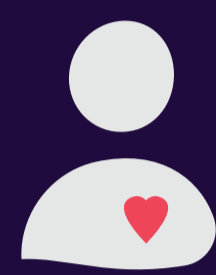


of these AI-aware consumers were satisfied with their AI interactions



Key benefits consumers see – **greater control** and **24/7 availability**

### Consumers want a human-like approach, not human-like looks



**64%** consumers want AI to be more human-like



**1 in 2** consumers say they are not comfortable with human-like physical features



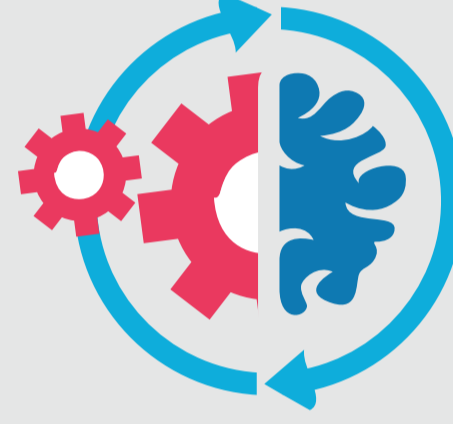
**62%** comfortable with human-like voice and intellect



Consumers want transparency  
**2 in 3 consumers** want to know if they are interacting with an AI-enabled system or a human

### Consumers want human intelligence in AI

**55%** consumers would prefer to have interactions enabled by a mix of AI and humans.



## Organizations are focused on ROI and not consumer pain points



**62%** of organizations rank cost of implementation and ROI much higher than customer preference in designing AI-enabled interactions



**Only 7%** of organizations prioritize solving consumer pain points in implementing AI-enabled interactions



## How do Front-Runners augment their customer experience for an AI world?

Ensure that **consumer concerns** form the basis for **AI initiatives**



Make AI-first a **strategic priority**



Scale up AI-enabled interactions **globally**

Keep the **customer informed**



**Align incentives** to encourage greater use of AI-enabled interactions

