

The Secret to Winning Customers' Hearts With Artificial Intelligence...

Add Human Intelligence

Capgemini surveyed **10,000+ consumers** and over **500 executives** across the globe...this is what we found in the **Utilities in France***



What do YOUR customers expect from AI?

67% consumers in France say they are aware of having interactions enabled by AI

74% of these AI-aware consumers were satisfied with their AI interactions

Top benefits they experienced were:

64% greater control over the interactions

62% 24/7 availability

42% faster resolution of support issues

Your consumers want a human-like approach...

57% human-like intellect

60% human-like voice

54% ability to provide greater empathy

56% ability to understand human emotions and respond

53% human-like behaviors and personality

...but not human features!



52% consumers say they are **not comfortable** with human-like physical features

They want transparency

63% consumers would like to be made aware when companies are enabling interactions via AI

Interestingly, only **40%** executives in the **Utilities Sector in France**, believe this to be the case – therefore showing a divide between consumers and organizations

And, they want the reassurance of human intelligence



56% consumers would prefer to have interactions enabled by a mix of AI and humans

Get it right and there are benefits to you

If interactions enabled by artificial intelligence were more human-like...

56% consumers would be keener to use these applications

50% consumers would have greater trust in the company

50% consumers would have higher emotional engagement

But most companies are not applying a consumer lens when designing AI initiatives



In **Utilities in France** the top three deciding factors for AI implementation are:

57% availability of data

57% expected ROI

57% cost of implementation

compared to **0%** impact on **customer experience** and **0%** solving known **consumer pain points**

Organizations should take a holistic and inclusive approach to deploying AI in CX

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

An AI-enabled interaction in action

There has been a sudden **breakdown** of your central heating/cooling system and you urgently log onto your utility provider's app and **activate its remote assistant** to check for the cause. You are **informed** that your bill was due (you had forgotten about it despite reminders) and you make the payment on the app with a **one touch fingerprint and voice authentication process.**

49%

AI-aware consumers in France are comfortable with this.

*Data set contains responses from executives in water, oil & gas and electricity in France, and 1,300 (country figure) consumer respondents in France.