What consumers expect from AI

69% of these AI-aware consumers were satisfied with their AI interactions.

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

Key benefits consumers see:
- Greater control
- 24/7 availability

Consumers already know Artificial Intelligence

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

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

62% of consumers would profit if their services were enabled by AI and human support.

64% consumers feel more human-like with human-like physical features.

2 in 3 consumers want transparency in AI.

1 in 2 consumers want transparency in AI.

62% comfortable with human-like voice and intellect.

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

Consumers want human intelligence in AI

Consumers want transparency

55% consumers would profit if their services were enabled by AI and human support.

62% of organizations rank cost of implementation and development much higher than consumer 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.

The Secret to Winning Customers’ Hearts With Artificial Intelligence

Add Human Intelligence

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