

The art of customer-centric artificial intelligence

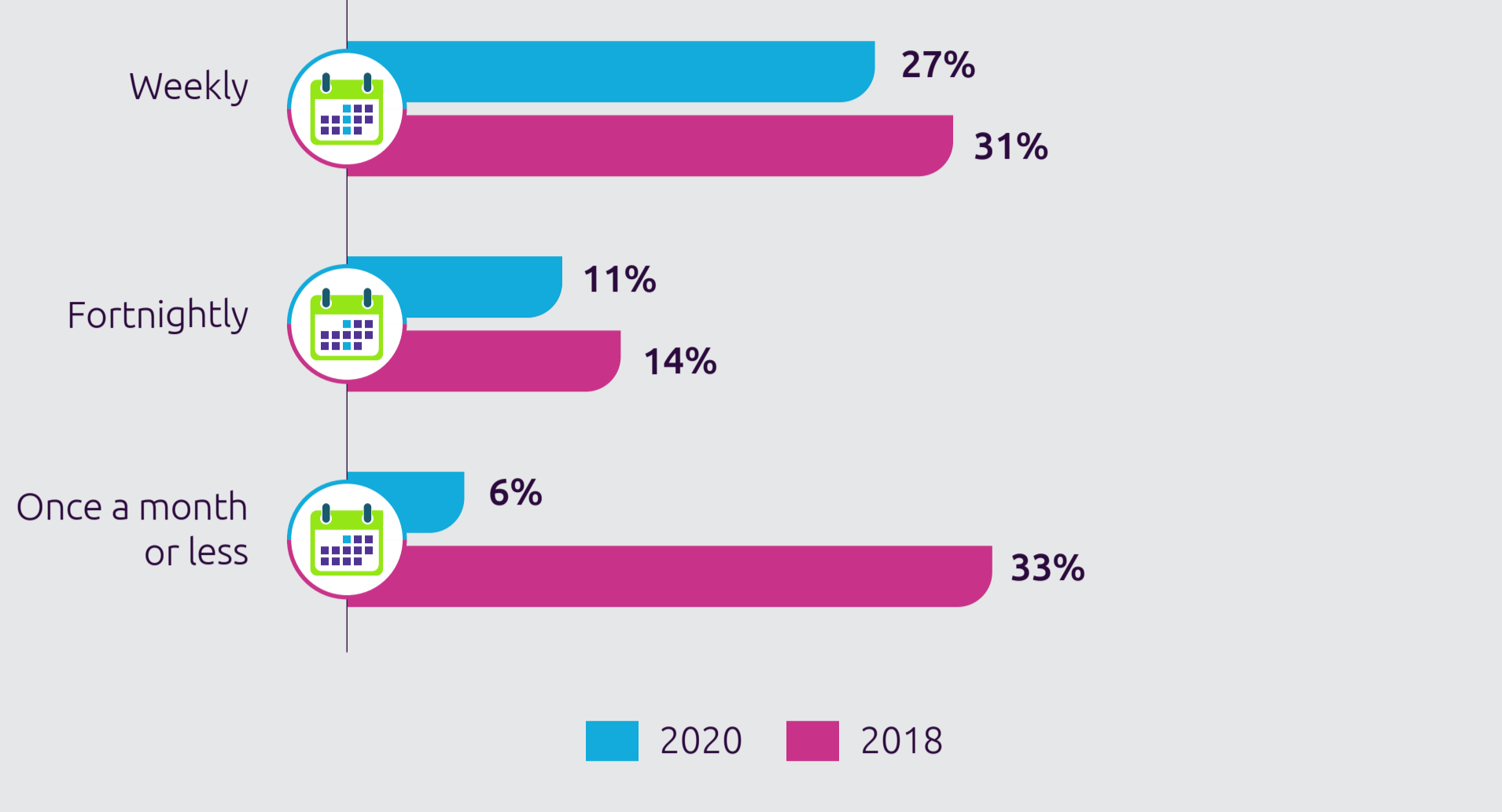
How organizations can unleash the full potential of AI in the customer experience



AI interactions go mainstream

The majority of customers have daily interactions enabled by AI in 2020 as compared to just one in five in 2018

Customers frequency of AI-enabled interactions with organizations



What is driving customer AI adoption?

COVID-19 driving touchless interactions

77% of customers aim to increase use of touchless interfaces to avoid human and touchscreen interaction post-COVID.

Organization increasing deployments

30%-50% of customer engagements are AI-enabled for eight in ten organizations.

Consumer trust is increasing

67% of customers trust the personalized recommendations and suggestions provided by AI enabled interactions

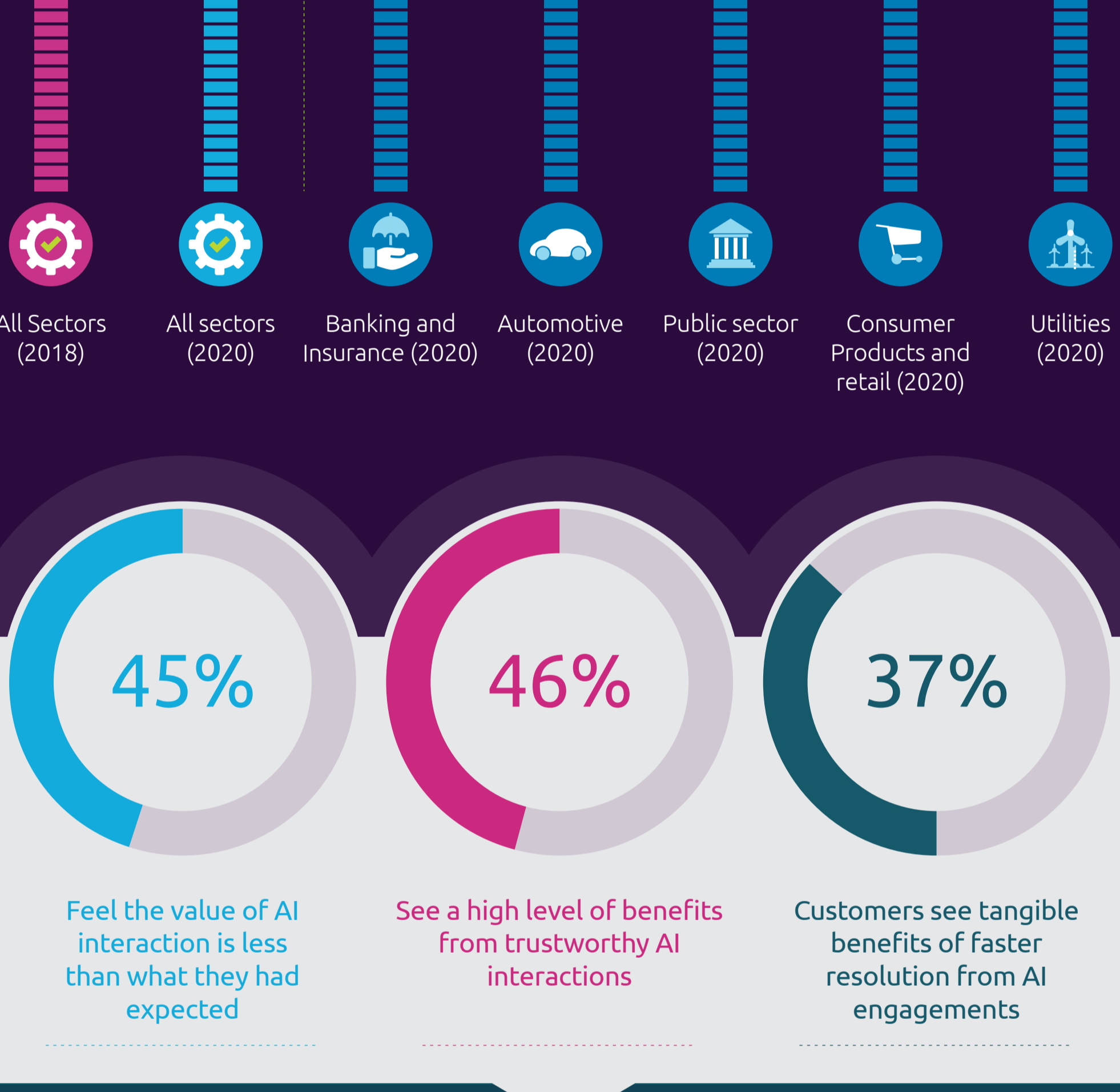
Human-like interaction

64% of customers believe that their AI interactions are more human-like today (compared to 48% in 2018)



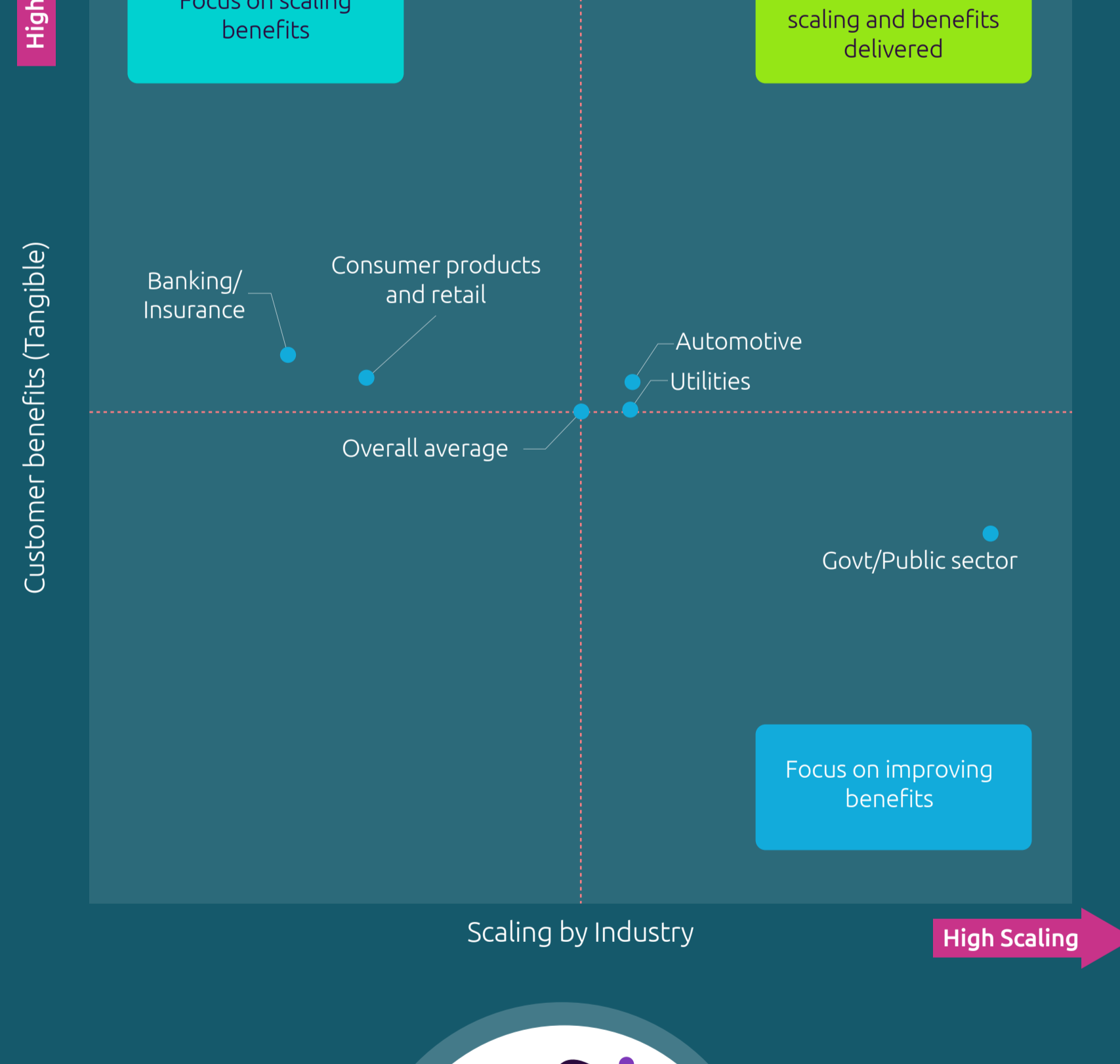
Customer satisfaction from AI interactions has dropped for all industries

Percentage of satisfied customers



Organizations are yet to scale use cases with high customer benefits

Overall - Scale of adoption Vs customer benefits



"Context-aware" use cases

Personalization

Provides personalized product recommendations by anticipating the next possible step in different environments

Empowering

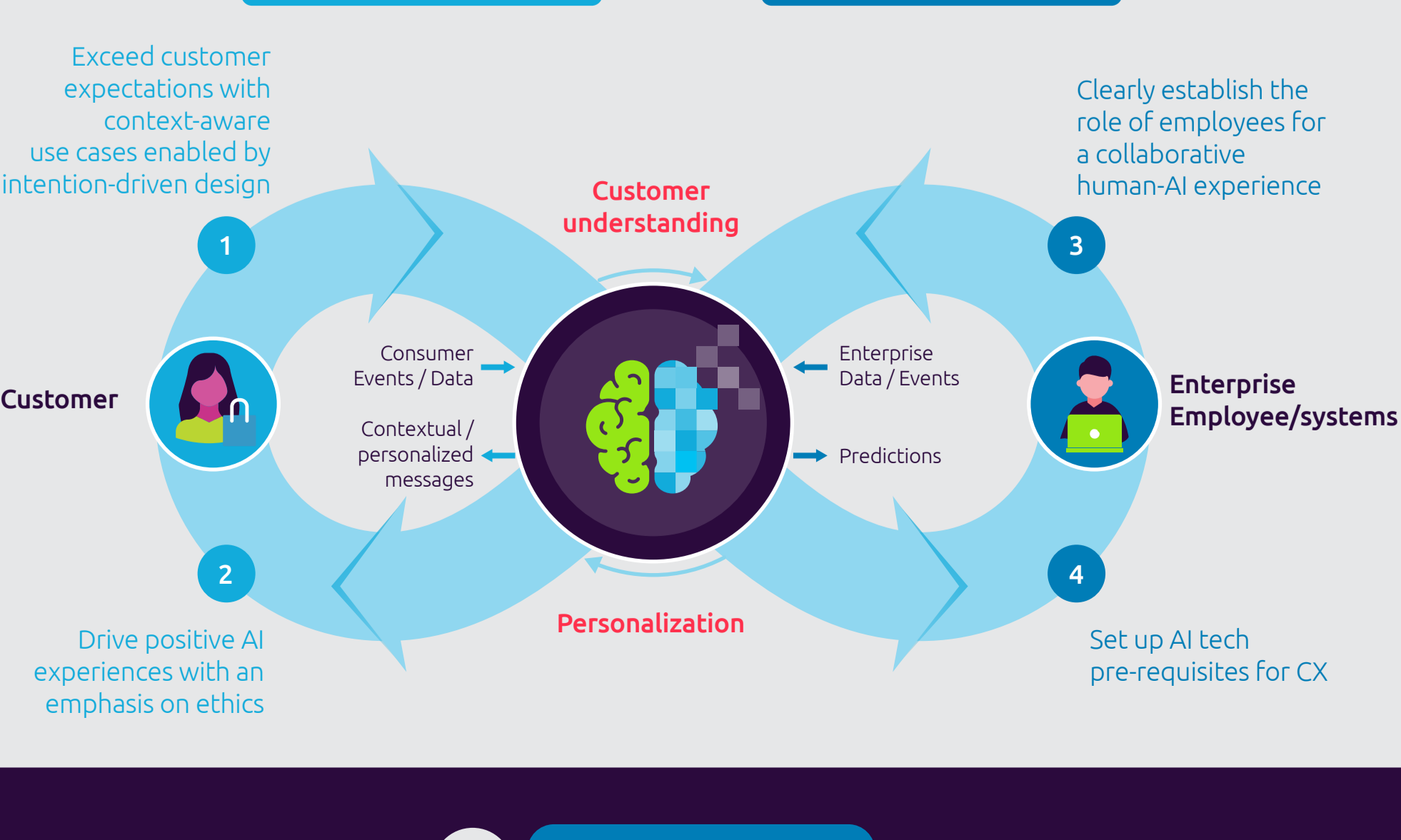
Provides customers greater control and consistency over their interactions

Effortless

Reduces customer effort and provides faster resolution of issues

Our analysis found that 52% of consumer find "context-aware" AI engagements to bring high benefits compared to the rest

How organizations can unleash the full potential of AI in the customer experience



[Download Report](#)