

# 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 the Netherlands\***



## What do YOUR customers expect from AI?

**70%** consumers in the Netherlands say they are aware of having interactions enabled by AI

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

Top benefits they experienced were:

**68%** greater control over the interactions

**63%** 24/7 availability

**46%** faster resolution of support issues

## Your consumers want a human-like approach...

**55%** human-like intellect

**53%** human-like voice

**50%** ability to provide greater empathy

**53%** ability to understand human emotions and respond

**48%** human-like behaviors and personality

## ...but not human features!



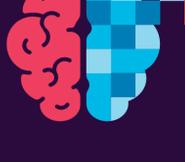
**58%** consumers say they are **not comfortable** with human-like physical features

## They want transparency

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

Interestingly, only **42%** executives in the **Utilities Sector in Netherlands**, believe this to be the case – **therefore showing a divide between consumers and organizations**

## And, they want the reassurance of human intelligence



**48%** 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...

**47%** consumers would be keener to use these applications

**43%** consumers would have greater trust in the company

**42%** consumers would have higher emotional engagement

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



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

**100%** cost of implementation

**80%** availability of data

**60%** expected ROI

compared to **40%** 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.**

**48%**

AI-aware consumers in the **Netherlands** are comfortable with this.

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