

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

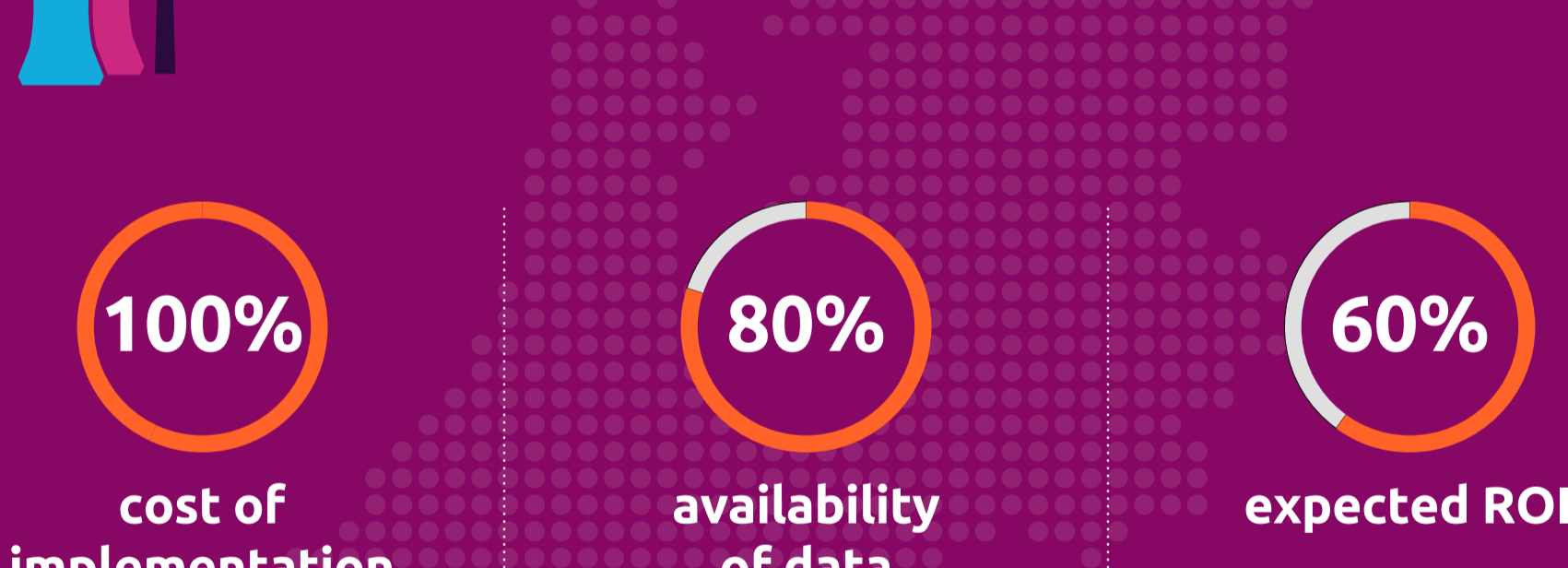
43% consumers would have greater trust in the company

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:



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.