

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 **Energy & Utilities in the United States***



What do YOUR customers expect from AI?



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



66% of these AI-aware consumers were satisfied with their AI interactions

Top benefits they experienced were:



65% greater control over the interactions



64% 24/7 availability



42% faster resolution of support issues

Your consumers want a human-like approach...



67% human-like intellect



64% human-like voice



58% ability to provide greater empathy



54% ability to understand human emotions and respond



53% human-like behaviors and personality

...but not human features!



55% consumers say they are **not comfortable** with human-like physical features

They want transparency

66%



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

Interestingly, only **41%**



executives in the **Energy & Utilities Sector in USA**, believe this to be the case – therefore showing a divide between consumers and organizations

And, they want the reassurance of human intelligence



54% 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...



54% consumers would be keener to use these applications



49% consumers would have greater trust in the company



49% consumers would have higher emotional engagement

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



In **Energy & Utilities** in the **USA** the top three deciding factors for AI implementation are:

54%

availability of data

69%

expected ROI

69%

cost of implementation

compared to **15%** impact on **customer experience** and

0% solving known **consumer pain points**

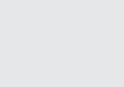
Organizations should take a holistic and inclusive approach to deploying AI in CX



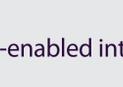
Ensure that consumer concerns form the basis for AI initiatives



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.**



52%

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

*Data set contains responses from executives in water, oil & gas and electricity in the USA, and 2,000 (country figure) consumer respondents in the USA