

Helpful AI: A Better Way for a Better Experience

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STRATEGY & RESEARCH

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Today's Agenda

- The Impacts of AI on the Digital CX Landscape
- What It Takes to Balance Automation with Authentic Connection
- How AI Is Changing the Way Firms Think of Customer Interactions
- How to Put AI to Work To Build Next-Generation Self-Service Experiences
- Real-life Success Stories
- Q&A



Research Background

- *Fact-based, independent* research focused on customer care trends and best practices
- *584 organizations separately surveyed*
- *Global study with participants from all industries*
- *Participating firms include small, mid-size, and large organizations*

The ROI of Helpful AI for Better Business Outcomes

Improvement in **customer satisfaction rate**

3.0x

Improvement in **annual company revenue**

5.2x

Improvement in **service costs**

5.3x

Improvement in **first contact resolution rates**

8.8x



Key Learnings

- *Firms have increased the number of digital channels they use as part of CX programs by 60% between 2020 and 2023.*
- *CX leaders using AI to manage digital experiences enjoy superior customer satisfaction, lower costs all the while growing revenue.*
- *Together, AI & automation makes it easier for firms to deliver personalized and consistent interactions across all channels.*
- *Two out of three businesses struggle using data to achieve strategic objectives.*
- *Driving intelligent customer conversations is the number one goal of firms investing in AI & automation.*

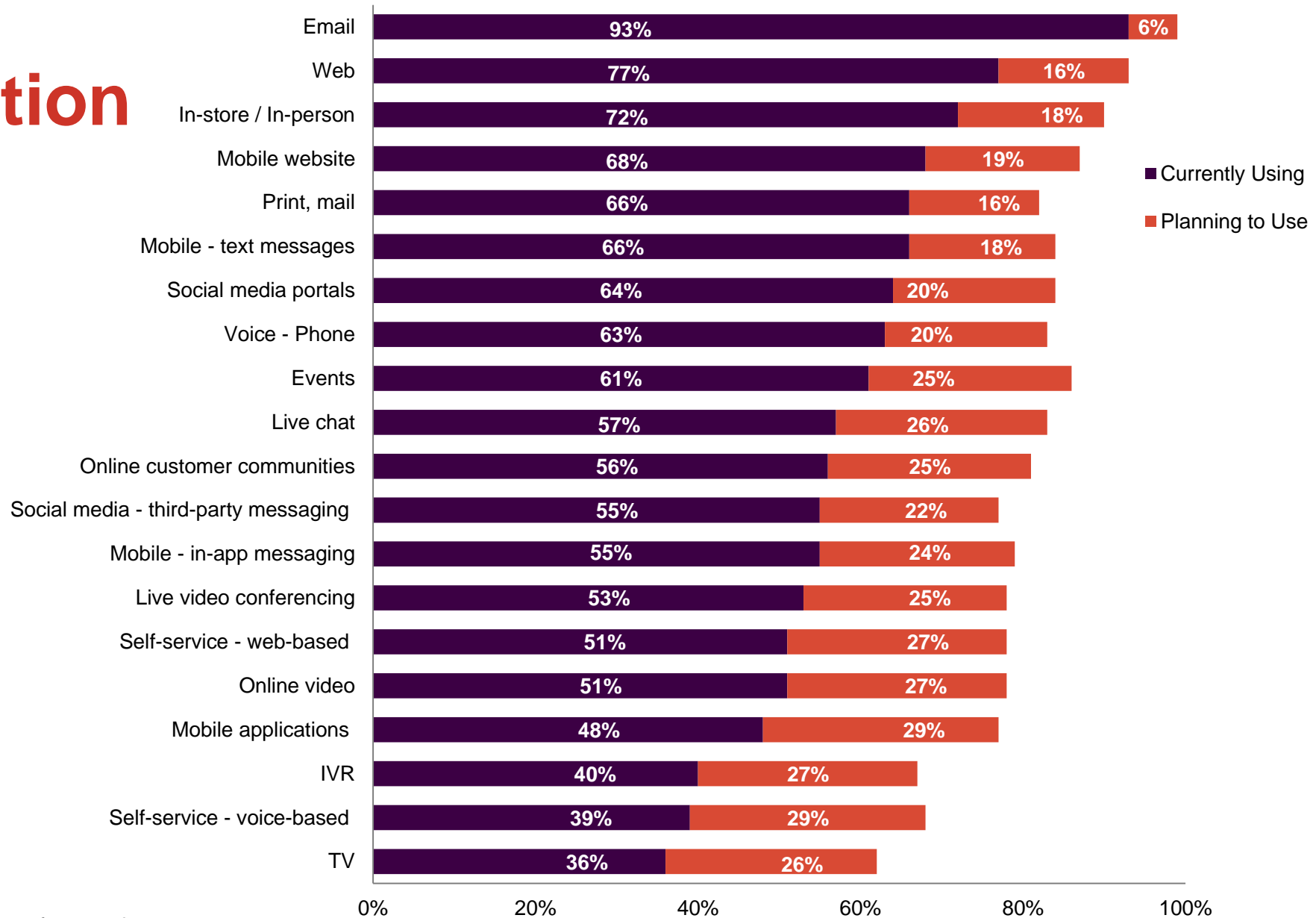
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The Impacts of AI on the Digital CX Landscape

Channel Adoption Trends

50% of firms use at least 16 channels within their CX channel-mix.



Percent of respondents, n=584
Source: Aberdeen, February 2023

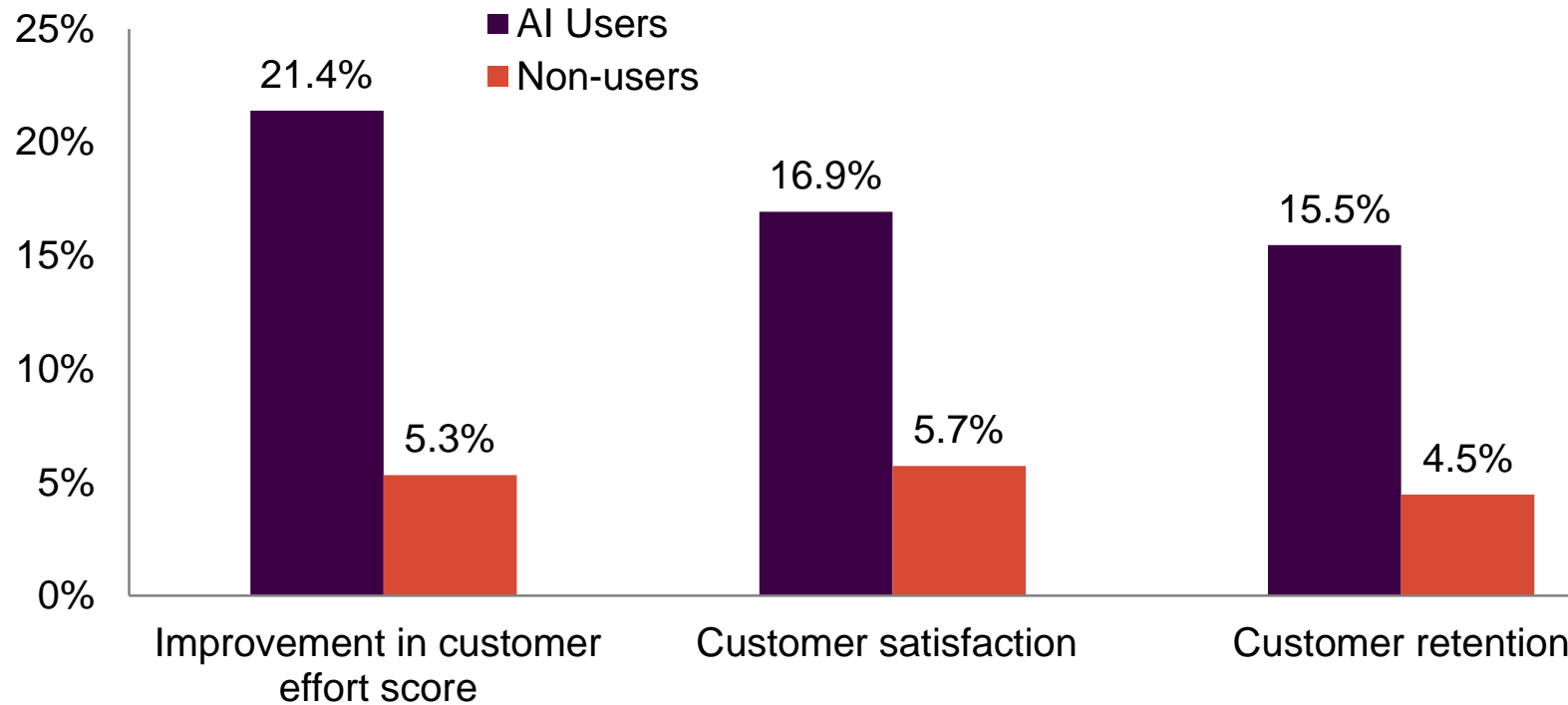
Top 5 Reasons Why Customers Are Dissatisfied

Top Factors Driving Customer Dissatisfaction (n=584)	All Contact Centers
Customers need to contact the business repeatedly for issue resolution	29%
Longer than average hold times	29%
Customers need to repeat themselves (share the same information) when they need to contact us from a different channel	27%
Misalignment between products / services & customer needs	24%
Poor self-service	23%

Top 5 Strategic Priorities for Planned Technology Investments

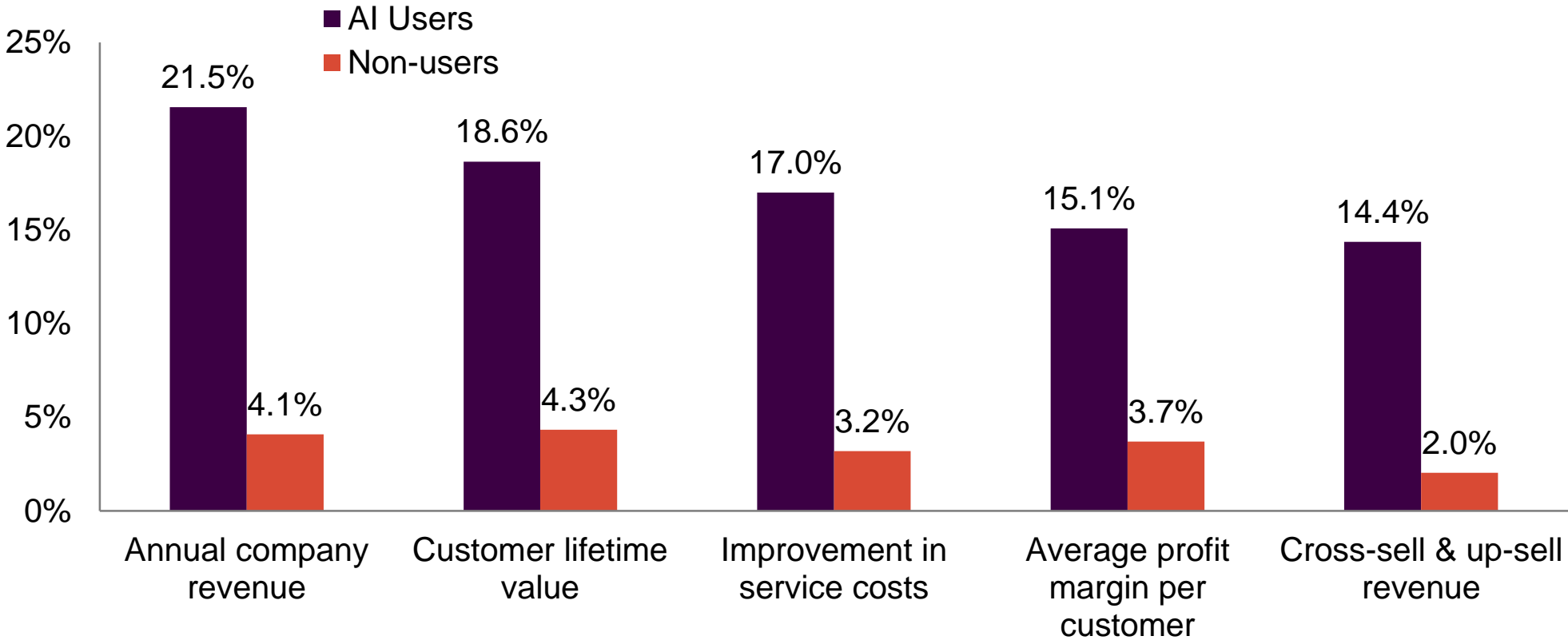
Planned Technology Investments (n=584)	All Respondents
Customer analytics	43%
Artificial intelligence (AI)	39%
Automation	36%
Customer communications & contact center	32%
Content management	31%

AI Users Enjoy Superior CX Performance Gains



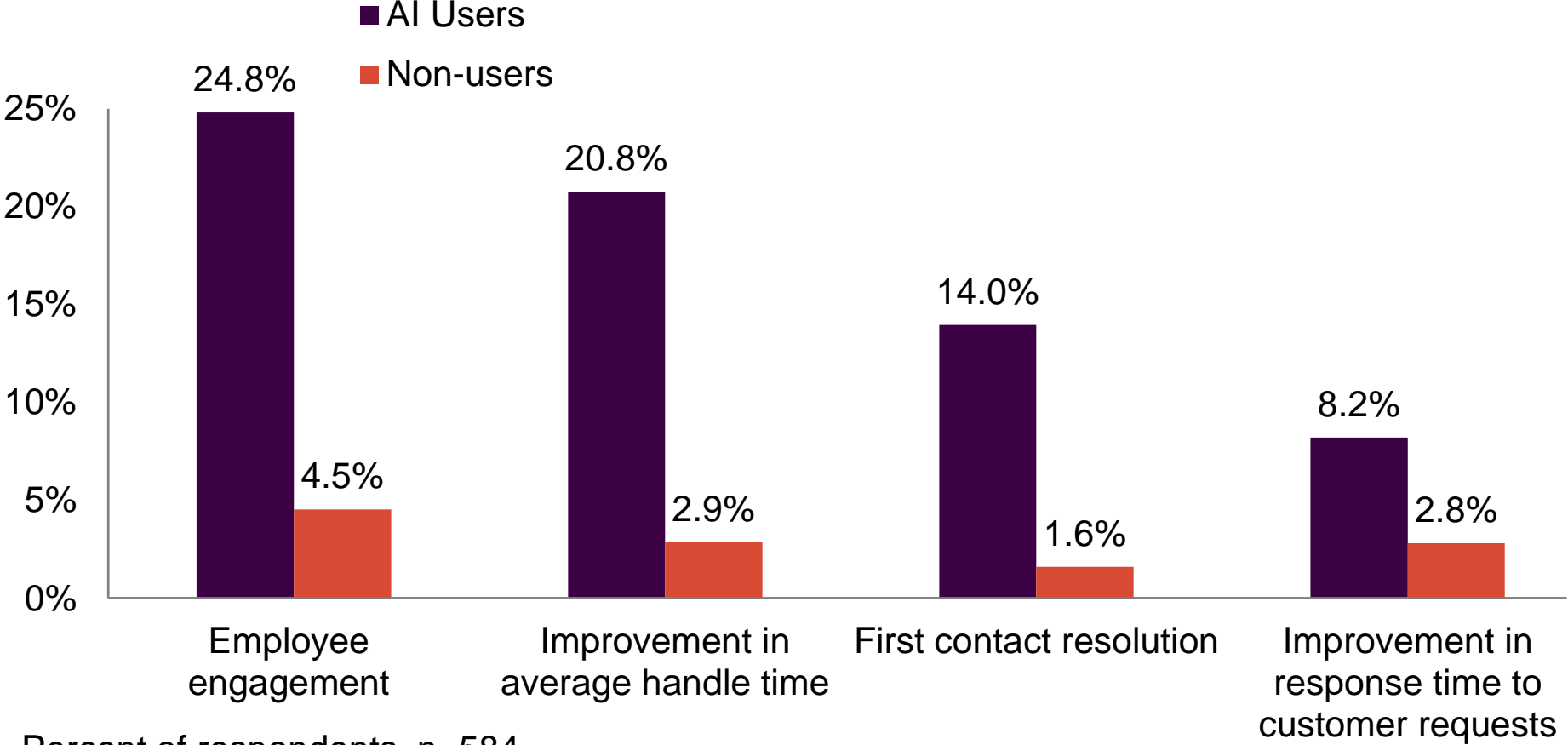
Percent of respondents, n=584
Source: Aberdeen, April 2023

Firms Using AI Decrease Service Costs While Growing Revenue



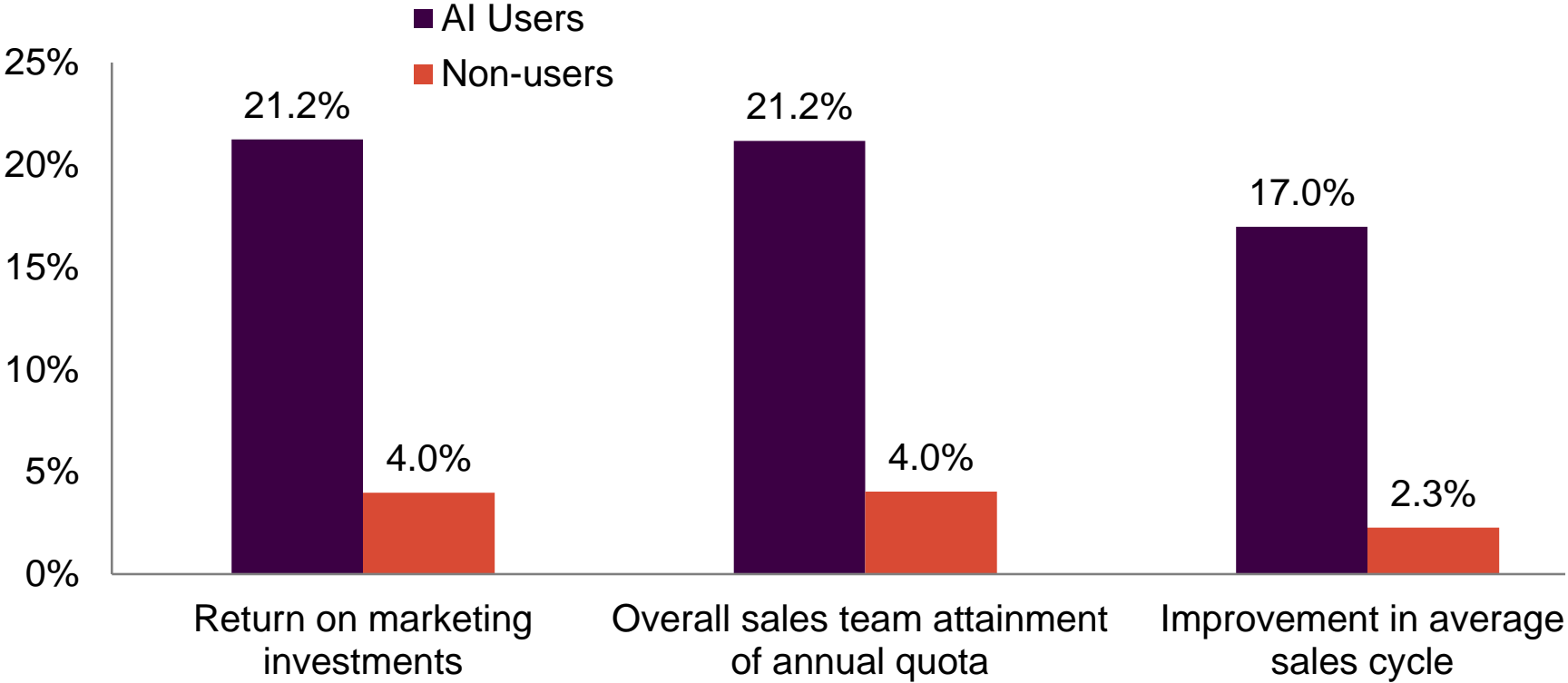
Percent of respondents, n=584
Source: Aberdeen, April 2023

AI Allows Improving Contact Center Operational Efficiency



Percent of respondents, n=584
Source: Aberdeen, April 2023

Firms Using AI Driver Superior Sales & Marketing Effectiveness Results



Percent of respondents, n=584
Source: Aberdeen, April 2023

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What It Takes to Balance Automation with Authentic Connection



12%

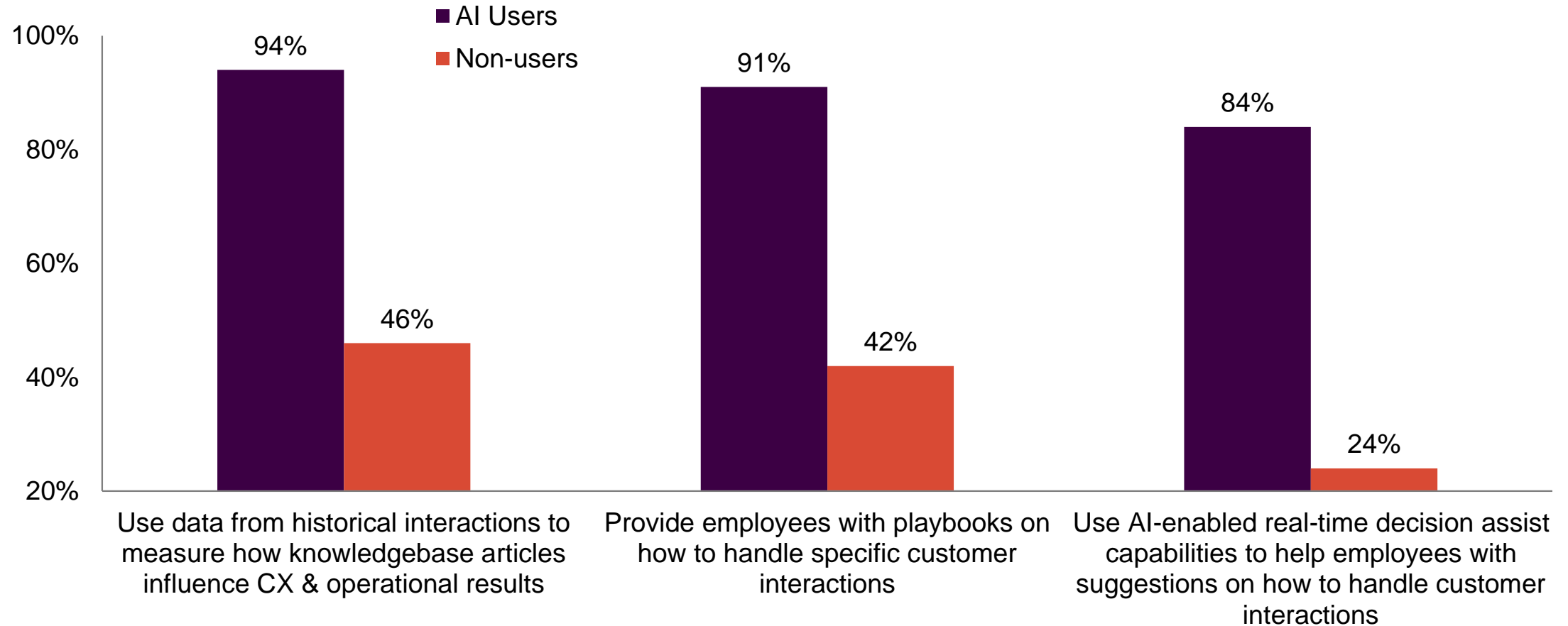


*of employee time spent
looking for information*

Empower your employees with timely and relevant insights.

Considering \$50,000 of average labor cost, a company with 200 employees spending 12% of their time looking for data incurs \$1.2 million in unnecessary costs each year.

Turn Your Agents into 'Super Agents' by Empowering Them with AI-Enables Insights



Percent of respondents, n=584

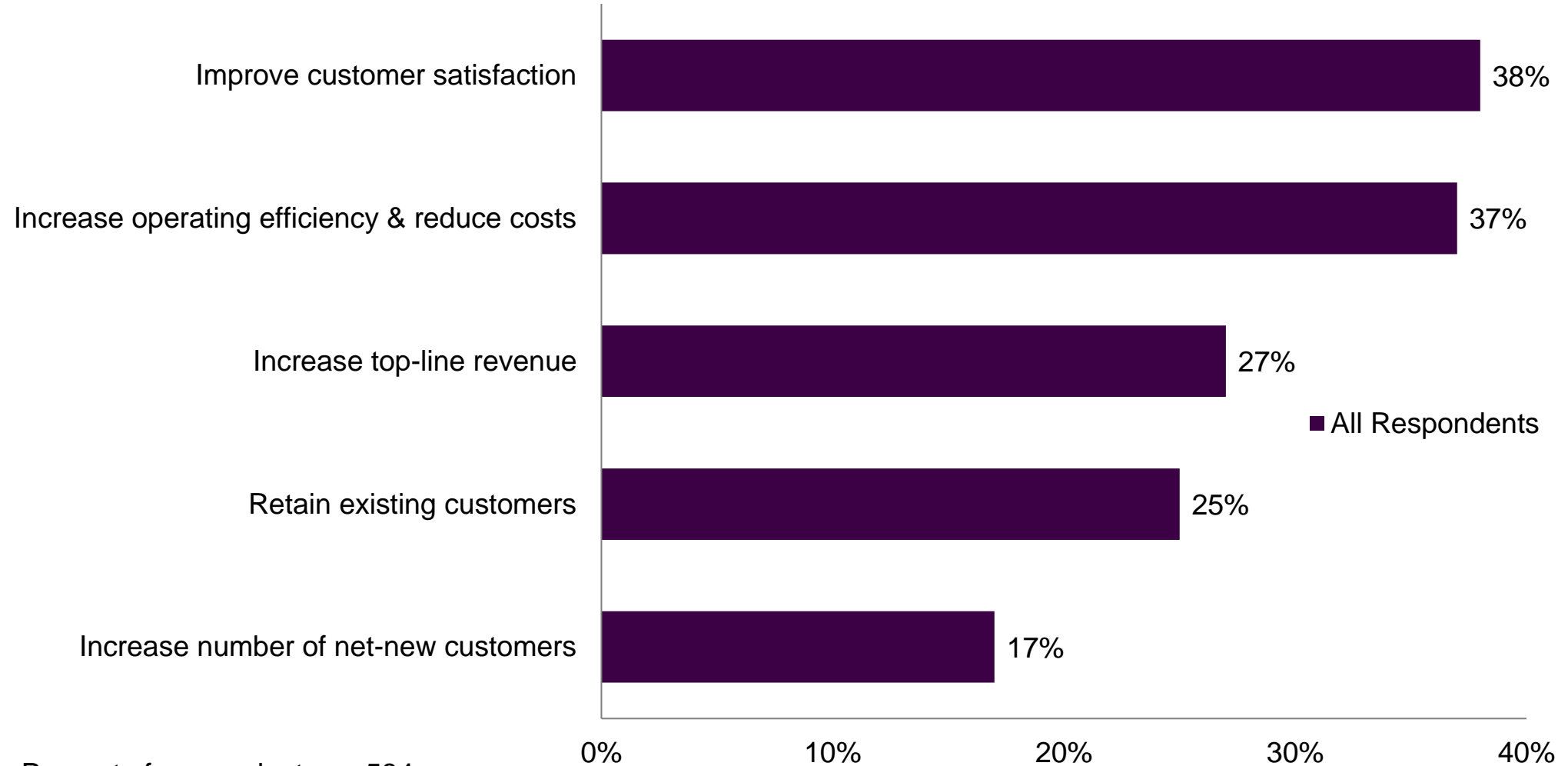
Source: Aberdeen, April 2023

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How AI Is Changing the Way Firms Think of Customer Interactions

CX Leaders' Top Goals



Percent of respondents, n=584

Source: Aberdeen, February 2023

What Percentage of Companies Struggle Using Data to Achieve Their CX Objectives?



65%

Percentage of companies struggling with using data to achieve their CX and operational objectives

Why Are CX Leaders Using AI?

Top Reasons for Using AI (n=584)	2023	2020	2019
Improve our ability to use data more intelligently in customer interactions	59%	61%	58%
Empower employees with more actionable insights they can use to do their jobs	38%	29%	40%
Reduce labor costs by decreasing headcount through automating certain activities	33%	34%	37%
Reduce inefficiencies related to manual processes	32%	33%	19%
Enable customers to self-serve where they can, in the channel of their choice	19%	N/A	N/A
We hear our competitors use it; we need to do the same to keep up	3%	8%	5%

CX Leaders Use AI Holistically




Percent of respondents, n=584

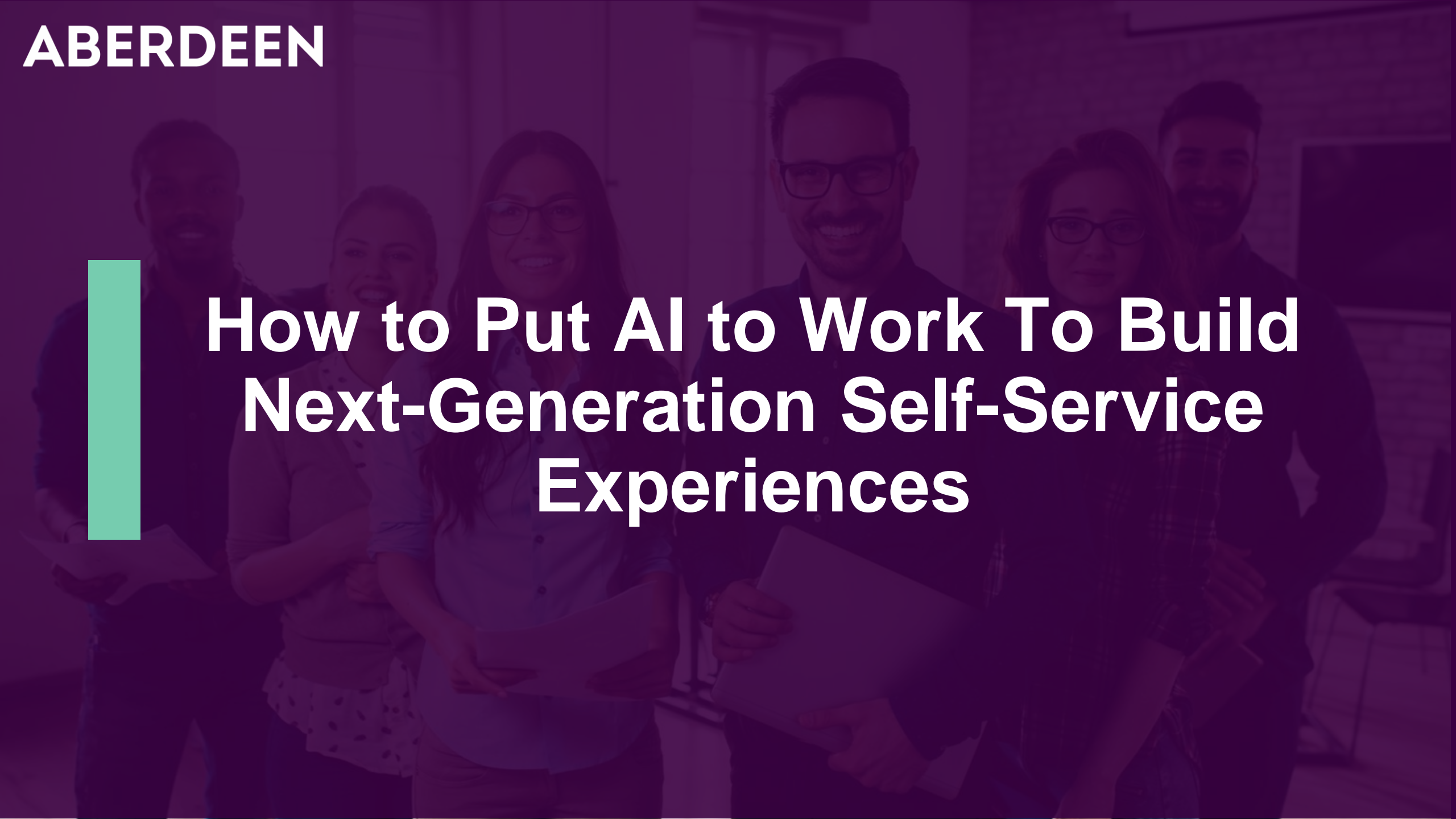
Source: Aberdeen, February 2023

Which Use Cases In Your Contact Center Do You See Yourself Using Generative AI Capabilities such as ChatGPT & Bard?

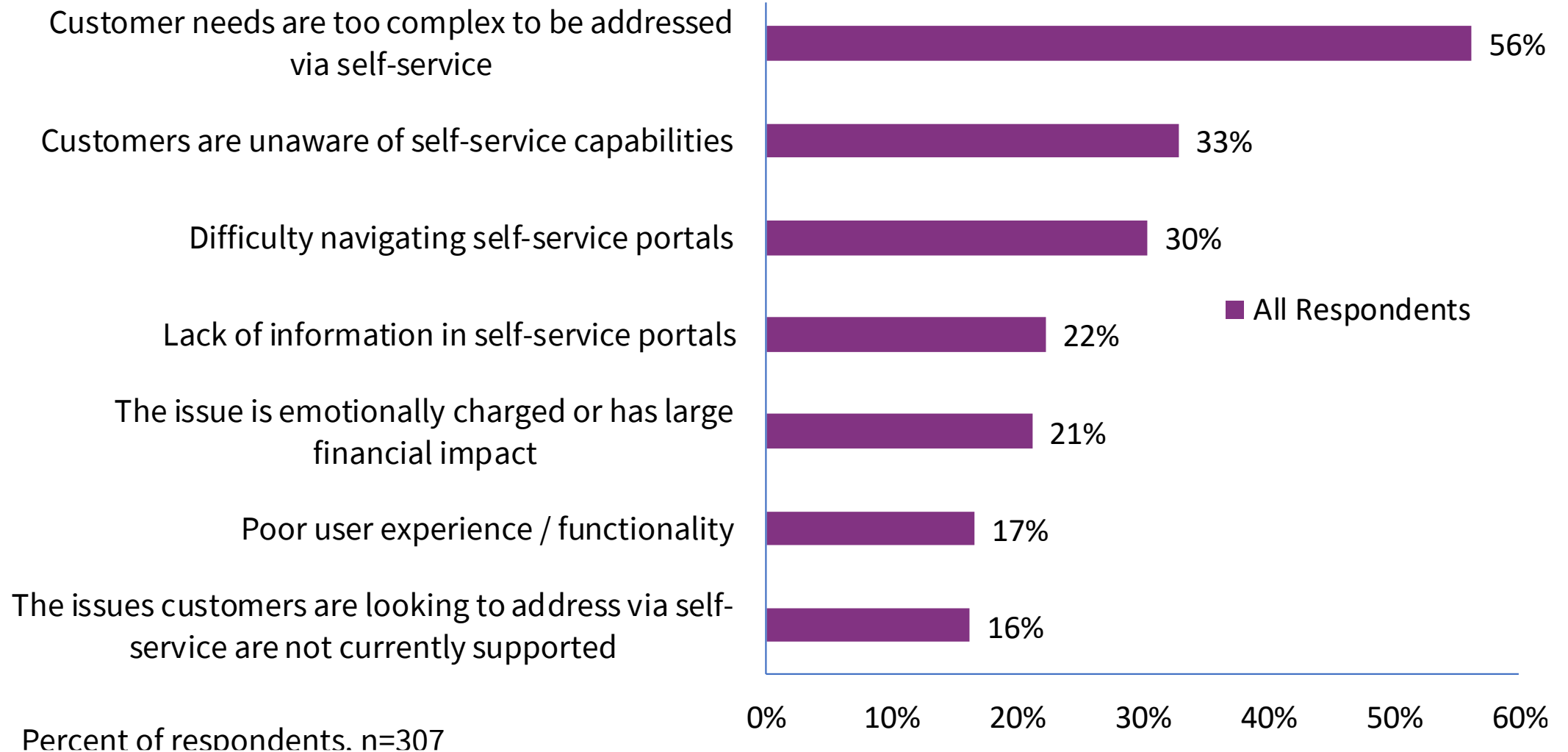
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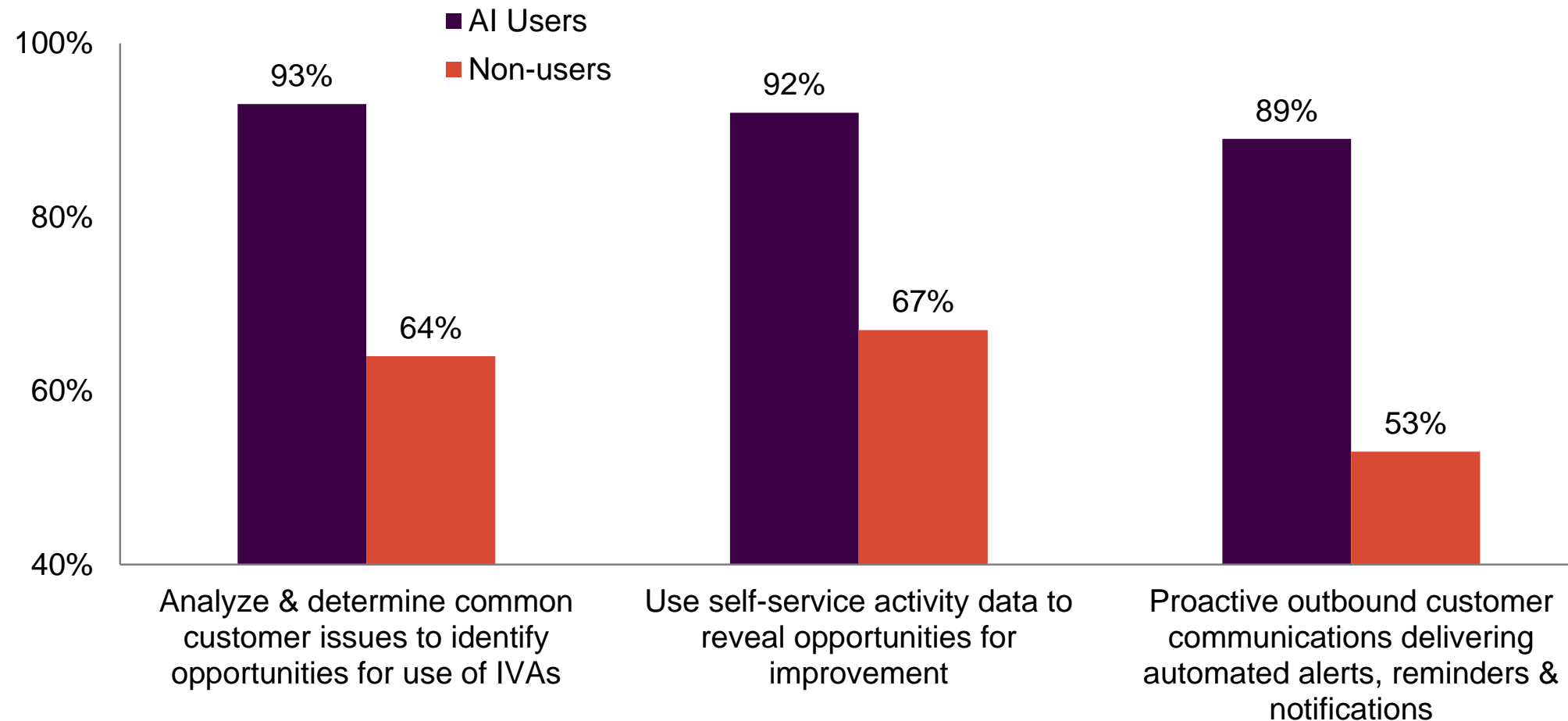
How to Put AI to Work To Build Next-Generation Self-Service Experiences



Top Reasons Why Customer Needs Aren't Addressed through Self-Service



AI Users Supercharge Their Self-Service Results



Percent of respondents, n=584

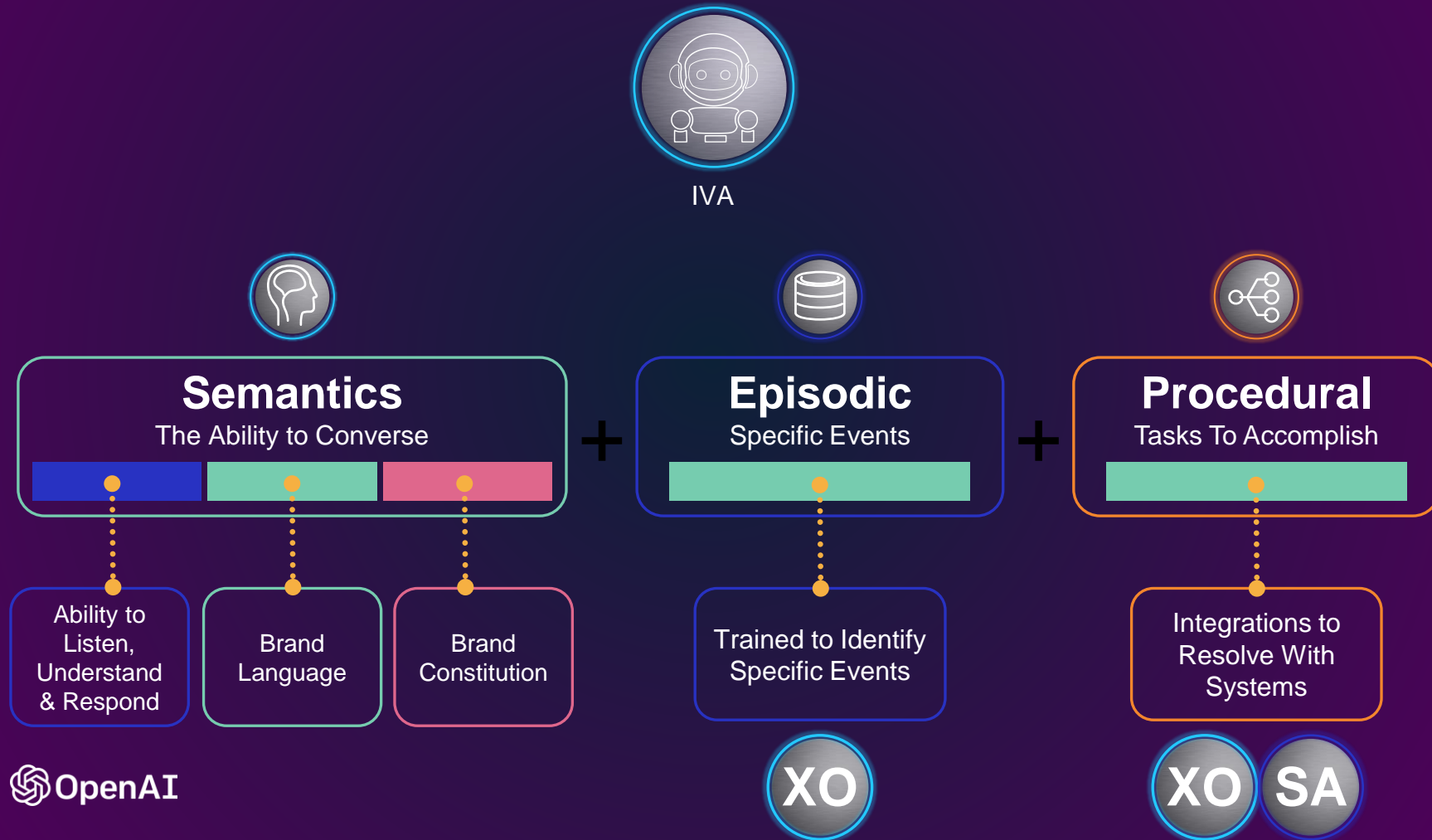
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IVA With OpenAI Interactions

The Need for Knowledge to Achieve Resolution



Thank You!

Questions?

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