CUSTOMER EXPERIENCE LIVE

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Insights driving acquisition

Division of Teenspire Global Mission LLC

Customer Experience Live
AI Strategy Playbook 2023

Today's Customer Has High Expectations

In this age of rapid digital embracement, brands are expected to deliver a high level of personalisation to their customers. Businesses have to understand their client's unique needs and preferences in order to be endorsed.

Artificial Intelligence (AI) is rapidly reshaping the way brands deliver personalised customer experiences. By harnessing the power of AI and generative AI, businesses can collect, organise, and analyse vast volumes of customer data to create highly targeted and relevant experiences.

37% of surveyed companies in the Middle East are citing an increased investment in their AI solutions in 2023? Further, 21% of ME brands are investing in personalisation platforms (**CX Live Intelligence Report 2023**). Businesses are actively tapping into the potential of AI to revolutionise customer experience. Let's examine some of the AI solutions gaining prominence.
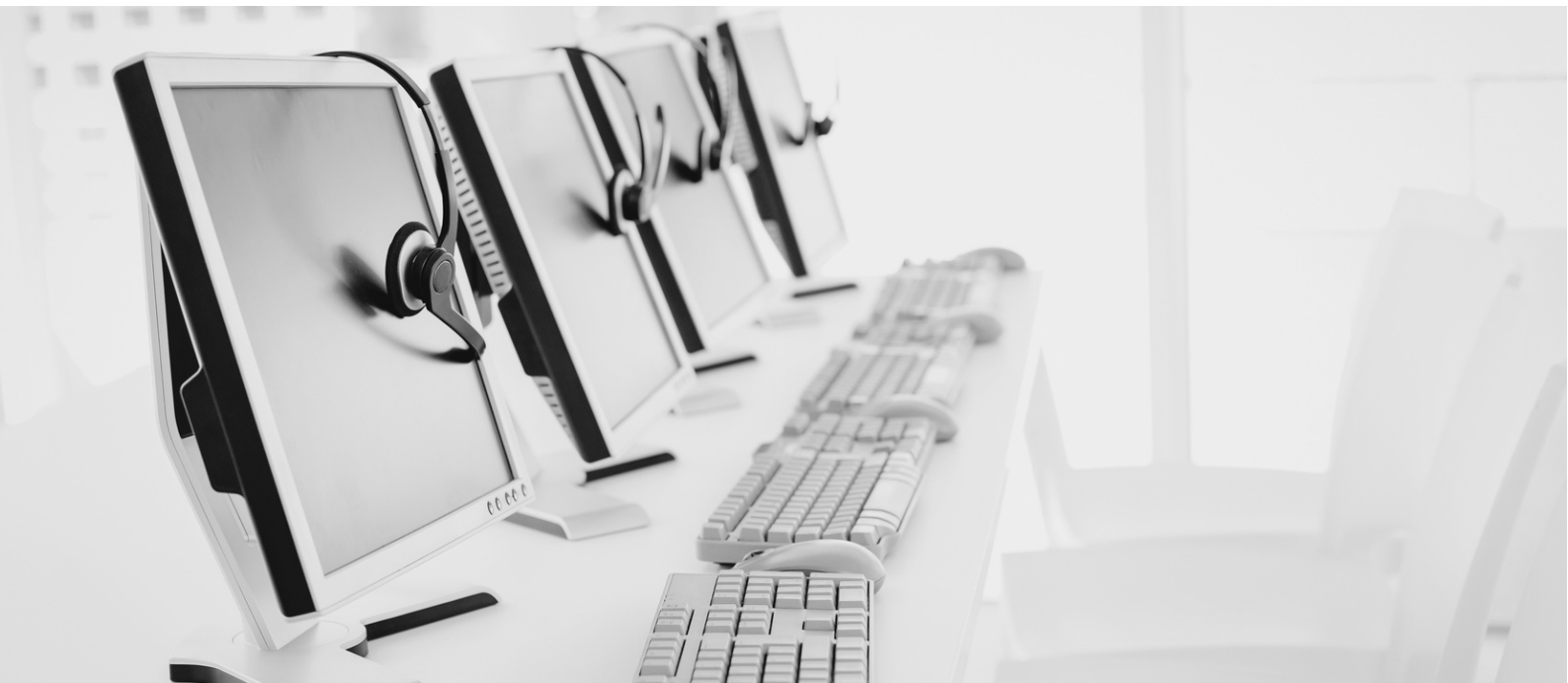
Top 5 AI-Powered Ways To Hyper-Personalise Customer Experience

1. Recommendation engines

Many businesses are increasingly adopting recommendation engines to suggest products or services that are likely to be of interest to individual customers.

2. Chatbots

Chatbots allow businesses to extend customer support 24/7. Chatbots can be trained to respond to various inquiries, and have the capability to autonomously resolve customer concerns. According to our findings, 21% of companies in the Middle East are investing in intelligent chatbots this year (**CX Live Intelligence Report 2023**).

❝ Artificial Intelligence is among the top 5 solutions organisations are seeking in 2023.

3.   Personalised marketing campaigns

Personalised camapigns are utilised to target unique customer segments with customised messages based on their interests. The online retail giant, Amazon uses personalised marketing campaigns to send email offers to customers based on their past purchases.

4.   Predictive analytics

Predictive analytics allows you to stay a step ahead by identifying customers who are likely to churn or who are likely to make repeat purchases. Predictive analysis can provide you with relevant information to predict customer behaviour and target them with specific offers or promotions.

5.   AI-driven customer journey analytics

AI can be leveraged to collect and analyse customer journeys across multiple touchpoints, such as, websites, apps, social media, and customer service. This can assist in identifying customer pain points and enhancing customer experience.

While it sounds so remarkable, is the way ahead all that simple? What are some of the common implementation challenges organisations face?

4 Key AI Implementation Challenges

1.   Managing and integrating large data sets

The complexity of crafting a viable data infrastructure that is fit for AI adoption cannot be underestimated. Any sizable business would have volumes of data being added on a daily basis. It's vital that this collected data is relatable across multiple systems, and not existing in silos (one system, process, department, etc). However, complete data synthesis and visibility is an ongoing challenge for most organisations.

2.   Unstructured data

Another challenge facing organisations is that AI projects require access to data that has been stored and structured differently to what most organisations are accustomed to. The current data composition means organisations need to work with unstructured data which was never planned to be used for in depth analysis but simply record keeping.

3.   Protecting data, enhancing security, and privacy

AI and generative AI models process and store sensitive customer data. Companies must ensure that this information is safeguarded.

4.   Finding the right balance between technology and human touch

AI should be implemented to augment human intelligence and not replace it. Customers would always want some degree of real interaction and not something entirely fabricated by machines. Companies need to test out to reach the right balance of AI and human touch for specific situations.

Risks To Consider When Implementing AI And Generative AI For Personalised CX

1. Biases

If the data which is used to train an AI or a generative AI model is biassed, the resultant model can inherit those biases. This can lead to unpleasant customer experience. It is imperative for organisations to be vigilant and address biases within AI systems.

2. Accuracy

AI systems are not 100% infallible. This poses the risk of impacting customers negatively. It is crucial to monitor AI systems for accuracy and promptly address errors that are identified.

3. Acceptance

Not all customers may be comfortable with a wholly AI-powered experience. They may prefer the empathy and complex problem-solving capabilities of a human agent. It is vital to ensure that there is a way for customers to opt out of AI-driven experiences if they prefer.

Should these risks and challenges make you pause on your tracks and reconsider riding the AI-wave? Well, it's certainly not stopping other businesses and AI adoption is dramatically higher today with companies actively addressing challenges to achieve desirable outcomes.

Tips To Mitigate The Risks Of AI And Generative AI

- Partner with a trusted AI-solutions provider who can assist you overcome challenges and combat risks.

- Be transparent about how AI models are developed and trained, and ensure that there are clear processes in place to monitor AI systems.

- Educate and train your employees on responsible usage of AI and generative AI.

- Let your customers know why their data is being collected by your organisation and how it is going to be used.

These guidelines can help you leverage the power of AI while addressing the associated risks, ultimately delivering winning personalised customer experiences.
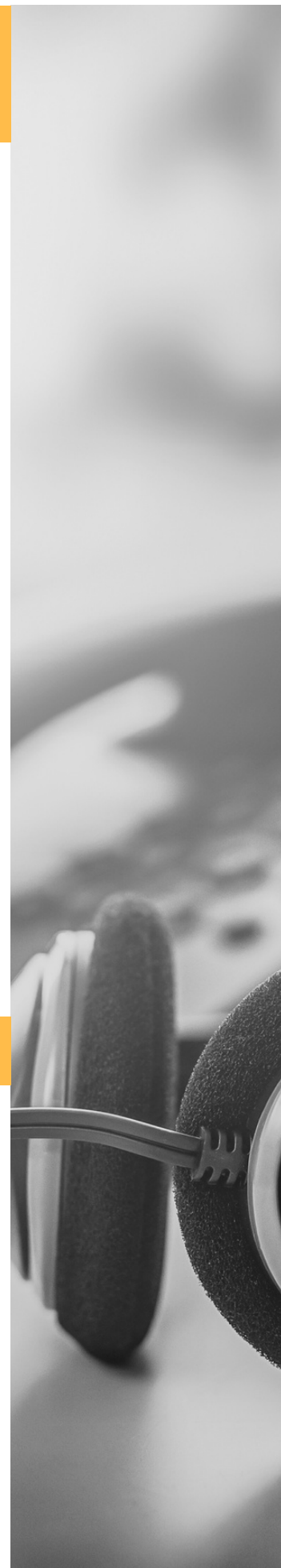
4 Reasons Why AI And Generative-AI Should Be In The Toolkit Of All Customer-Centric Organisations

1. Enhanced customer satisfaction

When customers feel treated as individuals, they are more likely to be satisfied with their interactions with an organisation. This can boost customer loyalty, resulting in brand advocacy.

2. Improved customer retention

It just got easier to identify customers who may churn and to take steps to prevent them from leaving. For example, using AI-powered analytics, businesses can send targeted offers or reminders to customers who have not used a service in a while.

3. Increased sales

Engaged customers are more likely to spend on repeat purchases.

4. Reduced costs

AI can help cut operating costs by automating tasks and improving efficiency. This frees up employees for more nuanced, complex, and creative tasks.

Conclusion

Organisations are redrawing the boundaries of customer experience with AI, to create experiences that are more relevant, engaging, and profitable. AI-powered CX transformation is driving investments and this is only set to increase as customer preferences change, agility in responses becomes vital and digital CX becomes the key priority of organisations.
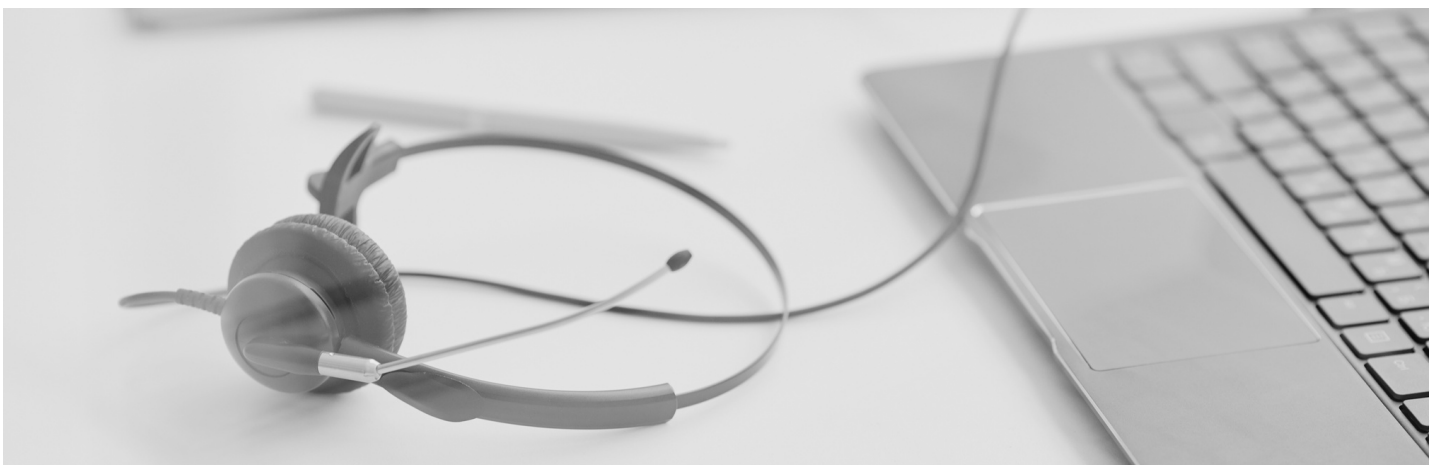
66 AI and generative AI have become powerful weapons to drive loyalty, increase growth and improve efficiencies.

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