Adopt AI Enhanced CX Management to Get Ahead of the Competition

In a tech-driven and ever-changing business landscape today, the competition between companies across industries becomes more brutal and difficult by day.

And now more than ever, successful leveraging and implementation of emerging technological solutions has become the solution for maintaining leadership positions and growth acceleration.

Using artificial intelligence (AI) provides companies with a unique and enduring competitive advantage, witnessed by the fact that AI-first companies are the world's only trillion-dollar companies.

AI has the ability to give companies a competitive edge in improving CX quality and customer loyalty. Thanks to its ability to learn and train based on data, AI can offer numerous insights into how to design customer journeys and create actionable improvements. These insights stem from the basic principles:
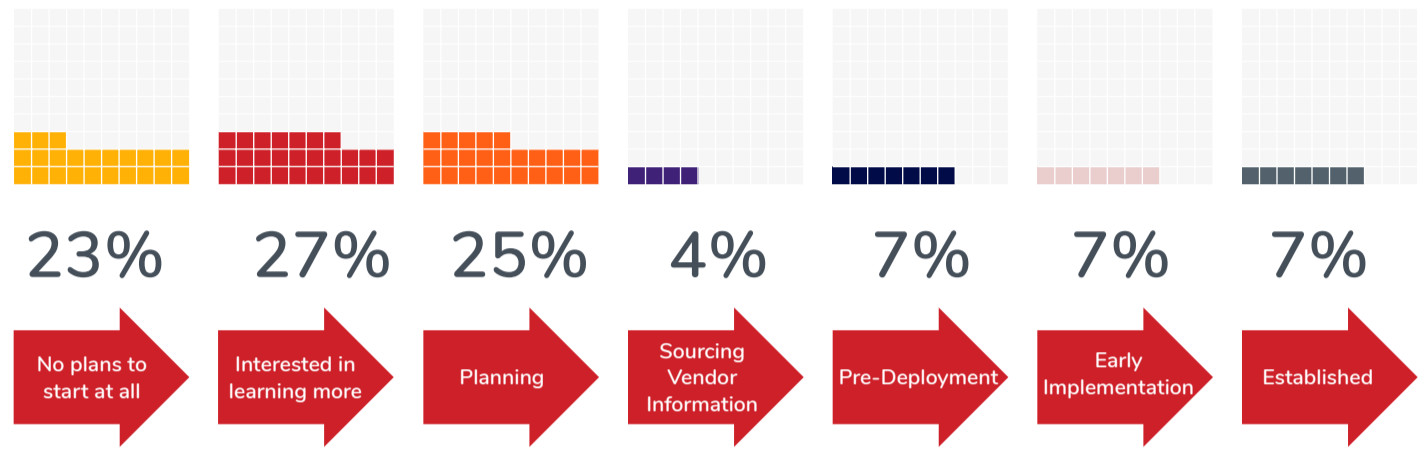
► It becomes more complex to collect and analyze all the various CX signals, created on daily journeys in person. Feelings are involved, misinterpretations can take place, cultural barriers may hinder the deep insights.

► The Covid pandemic has greatly increased the volume of customer interactions that are digital, but many of the processes for identifying problems are still manual, slow, and costly

► "Human" signals, such as emotional text or social media comments, are harder to analyze and decode, yet often require immediate and concentrated effort to deal with

► CX professionals have a dire need for better, more cost-efficient technologies to separate important CX signals from a rising volume of noise

► It becomes more important to implement CX technologies which reduce operational complexity while improving products, services, and the overall customer experience.

However, organizations still struggle to advance along the AI maturity

On the other hand, CX professionals are still taking a cautious approach to AI or ML implementation in this changing work landscape. Only 7% of CX professionals indicates that AI is in use at certain customer journey touchpoints.
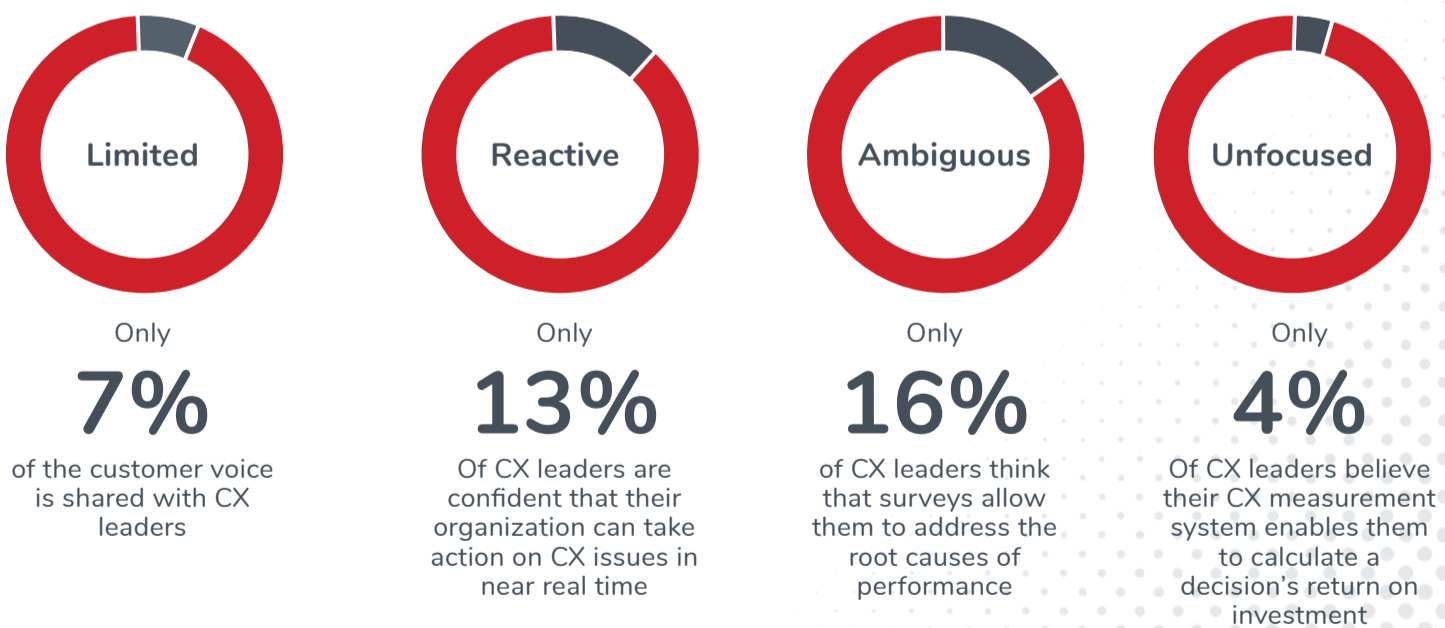
23%	27%	25%	4%	7%	7%	7%
No plans to start at all	Interested in learning more	Planning	Sourcing Vendor Information	Pre-Deployment	Early Implementation	Established

Source: CX Network Artificial Intelligence in Customer Experience Report, 2021

Traditional CX management systems can no longer meet the demands of today's companies

Those that stick with the traditional systems will be forced to play catch-up in the years to come. Because traditional CX management systems have four major flaws that make critical CX tasks nearly impossible to exhibit. They are limited, reactive, ambiguous and unfocused to take action "in the moment", create relevant experiences for the customers, and achieve positive ROI.

Four flaws with today's survey-based customer experience measurement systems

Limited	Reactive	Ambiguous	Unfocused
Only	Only	Only	Only
7%	**13%**	**16%**	**4%**
of the customer voice is shared with CX leaders	Of CX leaders are confident that their organization can take action on CX issues in near real time	of CX leaders think that surveys allow them to address the root causes of performance	Of CX leaders believe their CX measurement system enables them to calculate a decision's return on investment

Source McKinsey, Prediction: The future of CX Article, 2021

AI solutions usher in a smart new era for CX Space

The CX programs of the future are holistic, predictive, precise, and clearly tied to business outcomes. They help organizations to get ahead of the competition. There are five fundamental advantages of empowering customer experiences with artificial intelligence to unlock a competitive edge.

1- You can easily **collect and unify all complex CX signals** generated by customers via surveys, text, complaints, social and digital conversations, and other interactions.

2- It lets you analyze survey or non-survey data and provides you **deeper insights**; you can go beyond sentiments and **understand "emotions"** in journeys, themes, and trends in customer feedbacks.

3- You can correctly interpret the data. It allows you to **zero in on the most important insight** for immediate attention!

4- You can utilize predictive analytics. It gives you the opportunity to **predict the impact** before you implement the customer journey optimization actions.

5- It can serve as 7/24 analyst that identifies and alerts CX professionals and practitioners. It provides a clear and actionable picture to **close the loop**.

There is a direct correlation between AI adoption and superior business outcomes

IDC Survey reveals that early adopters report an improvement of almost 25 percent in customer experience, accelerated rates of innovation, higher competitiveness, higher margins, and better employee experience with the roll out of AI solutions. Organizations worldwide are adopting AI in their business transformation journey to get ahead of the competition.

Early adopters of AI achieve an improvement in

▶ customer experience
▶ accelerated rates of innovation
▶ higher competitiveness
▶ higher margins
▶ better employee experience

⬆ **25%**