

FORWARD LOOKING BRANDS ARE ALREADY INVESTING IN AI-POWERED TECHNOLOGIES.*

Every marketer, everywhere can and should embrace AI. Here are the 3 reasons why.

REASON 1

EVEN SMALL IMPROVEMENTS TO CUSTOMER EXPERIENCE QUALITY MAKE A HUGE IMPACT.

5.7x
MORE REVENUE

Brands delivering superior customer experience (CX) generate 5.7 times more revenue** by reducing customer churn and increasing wallet share.



Reduces the cost to serve customers and hunt for prospects.



Lowers customer acquisition costs through positive sentiment sharing.

REASON 2

AI CAN EXPONENTIALLY IMPROVE CUSTOMER EXPERIENCE.

Four ways AI is transforming customer experience



CONVERSATIONAL AI that demonstrates a true understanding of customers; no predetermined responses.



FRICTIONLESS EXPERIENCES that see customers in the physical world speed through interactions.



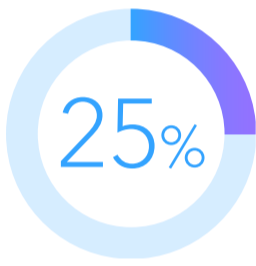
PREDICTIVE INSIGHTS that preempt customer behaviour.



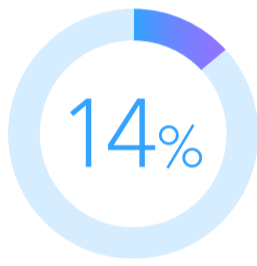
INFORMED PURCHASING delivered through AI-driven augmented reality.

REASON 3

THERE'S TIME TO PLAY CATCH-UP OR STEAL THE LEAD.



25% of firms think their use of AI is transformational, yet only 10% are really leaders.†



14% use AI. Many plan to implement it soon. Over 1/3 will use it to report the past only.†



IS AI FOR YOU?

However advanced you are with AI for CX it can have a transformational impact. Six of the hottest use cases include:

1



HARNESSING ALL DIGITAL AND OFFLINE CHANNELS

Machine learning helps analyze complex structured and unstructured data, and historical and real-time data to empower you to act on richer insights.

2



INCREASING ROMI, LIFETIME VALUE AND PROFIT MARGINS‡

- ↑ 26% yoy increase in marketing performance vs. 0.3% decrease by non-AI users.
- ↑ Lifetime value can rise by 10.9%.
- ↑ Average profit margin can increase by 12.9% yoy.

3



DELIVERING PERSONALIZED RECOMMENDATIONS

Why follow the Amazon model? Go further using our mix of visitor, product and popularity data.

4



BETTER MAPPING CUSTOMER JOURNEYS

Convert customers quickly and effortlessly while making each journey as valuable as possible.

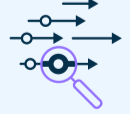
5



OPTIMIZING OFFER DISTRIBUTION

Perfectly balance customer experience with profitability.

6



PREDICTING NEXT BEST ACTIONS

Make the most of every micro moment of opportunity, with finely tailored real-time recommendations.

* 86% of brands report "Our brand engagements with customers will increasingly be through intelligent systems such as AI-powered chatbots." Futurum 2030 Report, 2019

** <https://www.forbes.com/sites/blakemorgan/2019/06/30/100-of-the-most-customer-centric-companies/#2316f40663c3> June 30th 2019

† Darkness of Digital Shadows, SAS and 3GEM Research & Insights, 2018

‡ Artificial Intelligence in Customer Experience: How AI Influences Results, Aberdeen Group, 2018