

Demystifying Artificial Intelligence in the Customer Experience

Customer experience matters! In fact, it has recently become the top influencing factor for the majority of purchasing decisions, overtaking the actual products and services themselves. The only companies that will grow and thrive in the experience economy are those that create and nurture human experiences with their customers. Add to that, the fact that consumers today have unlimited shopping options in the palm of their hands, it's more critical than ever for brands to stand out with personalized and anticipatory customer experiences that make shoppers feel unique and known, driving loyalty and in turn, sales.

But how can brands collect, analyze and properly utilize the terabytes of customer data that exist? Or ensure they are delivering a consistent experience across multiple channels, seamlessly moving a customer from a chat bot to a live agent to an in-store experience without missing a beat? Humans alone can no longer keep up with the demand for these types of tailored experiences, and transformation is now the name of the game as next-gen technologies continue to disrupt entire industries at an astonishing pace. Enabled by technology, traditional live agent interactions will continue to be profoundly and irrevocably transformed with companies turning to artificial intelligence and other next-gen digital solutions to help them process huge amounts of customer data and provide real-time analysis, all while driving operational efficiencies.