



AI for Customer Experience (CX): Unleashing the Power of Algorithms for Exceptional Experiences

September 2024: Complimentary Abstract / Table of Contents

Market Report
Interactive Experience (IX) Services



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- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
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Background of the research

Recent advances in Artificial Intelligence (AI) have transformed the way enterprises deliver Customer Experiences (CX), enhancing the capability of every CX function to delight customers. AI adoption for CX is increasing, varying across functions and industries, as enterprises integrate new AI features into their CX platforms. The growing demand for AI-enabled CX, is driven primarily by the productivity gains that AI is facilitating across all functions.

Generative AI has significantly impacted CX by enabling numerous use cases across different segments, providing tangible benefits to enterprises. However, amid these advances, enterprises face challenges in scaling their AI for CX operations, chiefly due to regulatory hurdles. Responsible AI practices could potentially serve as an antidote to this problem.

In this report, we delve into why AI for CX is growing in importance by focusing on:

- Adoption across functions and industries, along with the key use cases and trends driving them
- A framework for embedding AI features across CX functions and enabling continuous use-case adoption for long-term success
- Ideal enterprise AI for CX technology partnership ecosystem
- Metrics and outcomes that enterprises prioritize the most
- The impact of generative AI on CX, the real-life applicability of its use cases by enterprises, and the associated risks
- Challenges faced by enterprises, strategies to combat global regulatory hurdles, and the future of AI for CX

Scope of this report

Geography: Global

Industry: Customer Experience (CX)

Services: AI applications in customer experience

Overview and abbreviated summary of key messages

This report examines AI's rising significance in CX across various functions and industries, highlights key use cases and trends, presents an integration framework, and outlines the ideal technology partnership ecosystem. It also discusses the metrics and outcomes enterprises prioritize, as well as generative AI's real-life applicability, risks, and impact on CX. Additionally, it addresses the challenges enterprises face, strategies to navigate global regulations, and AI's future in CX

Some of the findings in this report, among others, are:

Enterprises are increasingly adopting AI for CX use cases

- Over 55% of AI use cases are applicable to customer experience with nearly 75% of these use cases pertaining to customer support and marketing functions
- Retail, CPG, distribution, BFSI, telecom, media, and entertainment industries have the highest adoption of AI for CX use cases

Enterprises are adopting an outcomes and metrics first mindset

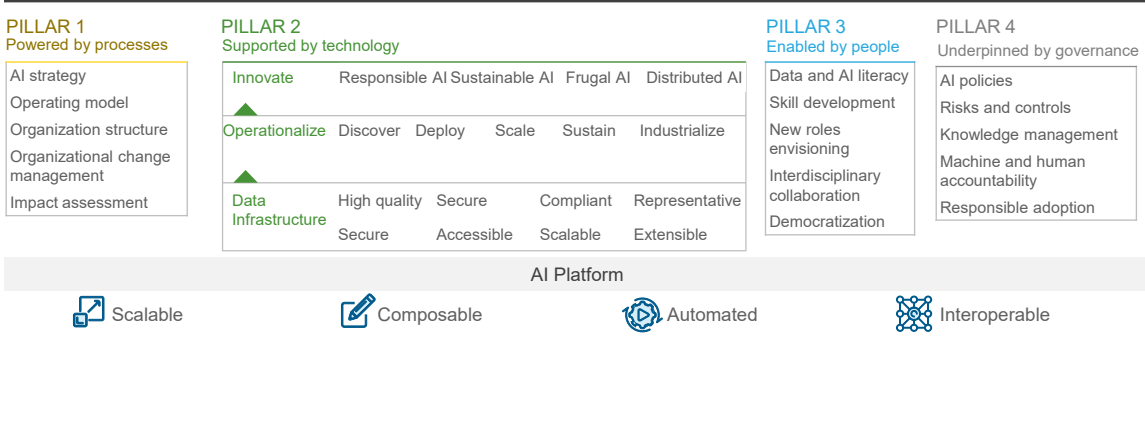
- AI for CX is enabling 50% more accurate results, a 35% reduction in cost overheads, and over a 40% reduction in timelines for key CX processes
- Metrics for customer support and marketing are much easier to measure and have the highest impact when it comes to understanding the success of AI for CX within an enterprise landscape

Generative AI is enabling enterprises to enhance the delivery of CX

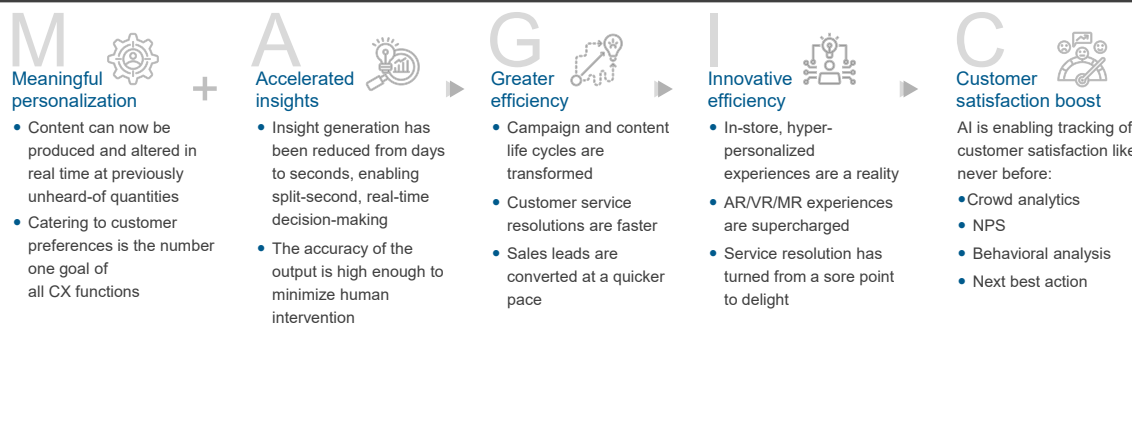
- Generative AI has upended the creative process and unlocked new efficiencies within the previously well-defined processes, enhancing enterprises' ability to serve customers across the CX landscape
- Generative AI implementation by enterprises is on a rapid rise, with more than 80% of enterprises having either piloted or implemented generative AI in one or more processes

This study offers Four distinct chapters providing a deep dive into key aspects of Interactive Experience (IX) Services market; below are four charts to illustrate the depth of the report

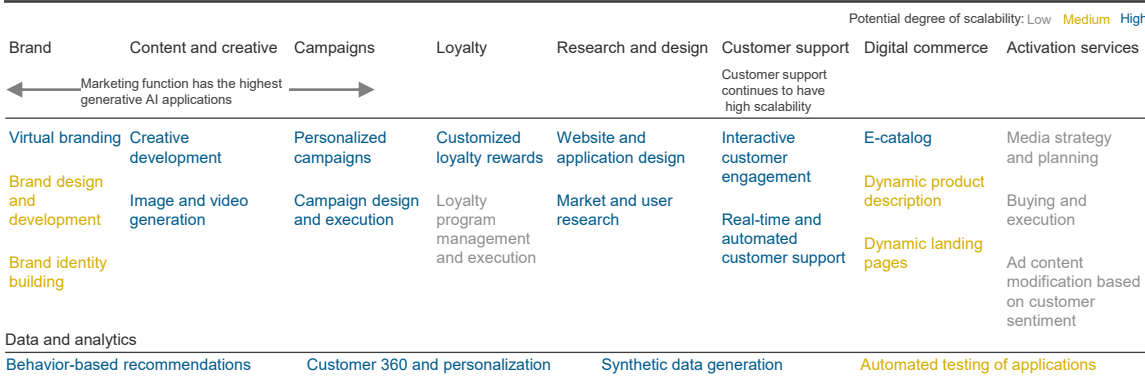
Enterprises willing to embed AI features across CX functions need to start with a business problem-led approach



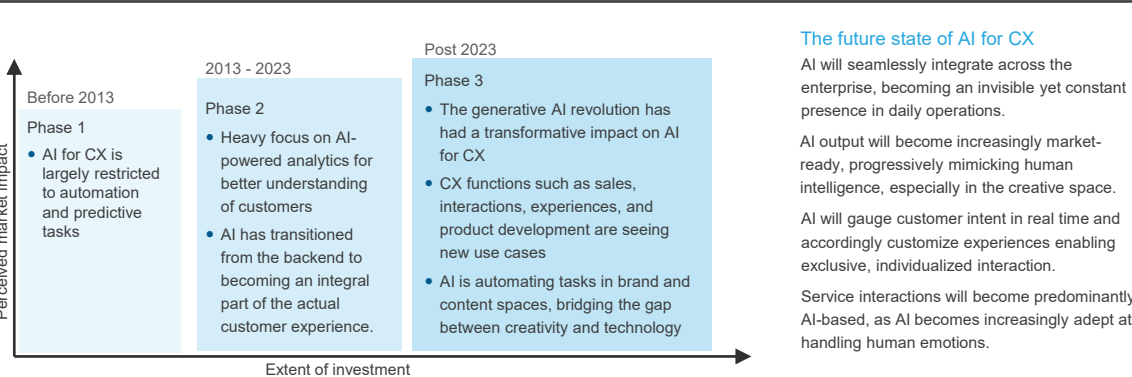
Wow enterprises with AI MAGIC



Generative AI has been a game-changer for enterprises, enabling use cases in areas never thought of before



AI for CX has come a long way, with the future promising many innovations



Research calendar

Interactive Experience (IX) Services

| Reports title | Published | Current release | Planned |
|---|-----------|-----------------|----------------|
| | | | Release date |
| Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023 | | | November 2023 |
| Digital Interactive Experience (IX) Services in Europe – Provider Compendium 2023 | | | December 2023 |
| Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023 | | | December 2023 |
| Digital Experience Platform (DXP) Products – Provider Compendium 2023 | | | December 2023 |
| Content Supply Chain – Revolutionizing the Content Development Lifecycle | | | December 2023 |
| Customer Data Platform (CDP) State of the Market 2024 | | | January 2024 |
| Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers | | | March 2024 |
| Demystifying the Rapidly Evolving MarTech Landscape | | | March 2024 |
| Generative AI – Review of Adobe Summit 2024 | | | May 2024 |
| Adobe Services PEAK Matrix® Assessment 2024 | | | May 2024 |
| CMO 2.0: The AI-powered Marketing Maestro & Growth Orchestrator | | | July 2024 |
| Cannes Lions 2024: How Technology is Driving Creativity to New Heights | | | July 2024 |
| AI for Customer Experience (CX): Unleashing the Power of Algorithms for Exceptional Experiences | | | September 2024 |
| Adobe Services State of the Market 2024 | | | Q3 2024 |
| AdTech Revolution: Decoding the Code of Data-Driven Advertising | | | Q3 2024 |
| Digital Commerce Services PEAK Matrix® Assessment 2024 | | | Q3 2024 |

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