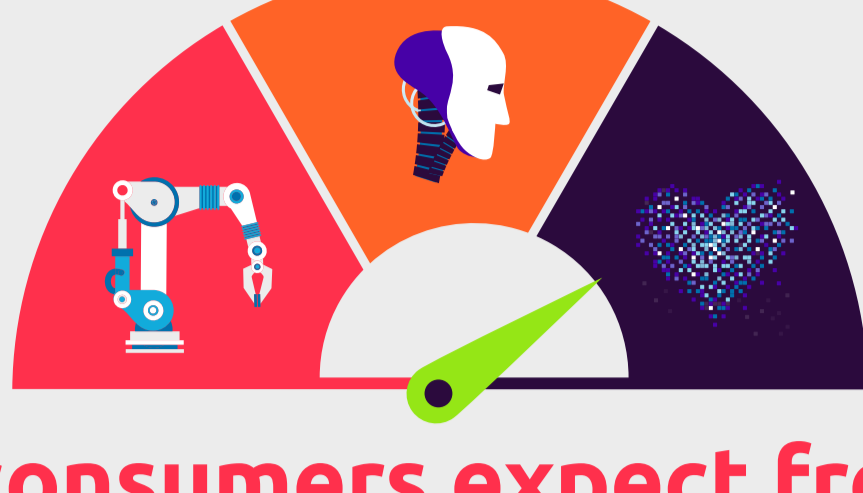


The Secret to Winning Customers' Hearts With Artificial Intelligence

Add Human Intelligence



What consumers expect from AI

Consumers already know Artificial Intelligence

 Nearly **73%** (or ~3 in 4) consumers say they are aware of having interactions enabled by artificial intelligence

69%  of these AI-aware consumers were satisfied with their AI interactions

 Key benefits consumers see – **greater control** and **24/7 availability**

Consumers want a human-like approach, not human-like looks

 **64%** consumers want AI to be more human-like

1 in 2  consumers say they are not comfortable with human-like physical features

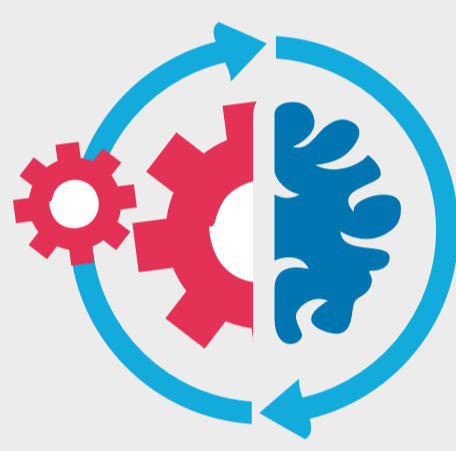
62%  comfortable with human-like **voice and intellect**



Consumers want transparency
2 in 3 consumers want to know if they are interacting with an AI-enabled system or a human

Consumers want human intelligence in AI

55% consumers would prefer to have interactions enabled by a mix of AI and humans.



Organizations are focused on ROI and not consumer pain points

 **62%** of organizations rank cost of implementation and ROI much higher than customer preference in designing AI-enabled interactions

 **Only 7%** of organizations prioritize solving consumer pain points in implementing AI-enabled interactions



How do Front-Runners augment their customer experience for an AI world?

Ensure that **consumer concerns** form the basis for AI initiatives 

 Make AI-first a **strategic priority**

 Scale up AI-enabled interactions **globally**

Keep the customer informed 

Align incentives to encourage greater use of AI-enabled interactions 