

Customer Experience in the Age of Artificial Intelligence

Hunter Dalton, B.S. Finance and Marketing, December '23

Introduction

We are now in an age where a company's competitive advantage is dependent upon its ability to capture, analyze, and understand personalized customer data.

Artificial Intelligence (AI) is revolutionizing the way customer experience (CX) teams strategize. CX teams are utilizing AI to rapidly consume and analyze vast amounts of customer data to enhance the customer experience. The number one reason CX teams are adopting AI is in response to consumers expecting a more personalized experience with their brand.

Purpose

The purpose of this research is to demonstrate the importance of adopting AI into CX strategy and provide ways in which companies are utilizing AI to drive improved efficiency and effectiveness in customer facing organizations.

"This revolutionary approach is transforming the landscape of marketing and sales, driving greater effectiveness and customer engagement from the very start of the customer journey."

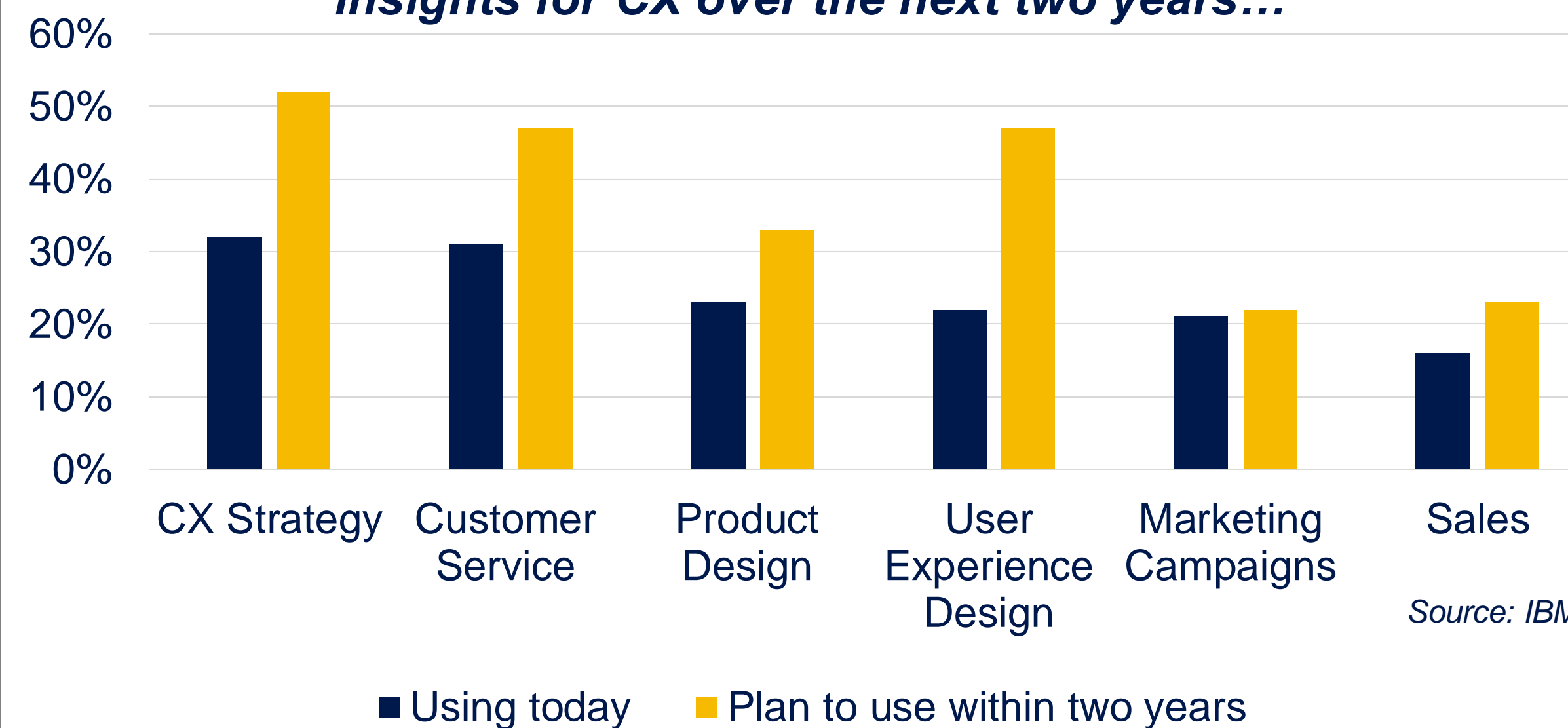
– McKinsey & Company

Research Methods

- Literature Review
- Data Review and Analysis
- Survey Research Review

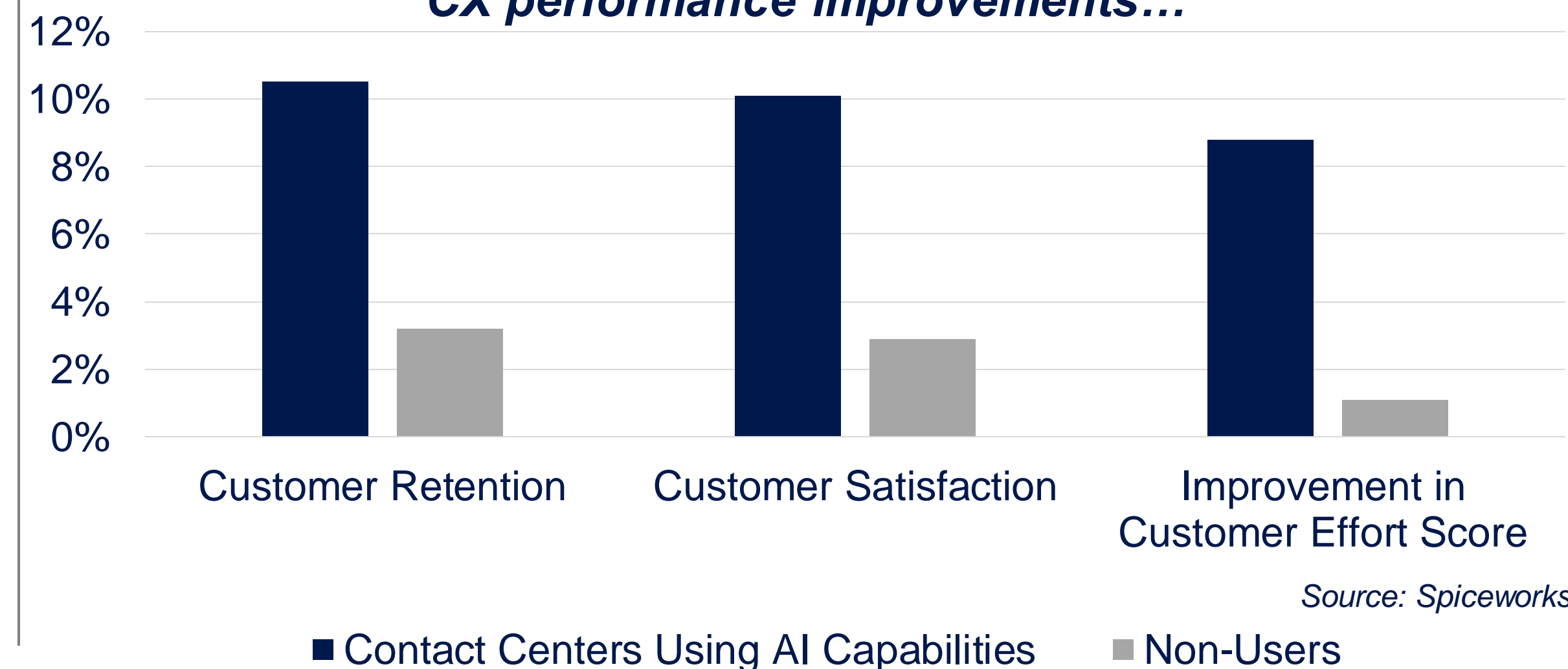
Data & Analysis

Companies anticipate substantial growth in AI-driven insights for CX over the next two years...



54% of organizations have improved efficiency and reduced costs after implementing AI into CX solutions.

Firms leveraging AI capabilities experience superior CX performance improvements...



Potential AI Utilization in Higher Ed

- Drive admissions personalization to increase retention
- Improve career services
- Provide personalized student learning
- Personalize student experience

Summary

- Organizations must utilize AI to achieve a competitive advantage
- AI capabilities allow CX teams to quickly analyze customer data to improve customer experiences
- Improved customer experience and engagement results in greater customer loyalty and satisfaction
- AI can help organizations reduce costs and improve efficiencies

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