

# Use AI to Create Better Customer Experiences

Best Practices for Implementation

93%

By 2022 over 93% of organizations will have adopted cognitive/AI systems.



The best outcomes are only possible when bots and humans work together.

## 01 Reframe Your Thinking About AI

Do more with your resources  
Handle more engagements without adding more agents.



## 02 Make a Business Case



**Educate**  
Customer experience should be a top priority.

63%

Companies using cognitive technologies see greater annual improvement in customer lifetime value.



**Show the Potential**  
Unlock valuable customer and competitive insights.



**Talk Money**  
Customer experience leaders outperform others by 80%.

36%

Companies using cognitive technologies see greater year-over-year increase in annual revenue.



**Be transparent about using AI**  
Don't try to fool your customers into thinking they're chatting with a human.



**Manage Content**  
Update and organize content in your knowledge base for easy retrieval.

## 03 Create a Self-Service Framework



**Offer many engagement channels**  
Let your customers connect with you however they want to.



**Personalize the experience**  
Connect to your CRM and other business systems to deliver personalized interactions.



**Strategize routing**  
Never leave your customers waiting on hold for an agent.

81%

81% of customers try self-service before calling customer service.

## 04 Measure Continuously to Optimize the Experience

