

CX That Rises Above the Rest:

AI as a Competitive Advantage

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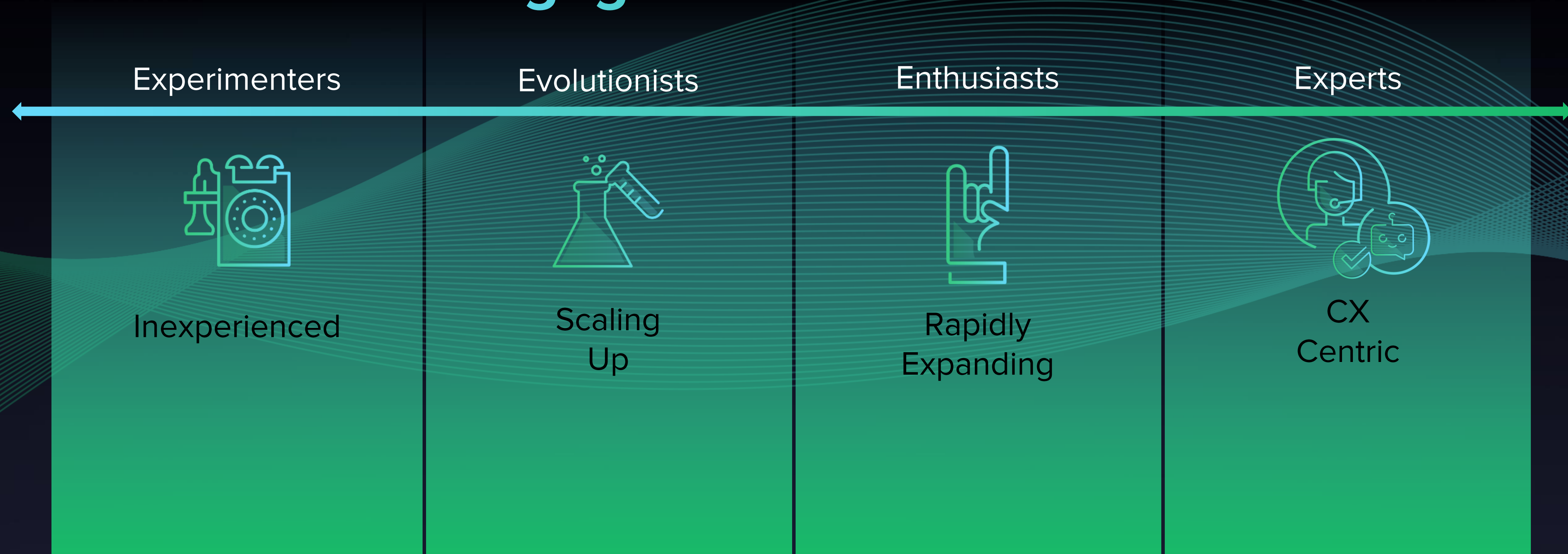
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CX is a journey



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Engagement Continuum



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Customer Engagement Maturity Model

Strategy

Business goals
and objectives



Organization

Organizational
structure, skills
and incentives



Process

Procedures and
business rules



Technology

Apps and
infrastructure

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2017
**Maturity
curve**

Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, November 2017

Experimenters



22%

Evolutionists



29%

Enthusiasts



30%

Experts



20%

2018
**Maturity
curve**

Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, November 2017

Experimenters



29%



7%

22%

Evolutionists



29%



15%

24%

Enthusiasts



30%



15%

25%

Experts



22%



2%

20%

AVERAGE
**Benefits
summary**

NPS gain

Conversion increase

Revenue increase

Order size increase



Experimenters

+13%



Evolutionists

+18%



Enthusiasts

+19%



Experts

+21%

CUSTOMER ENGAGEMENT MATURITY

AVERAGE

Benefits summary

NPS gain

Conversion increase

Revenue increase

Order size increase



Experimenters

4%



Evolutionists

7%



Enthusiasts

9%



Experts

10%

CUSTOMER ENGAGEMENT MATURITY

AVERAGE

Benefits summary

NPS gain
Conversion increase
Revenue increase
Order size increase



Experimenters

3.3%



Evolutionists

4.9%



Enthusiasts

6.3%



Experts

6.3%

CUSTOMER ENGAGEMENT MATURITY

AVERAGE

Benefits summary

NPS gain
Conversion increase
Revenue increase
Order size increase



Experimenters

1.5%



Evolutionists

3.4%



Enthusiasts

3.5%



Experts

3.8%

CUSTOMER ENGAGEMENT MATURITY

AVERAGE

Benefits

summary

NPS gain

Conversion increase

Revenue increase

Order size increase



Experimenters

+13%

4%

3.3%

1.5%



Evolutionists

+18%

7%

4.9%

3.4%



Enthusiasts

+19%

9%

6.3%

3.5%



Experts

+21%

10%

6.3%

3.8%

CUSTOMER ENGAGEMENT MATURITY

Customer experience

Revenue conversion

Agent experience

- Primary customer research

- External expertise

- Journey mapping

**Learning from
the experts**



Customer experience

- Proactive engagement

Revenue conversion

- Reorganizing staff

Agent experience



Customer experience

Revenue conversion

Agent experience

● Access to technology

● Empower agents

● Invest in employees

**Learning from
the experts**



The AI value drivers for customer engagement

1

Increased
efficiency

2

Reduced
friction

3

Enhanced
customer
empowerment

4

Proactive
action

5

Preemptive
service

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Recommendations



Customer value



Omni channel



AI adoption

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Take the Assessment
bold360.com/assessment



Recommendations

1. Define your C-Suite CX metrics
2. Measure and report
3. Promote customer-centricity



Customer value



Recommendations

1. Align channels to processes
2. Invest in flexible solutions
3. Better to replace than add

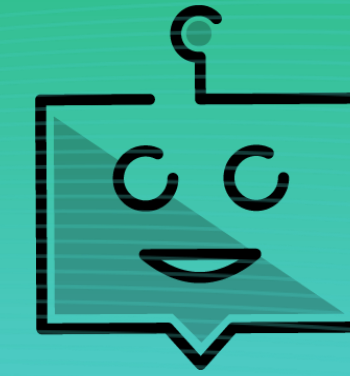


Omni channel



Recommendations

1. Know the problem
2. AI \neq Automation, both matter
3. Get employees involved



AI adoption



CX is a journey



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