Will AI make your customer experience exceptional?

1) Artificial Intelligence, everyone talks about it, but what is it exactly?

Emerging in the 1960s, Artificial Intelligence (AI) is a field of computer science aiming to create machines or programs capable of imitating and simulating human intelligence. Its main goal is to enable computers to perform tasks that typically require human intelligence. In more concrete terms, these tasks include learning from data to develop coherent and deductive reasoning, as well as decision-making and planning automated actions.

The techniques behind AI software are based on various computer concepts, notably:

- **Machine Learning**: Widely adopted method enabling computers to learn from data without prior programming. By providing machine learning algorithms with training data, they can generalize "models" and make predictions on new data. Recent statistics show significant growth in machine learning applications, especially in industries like healthcare, finance, and marketing, benefiting greatly from their implementation. The global Machine Learning market size amounts to $158 billion in 2023.

- **Deep Learning**: A subset of machine learning that has seen substantial growth in solving complex problems. It uses artificial neural networks to process large amounts of data and extract complex patterns by automatically adjusting a large number of parameters (similar to our synapses), achieving top performance in various specialized tasks, like recognizing a tumor in a lung X-ray. Companies increasingly capitalize on deep learning technologies, and the global deep learning market is expected to reach $256.54 billion by 2027.

- **Natural Language Processing (NLP)**: Allows computers to understand, interpret, and generate human language, facilitating seamless communication between humans and machines. NLP applications have quickly integrated into sectors like customer service, virtual assistants, and sentiment analysis. The NLP market size is estimated at $25.62 billion in 2023.

- **Large Language Models (LLMs)**: Aim to extract a statistical mathematical model from a mass of external knowledge (such as all internet content), not only algorithmically but also as a representation of human knowledge expression. These models, coupled with what is called **Generative AI**, can understand briefings of varying lengths from users to retrieve acquired knowledge from the internet or user-provided data. Trained on the internet, they can perform this in all languages encountered online, covering most written human languages.

With the continuous advancements in AI technologies and their remarkable potential to enhance operational efficiency, customer experience, and decision-making processes, businesses increasingly adopt these solutions. However, it's crucial to strike a balance, ensuring that AI remains primarily a tool working in harmony with humans, while humans retain control over customer relations.

2) The different types of AI, an explanation of a promising market.

Now that we have a better understanding of the foundations of this technology, let's delve deeper into what these solutions make possible. You may have heard of generative AI or applicative AI, but do you truly know what sets them apart?

Generative artificial intelligence has the remarkable ability to produce new data similar to what it learned during its training. This is the "mainstream" AI you probably know, capable of generating images, videos, pieces of music, and even texts. It encompasses a wide range of models, such as Chat GPT, DALL-E, Bard, to name a few of the most well-known. This segment of AI has experienced substantial growth and adoption in recent months, making it one of the most promising markets in the years to come.

In parallel, you might have encountered applicative artificial intelligence, which focuses on specific and well-defined tasks. This form of AI powers various applications such as recommendation systems, chatbots, virtual assistants, etc.

As the AI industry continues to evolve, generative and applicative types of AI are expected to shape various sectors, from creative arts and content generation to customer service and decision support. Adopting the appropriate type of AI can be crucial in establishing a fruitful and symbolic relationship with your clients, enabling personalized experiences and enhanced engagement.

3) What are the true advantages and limitations of such technology (AI)?

The advantages of artificial intelligence (AI) in the customer relations domain are undeniable and have the potential to radically transform how businesses interact with their customers. Among these advancements are optimized customer service, personalization, and forecasting and analysis.

The use of common AI, favored by businesses, involves personalizing the customer experience based on the analysis of their behavioral and transactional data. These statistics are documented in a study by Gartner, where 72% of companies consider that improving the customer experience is the primary result of adopting AI in their organization.

There are also classical tasks related to optimizing customer service. Artificial intelligence automates and demonstrates significant capabilities in managing responses to frequently asked questions, order tracking, and resolving common issues.

A survey conducted by Deloitte revealed that 58% of companies using AI in their customer service observed increased efficiency. This demonstrates that time gains allow agents to intervene in more complex, high-value tasks and provide denser coverage of customer dissatisfaction.

The major advantage also concerns predictive and analytical aspects where the use of AI is indispensable. Its real-time processing of massive volumes of data allows companies to obtain valuable insights into customer preferences and behaviors. These advanced analyses help businesses make informed decisions to optimize their offerings and strategies. In essence, the technological capabilities of AI in predictive analysis, pattern discovery, and information monitoring are particularly impressive and akin to what, until now, was provided by experts.

Unfortunately, every technology, no matter how revolutionary, faces certain drawbacks and limitations that need to be considered. These numerous gray areas around AI tarnish the picture and demand careful study to accurately address market and business challenges.

The first real negative point concerns data protection and privacy. The use of AI involves the collection and analysis of large amounts of customer data, raising serious concerns about data usage and security. More than 41% of consumers consider themselves worried about companies using their personal data with AI. This raises various issues about clear and transparent communication by brands with consumers.

The second concern extends to the existence of algorithmic biases, linked to their learning mode and the data provided. A study by Stanford University revealed that AI systems used in the financial sector showed racial and ethnic biases, but other studies also show that these biases impact users at all levels. This was demonstrated by KPMG, which listed potential consequences for users:

- Loss of talent opportunities in the context of automated recruitment.

- Economic losses, notably in access to credits where AIs rely on various more or less adequate indicators. An example provided is a significantly reduced credit (70% less), based on the average repayment capacity of consumers in a typical department store.

- Development of social prejudices. These correspond to a mechanism that provides online information confirming our beliefs and opinions regardless of their truth to satisfy us and limit critical thinking.

The existence of these biases can lead to discriminatory decision-making or recommendations as well as the implementation of erroneous strategies. Thus, particular vigilance is required in the "education" and development of personal AIs, comparing them at each stage with unbiased independent data.

Moreover, implementing AI in managing customer relations requires significant investments in terms of technology, training, and talent. For some small and medium-sized enterprises, this can represent a major challenge. According to a Forrester Research survey, only 23% of companies in 2023 have adopted a transparent and explainable AI approach in their customer relations.

The success of AI as an ally in customer relations will depend on how these challenges are addressed and on businesses' willingness to integrate this technology responsibly and ethically.
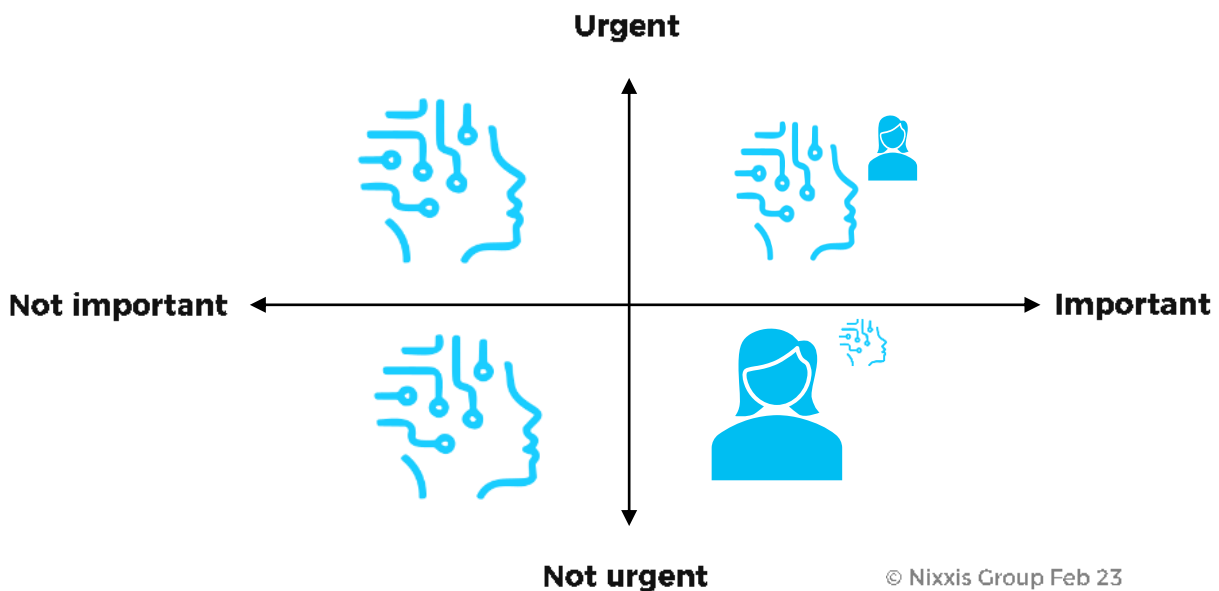
Where AI can help you, in processing Customer Experience tasks.

4) What do consumers think of Artificial Intelligence?

The field of AI is rapidly evolving, undergoing significant transformations, and companies are continually adapting to these changes.

Given the implications of AI in customer relations, it becomes essential for companies to consider its use within their overall strategies and align it closely with customers' interests. The key question here is the perception of this technology by consumers.

Studies show that approximately 63% of consumers believe that AI will have a positive impact on their lives, while 37% express concerns about potential drawbacks, such as privacy issues and job losses. A recent Stanford study highlighted the importance of purely human skills such as emotions, beliefs, etc., compared to skills shared between humans and AIs like logic and language. This study shows that individuals exposed to information about AI place more importance on purely human skills.

To provide an expert perspective, today, 90% of companies are investing in and using AI. Not benefiting from this technology would be nonsensical and lead to numerous potential difficulties for companies in the face of competition.

Obviously, the benefits provided by AI are significant, and a recent PwC study shows that 54% of companies observe an increase in their productivity.

The only downside for these companies lies in their customer base, which, over interactions, may no longer wish to interact with artificial intelligence. Therefore, it is necessary to strategize and use this technology judiciously.

Among its panel of possibilities, AI can manage interactions entirely when its development is advanced enough but can also intervene in support of a human agent to boost their productivity. The best compromise would be to use this complementarity between human and machine to maintain and improve current yields. In this sense, these "enhanced" humans would benefit from machine processing speed while retaining their human and relational skills.
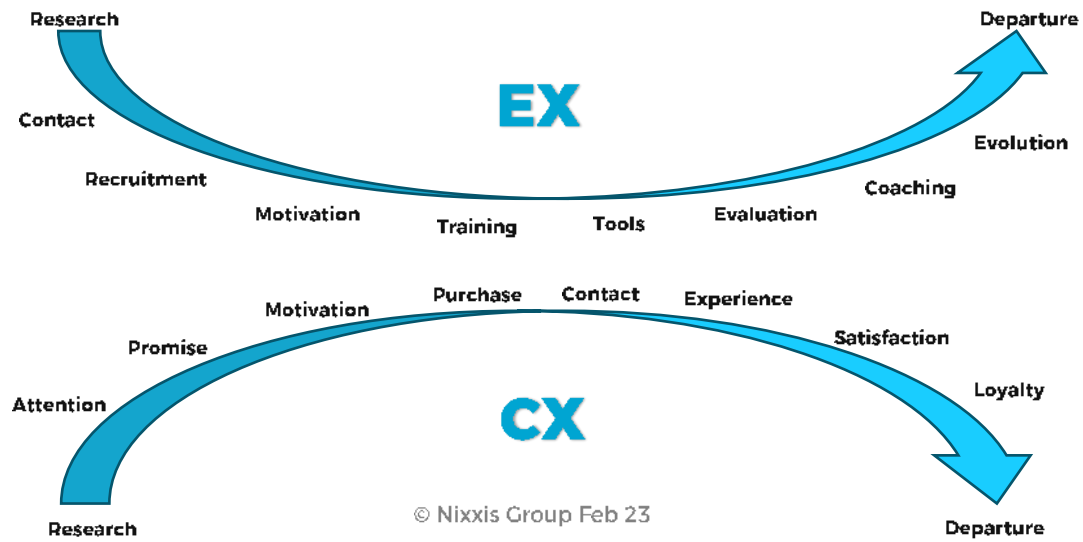
AI can help you at every stage of the Customer/Agent experience.

5) Integrating AI into businesses, a range of possibilities.

As we've seen before, AI has become ubiquitous in all sectors of activity, with customer relations and marketing being two heavily impacted segments. Technological transformations are rapidly moving towards automating 95% of interactions with customers (without human intervention). AI revolutionizes customer relations at all levels, promising significant gains for both agents and customers.

To leverage the power of artificial intelligence within customer interactions, implementing personalized assistants or chatbots/voicebots is a relevant option that has proven its capabilities over the past years. For instance, Adidas now handles more than 30% of its interactions with customers without involving human advisors.

This customer assistance based on Chatbots offers a 24/7 service to consumers to access customer service and obtain support regardless of their location and availability.

The main differentiator lies in the technological sophistication of chatbots. Conventional chatbots, devoid of generative conversational AI, are limited to answering basic questions, reducing their coverage of customer requests.

Conversely, AI-powered Chatbots allow for the creation of "enhanced" agents. They provide access to intelligent search tools, enabling them to provide superior-quality responses in record time. Besides these "super-agents," document processing and data analysis are automated. This allows your agents to benefit from enriched documents highlighting essential data and customer profile analysis.

Intelligent shopping assistants are another emerging AI technology that has gained prominence, although it raises concerns about data protection. Armed with your purchase history and real-time market trends, these assistants offer highly personalized purchase recommendations based on your profile. This cutting-edge technology is seen as the future of marketing, allowing companies to deepen consumer behaviors and create increasingly relevant customer profiles to provide the most suitable response.

The main challenge that brands must address to exploit these technologies lies in the seamless integration of all omnichannel resources. These gateways to data and analyses must be optimized to allow AI-powered technologies to deliver unparalleled performance and ensure relevant tracking of customer interactions.

REAL-TIME	DELAYED TIME	POST-CALL ANALYSIS
Agent Assist	Auto Quality Monitoring	Auto Compliance
Supervisor Assist	Auto Tagging	Auto Coaching
Instant Sales	Transcription & summary	Customer expérience Evaluation
Objection Handling	"Next Best Action" and general sentiment	Marketing Value Proposition
AI Virtual Agent	Agent/Customer Suitability	Customer/Company Suitability
© Nixxis Group Feb 23	Auto CSAT	Forecast CLV

What AI allows you to do today and tomorrow.

6) And Nixxis in all of this?

At Nixxis, for several years, we have heavily invested in integrating AI into our Customer Experience management solutions. We strongly believe that delivering excellent Customer Experience will always be the hallmark of a well-trained and customer-centric workforce.

However, it's evident that to provide quality service, humans need time, concentration, and a good dose of empathy. AI is here to give your agents the luxury of making your customer experience exceptional.

Therefore, we decided to group all our AI platforms under a specific brand: dialogg.ai.

You can decide to use dialogg.ai either as an independent solution or integrated with other well-known Nixxis solutions such as Nixxis Contact Suite, the omnichannel Customer Experience management platform.

Whether for agent assistance, supervisor support, or precise conversation analysis with your customers, feel free to request a demonstration of our dialogg.ai platform to gain a more precise view of how we can help you make your Customer Experience exceptional.