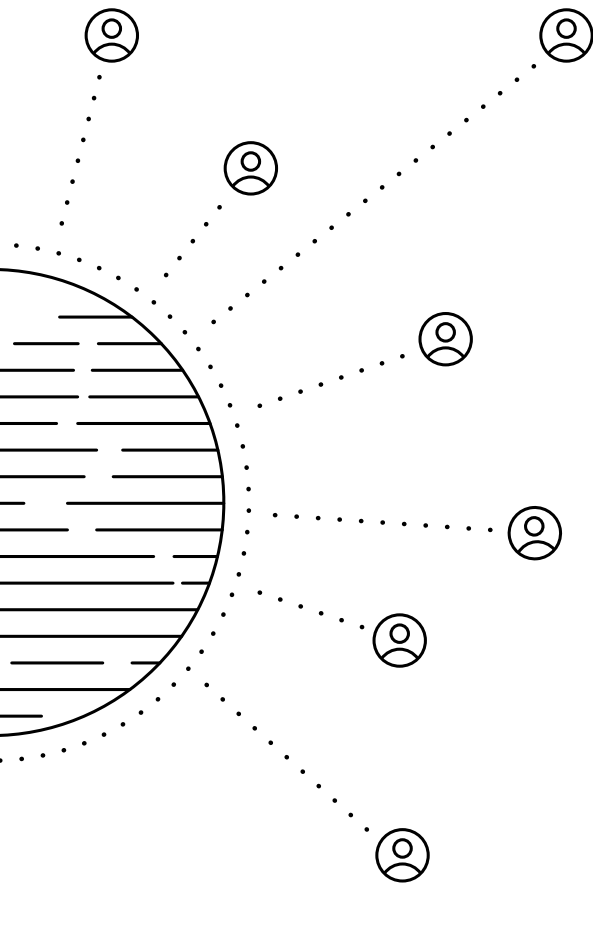


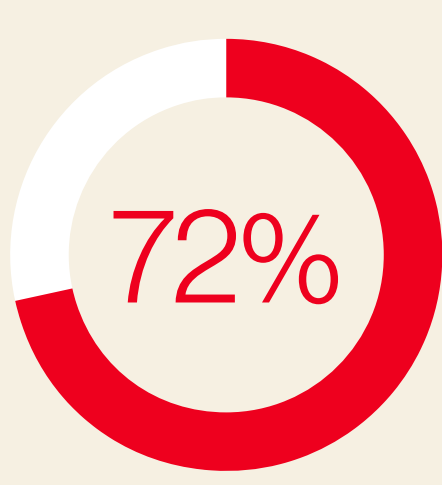
AI for better CX: How brands can crack the code



Artificial intelligence (AI) is playing a bigger role in customer experiences (CX) than ever before. But is the technology moving the needle in the right direction?

In Verizon's fifth CX Annual Insights report, we surveyed 5,000 consumers and 500 executives in seven countries to find out. Here's what we discovered.

Brands are feeling good about AI in CX.



72% of executives say their companies' CX metrics have improved.



52% say AI played a significant role in the improvement.

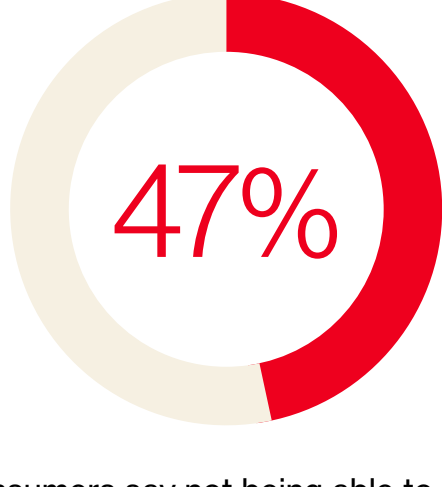
? But consumers aren't so sure.



They want a real person on the line.



AI-led personalization hasn't won them over.



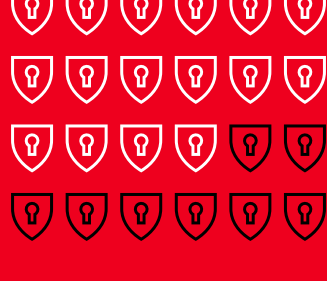
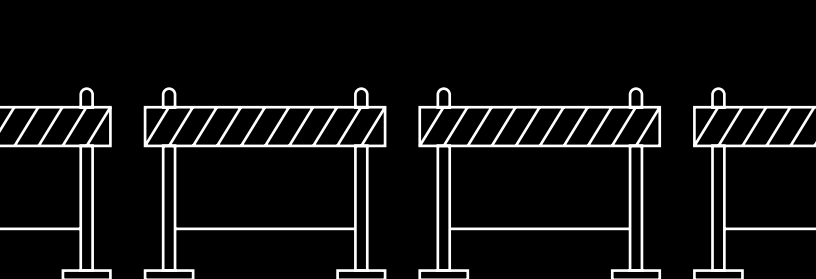
47% of consumers say not being able to reach a human agent is their main source of frustration with automated interactions.



30% of consumers say AI-led personalization has detracted from their overall experience.

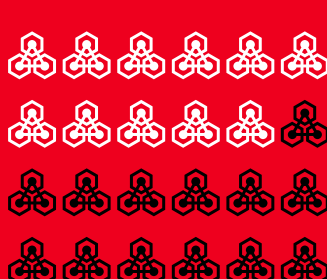
Why the disconnect?

Several hurdles stand between brands and a better CX.



65%

of brands say data privacy rules limit their ability to use AI for personalization.



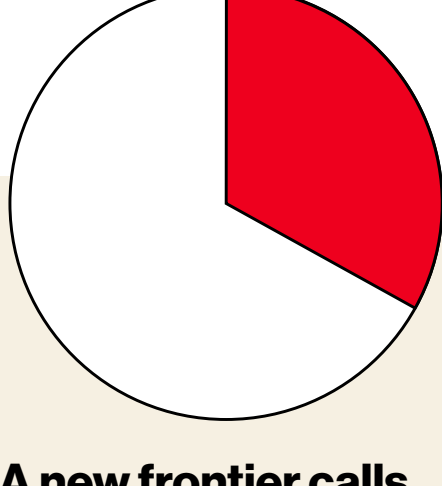
46%

say that inadequate data quality and skills gaps are the chief pain points.

➔ Brands are still figuring out the way forward.

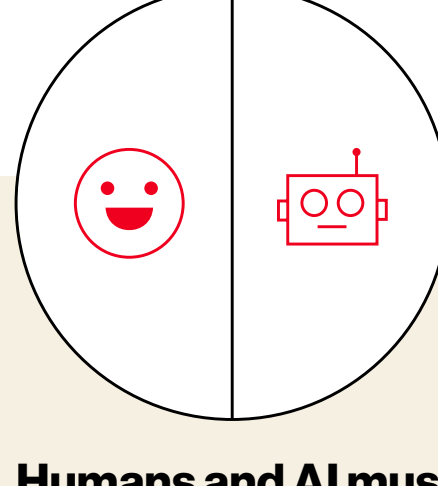


But a few things are clear.



A new frontier calls for new metrics.

Nearly one-third of executives say that developing new ways to measure AI's impact on CX is a priority for the next two years.



Humans and AI must work together.

44% of brands will place equal investment priority on AI-driven and human-driven improvements to CX.



Staff skills need an update.

Brands' top three priorities for training employees are:



Handling customer complaints about chatbots



Understanding AI prompts during interactions



Handling complaints about data privacy

Let's plan your next move together.

As you chart your path to a better CX using AI, we can help. Contact your Verizon Business representative to learn more.

Read the report at [verizon.com/business/resources/reports/cx-annual-insights](https://www.verizon.com/business/resources/reports/cx-annual-insights).

