Artificial Intelligence for Improved CX

72% of companies are using or planning to use AI for their CX initiatives. But which types of AI are generating the most success for delivering excellent customer interactions?

AI Adoption

Top 5 AI applications in 2020

Agent analytics	**45.4%**
Personalization	**45.1%**
Intelligent routing	**44.1%**
Language translation	**39.8%**
Chatbots for customers	**39.1%**

Where is the focus in 2021?

Top AI growth areas among research success group

Predictive analytics	**43.9%**
Facial/image recognition	**40.6%**
Sentiment analysis	**38.7%**
AI-enabled self-service	**34.8%**
AI-enabled sensors in products	**34.2%**

AI Spending

Successful companies are investing in AI

Successful companies are increasing spending by **33.2%**, vs. only **18.2%** for those not in the success group.

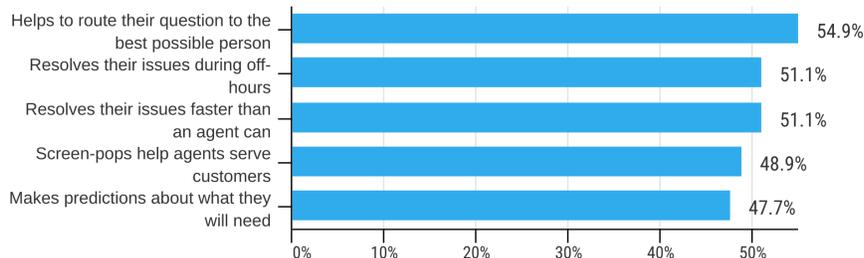| Artificial Intelligence Spending	
Company Size (Employees)	**Annual Spending**
Small (<250)	$196,582
Midsize (251-2500)	$1,650,194
Large (>2500)	$10,487,868
All Sizes	$4,260,588

Functional Benefits

AI's real-world benefits

AI helps customers get quick, accurate answers, and it helps agents serve customers better. Here is how companies are using AI today:

Based on how you're using AI, how does it help customer relationships?

Helps to route their question to the best possible person	54.9%
Resolves their issues during off-hours	51.1%
Resolves their issues faster than an agent can	51.1%
Screen-pops help agents serve customers	48.9%
Makes predictions about what they will need	47.7%

Measuring Success

CX leaders focus on four core business metrics:

- Revenue increase
- Cost reduction
- Customer ratings improvement
- Agent efficiency boost

All flavors of AI drive success. The top types of AI that generate success, and the percentage of change they generate, are:

Revenue increase

AI-enabled sensors	**87.2%**
Language translation	**69.6%**

Cost reduction

Intelligent routing	**16.2%**
Real-time voice transcription	**13.6%**
Natural Language Processing	**13.6%**

Customer ratings improvement

Facial/image recognition	**55.7%**
Language translation	**48.6%**

Agent efficiency boost

Robotic Process Automation	
Facial/image recognition	

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