

and trust across the customer (CX) and employee experience (EX).

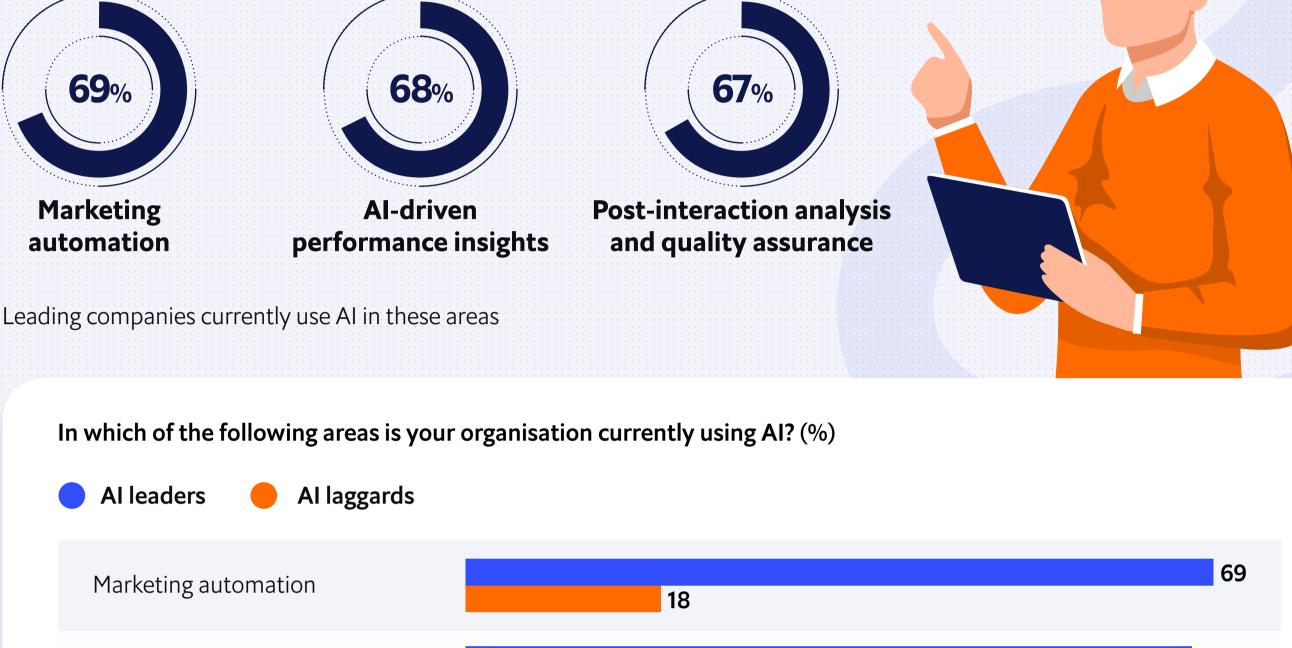
Al is increasingly critical to companies' operations.

A global survey of 750 customer service, marketing and sales executives identifies

how leading organisations use artificial intelligence (AI) to build empathy, loyalty

More than three-quarters of respondents agree that AI will





The most mature businesses, the "Al leaders," are driving

use cases across the breadth of the customer journey:





experiences and better optimise the customer journey.

Leaders use AI to evaluate feedback

90%

compared to

76%

Al leaders agree:

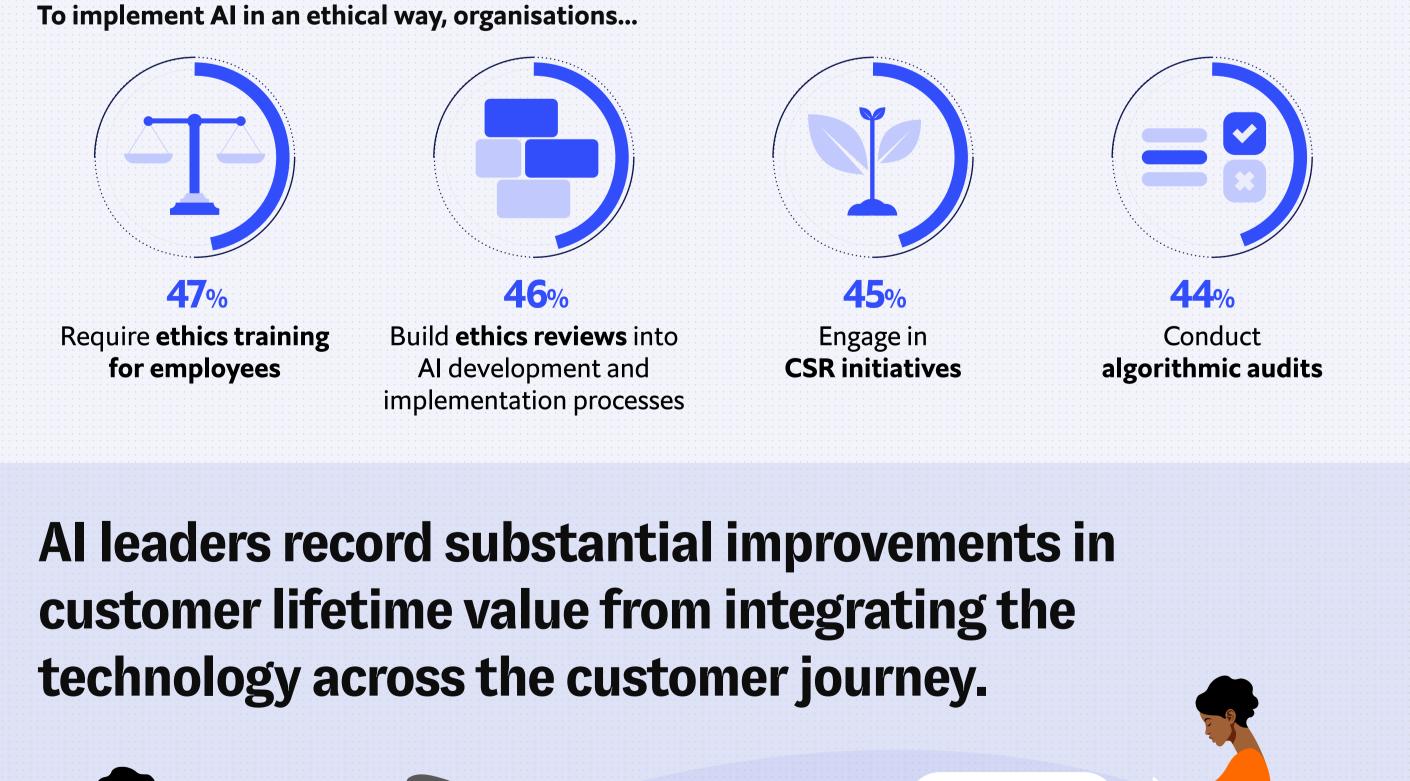


Evaluate customer and employee feedback for continual improvement. Algorithmic prejudice bias

Survey respondents are concerned about the

Their greatest concerns are:

impact of AI biases on customers and employees.





Increased

engagement

Mature Al strategies create

valuable, empathy-driven

Compared to survey average

experience:

Increased

productivity