

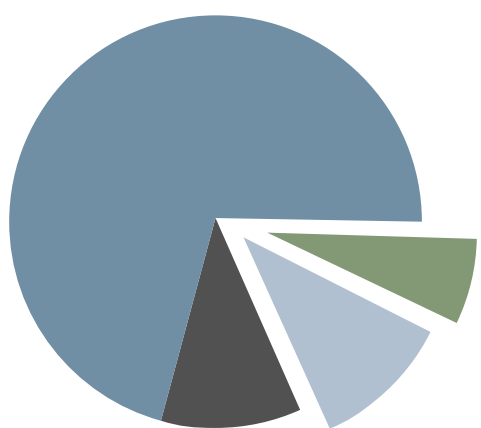
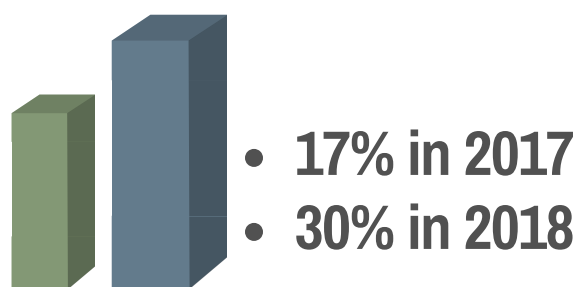


Using AI for Customer Care

Select findings from the 2018 CXMB Series Corporate Edition

Investment in AI is Increasing Rapidly

Interest in artificial intelligence (AI) and AI-powered customer care solutions nearly doubled in 2018. Companies with an AI solution in place grew from 17% to 30%, a 13-point shift representing a 76% increase.



How Companies are Using AI for Customer Care:

- Customer-facing: 79%
- Agent-assisting: 50%
- Data management: 21%

Measuring AI for Customer Care

RESOLUTION RATE

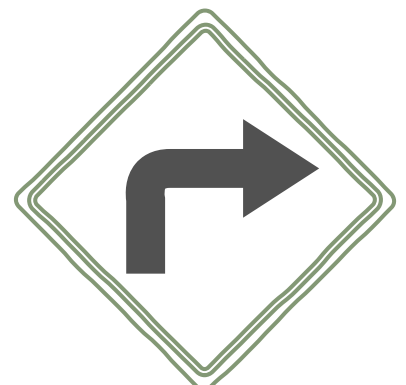


QUALITY MONITORING

Only 20% of companies reported a resolution rate of 70% or better for their AI-powered solutions, which is **significantly lower** than other customer-facing channels.

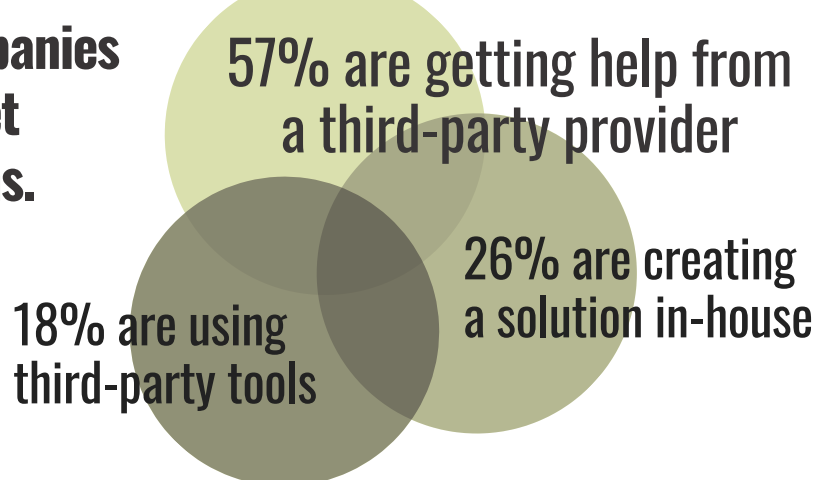
67% of companies claimed to have a quality monitoring program for their AI-powered solution, which is **significantly higher** than other customer-facing channels.

For AI to be successful, there has to be an easy way out. **Ninety-one percent of companies said customers can easily navigate out of their AI-powered solution and reach a live person.**



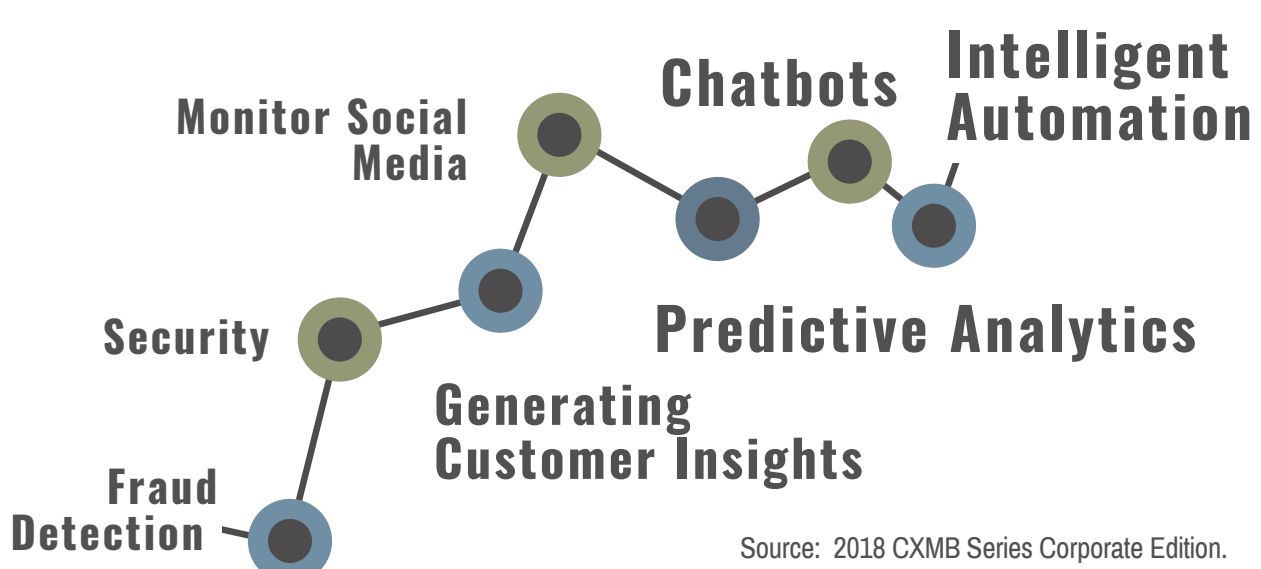
AI Budgets and Implementation

Twenty percent of companies have a dedicated budget for AI-powered solutions. The average amount of their total budget for AI projects: 6%.



Planning for the Future

Ways that companies are looking to apply AI-powered solutions



Source: 2018 CXMB Series Corporate Edition.
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Execs In The Know