DashResearch
cx market intelligence

Artificial Intelligence for CX Applications

Case Studies, Market Drivers, Market Barriers, and Best Practices
for the Adoption of AI Within CX Platforms and Applications

Artificial intelligence (AI) has become nearly ubiquitous across a wide range of industries and use cases, and within the CX discipline, AI functionality is no different; AI is increasingly being integrated or incorporated into CX platforms and applications. AI functionality is being integrated or incorporated into CX platforms and applications, with low- or no-code interfaces that allow CX, marketing, and sales professionals with little data science or computer coding experience to manipulate data and tune algorithms to serve several different functions. Many organizations have already seen the benefit of deploying AI across customer-facing functions and in back-office systems to support applications including the generation of intelligent insights, predictions, customer preferences, next-best-action recommendations, and the support of higher levels of automation.

AI heavily relies on the capture, organization, and activation of customer data, processing the data and capturing various aspects of interactions with customers. As more data is captured and processed, more complex algorithms or combinations of algorithms can be deployed, resulting in greater value and a greater return on investment (ROI).

This Dash Research report focuses on the market drivers and barriers surrounding the adoption and use of AI in CX platforms, applications, and programs, the general use case categories for AI, and several representative case studies detailing the use of AI to improve CX. The report also details current AI regulations, which generally focus on the proper collection and use of personal information.

Case Studies

- Netflix
- N26
- Kiwi.com
- UPS
- Cresta

Key Figures

- AI Maturity and Data Integration Depth
- Predictive Modeling Using Machine Learning
- A Typical Online/Offline Customer Journey Map
- Data Observability
- Netflix Recommendation Engine
- N26 AI Assistant
- UPS ORION System

End-Use Markets

- Retailers
- Consumer goods firms
- Online/offline retailers
- B2B and services firms
- Media and entertainment companies
- Transportation companies
- Hospitality companies
- Telecommunications companies
- Healthcare companies
- First/Third-party marketers
- Data privacy specialists
- Software vendors
- Shipping companies
- Logistics companies

Technologies

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Deep Learning (DL)
- Natural Language Processing (NLP)
- Computer Vision (CV)

Geographies

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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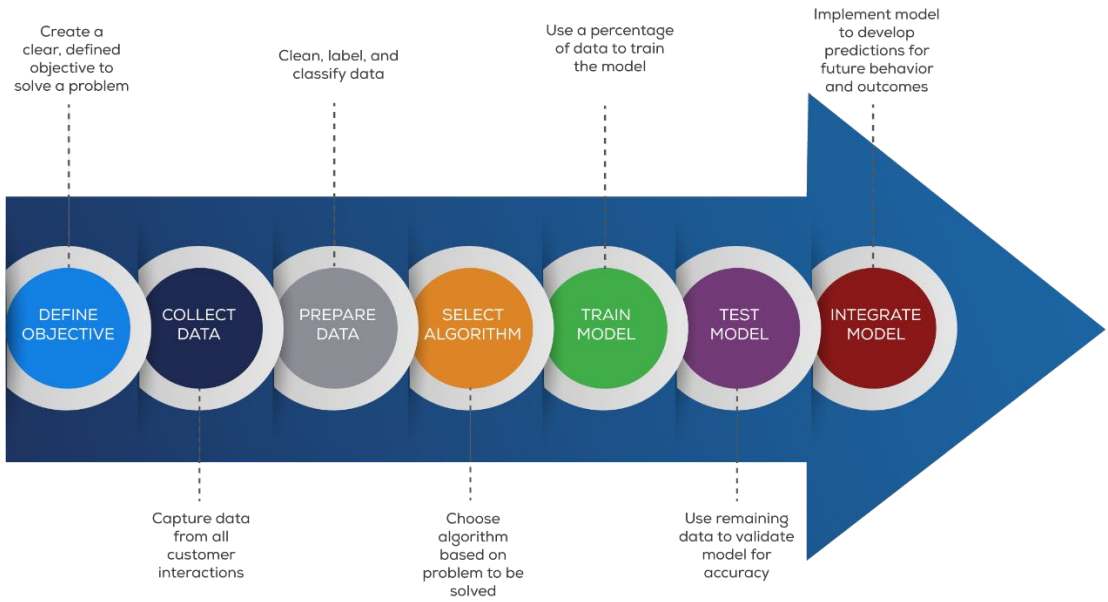
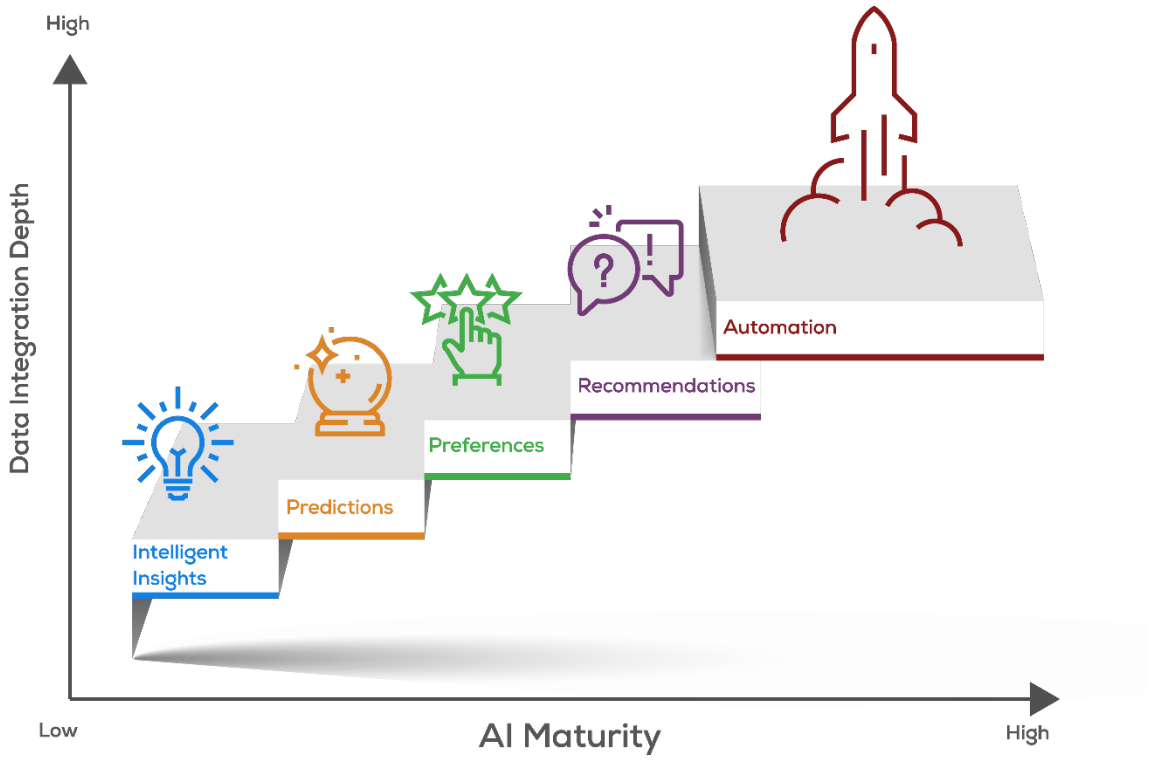
Figures

Predictive Modeling Using Machine Learning



Source: Dash Research

AI Maturity and Data Integration Depth



Source: Dash Research

Key Questions Addressed

- How are companies using AI to support their CX initiatives?
- What are the key drivers of AI adoption for CX applications and platforms?
- What are the key functions within CX that AI can support or enable?
- What barriers exist that may hinder the adoption of AI within CX platforms or applications?
- What are the key underlying technologies used in AI?
- What are the relevant regulatory issues of which CX professionals using AI should be aware?
- What are some examples of AI being utilized in the real world?

Who Needs This Report?

- CX practitioners
- Marketing/sales managers
- C-suite and strategy directors
- IT integration specialists
- Logistics specialists
- Contact center managers
- Investor community

Report Details

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