

THE STATE OF AUTOMATED CX SOLUTIONS WITH CONVERSATIONAL AI

Significant progress has been made over the last several years in the quality of interactions provided by today's automated CX solutions, leveraging conversational AI. Whether booking travel, making a purchase, checking a status, or making an appointment, solutions span all industries. What makes for a great automated CX experience? How does it compare to a live agent? What do customers prefer? And what do business outcomes look like when automated CX solutions are implemented correctly?

The Prevalence of Automated CX Solutions

Organizations continue to identify new ways to leverage conversational AI with the understanding that customer preferences vary based on industry or use case. So, what kind of automated CX solutions exist today, and with what frequency are they being leveraged?



Automated web or mobile chatbots
63%



Automated SMS/text chatbots
56%



Interactive voice response
56%



Automated messenger application chatbots
53%



21% interact with **automated CX solutions** on at least **A WEEKLY BASIS.**

TOP 5 INDUSTRIES INTERACTED WITH VIA AUTOMATED CX SOLUTION



72%
Telecommunications
(i.e. cable, phone, internet)



69%
Financial services
(i.e. banking, financial management, investments)



64%
Retail/eTail

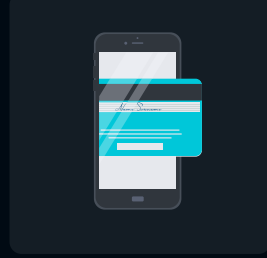


61%
Healthcare



53%
Insurance

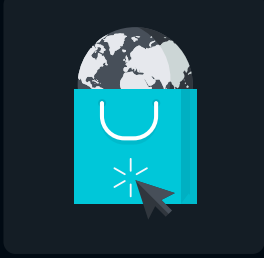
TOP 5 REASONS TO INTERACT WITH AN AUTOMATED CX SOLUTION



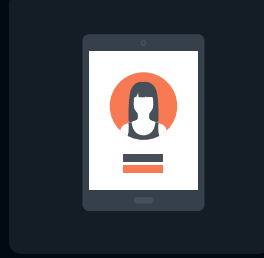
47%
To check an account balance



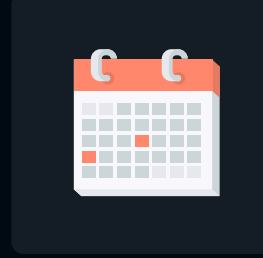
44%
To ask a general question or get an answer to an FAQ



42%
To check an order/transaction



39%
To get/update account information



38%
To schedule an appointment

The Automated CX Solution Advantage

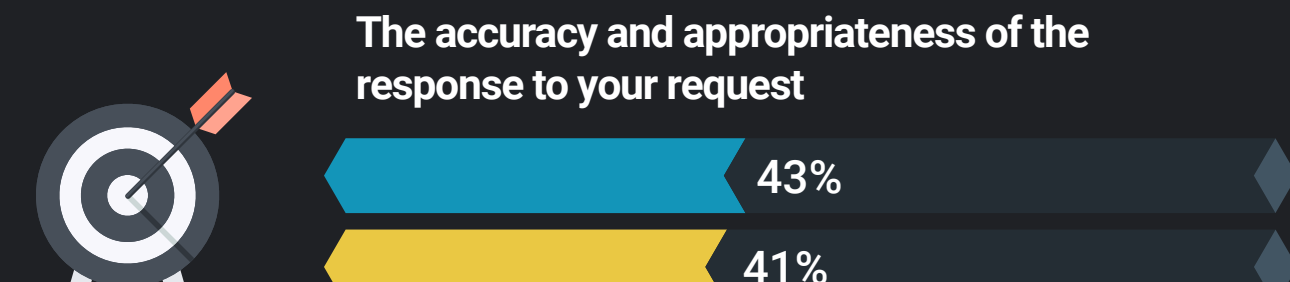
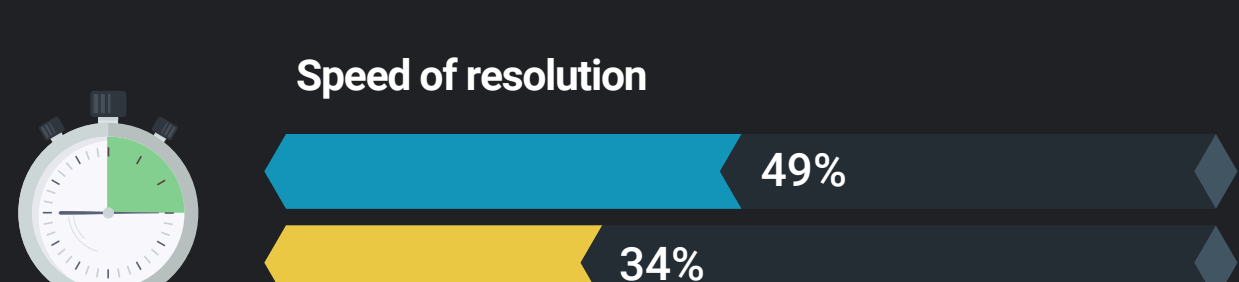
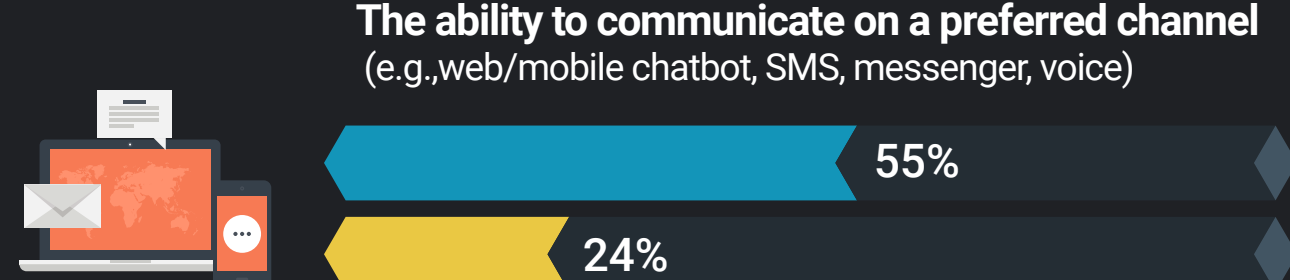
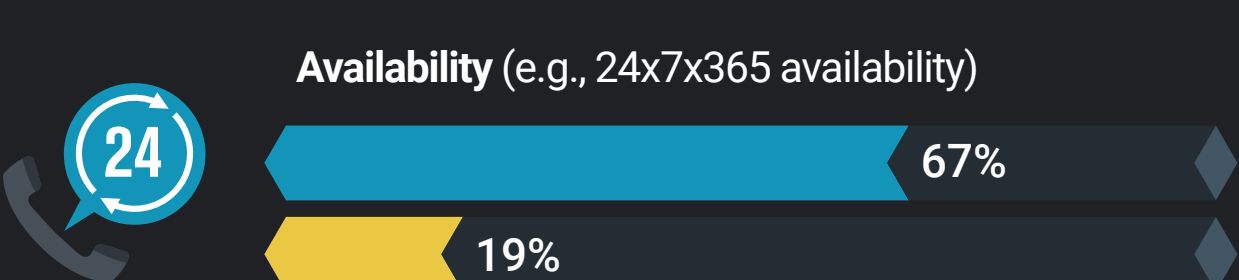
While live agents will be ever-present, especially in situations that require empathy and escalation, a majority of people prefer automated solutions over live agents.



51% of respondents prefer contact with a brand to be via **an automated channel as opposed to a live agent.**

TOP AREAS WHERE AUTOMATED CX SOLUTIONS HAVE THE ADVANTAGE OVER LIVE AGENTS

■ Automated CX solutions are better than live agents
■ Live agents are better than automated CX solutions

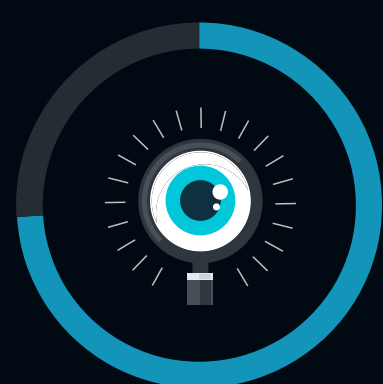


The Business Advantage of Automated CX Solutions Done Right

Customers want to choose their channel of interaction and avoid agent contact when possible, and they will spend more with brands that deliver.



84% of respondents indicate they will spend more with a company if the company **gives them their choice of preferred channel engagement.**



74% of respondents indicate they will spend more with a company if the company **enables them to find answers to questions without having to contact a human agent.**

90% AGREE

A positive customer experience makes me more likely to make another purchase.



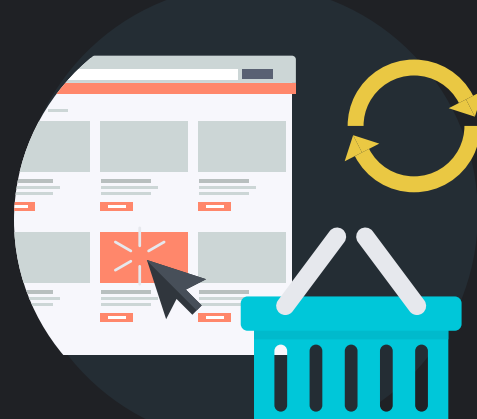
70% AGREE

I will pay more for a product if the company offers an exceptional customer experience.



64% AGREE

I would consider switching to a company's competitor due to ONE bad customer experience.



The Bigger Truth

In the end, the key reason enterprises are building automated solutions is to provide a better overall customer experience—being available 24/7 on channels users prefer to interact on. Understanding the customer's request, responding appropriately, and ensuring the response will satisfy the customer remain the most important aspects of the automated CX experience. And when leveraging conversational AI correctly, the business will thrive.

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