

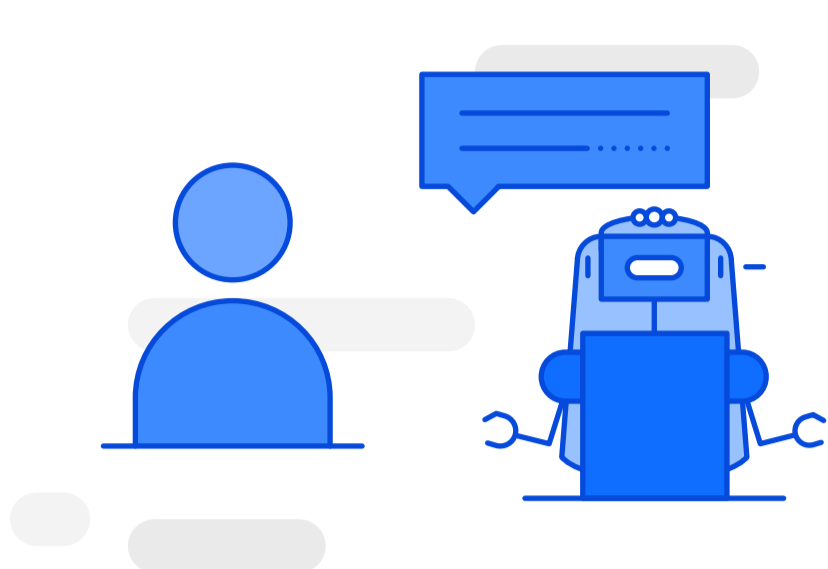
The impact of AI on customer engagement



We're in the middle of a customer engagement revolution.

AI and chatbots are enabling big improvements in how telecoms, media and entertainment businesses interact with and understand their customers.

Below is a snapshot of the most important trends and stats we've seen this year.



I, robot, take you, customer...

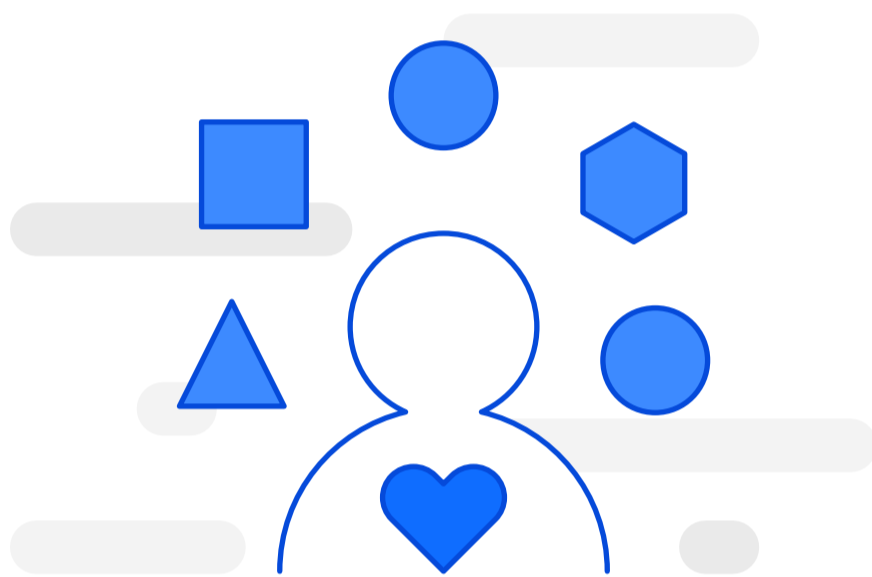
“By 2020, the average person will have more conversations a day with bots than they do with their spouse”

—Gartner¹

82% of telecommunications, media and entertainment executives we surveyed intend to invest in cognitive capabilities²

But it's a challenge...

Research by Resulticks³ showed that 69% of brands' performance in implementing AI was rated as “poor”



Businesses are tuning onto omni-channel

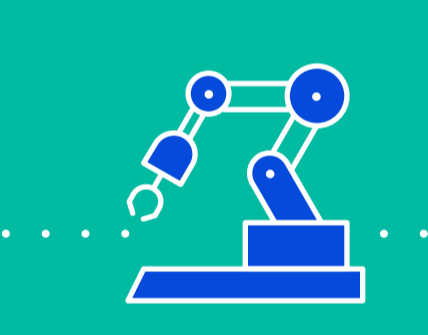
“Omni-channel has moved from being a nice-to-have to being at the core of retail businesses”

—Economist⁴

Two out of three of Forrester's⁵ top service trends for 2018 focus on the customer



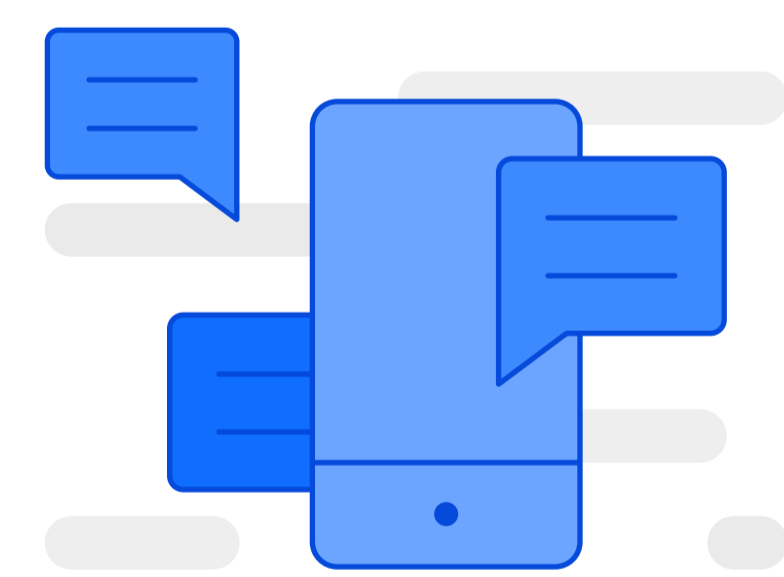
Customers demand a fast service anywhere, anytime



Automation and AI quells headcount increases



Customer service operations must look to become more human



Chatbots are now part of the conversation

According to analysis by BT, almost 80% of its customers are open to using chatbots for quick and simple queries⁶

But some consumers don't like everything they hear

According to research by Drift which analysed bots on a social media platform, these are the three biggest challenge areas:

43%

still prefer to deal with a real-life assistant

30%

worry about bots making mistakes

27%

had other issues concerning the social media platform

—2018 State of Chatbots Report, Drift⁷

Want AI to help you deliver better customer experience and reduce costs? Chat to IBM.

[Find out more](#)



1 <https://www.gartner.com/smarterwithgartner/gartner-predicts-a-virtual-world-of-exponential-change/>
2 <https://www.ibm.com/blogs/think/uk-en/telco-media-and-entertainment/customer-engagement-artificial-intelligence>
3 <https://www.marketingweek.com/2018/08/10/sign-up-to-our-webinar-on-how-to-nail-ai-marketing-without-alienating-customers/>
4 <https://eiperspectives.economist.com/marketing/omni-channel-opportunity>
5 <https://go.forrester.com/blogs/top-customer-service-trends-for-2018/>
6 <https://www.globalservices.bt.com/en/insights/whitepapers/chat-tap-talk-transform-your-digital-customer-experience>
7 <https://www.drift.com/wp-content/uploads/2018/01/2018-state-of-chatbots-report.pdf>