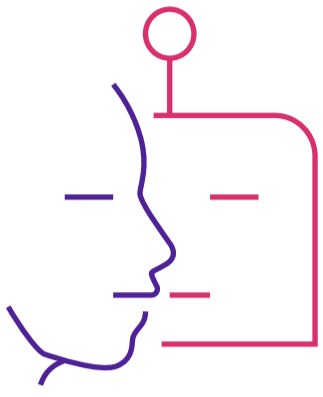


# AI-enhanced experiences

A new way to connect with customers



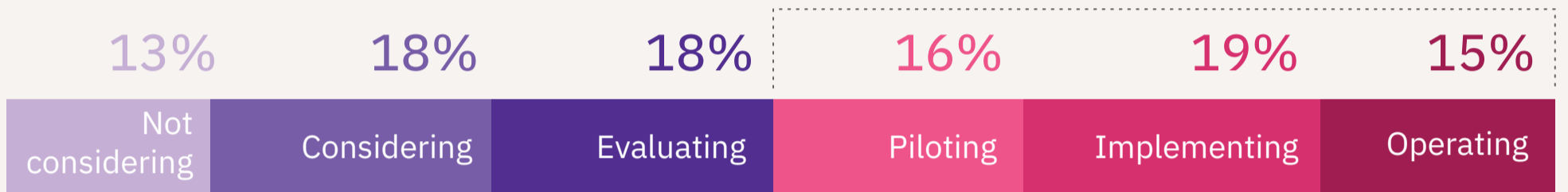
**74%** of surveyed executives say artificial intelligence (AI) will fundamentally change how they approach customer experience (CX)

*“By implementing AI, we will predict what customers want before they even know they need it.”*

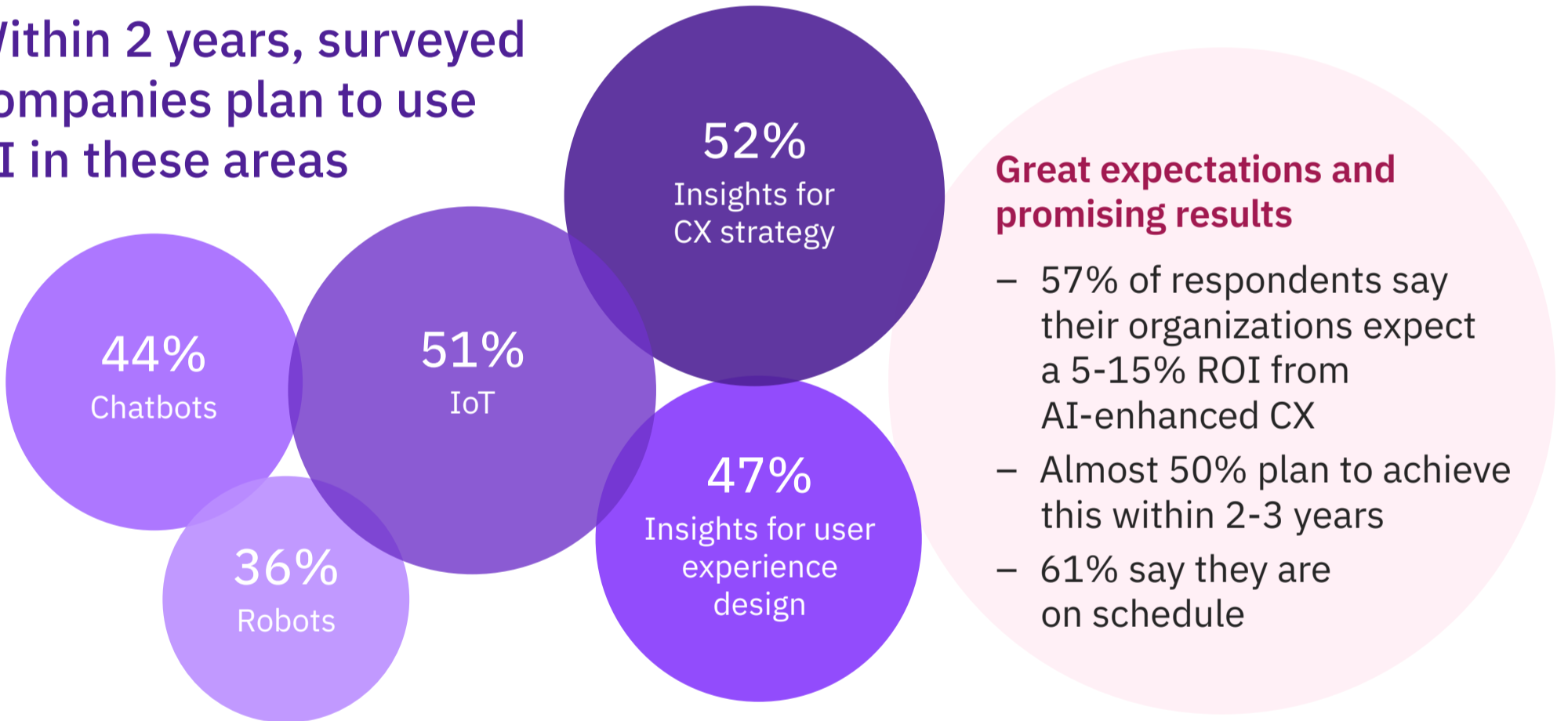
Chief Marketing Officer, Retail, US

## Half of companies surveyed are already taking action

**50%**

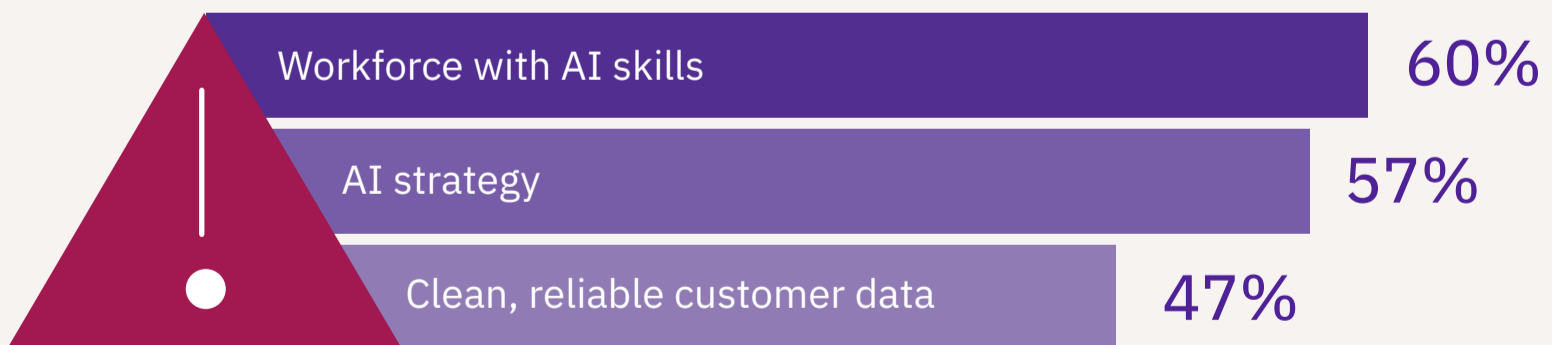


## Within 2 years, surveyed companies plan to use AI in these areas



## But some companies might not be prepared

Surveyed executives say they have insufficient



## Are you ready?

What capabilities will you need for a smooth AI integration?  
What are the expected top CX benefits?

Visit [ibm.biz/aiforcx](http://ibm.biz/aiforcx) to download the IBM IBV report  
The AI-enhanced customer experience:  
A sea change for CX strategy, design and development