

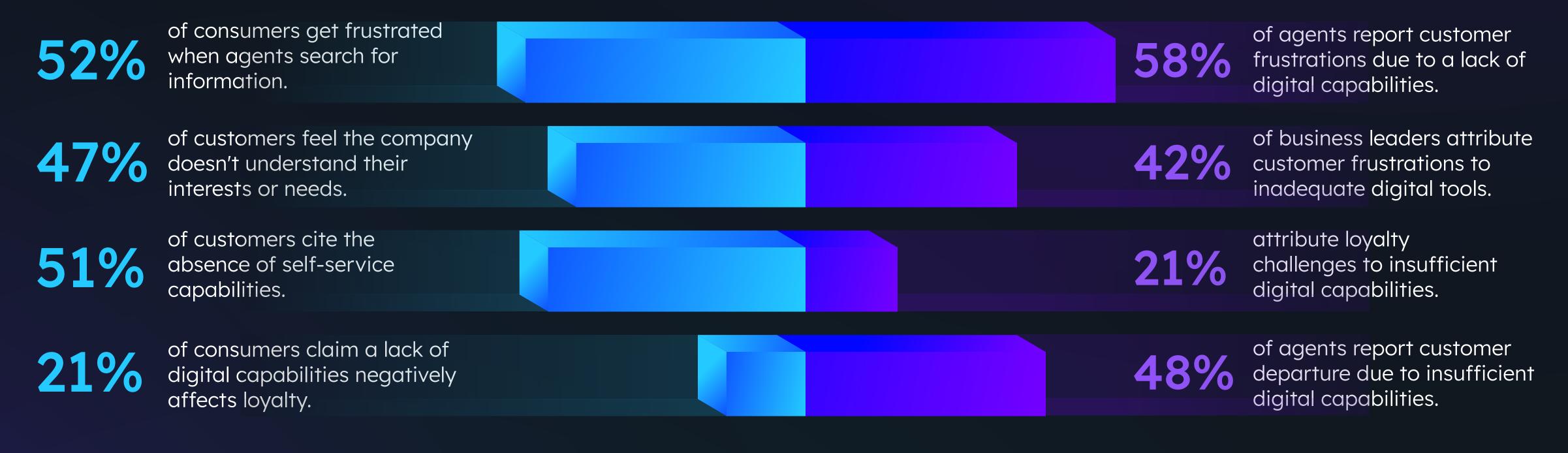
## Creating a consumer-led digital self-service culture with AI

80% of customers said AI delivers a more personalized experience

Driving brand loyalty starts with knowing your customers and giving them each a VIP interaction. Winning on the digital self-service front is more important than ever, and AI is the catalyst for that. These stats highlight the importance of digital and the promise of AI for CX.

Identifying Areas of Improvement

#### Do You Know Your Customer?



#### Customer AI Predictions





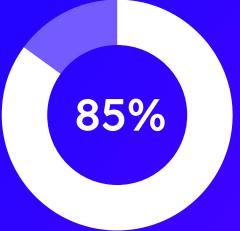
#### Gen AI Solutions Are the Future

of consumers believe AI chatbots will eliminate the need for live agents. of consumers anticipate faster resolutions with Gen AI.

# Customers Crave Customization 59%

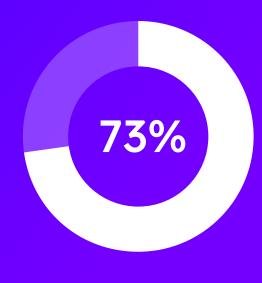
of customers don't have personalized experiences.

of consumers are willing to pay for personalized live agent interactions.



85% of business leaders foresee significantly improved experiences with Gen AI.

73% of business leaders assert that digital capabilities decrease customer churn.



### NICE Enlighten Autopilot

Learn more >

AI designed for consumer personalization at scale, ensuring increased loyalty through seamless digital experiences. Leverage trusted company knowledge for tailored self-service aligned with brand goals. Just like the most effective employee, it provides fully conversational, intent-driven responses, reducing repetitive tasks for employees and allowing more focus on human-led experiences.

#### Source: Mind the Gap Research Report - Omdia