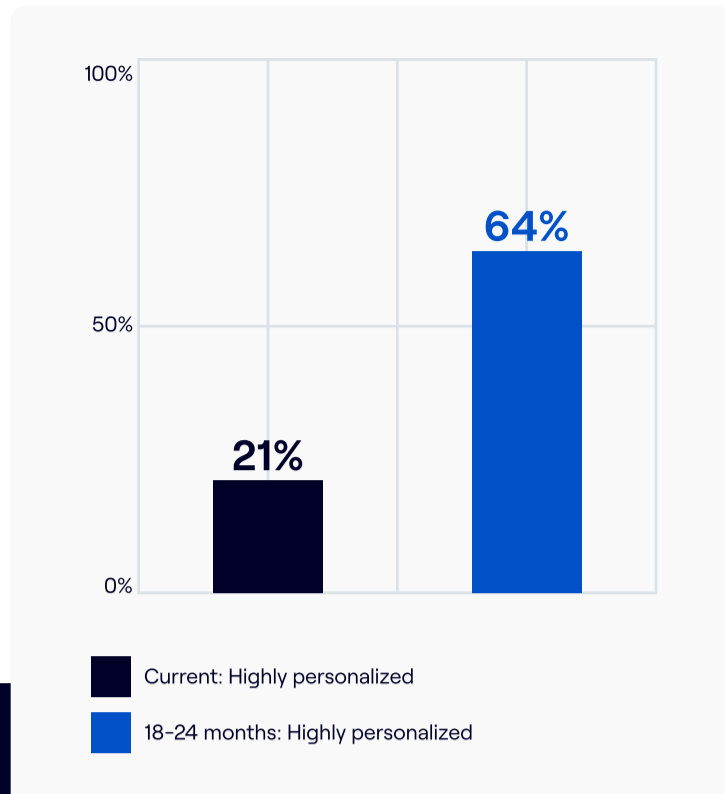


Why Personalization is Critical When it Comes to Customer Service Chatbots

While investment in AI-powered platforms is on the rise, less than a quarter of CX Leaders are able to provide their customers with a highly-personalized experience.

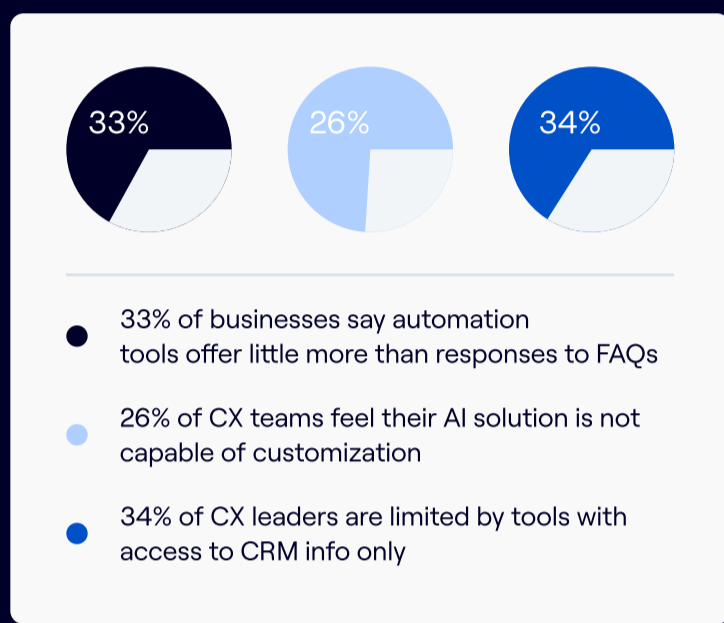
Personalization is the future of CX

- How would you rate the level of personalization for your organization's customer service interactions currently?
- Where do you think that level will be in 18 to 24 months?



Highly-technical AI tools continue to pose obstacles for customer service teams

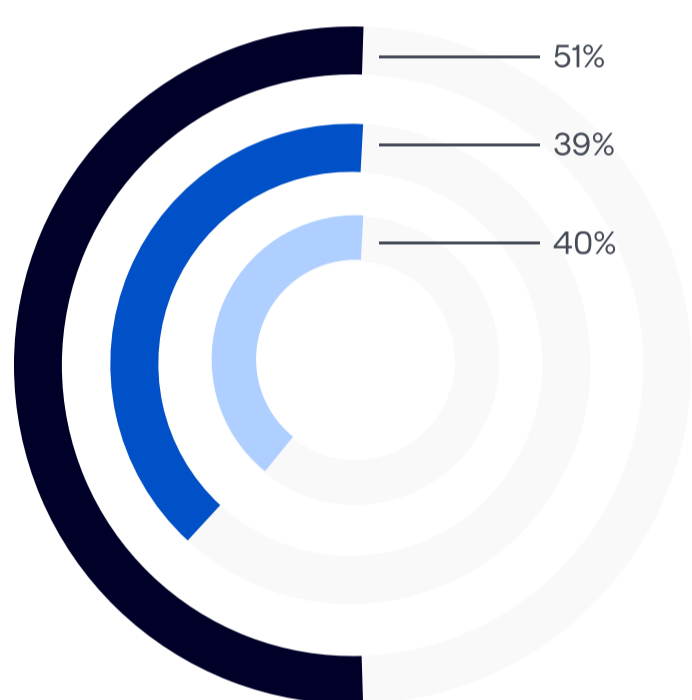
Basic functionality for basic experiences



CX efforts are beholden to IT timelines

50% of CX teams lack internal skills to personalize their AI tools

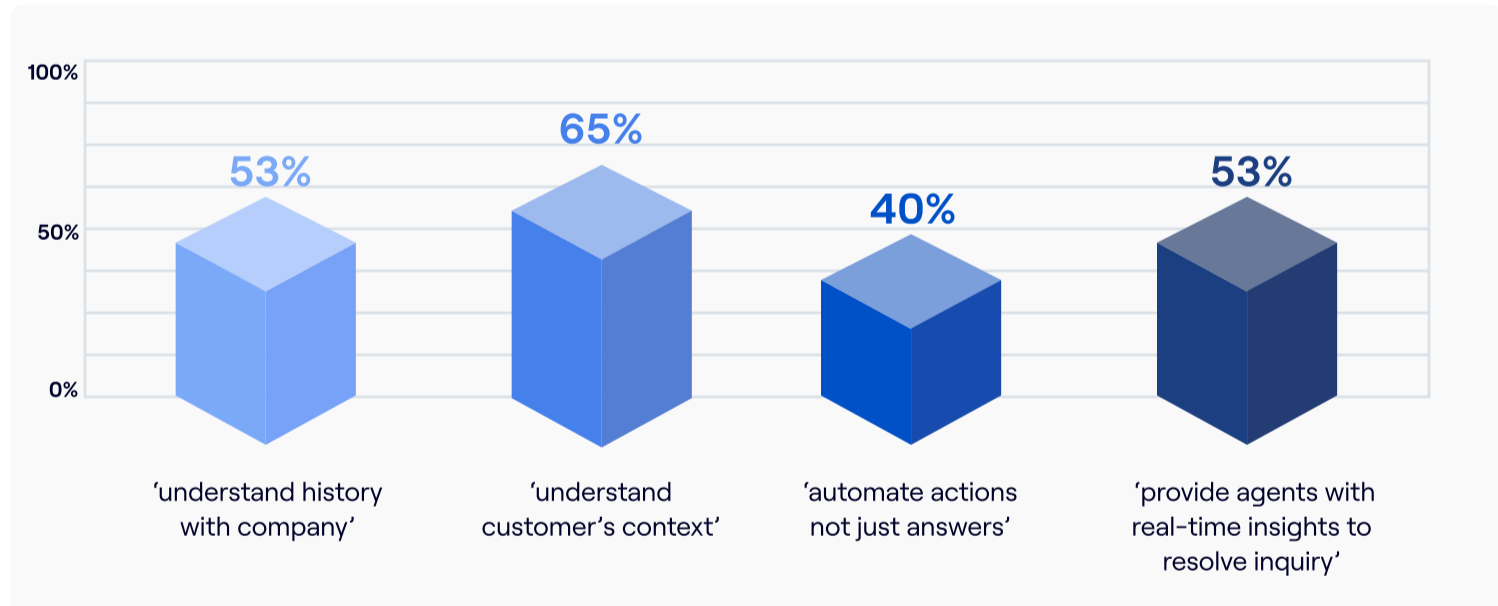
53% of CX teams rely on IT resources to add customization to their tools



Without enabling personalized experiences, AI tools are hindering, not helping the business

- 40% of CX teams cannot sufficiently personalize customer interactions
- 39% of businesses are dependent on live channels to meet customer needs
- 51% of AI tools are resulting in negative experiences that lead to customer churn

CX teams crave chatbots that facilitate deep levels of customized engagement. They want platforms that:



Benefits personalization brings to the business:

69%
Decrease in operational costs

55%
Increased customer engagement

51%
Enhanced customer loyalty

62%
More productive agents

55%
More satisfied customers

Dig into these numbers and read the full commissioned Forrester Report

Get the full report