Unlocking Generative AI and Digital Adoption to reshape Customer eXperience, and improve training

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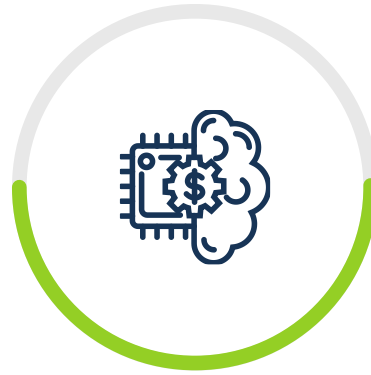
Concerns Topics for Utilities Nowadays

Enhance CX

01 According to the Salesforce State of the Connected Customer report, **88%** of customers say the experience is just as vital as a company's products and services.

-Salesforce

Be at the Forefront of the New Technologies

02 According to Gartner, "by 2024, **40%** of enterprise applications will have embedded conversational AI, up from less than 5% in 2020."
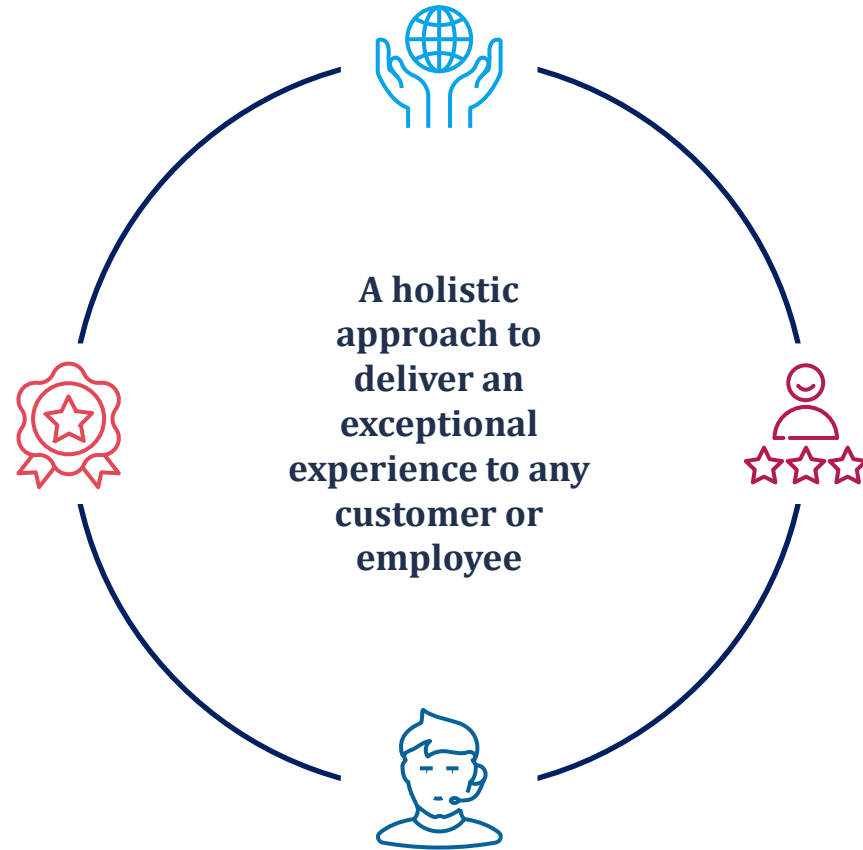
-Gartner

Offer the Software Users Good Tools for a Better Onboarding Process

03 In a Gartner survey of more than 1,500 employees across industries and geographies, **two out of three** employees reported having to exert too much effort to use the technology their company provides. Wasting, on average, more than five hours every week, even under normal conditions.

-Gartner

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What Does Total Experience Refer to?

A holistic approach to deliver an exceptional experience to any customer or employee

The Relation Between Generative AI and Total Experience

About **75%** of the value that generative AI use cases could deliver falls across four areas: Customer operations, marketing and sales, software engineering, and R&D.

-Mckinsey

Current generative AI and other technologies have the potential to automate work activities that absorb **60%** to **70%** of employees' time today.

-Mckinsey

According to Mckinsey, "applying generative AI to customer care functions could increase productivity at a value ranging from **30%** to **45%**."

-Mckinsey

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The Future Behind the Generative AI

Gartner Poll finds **45%** of executives say **ChatGPT** has prompted an increase in AI investment.

-Gartner

In a recent Gartner webinar poll of more than 2,500 executives, **38%** indicated that customer experience and retention is the primary purpose of their generative AI investments.

-Gartner

Generative AI has been shown to increase worker productivity by **14%**.

-Stanford & MIT

"Generative AI will enhance-Not Erase-Customer Service Jobs" –Harvard Business Review

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In Addition of ChatGPT, What Other Technologies Contribute for a Better CX Experience?

Digital Adoption Solutions (DAS)

Software platforms designed to facilitate seamless software learning by simplifying the user experience and ensuring proficiency on any software platform, website, or app. These tools arose to ensure successful digital transformation in the organizations.
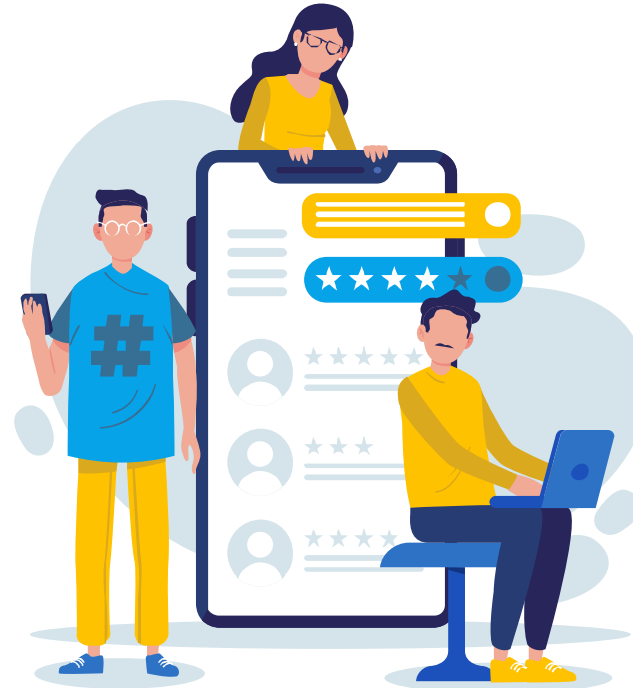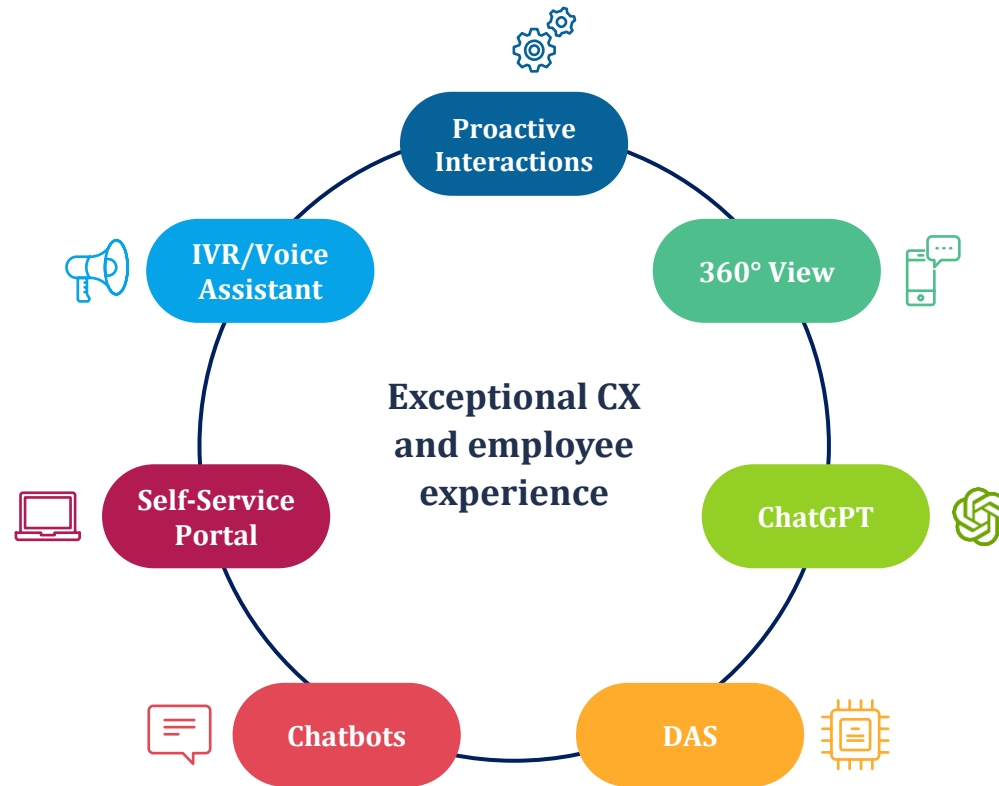
Why is it Important ?

According to Gartner, "by 2025, **70%** of organizations will use digital adoption solutions across their entire technology stack to overcome insufficient application user experiences."

-Gartner

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What it Looks Like When Generative AI and DAS Reaches a Utility ?

Takeaways

Prioritize the customer journeys where you can improve their experience and contemplate the roadmap for the adoption of new technologies

1

Organize a training plan and evaluate the productivity of the work teams

2

Implement the necessary technologies to enhance the user and customer engagement strategy for your utility

3

Carry out staff training in artificial intelligence and new important technologies for the industry

4

Don't purchase technologies just for the sake of acquiring them, take into account integration costs, staff effort, among other topics

5

Be willing to adjust your strategy to meet user and customer needs!

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