How **AI** can improve
Customer Experience

Helping brands design, execute and optimize customer journeys every day. **Easier, smarter, better.**

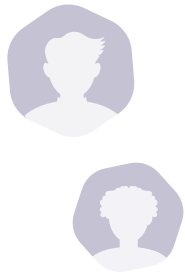**cemantica**

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Introduction

How does AI help CX?

As customer demands are guaranteed to continuously evolve, the changes needed by organizations to react and future-proof strategy, operations and culture needs constant attention.

After all, time is of the essence, **"one in three consumers (32%) say they will walk away from a brand they love after just one bad experience"**.

Yet, designing, executing and fine-tuning a Customer Experience approach is a practice that requires effort, alignment and attention to detail.

The ethos of Customer Experience is grounded in innovative thinking, so it´s no surprise that organizations are expanding the use of disruptive technologies such as artificial intelligence (AI) to help them get closer to their customers efficiently by surfacing insights and executing projects at scale.

AI-infused Journey Management can embrace various types of artificial intelligence (cognitive, analytical and generative), capable of not just collecting data and extracting analytics, but also of building the journey automatically from data and taking actions by creating new and realistic content such as text, images, audio and video.

Let´s follow a CX Manager, Sam during her typical week and see how she is being supported by AI. Do you think this is possible now or merely a dream for a future world?

In this whitepaper we explore the practical use of AI within the Journey Management framework to inspire your adoption of such technology to allow your business to reach your customer-centric goals.

The Journey Management framework

One of the proven techniques to maintain a flexible backbone against a sea of volatile change, open to rapid transformation, is to adopt the journey management model.

This model is defined as the process of designing, implementing and optimizing the interactions that customers have with a brand along the customer journey as they are perceived and understood by the customer.

While the practice has many outstanding benefits and is a must for any organization that wants to put its customer at the heart of the business activity, it still relies on significant human intervention along the process in the form of data entry, data analysis, training, governance, timely execution of initiatives and more.

This fact could be a barrier to many organizations that struggle with time allocation, resources availability and budget constraints, resulting in restrained customer experience programs that are not delivering the expected outcomes, thus generating frustration, which finally leads to their abandonment.
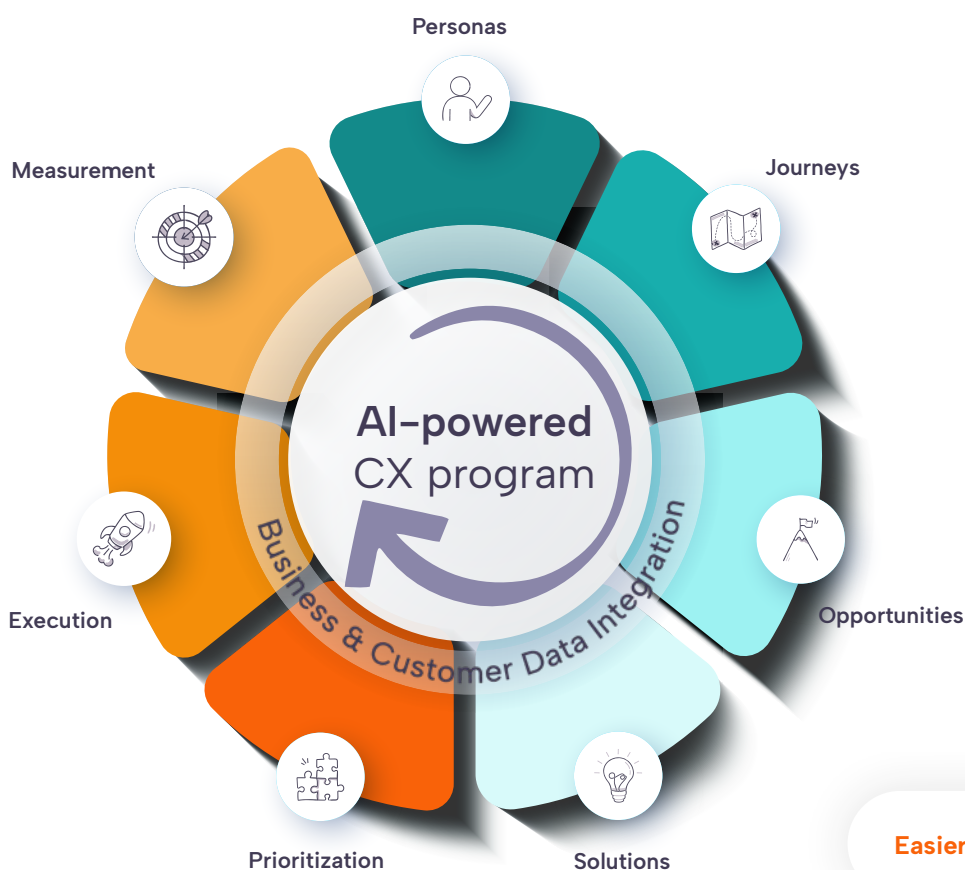
If we look at the cycle of governance that CX management follows, we see the CX Program where we define and scope the strategy plus data is constantly driving insight are both at its heart.

This is where the integration of artificial intelligence in journey management can be of value; saving time and energy for CX teams in various tasks such as: building persona profiles, designing customer journeys, detecting customer pain points and extracting insights that would contribute to the improvement of customer experience as well as the achievement of business objectives.

Let´s explore each aspect of the framework to understand how AI can support brands in shaping products and services for optimal customer experiences.

Creating and enriching personas with artificial intelligence

Sam is at the HQ office for a journey mapping workshop with the cross–functional team they assembled from different business units.

She asks Alex, the AI Assistant in Cemantica, to enrich their existing personas. Having looked at their CRM customer segmentation data they also discover a gap in their persona library – running short on time they ask AI to create a new one.

By the end of the morning, they have created a digital version of the journey in Cemantica.

They use Alex to enrich the map with additional information such as potential touchpoints, additional pain points and communication triggers.

Today's customers expect a personalized experience when interacting with a brand, with **71% expecting it every time and 76% expressing frustration when they don't get it, according to _McKinsey._**

A persona is a human representation of your target audience, based on data and insights your brand already holds (for example, your CRM, surveys and databases will contain details on demographics, challenges, objectives, geography and job titles).

When creating a persona and you have completed this research step you then fill the gaps to develop characteristics and a story, dive into their typical day, their values, preferences in communication and buyer behavior etc.

Once you have their story in a persona framework you can start to map it your brand's products and services and the journey itself.

Building a persona profile can be a time-consuming task that requires research, quantitative and qualitative data, the ability to analyze past transactions and more.

Artificial intelligence assists by collecting data from internal and external sources, to detect recurring patterns and propose a profile or additional criteria that contains demographic, behavioral and psychological attributes.

Generative AI is an LLM (Large Language Model) which means that humans can use our own natural language to explain some key concepts to AI to produce a structured piece of content. In this case CX teams can describe their target customer in a prompt containing contextual information you already have, such as demographic data (gender, geography, age etc.) and ask your AI assistant to generate a whole persona with not just criteria suggested but the content completed.

No longer working with a blank piece of paper (or rather screen in your platform), a CX professional can choose to edit, approve or request more detail to achieve a rich persona in minutes that may have taken days or consumed valuable hours in a journey mapping workshop.

You may already have multiple personas created within your Journey Management platform; these will contain certain criteria and characteristics such as demographics, expectations, needs, challenges etc.

But whilst you may re-evaluate the personas based on real customer feedback data from your VoC program; how often do you refresh or enrich these to truly reflect your market and in turn challenge your journey maps?

By adopting AI within your platform, and asking it to analyze your existing personas, the technology can look within internal and external sources of data to either enrich your existing criteria with more content or to suggest new criteria that will make the persona more relevant and relatable. All you need to do is to create the new criteria such as "Financial information" and AI will look at the persona and the new name of the criteria and suggest detailed content for you to approve.

A key task that could either be forgotten, abandoned or carried out sporadically now takes minutes, simply by leveraging the data you already hold.

Journey mapping with AI

Mapping a customer journey is a task that requires gathering various stakeholders and brainstorming around the relationship cycle between the customer and the brand.

The technique brings valuable gains in sharing experiences across teams, uncovering customer pain points and detecting opportunities, but the creation and maintenance of the map over time requires an effort which could be significant.

AI can practically help in the customer journey mapping exercise in a couple of stages.
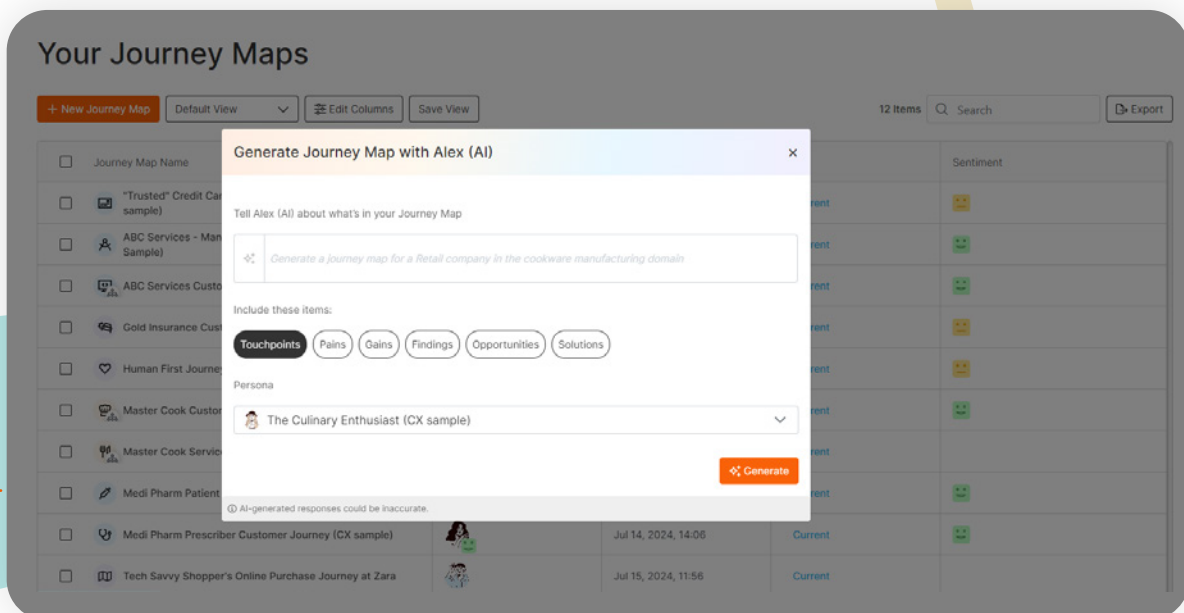
The first is the creation of a journey map template or framework. Much like the persona step, a CX team can hesitate when selecting a structure for their map and its elements. Whilst platforms like Cemantica contain useful start points such as templates and sample data, AI can go further and suggest (and create) a whole template with swimlanes, images and stages based on your own organizational data, again using a natural language prompt that the CX team describe.

The second step is to complete the map and artificial intelligence can automatically extract transactional, sentimental and operational data from the touchpoints once it has built the framework of the journey, leaving the team the work to complete it based on their knowledge. AI can even rewrite text within journey maps to suit a brand's tone or language. AI can also automatically draw the main and alternative routes customers take when interacting with the brand based on VoC data analysis.
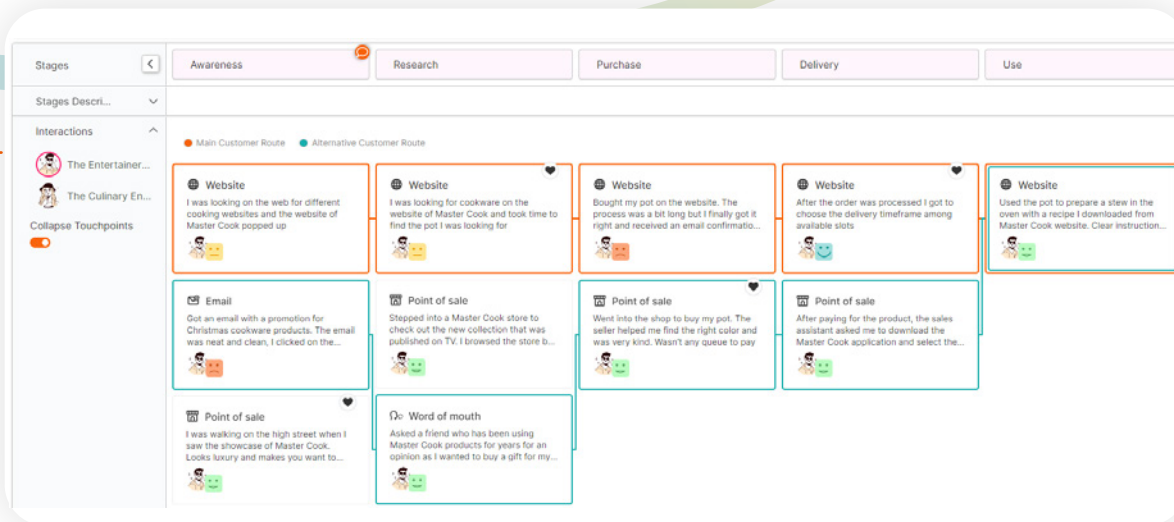
The human element here is not replaceable but could use the support of an AI engine that consolidates relevant data elements to nourish the journey with facts that support better decision making. The data processed is directly injected to the map to form a data–infused map that is a living and breathing journey (solving some of the difficulty in keeping the journeys up to date).

It´s the day after the customer journey mapping workshop. Before the day starts, Sam our CX Manager asks Alex, the AI Assistant to review the opportunities from the workshop. It suggests some great ideas for solutions to resolve the identified pain points and builds on the areas of opportunities that they hadn't considered yesterday.

Suggesting opportunities and solutions with cognitive AI

Within each touchpoint in the journey map, you will start to see gains and pain points – what to stop doing and what to do more of. Artificial intelligence can automatically analyze the data, customer sentiment and touchpoint channel to suggest ideas to fix the frictions and create Opportunities and Solutions that will start to form the basis of your CX project. For example, how do your current product and service offers support your customers?

Generative AI can analyze customer feedback from various sources such as surveys, reviews, social media and chatbots resulting in a set of insights and suggestions on how to improve customer satisfaction, loyalty and retention.

Consequently, the machine learning engine could also take real–time actions to survey unhappy customers, solve issues automatically, consolidate ideas for improvement, identify churn risks, detect upsell opportunities and more.

Prioritizing Customer Experience projects

Feeling a little overwhelmed with all the additional ideas generated, Sam needs to start writing her report for management!

So, she asks AI to prioritize the list for her so that she has it classified and focused by cost / benefit.

Opportunities for improvement can start to pile up and this is a common step where teams can feel overwhelmed.

The challenge comes in classifying these opportunities and choosing the ones to prioritize for execution. That's not an easy task, which relies on many parameters such as benefits for the customer, benefits for the business, budget and resource constraints, market tendencies and more.

The use of a virtual assistant can help by identifying recurring opportunities, consolidating them into common themes, benchmarking the potential actions versus industry standards, simulating the gains expected to the company and estimate the effort needed for execution. **Here´s an example of how your AI assistant will automatically classify solutions on a cost/benefit analysis matrix.**

Executing tasks to improve CX at scale

Sam meets with cross functional teams to discuss the prioritized plan, as there are listed opportunities which their teams will need to execute and their own strategies need to be adapted.

They discuss using Gen AI to refresh campaign assets and call scripts and she provides them with personas and the task list. Later that afternoon the Head of Customer Service sends her an email update to say they have already started using AI to build up their Knowledge Base via FAQs.

In parallel, Sam is preparing for a committee meeting with the Employee Engagement Group to align on the CX/EX strategy to focus on creating a customer–centric culture.

She needs to bring some examples of "customer triggers", so she describes to Copilot what she needs. It creates some posters of customer personas to put on the office walls and some screensavers for hybrid employees.

Sam starts drafting an internal newsletter and requests AI to format, review and add some industry trends to make it more compelling.

According to *Forbes*, **"following customer interactions and feedback, 52% of marketers change their plans and approaches"**.

Once a prioritized project plan has been created and the cross–functional teams onboarded for their missions to improve CX, time is of the essence. Putting into practice an aligned operational project, so the customer starts to feel the improvements themselves in a personalized way, is no small feat.

The tasks reach across multiple teams including product design, service design, marketing, sales and customer service departments and there may be some resistance to a perceived additional workload.

For marketing teams creating personalized campaigns based on the outcomes of journey mapping insights and persona criteria, Generative AI tools such as Microsoft Copilot and ChatGPT are being used. AI can produce tailored and engaging content for each customer based on their preferences, behavior, transactional context and feedback.

Now marketing teams can save time and get inspired – and ask AI to write personalized emails, generate product recommendations, create dynamic landing pages and design customized ads.

Measuring CX impact for continuous insight ✦

Sam receives an email notification of a large ingestion of customer feedback from a customer service initiative. It went straight into their journey map but there's so much data here.

She has a few minutes spare, so she quickly logs in to Cemantica and requests Alex the AI assistant to analyze the VoC data for her.

She has an important Board meeting tomorrow about her business case for more CX investment, so needs to fine tune her presentation.

She checks back on her Cemantica platform and sees some great insights from VoC ready for her, thanks to AI!

She exports the insights and adds these her presentation with one section left to complete – it's the financial impact of CX initiatives. She looks at her Smart Analytics dashboard and asks AI to build further scenarios of revenues based on the top opportunities in the list it prepared previously.

The CX Manager needs to have ongoing analysis over the course of the CX program to allow her to instantly see the connection between the improvement of experience metrics and their impact on business performance.

Smart Analytics can support both in preparation of a CX strategy to look at scenarios of where to put investment and what projects to prioritize. By asking AI to simulate the financial impact that improvements can have on customer experience connected with business KPIs.
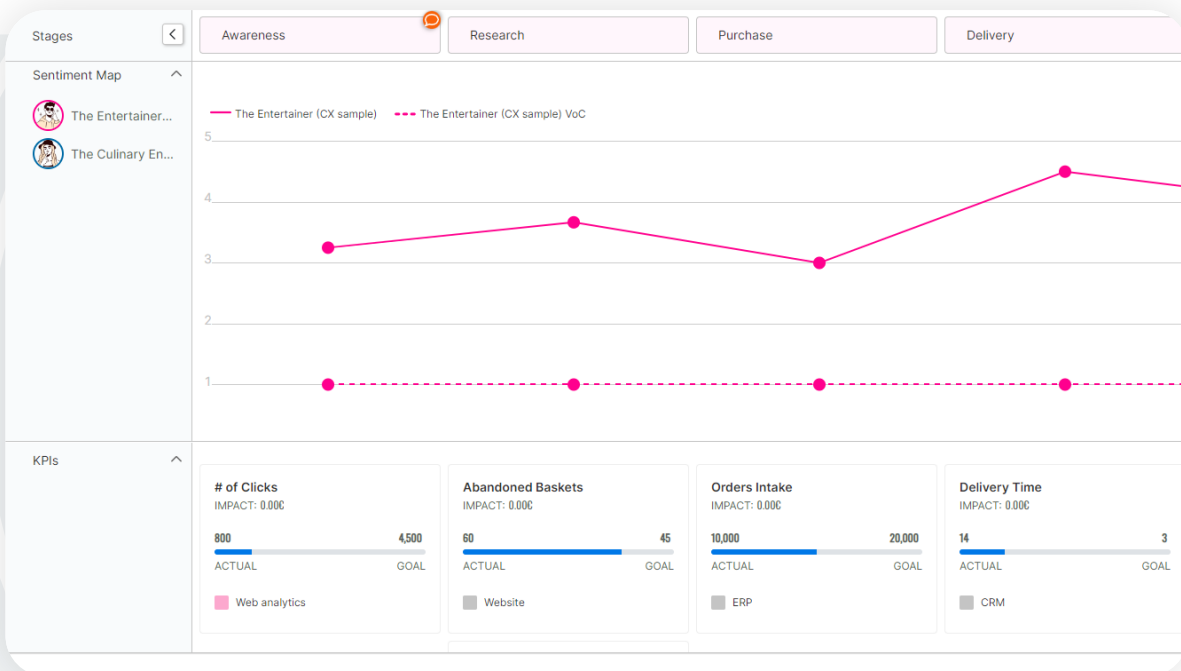
Plus, the better experiences you provide to customers, the more data is generated for further insight. According to *PWC research, "63% of customers say they'd share more information with a company that offers a great experience".*

During the board meeting Sam presents the customer health dashboards, the main pain points currently being handled and the expected financial impact on the organization as a result of the execution of the prioritized CX initiatives.

The board members share their feedback, which she records using Copilot and integrates back to Cemantica in the CX Program meeting minutes section. The action items, that were decided in the meeting, are opened in the system and assigned to the relevant owner by Sam.

Leverage AI to elevate your CX ✨

In times of fast change, humans are turning to disruptive technologies such as AI to help save time and uncover insight from the vast amounts of data being generated. Customer Experience, Product and Service Design teams are at the forefront of customer demand and the need to act quickly.

Joining the speed of technology and the emotion of people, AI is revolutionizing how optimized CX is designed and executed.

As *PWC* put it **"Done right, technology can help companies create phenomenal customer experiences and reap the resulting benefits: 82% of the top-performing companies report paying close attention to the human experience around digital and tech."**

About **Cemantica**

We help organizations gain a better, deeper understanding of customer needs and expectations, turning those insights into profitable opportunities to improve customer experiences through the entire relationship lifecycle.

Cemantica is an innovative end–to–end Customer Journey Management platform leveraging CX best practice and the power of AI to empower you to achieve your business transformation goals, from strategy to execution.

Use the power of Artificial Intelligence to boost your productivity and support your decision–making. Cemantica's AI Assistant "Alex" is a helping hand as your additional team member. Whether it´s creating and enriching personas, building customer journey maps instantly, or automatically detecting frictions across customer interactions then suggesting solutions to overcome them. Alex is there every step of the way.

Easier, smarter, better. www.cemantica.com