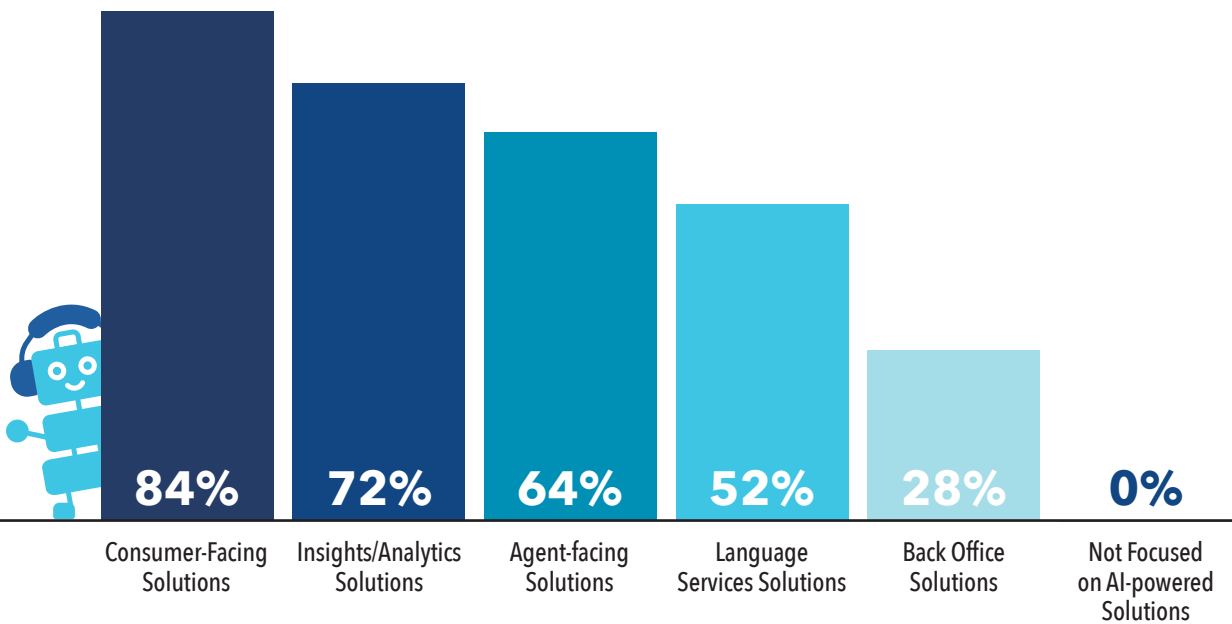
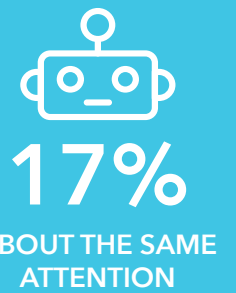
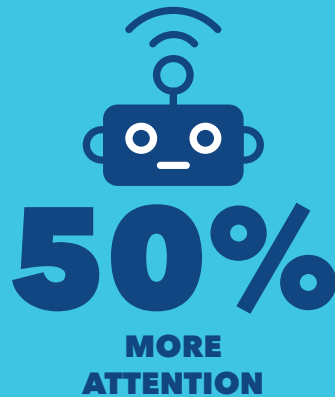
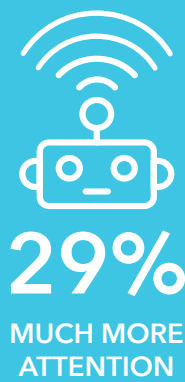


AI FOR CX CONTINUES TO GENERATE SIGNIFICANT INTEREST

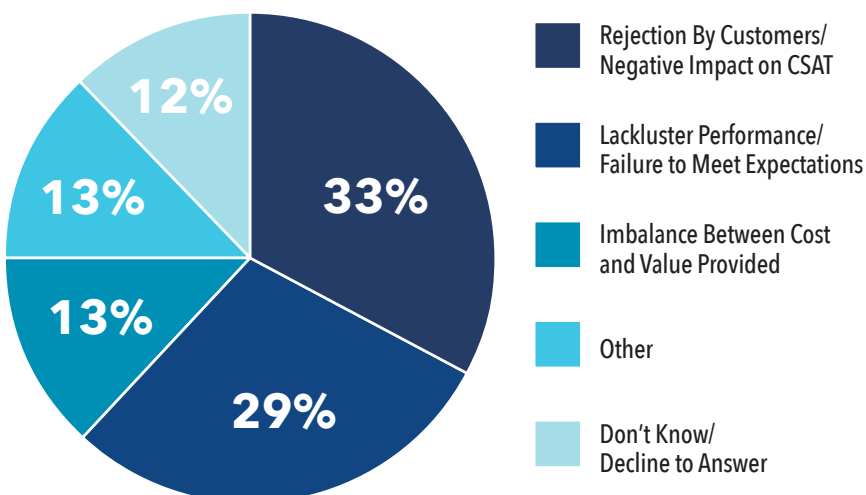
When it comes to developing/evolving Artificial Intelligence (AI)-powered solutions, which areas are in focus for your organization? (Select all that apply.)



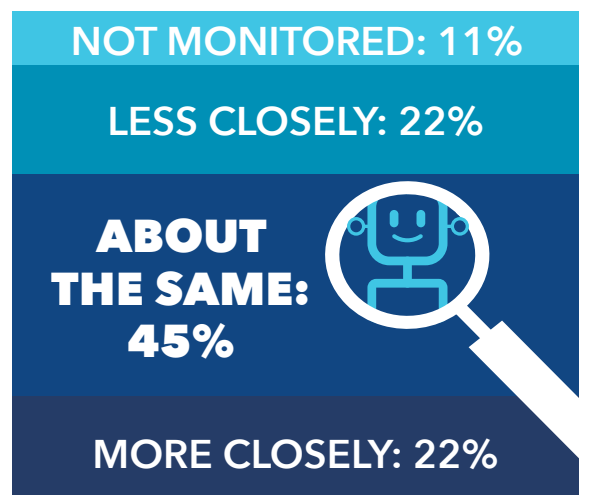
Compared to other initiatives and investments, how much attention are AI-powered solutions likely to receive in the next 12 months?



What is your biggest concern when it comes to the use of AI-powered customer experience solutions?



Monitoring of the quality and performance of AI-powered solutions compared to agent-assisted solutions:



Methodology: The above results were gathered via email and social media invite, May 12-July 6, 2023. A total of 25 customer experience leaders participated in the survey. The intent of Execs In The Know's (EITK's) Pulse Survey data is to provide CX insight snapshots into various CX-related topic. EITK Pulse Survey research and results are conducted and published on a periodic basis, driven by emerging interest in various topics within the EITK community. For more CX research, visit our website at execsintheknow.com/research.