



Capgemini
Innovation Day
2020

Welcome to the

RESET





AI in Customer Experience

Unleash the full potential of a humanized AI experience



Yvo Booisma

Customer Experience
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AI drives innovation and change in the Customer Experience domain. (Forced) change in customer behavior increases AI demand & adoption faster than ever....

Experience

- Center of Excellence (CoE) leader Customer Experience Capgemini Netherlands
- Digital lead Benelux for a leading global System Integrator
- Hands-on experience in Marketing, Commerce, Services & Sales business domains

Skills

- Define strategies and apply methods in order to drive and accelerate Digital CX transformations across industries
- Design Thinking, Agile at Scale, DevOps, AI

Education

- Rockefeller Habits 2.0
- Msc. Strategy & Organization
- Bsc. Business and Information sciences



Ron Tolido

Global CTO Insights & Data

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When technology becomes unnoticeable - silently understanding our intentions and seamlessly acting on it – we are approaching the pinnacle of digital innovation

Experience

- Head of commercial software development
- Leading Technology innovation & strategy practices
- Certified Master Architect
- Chief Technology and Innovation Officer

Skills

- Storytelling
- Innovation & trend watching
- Playing surf-rock guitar

Education

- Dutch language & literature, University of Leiden
- Computer science, The Hague university of applied science
- Executive lecturer at TIAS business university



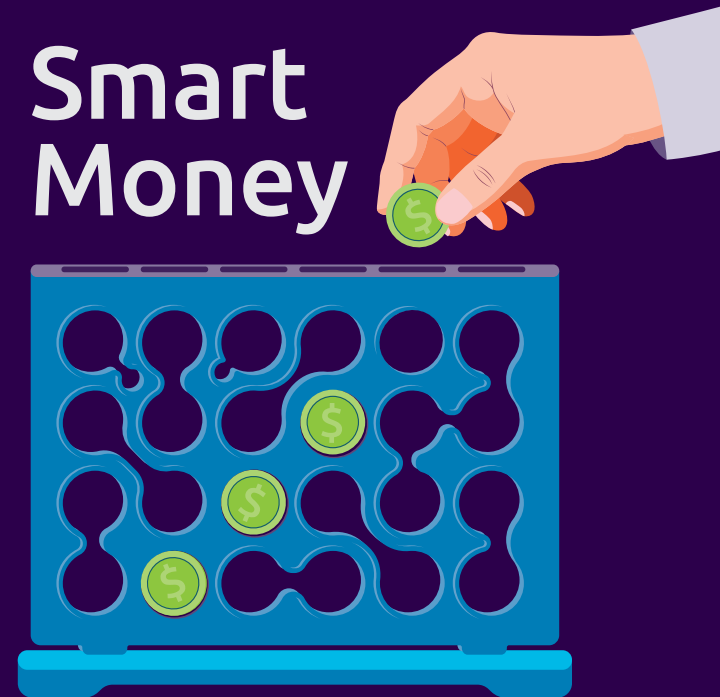
The art of customer-centric **artificial intelligence**



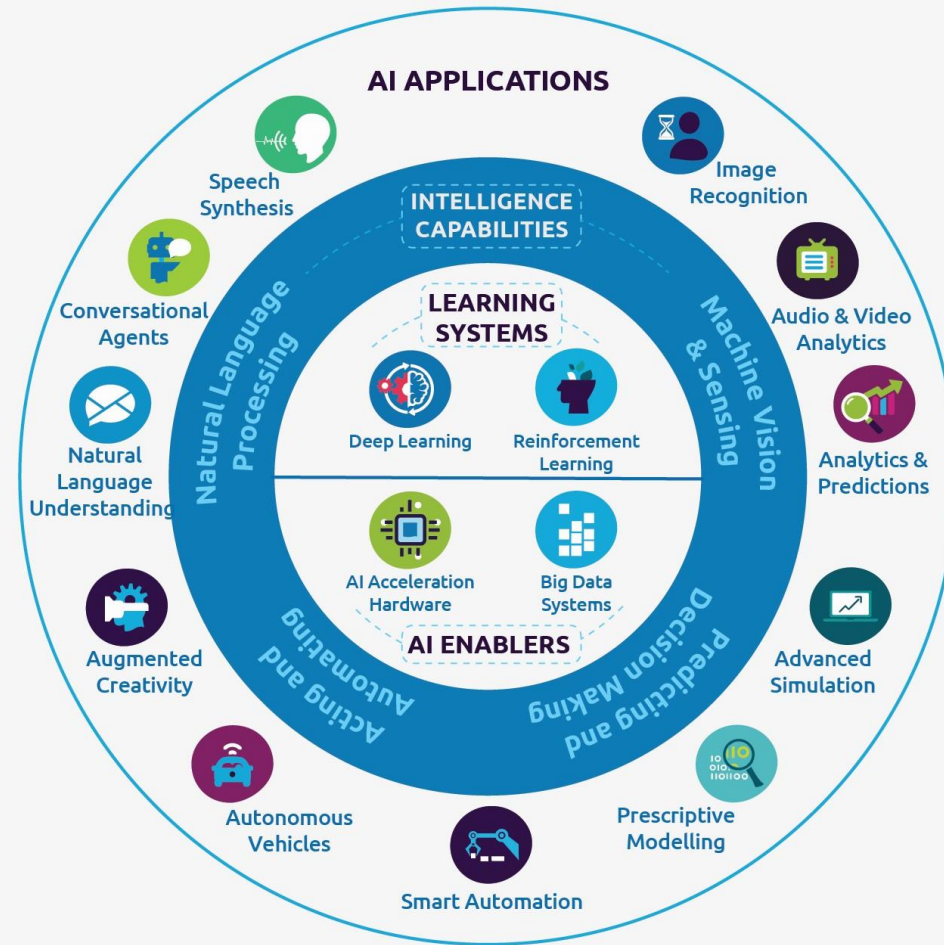
How organizations can unleash
the full potential of AI
in the customer experience



Smart Money



How to drive AI at scale to
transform the financial services
customer experience



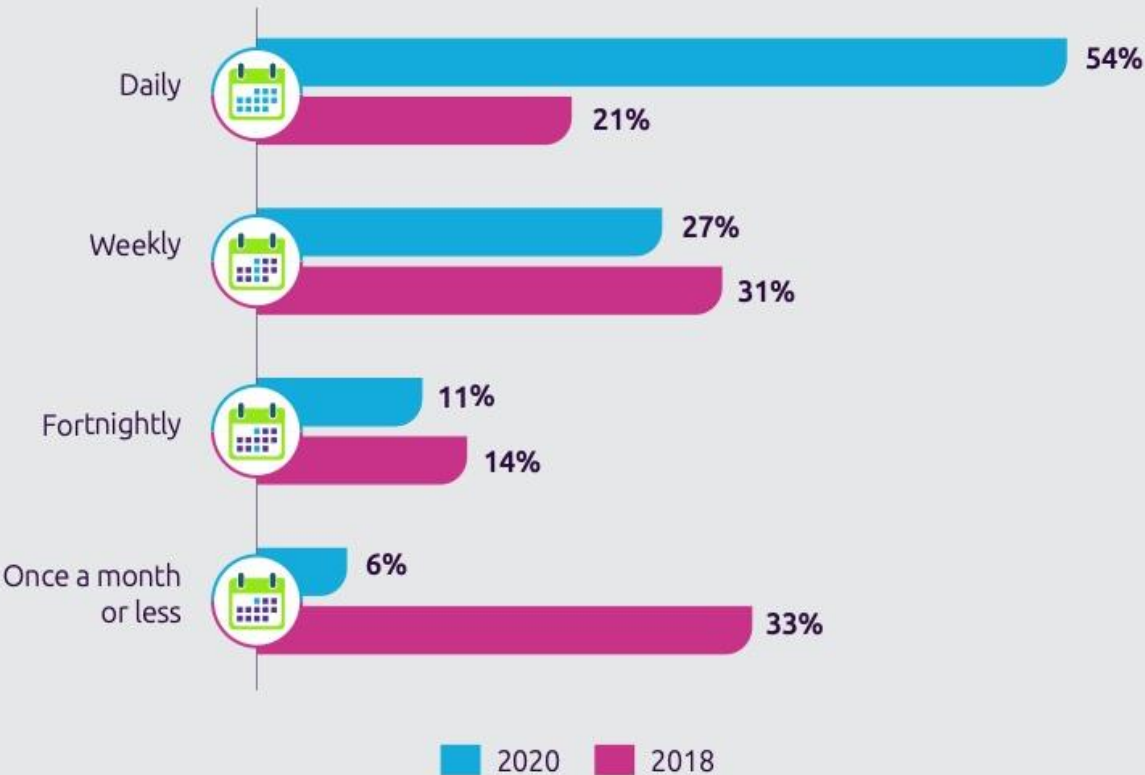
Source: Capgemini Technology, Innovation & Ventures.



AI interactions go mainstream

The majority of customers have daily interactions enabled by AI in 2020 as compared to just one in five in 2018

Customers frequency of AI-enabled interactions with organizations



What is driving customer AI adoption?

COVID-19 driving touchless interactions

77%

of customers aim to increase use of touchless interfaces to avoid human and touchscreen interaction post-COVID.

Organization increasing deployments

30%-50%

of customer engagements are AI-enabled for eight in ten organizations.

Consumer trust is increasing

67%

of customers trust the personalized recommendations and suggestions provided by AI enabled interactions

Human-like interaction

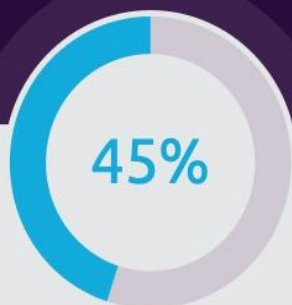
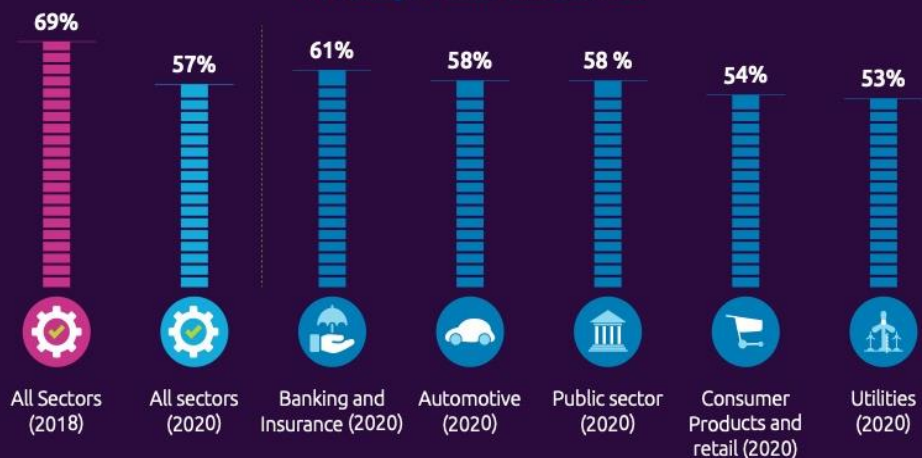
64%

of customers believe that their AI interactions are more human-like today (compared to 48% in 2018)

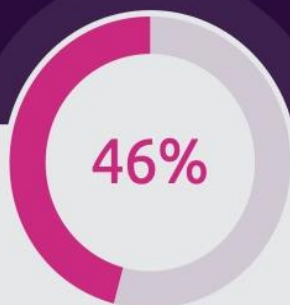


Customer satisfaction from AI interactions has dropped for all industries

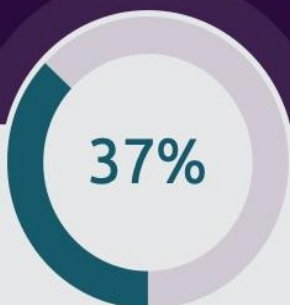
Percentage of satisfied customers



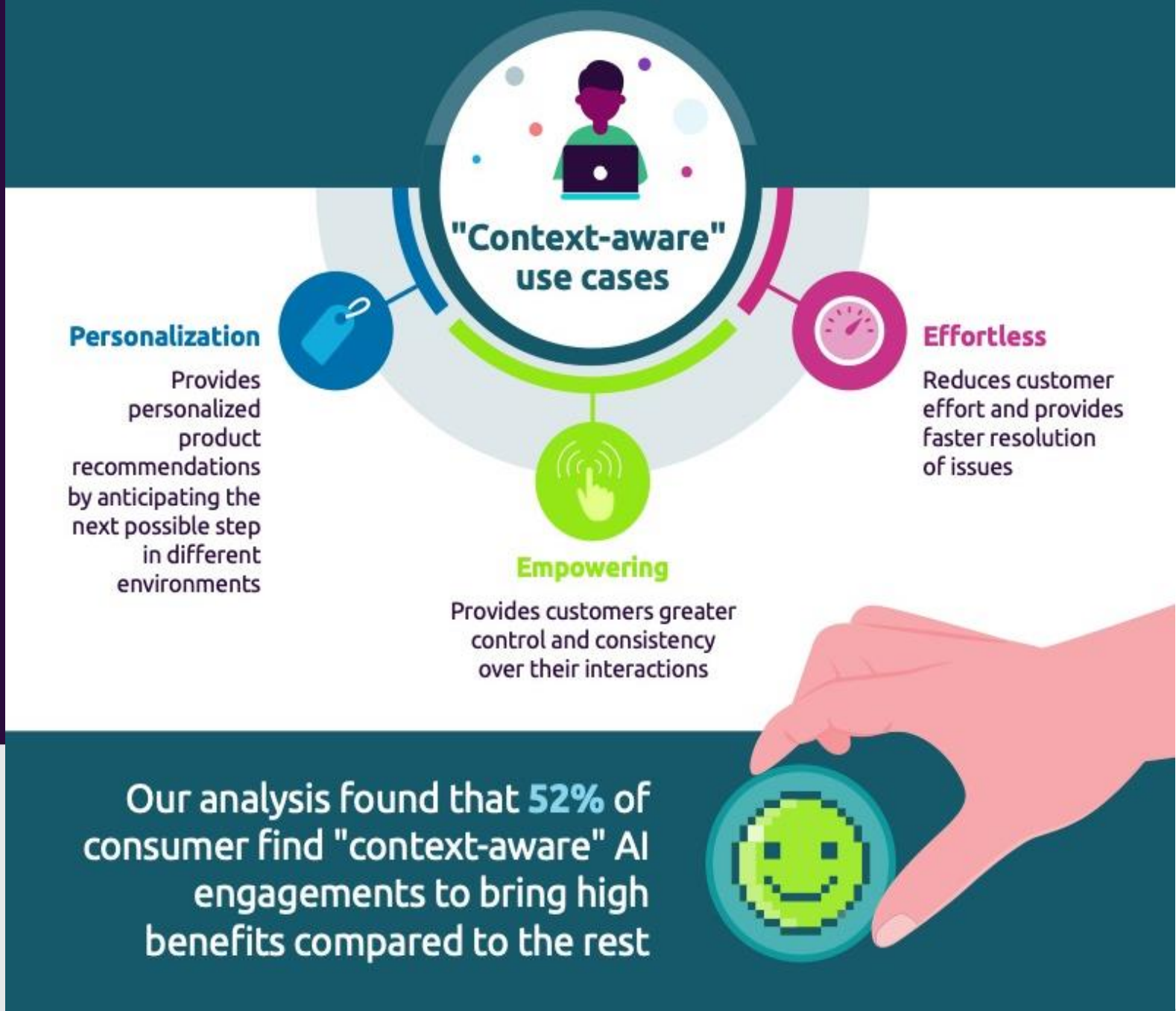
Feel the value of AI interaction is less than what they had expected



See a high level of benefits from trustworthy AI interactions



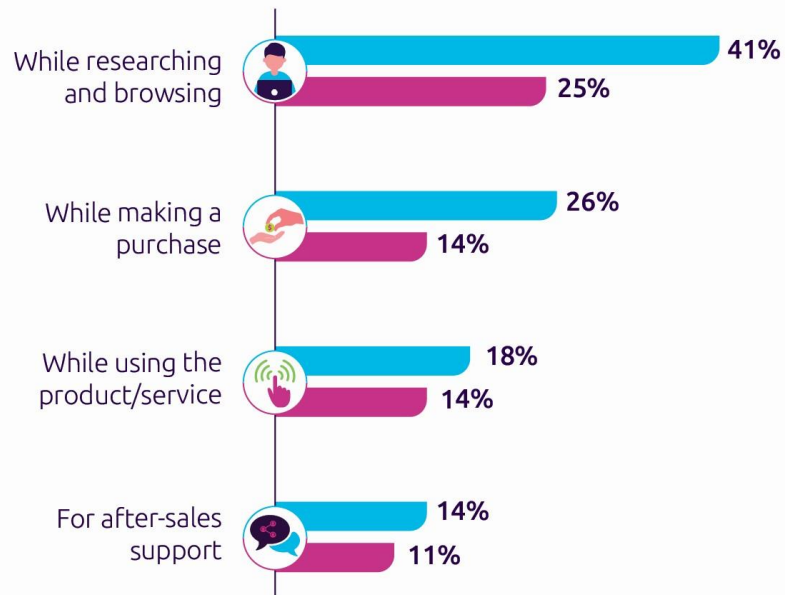
Customers see tangible benefits of faster resolution from AI engagements



More customers prefer AI-only engagements in the early stages of their customer journey – researching, browsing, and purchasing



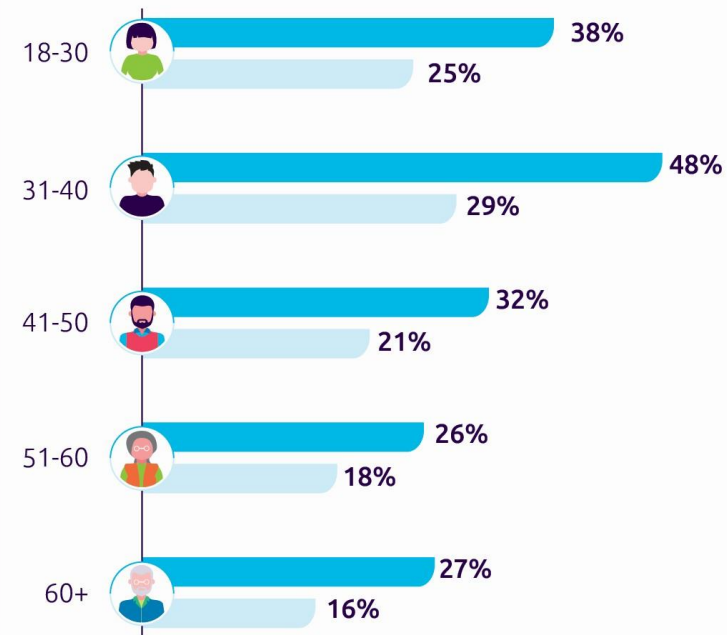
Percentage of customers preferring AI-only interactions with organizations (2020 compared to 2018)



■ % of customers preferring AI-only interactions in 2020

■ % of customers preferring AI-only interactions in 2018

Percentage of customers preferring AI-only interactions in 2020 - by age



■ % of customers preferring AI-only interactions for researching and browsing (2020)

■ % of customers preferring AI-only interactions for making a purchase (2020)

Source: Capgemini Research Institute, AI in Customer Experience Customer Survey, April–May 2020, N=5,300.



Facial recognition technology automates the boarding experience and removes the frustration of check-in lines

Seamless and pain-free start the cruise, avoiding lines so sailors can enjoy their holiday rather than getting frustrated, waiting in lines

Cognitive entertainment analysis optimizes the sailor's satisfaction

The types of people attending shows (age, gender etc.) are analyzed to build up a picture of what shows are popular with whom and anticipate changes to reflect evolving sentiment

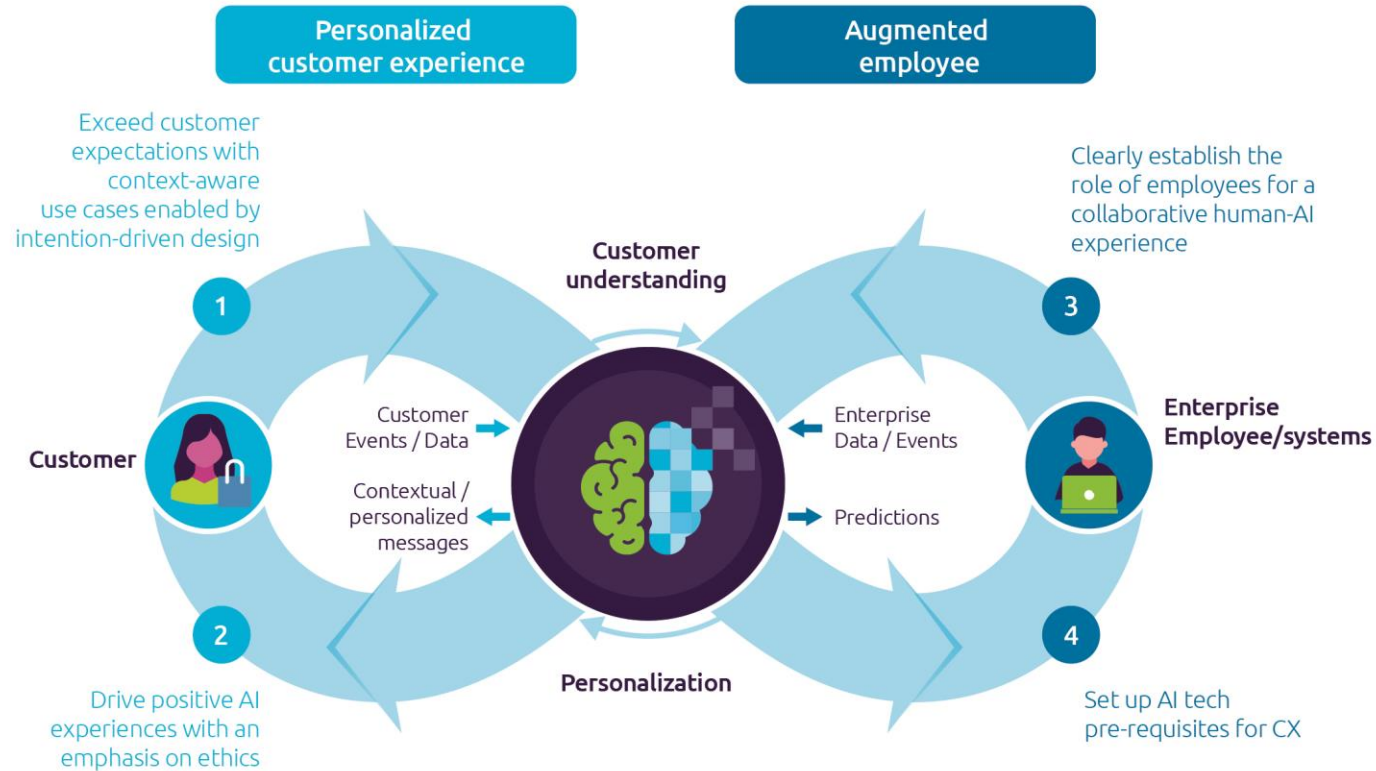
Video analysis understands how key areas of the vessel are used

Better operational management such as when and where to clean and manage the vessel and avoiding crowded places

How can organizations unleash the full potential of a humanized AI experience?



Four key actions to unleash the full potential of humanized AI experience



Source: Capgemini Research Institute analysis.



People matter, results count.

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