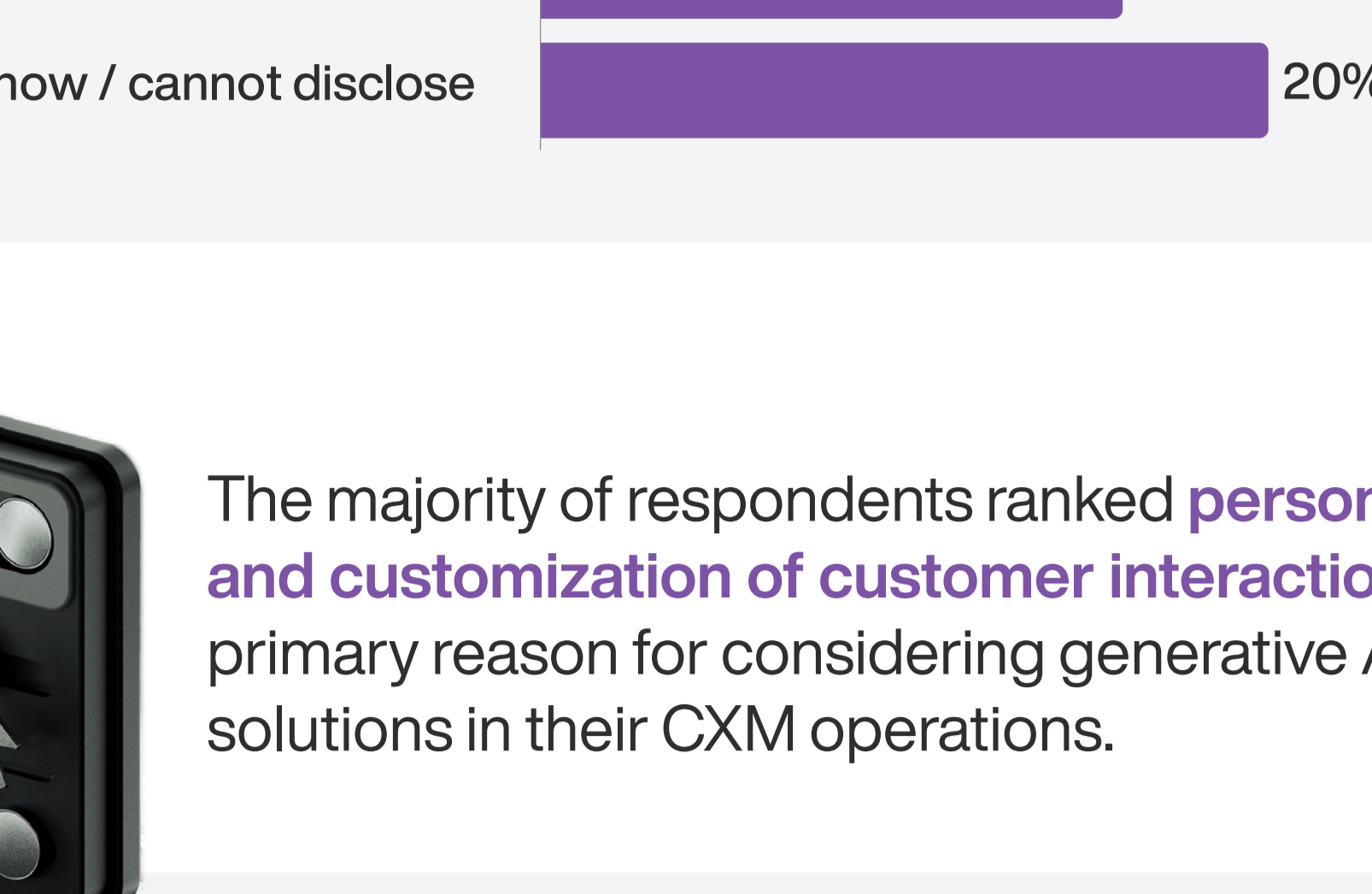


Everest Group survey results: Enterprise readiness for generative AI adoption in customer experience management

Everest Group, supported by TELUS International, surveyed **200 customer experience leaders** from around the world to determine their enterprise readiness for the adoption of generative AI (GenAI).

Customer experience management (CXM) leaders plan to invest heavily in generative AI in 2024, with 55% anticipating a spend of US \$1 million or more.

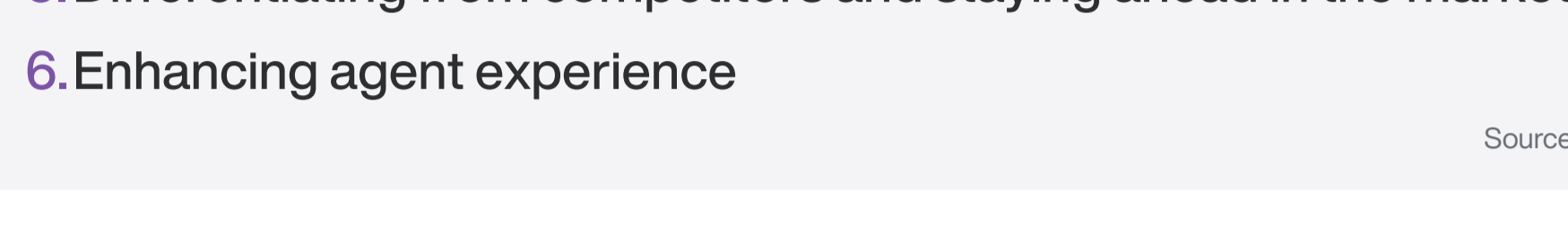
What level of investment is your organization currently considering for generative AI solutions in your CXM operations over the next 12-18 months?



Source: Everest Group

The majority of respondents ranked **personalization and customization of customer interactions** as the primary reason for considering generative AI solutions in their CXM operations.

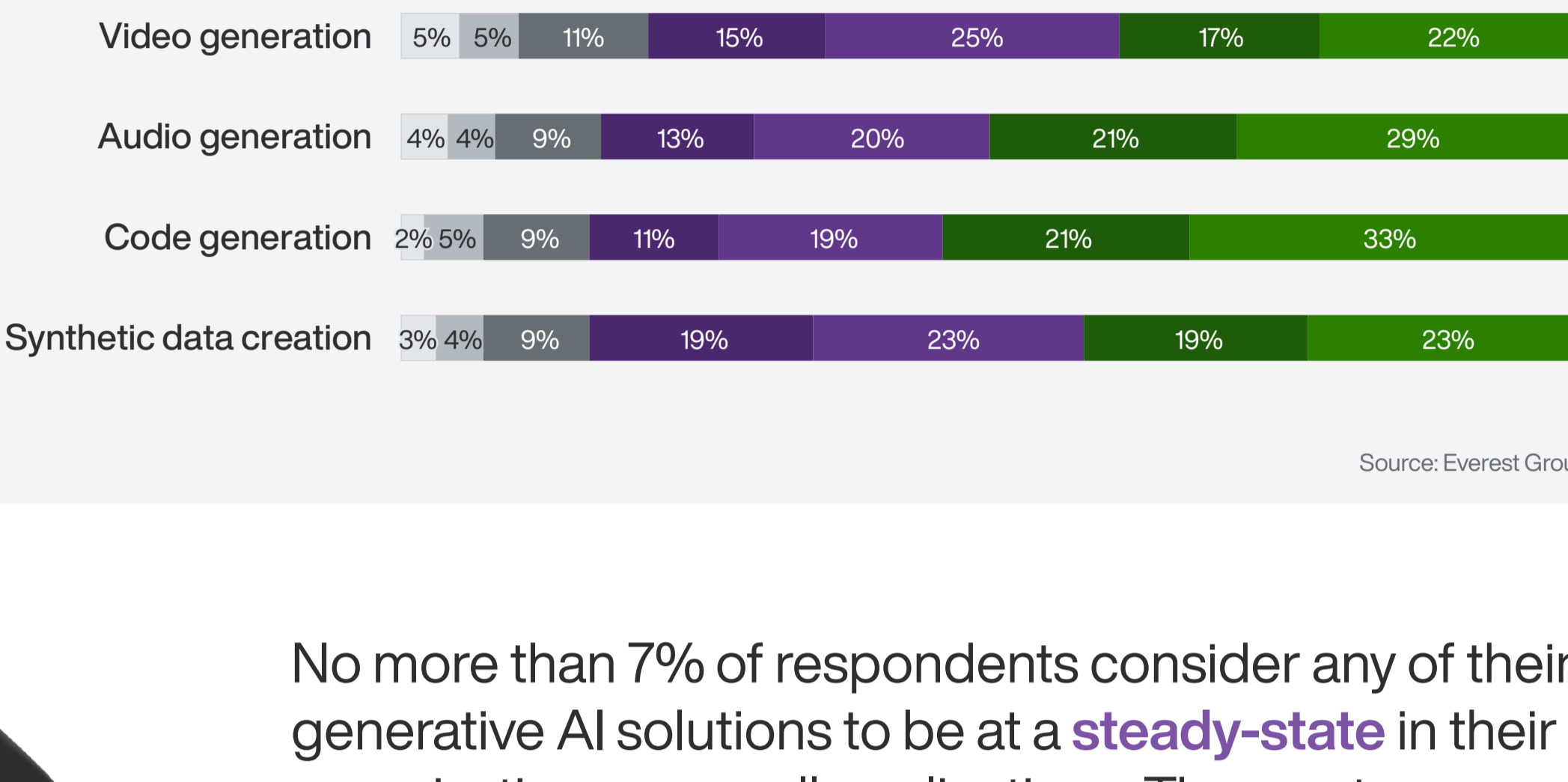
What are the key reasons for considering implementation of generative AI solutions in your CXM operations?



Source: Everest Group

The majority of leaders believe **text generation** has the highest potential when it comes to applications of generative AI in CXM.

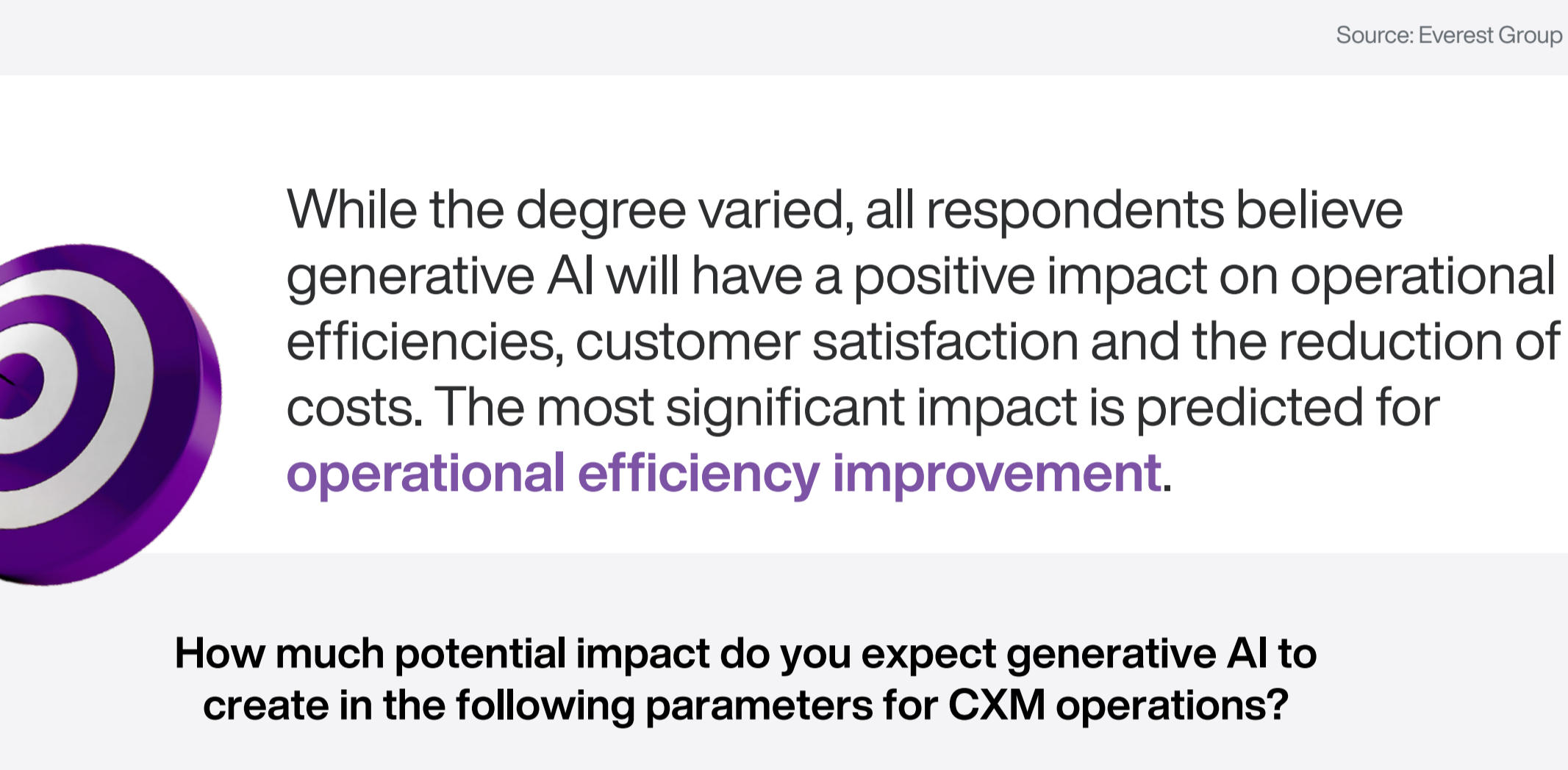
What potential do you see for generative AI applications in CXM?



Source: Everest Group

No more than 7% of respondents consider any of their generative AI solutions to be at a **steady-state** in their organization across all applications. The most progress has been made in the areas of text generation, with 46% either **piloting or deploying**, and 21% at the **scaling-up** stage.

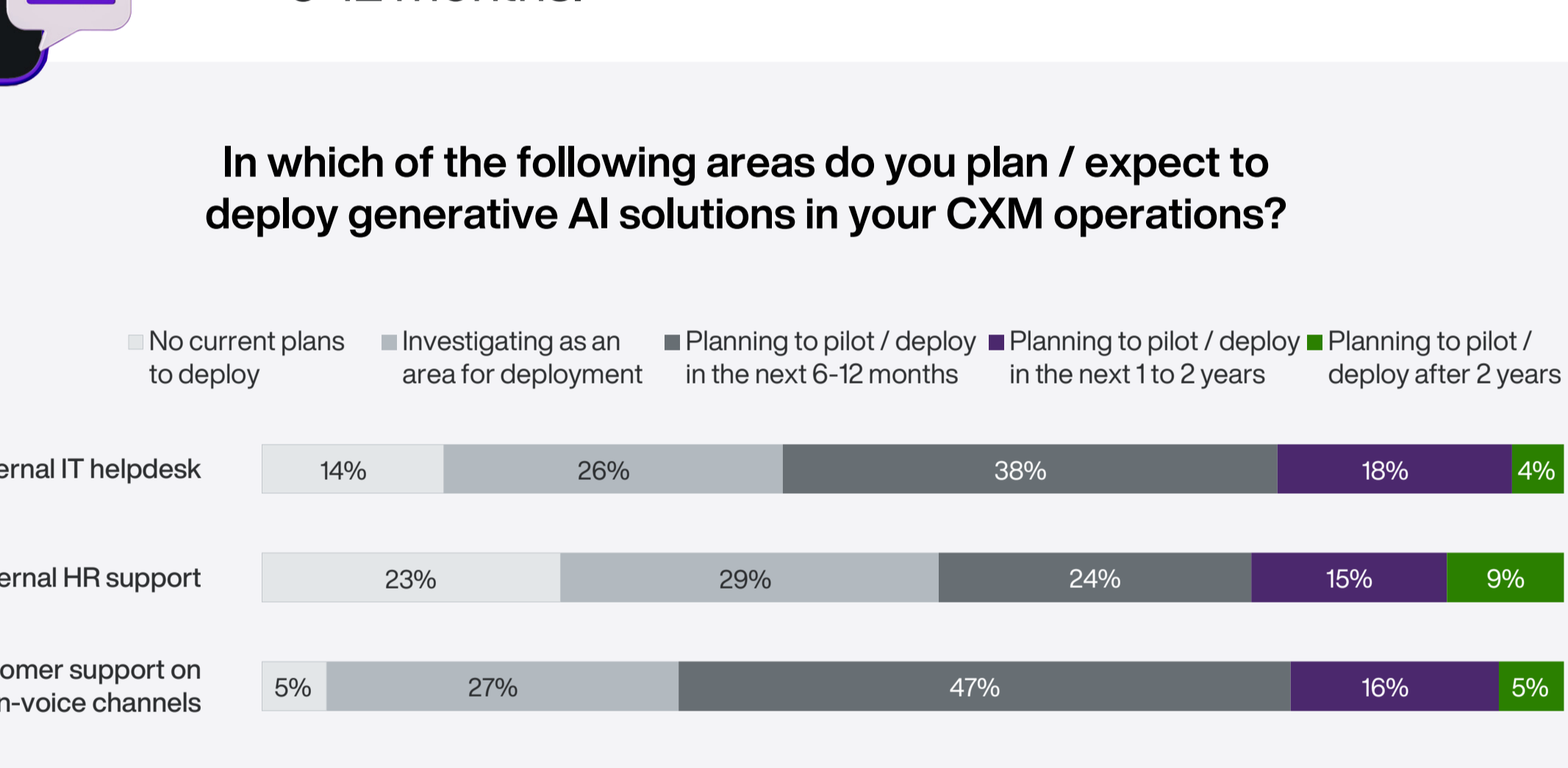
How extensively are generative AI solutions implemented in your organization?



Source: Everest Group

While the degree varied, all respondents believe generative AI will have a positive impact on operational efficiencies, customer satisfaction and the reduction of costs. The most significant impact is predicted for **operational efficiency improvement**.

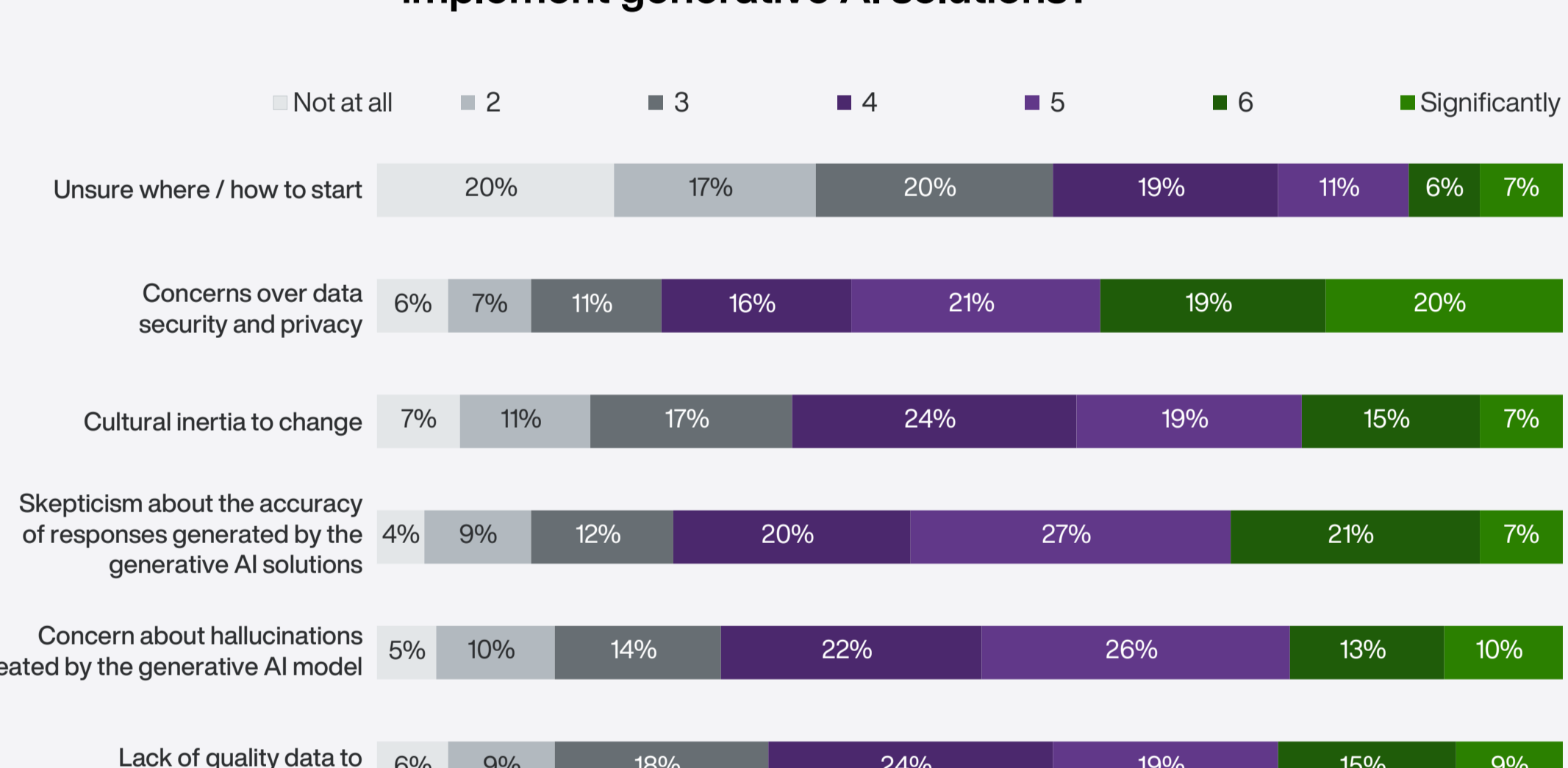
How much potential impact do you expect generative AI to create in the following parameters for CXM operations?



Source: Everest Group

Nearly half of all respondents (47%) plan to pilot / deploy generative AI solutions in their customer support operations for non-voice channels in the next 6-12 months.

In which of the following areas do you plan / expect to deploy generative AI solutions in your CXM operations?



Source: Everest Group

When it comes to their organization's ability to adopt and implement generative AI solutions, CXM leaders share the highest concerns over public solutions exposing them to risks, data security and privacy, and meeting regulatory compliance. They are least concerned with how or where to start.

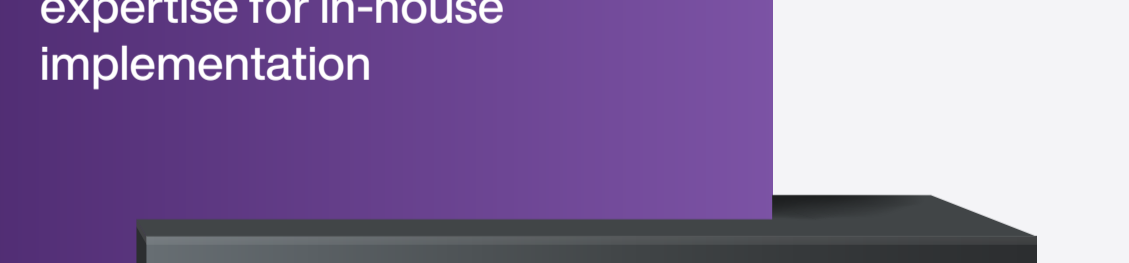
To what extent are the following challenges / concerns currently affecting your organization's ability to adopt and implement generative AI solutions?



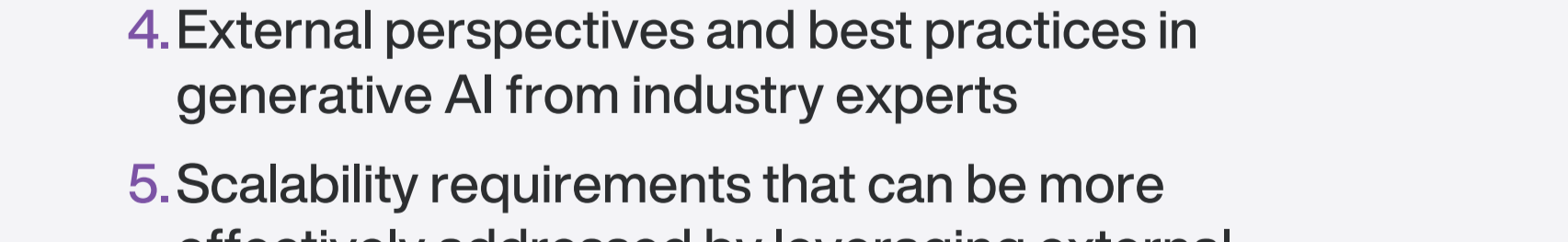
Source: Everest Group

76% of respondents are planning to leverage an outsourcing partnership in some capacity to help them implement a generative AI solution in their CX operations. The primary reason for taking a collaborative approach is limited resources and internal expertise.

How are you planning to implement generative AI solutions within your CX operations?



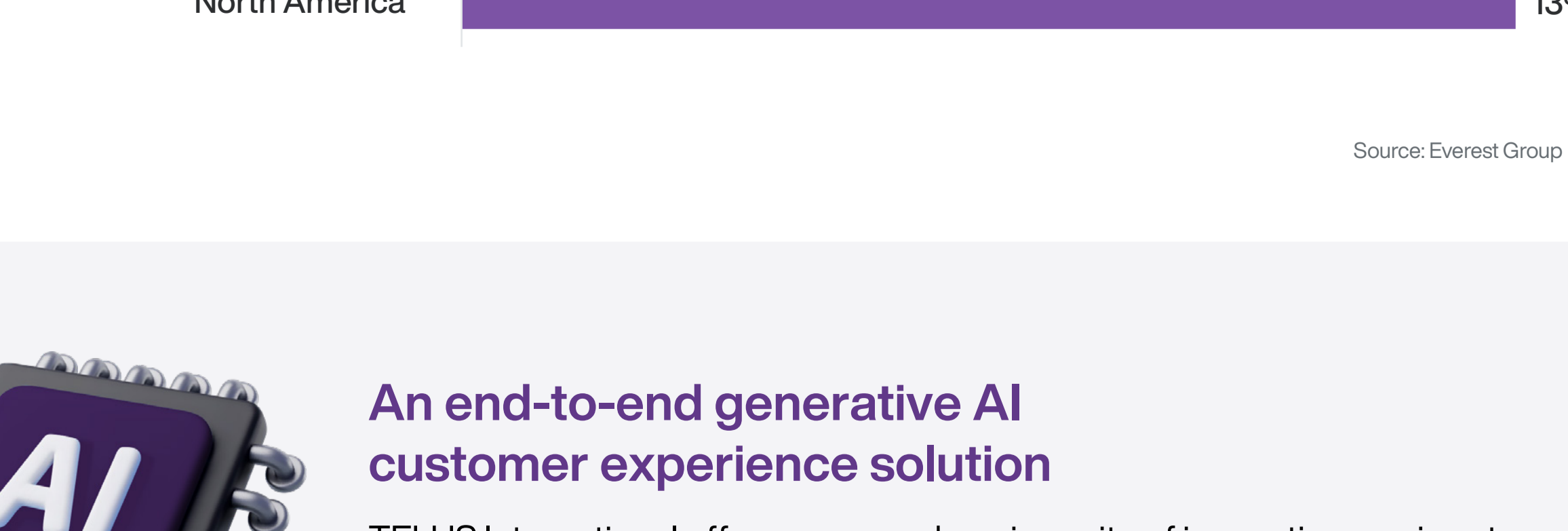
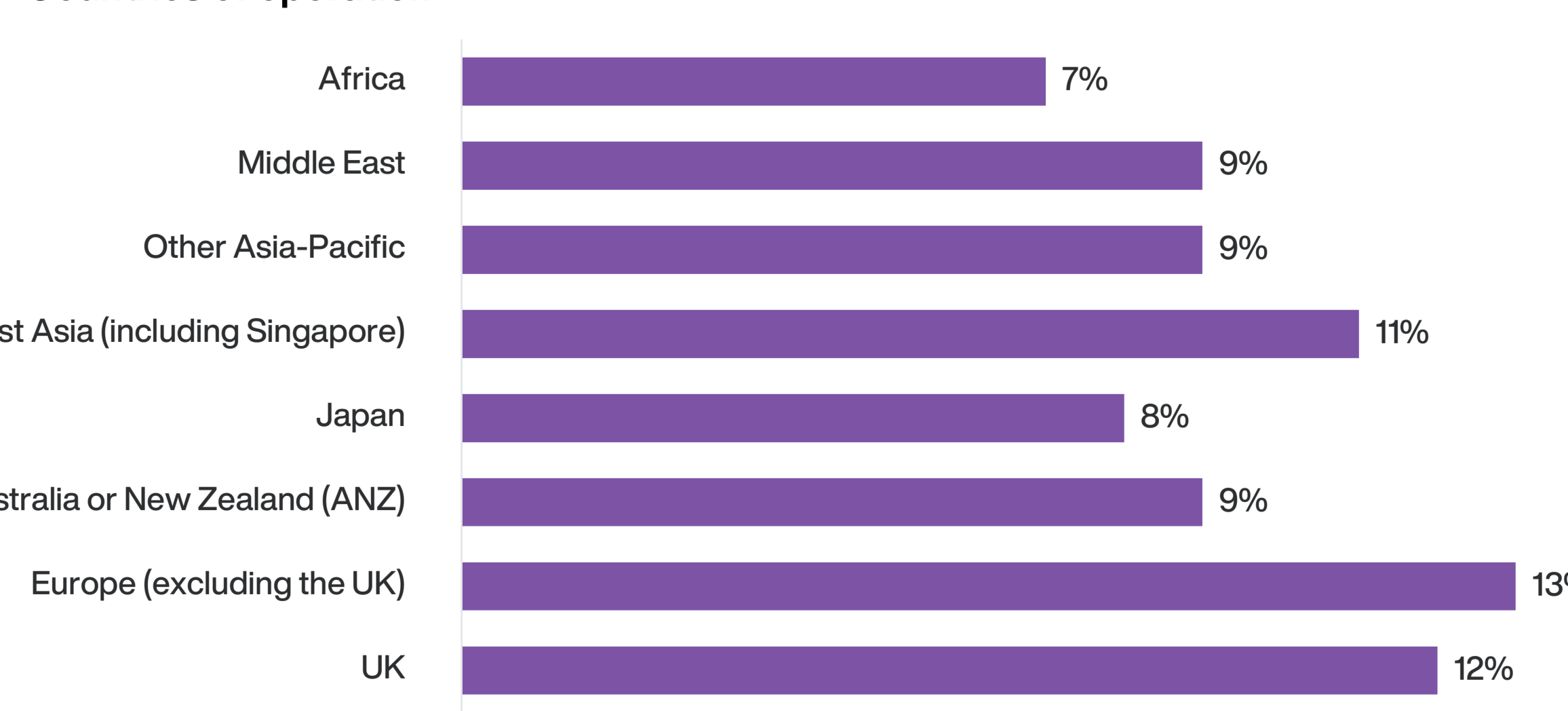
The key factors influencing respondents' decision to outsource or take a collaborative approach to generative AI implementation in CXM include:



4. External perspectives and best practices in generative AI from industry experts
5. Scalability requirements that can be more effectively addressed by leveraging external resources and infrastructure
6. Flexibility to focus on core business activities

Source: Everest Group

Respondent demographics



Source: Everest Group

An end-to-end generative AI customer experience solution

TELUS International offers a comprehensive suite of innovative services to enable you to get the most from generative AI. Overcome disjointed data and organization silos, and ensure that AI is embedded in the functionality of your CX operations so that your company adopts it, employees use it and customers benefit from it. Speak with a digital CX expert to learn more.

telusinternational.com/contact