



Practical Applications of AI to Prioritize for Your DXP

As businesses continue to operate remotely, providing a strong digital experience (DX) for customers, partners and employees is paramount. With digital being the primary channel of engagement, expectations for intuitive, personalized and streamlined online interactions have grown exponentially.

Applied artificial intelligence (AI) is integral to a superior digital experience platform (DXP) implementation, and therefore a superior visitor experience. With AI, organizations can identify and provide the best “next step” in a visitor’s digital journey. This helps brands deliver experiences that are tailored to their audience’s specific wants, needs and preferences.

With this growing prioritization of digital engagement in mind, Progress and Pulse surveyed 100 global technology and marketing executives to uncover how they’re planning to level-up their DX via AI, and the initiatives they’ll prioritize optimizing first.

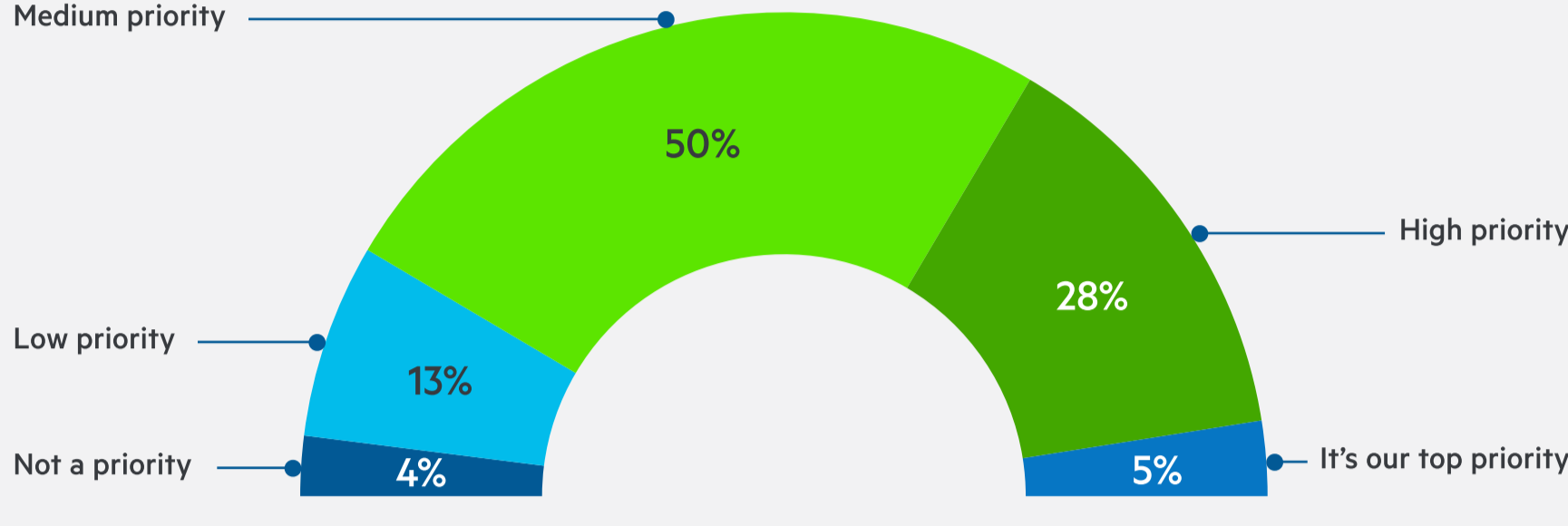
Data collected from Dec. 7 - 30, 2020

Respondents: 100 technology executives

Almost all tech leaders plan to add new technology and automation to improve DX and maximize operational efficiency.

Over the next 12-18 months, 96% of technology leaders say implementing new tools that improve their organizations’ DX is a priority—including 33% who say it’s a high- or top-priority initiative.

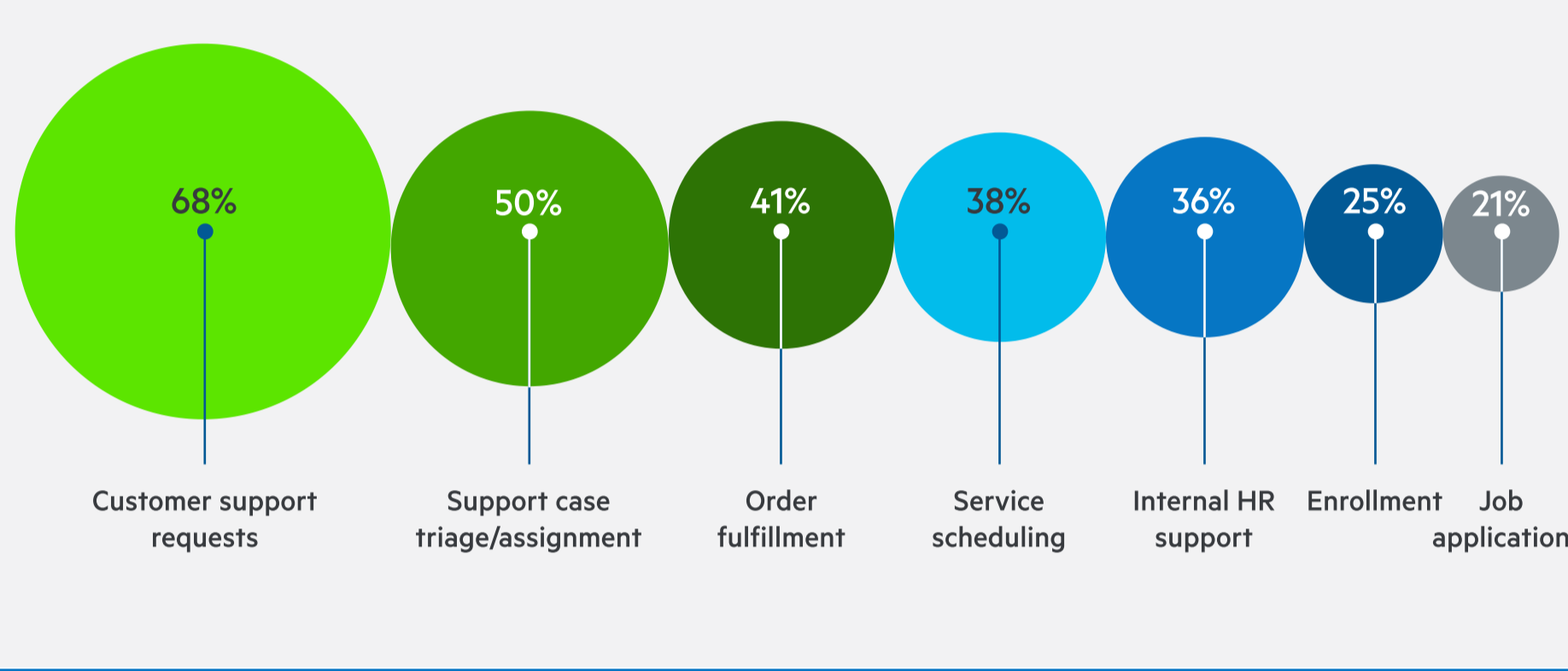
HOW HIGH A PRIORITY IS IT FOR YOUR ORGANIZATION TO ADD NEW TECHNOLOGY GEARED TO IMPROVE YOUR DX IN THE NEXT 12-24 MONTHS?



56% of organizations in the education sector and 50% of companies in the healthcare sector said improving DX by adding new technology was a high or top priority.

In addition to considering new tools and technologies, these leaders are planning to use automation to improve DX. The top workflows they plan to automate are customer support requests (68%), support case triage/assignment (50%) and order fulfillment (41%).

WHICH 3 OF THE FOLLOWING DIGITAL EXPERIENCE WORKFLOWS ARE MOST CRITICAL TO AUTOMATE AT YOUR ORGANIZATION? (MULTI-SELECT)



“Being in the security business, any AI/ML capability that can help to predict a security event or automate an alert to the customer is important. A support bot is also very important for internal and external employees/clients.”

- A Director in the North American Software industry



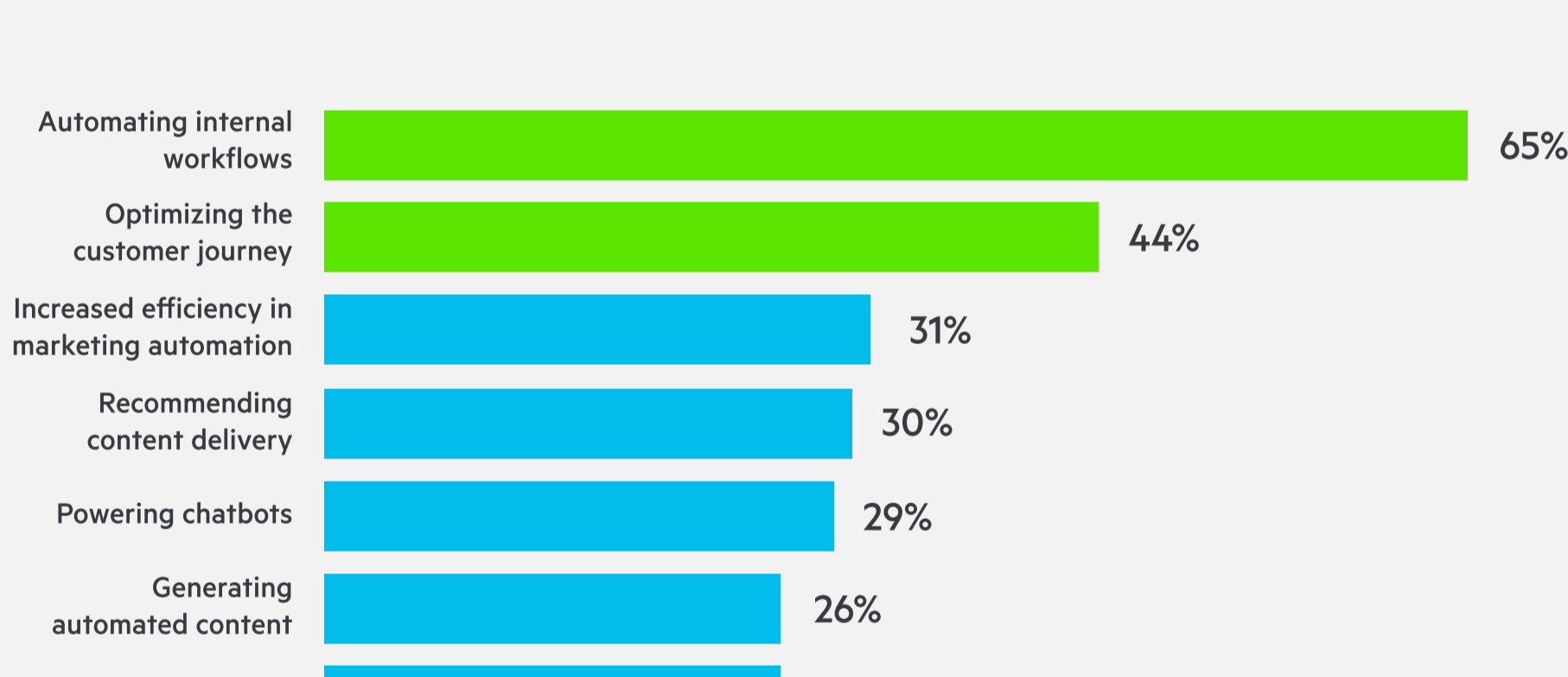
“I anticipate the use of AI/ML for sentiment analysis would help businesses and organizations optimize/tailor digital experiences to the proper audience, which will increase usage/adoption and drive more sales/revenue.”

- A C-suite technology leader in the EMEA Software industry

AI and ML are vital tools to automate repetitive end-user and customer processes, provide data-driven recommendations and deliver an optimal visitor journey.

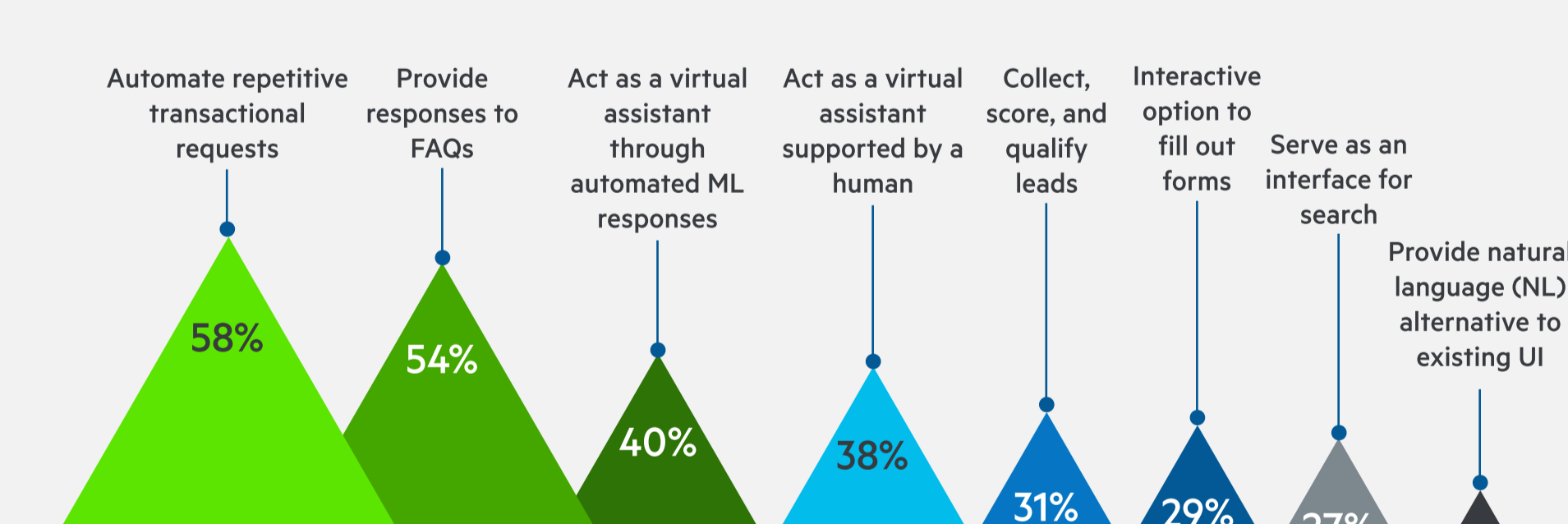
Introducing artificial intelligence (AI) and machine learning (ML) is one way leaders are implementing automation to improve DX. The top ways these executives believe they’d use AI/ML to improve their DX are by automating internal workflows (65%) and optimizing the customer journey (44%).

WHICH 3 OF THE FOLLOWING AI AND ML FUNCTIONALITIES WOULD BE MOST CRITICAL TO ENHANCING YOUR COMPANY’S DIGITAL EXPERIENCES?



Many technology leaders say they’d be most likely to use a chatbot—one example of a DXP capability powered by AI/ML—to automate repetitive transactional requests (58%) and provide responses to FAQs (54%).

WHICH OF THE FOLLOWING CAPABILITIES WOULD YOUR ORGANIZATION MOST CONSIDER PROVIDING THROUGH LIVE CHAT OR AUTOMATED CHATBOTS?



54% of technology leaders in the financial services industry—versus 29% of the overall respondent pool—say they’d be most likely to offer an interactive option to fill out forms through a chatbot.

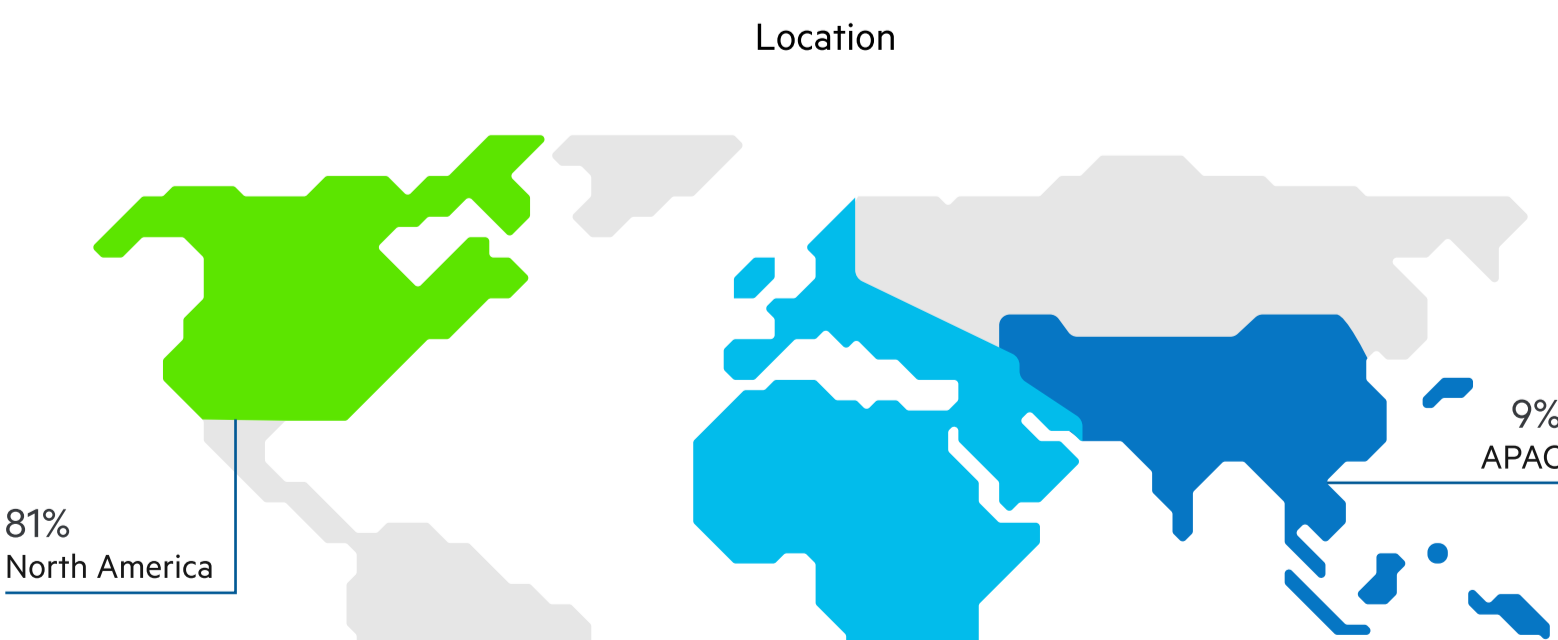
Ultimately, investing in AI-powered digital experiences will help organizations meet increasing customer, partner and employee expectations and tackle the challenges of e-commerce in a world driven by personalized content, multi-touch campaigns and opercom. However, implementing AI in-house, or a fully AI-powered DXP from the start, is a substantial undertaking for organizations that are still evolving their digital transformation journey.

Growing organizations can benefit from trusted DXPs that offer practical applications of AI within its capabilities that are straight-forward, easy to implement and easy to use. Minimize the bottom-line by automating repetitive processes, both internal and external, and maximize the top-line by providing the ideal online journey for any visitor.

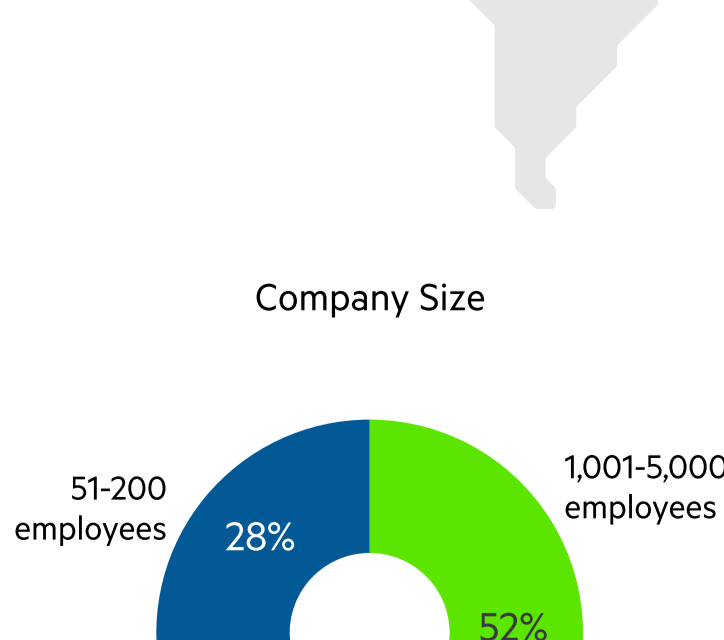
[Take a Strategic Approach to Digital Experiences »](#)

Respondent Breakdown

Location



Company Size



Title

