In an era of unprecedented technological disruption, spending by companies on digital transformation is forecast to surge. The desire to deliver superior customer experience is at the core of many of these investments. The potential for returns is real, but in practice, resources are often wasted due to poor planning and execution. For instance, a recent study finds that only 11 percent of firms are obtaining significant returns on their AI investments.

In this webinar, we will explore:

- How digital transformation has the potential to strengthen the relational ties between companies and their customers by enhancing the “three C’s” to enable superior customer experience.
- First steps for implementation, keeping in mind common barriers.
- Why it is critical to ensure that machines and humans work together to drive superior customer experience.
Customer Analytics

- **Endor**: Predictive analytics on customer data without data scientists
- **FindOurView**: Customer insights with language understanding
- **Paradigm Sift**: Applying cultural context to understand customers at scale
- **Cerebri.ai**: AI-based next actions to drive customer engagement
- **Assetario**: Personalizes the in-app purchase to drive user happiness and revenue

Customer Engagement & Technology

- **GoWith**: Enhancing the airport passengers’ experience every step of the way.
- **Voomer**: AI to empower people for video communication
- **ServiceMob**: Making customer service access simple with AI
- **Posh**: Conversational AI for customer service & helpdesk
- **Silverthread**: Improving software health and economics at scale