



Turning Interactions
into Delight:

ELEVATING CUSTOMER EXPERIENCE THROUGH GEN AI



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FOREWORD

In an age where digital connections shape successes, customer experience sets the competitive edge. Today's customers demand real-time, personalized interactions, pushing traditional engagement strategies to its limits. Gen AI meets this demand, revolutionizing CXM with deep personalization and predictive insights.

By embracing Gen AI, businesses can unlock the power to anticipate customer needs and deliver tailored experiences across every touch point.

Infosys' deep domain knowledge and AI-powered customer experience solutions enable clients to proactively shape and anticipate their customers' interactions throughout the brand journey. From crafting AI roadmaps and custom models to deploying Gen AI tools with ethical guidelines, Infosys empowers enterprises to redefine their CXM operations in alignment with their goals.

Read this latest Everest Group research report, which delves into how Gen AI is reshaping CX, providing actionable insights for businesses eager to drive impactful, AI-enhanced customer journeys.

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Turning Interactions into Delight: Elevating Customer Experience through Gen AI

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Introduction

Customer Experience (CX) has skyrocketed to the forefront of business priorities, becoming a vital battleground for enterprises eager to excel in today's competitive market. A recent Everest Group research highlights that enhancing CX ranks among the top three focus areas for enterprises in 2024, emphasizing the need for businesses to elevate their customer engagement strategies.

As companies work harder to exceed customer expectations in a digital-first world, gen AI is quickly becoming a game-changing tool, ready to transform the customer experience like never before. In fact, 76% of enterprises believe emerging technologies will redefine their businesses, with gen AI leading the charge by enabling previously unattainable outcomes.

Gen AI captivates enterprises with its ability to deliver hyper-personalized interactions powered by deep customer insights and offers swift, human-like support that feels both personalized and intuitive. Enterprise leaders must know that their competitors actively explore gen AI's potential through diverse use cases across domains, with many testing pilots and Proofs of Concept (PoCs) and partnering with third-party providers to

customize gen AI applications for their unique business needs. This is not just a trend as gen AI is poised to become a cornerstone of effective customer engagement strategies.

Embracing gen AI will require a strategic approach tailored to specific business challenges. Enterprises must assess the technology's applications, impact, and scalability while navigating issues such as data quality, security, partnerships, and costs. Enterprises that can crack its code to better understand and delight their customers will position themselves at the forefront of the transformation and reap the most benefits.

[This Viewpoint helps enterprise leaders understand the gen AI landscape by exploring:](#)

- Gen AI's key impact areas in CXM operations
- The current state of gen AI deployment
- Significant use cases across industries
- Return on Investment (RoI) and business outcomes for enterprises
- A strategy for successful adoption of gen AI
- Third-party providers' role in advancing gen AI implementation

Understanding gen AI's impact on CXM operations

The importance of gen AI today

Gen AI is transforming CXM by combining advanced automation with human expertise to create seamless customer journeys. It improves customer experiences through personalized interactions, advanced self-service, and consistent, context-aware engagement across all touchpoints. For agents, gen AI automates routine tasks, provides real-time support, and enhances training, boosting efficiency and reducing costs. This blend of AI-driven precision and human empathy establishes a dynamic CXM ecosystem that elevates both customer satisfaction and business performance.

To stay competitive in a market that prioritizes digital technologies and customer needs, businesses need to invest in gen AI. Notably, 63% enterprises plan to invest up to US\$10 million in gen AI in 2025, and those without any planned investments face the risk of lagging competitors, decreased customer loyalty, loss of market share, and a negative impact on revenue.

Gen AI's key impact areas in CXM

Gen AI is ushering in a new CXM era by delivering personalized, efficient, and innovative customer interactions across different touchpoints. Its ability to enhance customer experience is powered by its various applications, including agent assist, knowledge base enhancement, post-call summarization, language translation, sentiment analysis, and conversational AI. It is set to revolutionize a wide range of processes, reshape industry practices, and transform the role of talent in the digital era.

We take a closer look below.

Gen AI's impact across processes

Gen AI will have a significant impact on the entire CXM value chain. It will bring new efficiencies and improve the quality and support levels of CXM operations. Use cases will emerge in core processes, including customer support, technical support, sales services, order fulfillment, payment collections, and value-add services, as Exhibit 1 shows.

Exhibit 1: Key gen AI applications and their process suitability

Source: Everest Group (2024)

Use case	Key process applications	Gen AI applications and improvements
Agent assist 	Customer support, technical support, and sales services	<ul style="list-style-type: none"> Provides real-time suggestions and information to agents during customer interactions, enhancing efficiency and accuracy Enhances sales with upsell/cross-sell suggestions and customizes sales campaigns for specific consumer needs
Knowledge base enhancement 	All processes ¹	<ul style="list-style-type: none"> Updates FAQs and databases continuously based on evolving customer queries and preferences In technical support, keeps technical documentation updated with the latest product updates and known issues, along with solutions Co-pilots quickly answer agents' questions without the need for agents to read multiple documents
Post-call summarization 	Customer support, technical support, and sales services	Automates the creation of call notes, ensuring consistent documentation across departments and enabling better follow-ups and analytics
Language translation 	All processes ¹	<ul style="list-style-type: none"> Enables real-time translation of emails and chats, which agents can respond to in their preferred languages Translates during voice-based conversations, reducing the reliance on multilingual agents
Sentiment analysis 	Customer support, technical support, sales services, and payment collections	<ul style="list-style-type: none"> Identifies dissatisfied customers early, allowing for proactive intervention during customer support and issue escalation to higher-tier agents for more nuanced technical support In sales and payment collections, helps tailor sales pitches or negotiate payment plans based on the customer's current state and gauges customer receptiveness to new offerings or upsells
Conversational AI 	Customer support, technical support, and sales services	<ul style="list-style-type: none"> Gen AI-powered virtual agents handle routine inquiries, freeing up human agents for more complex issues In technical support, provides initial troubleshooting and collects necessary information before escalating to human agents In sales services, qualifies leads, handles basic sales inquiries, offers personalized product recommendations, and takes care of subscription management tasks

Gen AI's integration into CXM processes represents a profound shift in how enterprises engage with and assist their customers. However, companies are strategically implementing these use cases in specific functions across different industries.

¹ Include customer support, technical support, sales services, order fulfillment, and payment collections






Gen AI's impact across industries

Gen AI is expected to have a significant business impact on various industries, going beyond just improving efficiency and productivity. However, the regulatory environment, consumer behavior, data availability, competitive landscape, and consumer expectations will determine the extent of its influence. It is essential for enterprises to conduct thorough assessments and establish strong frameworks to identify and implement gen AI use cases that are tailored to their specific industries and consumer segments, while also ensuring compliance with regulatory and data requirements. Some of these use cases are highlighted in Exhibit 2.

Exhibit 2: Gen AI use cases and expected impact across industries

Source: Everest Group (2024)

Low  High [NOT EXHAUSTIVE]

Industry	Key industry use cases	Gen AI's expected impact in the industry
 <p>Telecom and media</p>	<ul style="list-style-type: none"> • Network optimization • Automated bill query resolution • Smart service bundling • Dynamic content generation 	● ● ● ○ ○
 <p>BFSI</p>	<ul style="list-style-type: none"> • Insights and summary of charges • Investment management and support • Claims processing • Fraud detection and risk assessment 	● ● ● ● ○
 <p>Healthcare</p>	<ul style="list-style-type: none"> • Patient onboarding and retention • Personalized treatment plans and patient education • Medical imaging analysis • Predictive and diagnostic analytics 	● ● ○ ○ ○
 <p>Retail and e-commerce</p>	<ul style="list-style-type: none"> • Virtual shopping advisor • Targeted promotions and campaigns • Inventory management • Claim validation and quality checks 	● ● ● ● ○
 <p>Travel and hospitality</p>	<ul style="list-style-type: none"> • 24/7 nuanced multilingual support • AI-powered concierge services • Personalized travel plans • Dynamic pricing for bookings 	● ● ● ○ ○

As gen AI revolutionizes industries, it will also play a vital role in enhancing agent operations, effectiveness, and productivity.

Gen AI's impact on talent

Gen AI is revolutionizing the agent experience by establishing a symbiotic relationship between human agents and AI systems. This collaboration enhances customer interactions across the entire journey, from initial contact to resolution and follow-up. Additionally, it improves the productivity and effectiveness of modern agents in the following ways:

- **Real-time contextual support:** Gen AI can analyze ongoing conversations, customer history, and knowledge bases instantly and provide agents with tailored suggestions. For example, during a call regarding a malfunctioning smart home device, AI can retrieve data about device usage, firmware updates, and known issues, and suggest a specific troubleshooting sequence. This approach reduces the average handling time and improves first-contact resolution
- **Personalization at scale:** It empowers agents to deliver highly personalized experiences by instantly recognizing customer preferences and statuses. For instance, when a customer calls about a flight change, AI can prompt the agent to offer a complimentary upgrade to their preferred seat type on an alternative flight that aligns with their usual travel patterns. This response will enhance customer satisfaction and loyalty
- **Continuous learning and adaptation:** AI systems evolve with each interaction, refining their suggestions over time and enhancing agent productivity. For example, if a new product feature is found to be confusing, gen AI can provide agents with a simplified explanation that has proven effective in recent calls, while also flagging the issue to the product team. This response benefits the entire CXM ecosystem
- **Enhanced emotional intelligence:** Gen AI can improve agents' emotional intelligence while still preserving the human element, enabling more empathetic and contextually aware customer support. For example, it can recognize if a customer is frustrated during a chat and suggest that the agent acknowledge the customer's feelings before providing a solution. Such suggestions can help create emotionally resonant experiences on a large scale

Establishing a gen AI adoption strategy

Selecting and finalizing AI use cases

As businesses start using AI in their CXM operations, it is important for them to find the best ways to use it. Enterprises are likely to adopt AI gradually and more than 60% of them are already piloting, deploying, or scaling up solutions based on gen AI. Each business' specific needs, challenges, and objectives will shape how these use cases are developed and implemented. We suggest that businesses consider use cases across three categories based on how easy they are to adopt and the potential impact they can have.

- **Quick wins:** This category includes high-impact, low-effort solutions that deliver immediate value. Examples include intelligent omnichannel platforms, AI-powered knowledge management tools, and post-call summarization. By delivering tangible benefits quickly, these use cases pave the way for broader AI adoption
- **Transformative investments:** This category encompasses high-impact, high effort solutions that are designed to fundamentally transform customer experience and provide competitive advantage and necessitate a comprehensive evaluation of enterprise priorities, technology, and workforce readiness. Solutions in this category include conversational AI, real-time agent assistance, non-voice multilingual support, and AI-driven self-serve platforms
- **Experimental investments:** Use cases in this category have a strong long-term impact, but they involve complex, resource-intensive integrations. These initiatives have sophisticated technology and strategic requirements and pose significant risks if not executed carefully. Examples include advanced product development analytics, voice-to-voice language translations, and assistive agent training through adaptive learning bots

Technology stack and AI vendor selection criteria

Selecting the right AI vendor is essential to improve customer interactions and streamline operations. Enterprises have the option to select from major tech companies, such as Microsoft, AWS, and Google, or specialized providers, such as OpenAI and open-source options. The decision should be informed by factors such as existing infrastructure, AI capabilities, and customization requirements. A thorough understanding of each vendor's strengths will help organizations make informed choices that align with their strategic goals and operational requirements. We take a closer look at a few of these providers below.

- **Microsoft:** Microsoft provides a comprehensive ecosystem that seamlessly integrates with its enterprise tools and cloud services, such as Azure. It is well-suited for enterprises heavily invested in Microsoft products or those requiring robust support for legacy systems. Microsoft's robust data architecture and extensive compliance certifications make it a reliable choice for organizations with rigorous security and data governance needs
- **AWS:** It stands out for its wide range of CX-specific solutions and flexibility, making it a top choice for businesses that prioritize scalability and a rich AI toolset. AWS is well-suited for enterprises looking for foundation models from AI companies such as AI21 Labs, Anthropic, Cohere, Mistral AI, and Stability AI, along with the capabilities needed to build gen AI applications
- **Google:** Google specializes in cloud-native operations and excels in data analytics and machine learning, with solutions such as BigQuery and Vertex AI. It is well-suited for enterprises focused on cutting-edge AI development and advanced analytics. Google's solutions are particularly suitable for digital-first businesses or those migrating to the cloud
- **OpenAI:** It offers state-of-the-art AI models through APIs, making it possible to leverage natural language processing and other AI applications. OpenAI is best suited for companies looking to integrate sophisticated AI features into their products without developing these capabilities in-house. However, it requires additional infrastructure and security measures to fully integrate into an enterprise environment
- **Open source:** Models such as Mistral AI, Stable Diffusion, Meta Llama 3, and Falcon provide flexibility and customization, making them attractive to organizations with unique needs or integration requirements. However, these solutions often demand more in-house expertise and resources to implement and maintain. Nevertheless, they can be tailored extensively to fit specialized use cases or work within specific IT environments

Key enterprise concerns and best practices for adoption

As gen AI systems become more advanced and autonomous, enterprises must prioritize accountability and transparency in gen AI's decision-making processes. It is important to address potential biases in the data used to train these systems to prevent discrimination and ensure fairness. Responsible AI deployment is particularly crucial in regulated industries with high stakes and stringent regulations.

Exhibit 3 illustrates key enterprise concerns when adopting gen AI technologies and the best practices to address them.

Exhibit 3: Key challenges and best practices for successful AI implementation

Source: Everest Group (2024)

● Low ● Medium ● High






Area	Challenges	Level of concern	Best practices
01 Data security and privacy 	Confidentiality – using confidential data for model training	High	Enterprises must implement data governance and security practices alongside private hosting to ensure that AI models are consumed on secure, company-controlled servers, and users share only approved data.
	Data leakage – exposure of private information	High	
	Data reliability – incorrect output	Medium	
02 Reliability and explainability 	Lack of trust – creating and spreading misinformation	Medium	Techniques such as reinforcement learning from human feedback, which uses human feedback to refine AI behavior, prevent hallucinations, and put necessary guardrails, can enhance AI systems' reliability and explainability.
	Hallucinations – false content due to limited training data set	High	
	Deepfakes – AI-generated content of people doing or saying things that they did not in reality	Medium	
03 Ownership and responsibility 	Copyright ownership – protecting IP generated by gen AI	Medium	<ul style="list-style-type: none"> • Robust transparency protocols, as part of which customers are clearly informed about AI's role in their interactions, will be of paramount importance in ensuring accountability • Human oversight will remain essential, with AI systems designed to seamlessly escalate complex or sensitive issues to human agents • Regular audits and bias monitoring will ensure fair and unbiased AI behavior, supported by comprehensive staff training on ethical AI use
	Accountability – legal issues arising from incorrect output or IP infringement	Low	

Exhibit 3: Key challenges and best practices for successful AI implementation (continued)

Source: Everest Group (2024)

● Low ● Medium ● High

Area	Challenges	Level of concern	Best practices
04 Bias, ethical considerations, and compliance 	Regulatory landscape		Enterprises must comply with evolving regulations, such as NYDFS, PRA/FCA, GDPR, CCPA, HIPAA, and the EU AI Act.
	Biased output		<ul style="list-style-type: none"> Organizations should implement techniques such as content moderation to review and filter user prompts and content generated to comply with community guidelines and prevent the offensive content They should adopt responsible AI to ensure industry and geographic compliance considerations vis-à-vis gen AI integration
	Unethical responses		
05 Cost and Rol 	Substantial investments in gen AI systems' technology, training, and ongoing maintenance		<ul style="list-style-type: none"> Enterprises should consider collaborating with third-party providers to measure costs associated with technology, change management, and compliance They should quantify expected benefits, such as cost savings, top-line growth, and productivity improvement, for a thorough Rol analysis

Effectively managing the balance between innovation and risk-taking is a key challenge in maximizing the potential of gen AI while maintaining ethical standards and regulatory compliance. Moving forward, organizations' AI leadership will play a vital role in ensuring gen AI systems' safety and preparing for their integration across data and workforce readiness.

The role of third-party providers

Enterprises are increasingly collaborating with third-party providers to address AI challenges. In fact, a recent Everest Group survey indicates that more than 70% of enterprises are open to partnering with third-party providers. These partnerships deliver external expertise and resources, as outlined below, which are essential for prompt and effective implementation.

- **Strategy and roadmap development:** Third-party providers offer fresh perspectives and deep domain knowledge, as well as ensure that AI initiatives align with organizational goals
- **Data readiness and preparation:** They excel in assessing data quality, identifying gaps, and preparing robust datasets essential for the success of AI models
- **Technology readiness and accelerated deployment:** Using the latest technologies and ready-made solutions, they accelerate the deployment of AI solutions, ensuring access to proven next-generation technologies
- **Model development and customization:** They develop and customize AI models tailored to enterprise needs and challenges in the contact center domain
- **Ethical and responsible AI guidance:** Third-party providers offer AI deployment guidance, ensuring fairness, transparency, and accountability in AI solutions
- **Integration and deployment:** They streamline integration into existing infrastructure, minimizing disruptions and maximizing efficiency
- **Ongoing support and maintenance:** They provide ongoing support, monitoring, and updates to ensure that AI systems continue to perform optimally

Commercial constructs for partnering with third-party providers

In an evolving CXM landscape, enterprises are reevaluating traditional pricing strategies and success measures and preferring pricing models focused on outputs and outcomes. These new models promote transparency, incentivize high performance, and cultivate collaborative partnerships.

Emerging pricing approaches include:

- **Base Full Time Employee (FTE) pricing + subscription model:** It involves a fixed fee based on the number of FTEs tasked on a project and recurring subscription fees for using CXM platforms and solutions
- **Outcome-based pricing:** It ties the cost to measurable outcomes, such as customer satisfaction scores, effort elimination, or revenue generation
- **Gainsharing:** This is a performance-based model that aligns the provider's compensation with the client's financial gains, incentivizing both parties to collaborate and achieve mutually beneficial results

These models enhance value creation for enterprises by providing customized offerings that boost customer satisfaction and loyalty in a very competitive business environment. The digital age will bring changes to the way CXM contracts are finalized, particularly with the adoption of new commercial models, as Exhibit 4 shows.

Exhibit 4: New commercial models in CXM and their potential benefits, risks, and inclusions/exclusions

Source: Everest Group (2024)



Base FTE pricing + subscription for platforms and solutions

Benefits

- A simple pricing structure that does not require sophisticated governance, making financial planning easier
- Access to specialized skills and technologies not available in-house
- Higher flexibility, with the option to implement different solutions gradually

Risks

- No explicit motivation for the service provider to improve performance beyond service levels
- Limited customization
- Achieving end-to-end transformation can be challenging

Inclusions/Exclusions²

- Agent rate typically includes costs associated with the support layer, such as quality analyst, MIS/reporting agent, WFM, and trainer, and the supervisory layer, such as team lead and manager
- Platform fee and associated services fee are charged on subscription basis
- Transition charges are generally included



Outcome-based pricing

Benefits

- Lower cost during periods of inactivity
- Buyer needs to remain engaged only at a strategic level
- Process improvements are driven by the service provider's motivation to reduce internal costs and improve margins

Risks

- Prioritizing quantity in volume-based metrics may compromise service quality
- Overreliance on the provider for output management may pose risks if performance issues arise or if the enterprise wants to change the provider

Inclusions/Exclusions²

- Payment based on output volume or fixed fee for pre-determined activity
- Flexi-variable pricing for volume beyond set threshold
- Excludes transition charges and recovery of initial investments



Gainsharing

Benefits

Benefits for service providers and enterprises in this model:

- The outsourcing spend gets more closely attuned to the buyer's business cycle
- Shared risks and rewards incentivize collaboration and mutual success
- Encourages transparency and trust

Benefits specific to enterprises:

- Enterprise needs to remain engaged only at a strategic level
- Access to a comprehensive suite of services and tools
- Achieving end-to-end transformation becomes more feasible
- FTE monitoring becomes less of an issue

Risks

Risks that service providers and enterprises face in this model:

- High degree of collaboration is required, which might be difficult to achieve
- Disputes over fair distribution of gains between the service provider and the client
- Identifying appropriate performance metrics and accurately measuring performance

Risks specific to enterprises:

- Limited transparency into how the work is done, especially when the data is sensitive
- Strong due diligence is required

Inclusions/Exclusions²

- Includes higher fee at risk for non-performance
- Service providers agree on a percentage of net benefit to be passed on to the client after recovering any initial investment made for the transformation
- Transition charges are generally excluded

Conclusion

The advent of gen AI represents a game-changing opportunity for enterprises to revolutionize their CXM strategies and gain multiple advantages across industries and applications. To truly harness the power of gen AI, organizations must approach adoption with precision – carefully selecting relevant use cases, ensuring data readiness, and rigorously addressing ethical and regulatory concerns.

While gen AI is still in its early stages, its impact is expected to be profound. When implemented effectively, enterprises could realize up to 25% cost savings within 12-24 months by automating routine tasks, managing simple interactions, and boosting agent productivity. Training times for agents are projected to decrease by 20-30% as gen AI continually learns from existing interactions and delivers targeted training. By 2026, operational efficiency in contact centers could improve up to 25%, driven by gen AI's ability to streamline processes, optimize workflows, and provide real-time support to both agents and customers, significantly enhancing key contact center KPIs, including customer effort scores, satisfaction rates, and average ticket resolution times.

To navigate the complexities of gen AI adoption, organizations must develop comprehensive roadmaps that address critical challenges, adhere to industry best practices, and establish clear success metrics. While the journey may be challenging, the substantial rewards will deliver meaningful and far-reaching benefits for all stakeholders involved.

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