

Why You Can't Afford to Get AI Wrong in Customer Experience

The Reality for Most Organizations

Globally, companies put **\$2.8T in revenue** at risk each year due to bad experiences. In response, organizations are investing heavily in AI to fix the problem, yet **60% of companies** are **not getting material value** from their AI investments. The core issues: companies aren't executing their initiatives properly, and customers don't fully trust AI.

- ▼ **69% of retail organizations** have **rolled back an AI customer communications** agent due to a governance failure
- ▼ **63% of consumers** are extremely or very **concerned about data protection** when it comes to interacting with AI-powered technology
- ▼ **49% of consumers** are extremely or **very concerned about whether AI can provide them with the right answer or output**

But there's a major opportunity, because customers aren't rejecting AI; **sixty-five percent of consumers** already use it to research products before purchase. They're just wary of bad AI. Demand exists for the companies that get execution right.

The Solution: AI That Actually Solves Customer Problems

The most successful AI implementations start with a clear customer need, not with what technology can do. They adapt in real time, anticipating what each customer needs in the moment based on who they are and what they're doing. Trust and transparency are built into the experience's foundation, with governance defined and measured from day one. This approach transforms AI from a cost center into a revenue driver that earns genuine customer loyalty.

The results:



Higher
customer
satisfaction



Stronger
loyalty



Sustainable
revenue
growth

Real-World Results: Compare the Market

One in three consumers said comparing insurance was "too much effort." So Compare the Market set a clear ambition and turned its beloved brand mascot into an intelligent customer experience that delivers relevance, value, and personalized guidance in real time.

Key results:

55%
INCREASE

in CRM revenue
contribution in 9
months

44%
INCREASE

in clicks on
car insurance
renewals

120M

personalized pricing
recommendations
delivered

[READ THE FULL CASE STUDY HERE >>](#)

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