

Customer Experience

Approaching an Experience-Orchestrated Business
Through Revenue, AI and Data Operations

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IDC

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The CIO's role in customer experience

CUSTOMER EXPERIENCE DRIVEN REVENUE OPERATIONS

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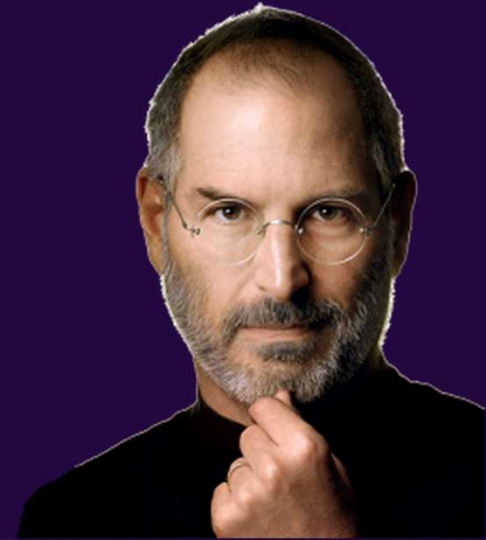
88%

of CIOs say their role is becoming more digital and innovation focused. Up from 85% in 2023

“The hardest thing is how does (a focus on features) fit into a **cohesive larger vision** to sell \$8 billion, \$10 billion of product a year?”

“You’ve got to **start with the customer experience and work backwards to the technology**. You can’t start with the technology and try to figure out where you’re going to sell it.”

Steve Jobs
1997 Apple Worldwide Developer Conference



Progressive Experience Value

 1980
Personal
Computing
Internet

 1990
WWW
eCommerce

 2000
Social Media
Smart Phones

 2010
Big Data
IoT, AR/VR

 2020
GenAI
Data Privacy

Productivity

Connectivity

Creativity

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Experience-Orchestrated Business

Delivering shared experience value powered by intelligence

Transform the Work Experience

people and systems are more connected

Measure the User Experience

define and audit policies and governance



Deliver a Trusted Experience

innovation builds on customer trust

Streamline the User Experience

insights drive better decisioning

Business Initiatives Driving IT Investments

2023

1. Capitalizing on emerging tech opportunities (such as AI)
2. Improving the customer experience
3. Improving digital skills across the organization
4. Improving IT support
5. Increased investment in security technologies

2024

1. Increasing cybersecurity protections
2. Increasing operational efficiency
3. Transforming existing business processes
4. Capitalizing on emerging tech opportunities (such as AI)
5. Improving the customer experience

Highest Priority Metrics

- Performance of IT support
- Productivity of IT development teams
- Indicators around customer experience

What are your organization's top technology priorities for the next 12 months?

ROI for AI-enabled Applications

Good news

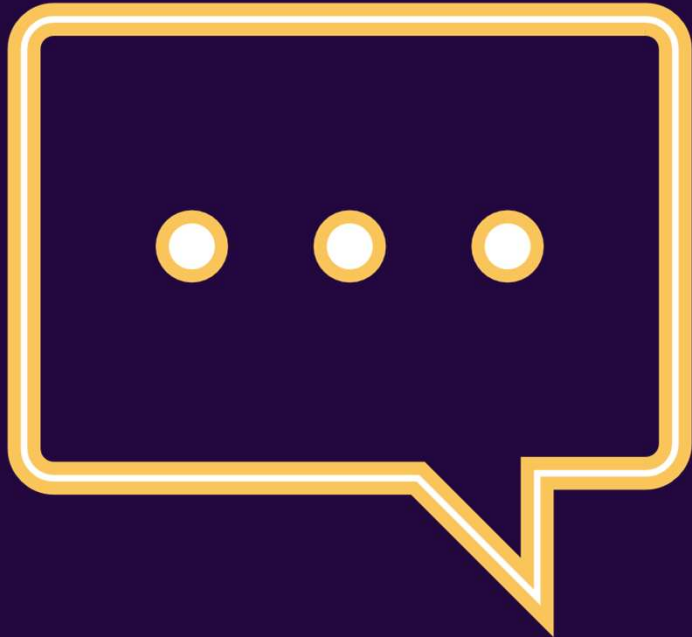
35% do a good job correlating AI-powered app technology projects with operational and business outcomes, closely monitoring the results to ensure success.

Not so good news

42% struggle to link AI-powered apps with outcomes and to monitor progress.

RevOps

2/3rd of CEOs expect to see the CIO focusing on business outcomes, orchestrating digital transformation efforts and **driving new revenue streams**



OPEN DISCUSSION

Share successes and learnings from a customer experience initiative leading **RevOps**

The CIO role in AI adoption, driving change and scaling technology

AUTOMATION AND AI/GENAI

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AI/GenAI Assisting the Experience



Content Creation

- Text generation
- Image creation
- Audio creation



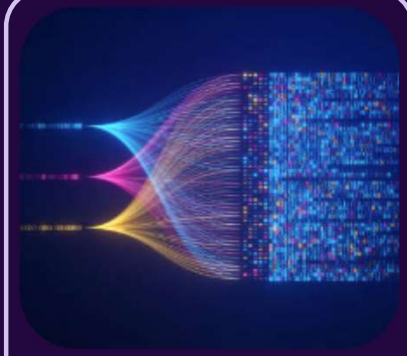
Automation

- Planning
- Scheduling
- Search
- In-app learning



Data Optimization

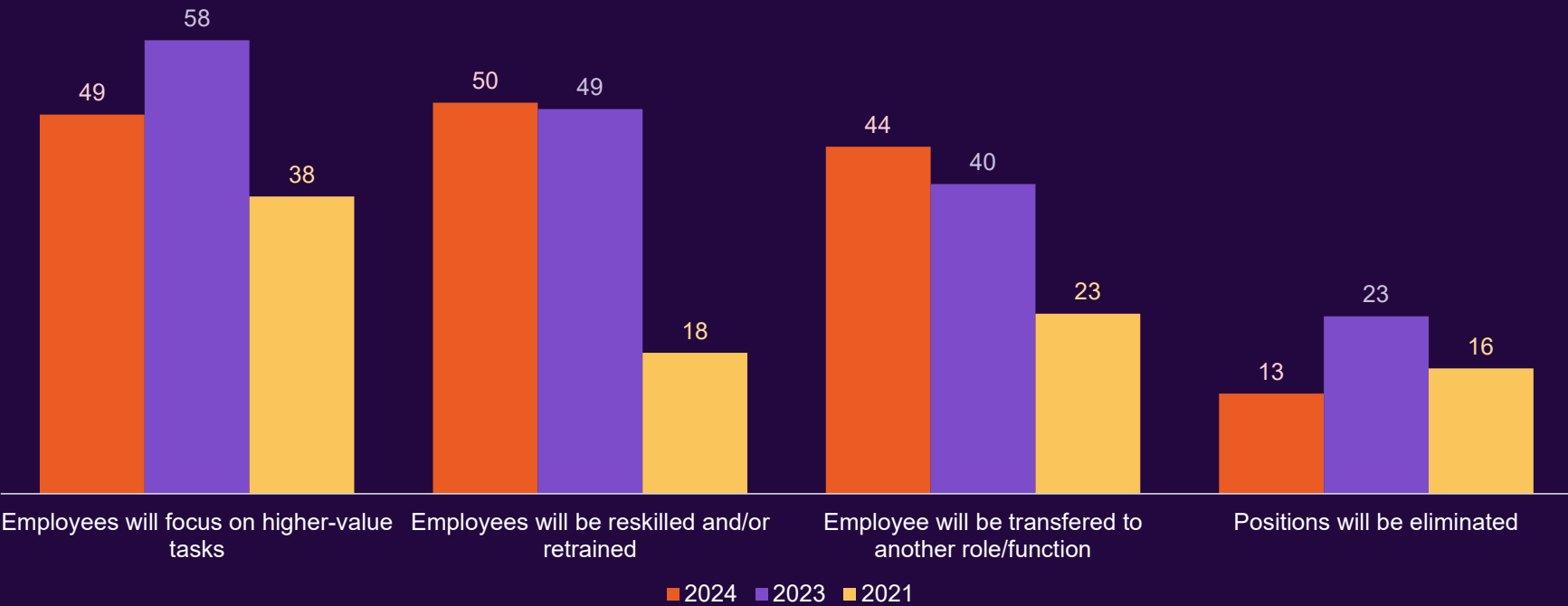
- Data augmentation
- Personalized recommendation
- Predictive maintenance



Code Generation

- AI-generated code
- Code audits
- Code translation

EX: CX Impacts via Role Changes



AI and Humans Working Together

Technical Skills



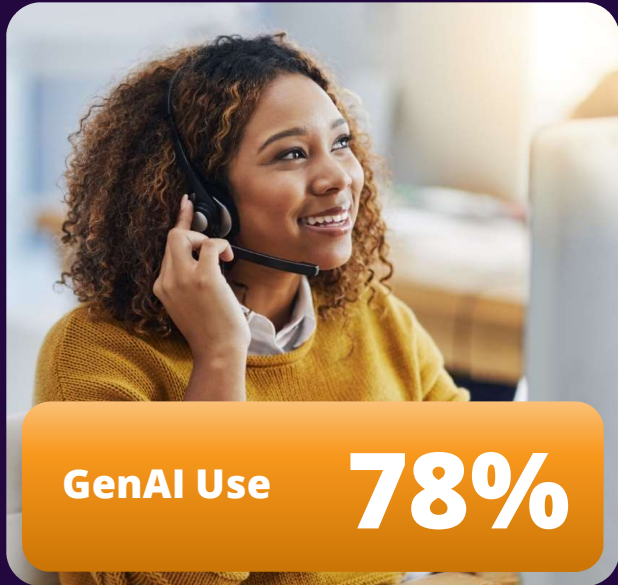
- Machine Learning Expertise
- Natural Language Processing (NLP)
- Computer Vision
- Generative AI Skills
- Programming and Software Development

Human Skills



- Data Analysis and Visualization
- Communication and Collaboration
- Creativity and Problem-Solving
- Adaptability and Lifelong Learning
- Ethical Considerations, Bias Detection
- Avoid Technical Catfishing

Grow Customer Satisfaction and Revenue



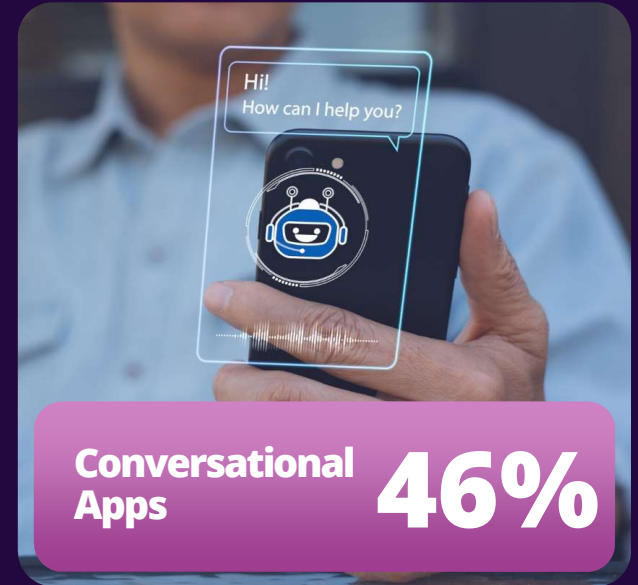
GenAI Use **78%**

In 2024: 34% of Front-office teams use GenAI to improve customer experience



Revenue Focus **68%**

3-5 years: Finance and Operations will use GenAI to assist in revenue generation



Conversational Apps **46%**

Brings the most promise for GenAI and an opportunity for new user interfaces



Samsung Connected Care

Fully digitalized end-to-end intelligent customer service

- **Preventive performance** repair small product errors before significant damage occurs
- **Analytic insights** for continued product refinement
- **CX Improvements**: CES improved by 36%; CSAT improved by 16%; First time fix ratio improved by 23%
- **Efficiency gains**: 9% decrease in overall contact center call volume and incoming call rate reduced by 38%

AI Ops

41%

Already use GenAI features
in Enterprise Apps

25%

Will replace it if GenAI is not
in the next release

Which of the following are immune to budget
reduction regardless of the economic environment?

1

27.6%
Security, Risk &
Compliance

2

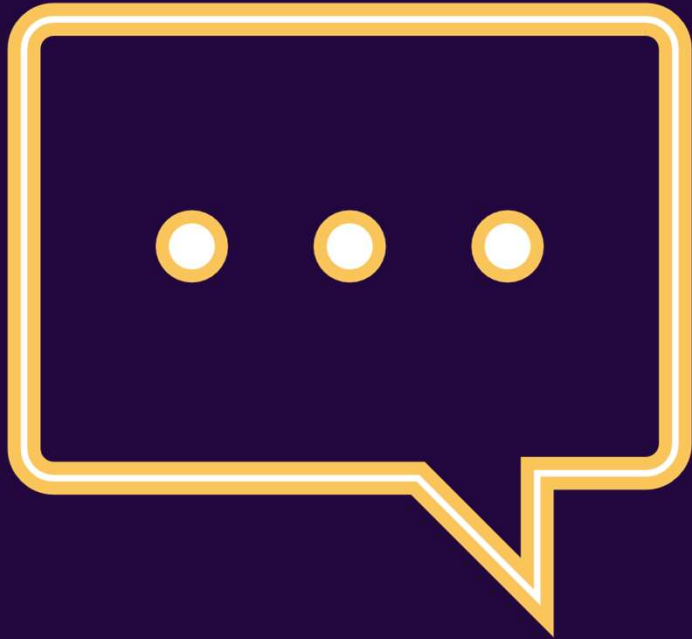
26.4%
AI & Automation
Initiatives

3

25.6%
Infrastructure & IT
Ops optimization

4

18.4%
Workspace
Solutions



OPEN DISCUSSION

Share a practical GenAI use case having a big impact on the business and the role of **AI Ops**

The CIO role in data connections, privacy and governance

DATA TRUST AND AUTHENTICITY

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Expanding Volume of Customer Data

Volume of data in the world is expected to **triple by 2028** from 132 ZB to **394 ZB**

28% of enterprises globally report that expanding data volume will have the most impact on CX

IDC predicts that by **2026, 45%** of G2000 firms will eclipse competitors by leveraging real-time AI-mined data on product usage, interactions, and sentiment to direct the service and support experience.

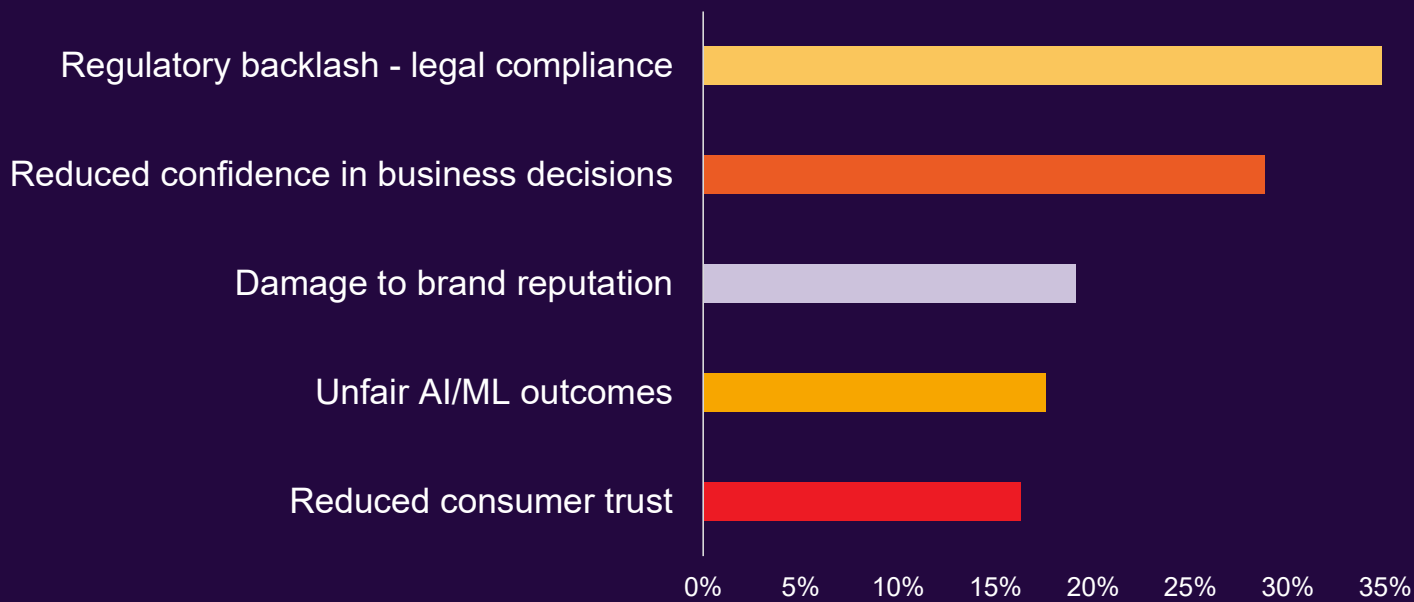
Worldwide IDC Global DataSphere Forecast, 2024–2028: AI Everywhere, But Upsurge in Data Will Take Time

IDC FutureScape: Worldwide Future of Customer Experience 2024 Predictions

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Managing Data Responsibly



What are your organization's top two potential negative business impacts if AI is not implemented responsibly?

New Regulations

- European Accessibility Act 2025
- GS1 Digital Link – UPC barcode to QR Code 2027 Sunrise Date

WCAG AA



Policies and Governance

66% of CIOs feel technology vendors don't understand the risks of AI completely

Only 22% of organizations have a Responsible AI policy



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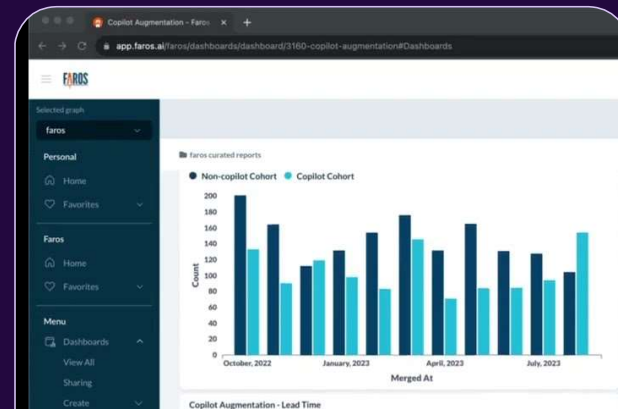
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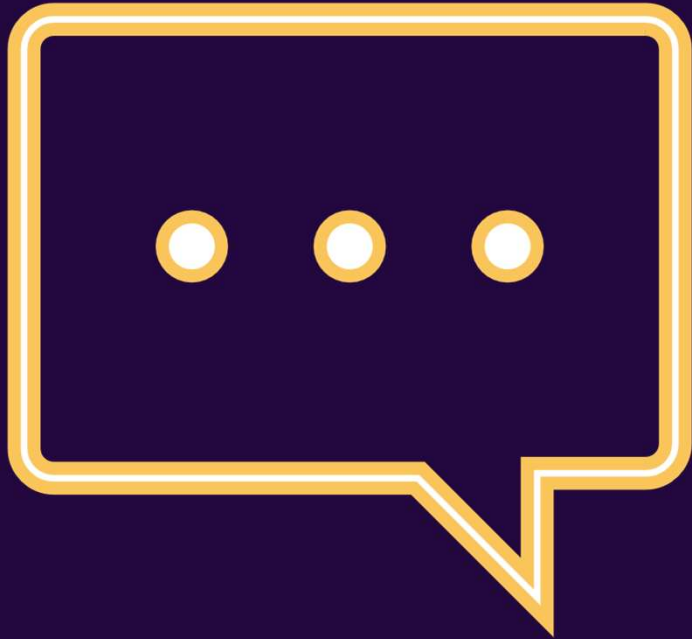
DataOps

IDC predicts that by **2026, 50%** of organizations will expect **near-real-time, continuous consulting insights and feedback** on their digital business products and services in alignment with defined business objectives



Business Objectives:

- Data-driven decision-making
- Predictive insights
- Personalized Experiences



OPEN DISCUSSION

Share guidance on establishing policy, governance or data trust with **DataOps**

Orchestrating Change for CX

Start with the experience and fit the tech to benefit both the organization and its ecosystem of users

1

Orchestrate Work

To connect data and build trust with users measure RevOps

2

Deploy Intelligent Apps

that incentivize action and elevate automation under AIOps

3

Drive Shared Value

with measurable processes and policies tied to DataOps

Ready to learn more?
Let's continue the discussion.



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