The human connection: Using technology to create a better customer experience

5 key takeaways on new research from Verizon and Longitude

1. Acceptance of machines is growing.
   - Consumers are more willing than ever to accept the automated guidance from artificial intelligence (AI) chatbots and other intelligent tools driven by machine learning and natural language processing.
   - 56% of respondents are comfortable with fully automated interactions.
   - 16% of respondents express discomfort with fully automated interactions.

2. The option to interact with a human is essential.
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   - Consumers want the ability to interact with a human agent if they need to.

3. Trust in data use is integral to building trust in machines.
   - Data issues and friction during online interactions made consumers cease their involvement with brands.
   - 41% of respondents are uncomfortable with companies using data to learn.
   - 44% of respondents are uncomfortable with companies sharing information about you with an external source.

4. A lack of transparency may lead to lost revenue.
   - Consumers want companies to be honest about using AI-powered bots to guide interactions.
   - 41% of respondents would reduce their involvement with a company if it were not transparent.

5. The idea of machines creating a “human connection” evolves.
   - While the majority of consumers today do not consider a chatbot or other automated interaction to offer a “human connection,” a significant number do, especially in younger age groups.

The bottom line: It’s all about balance.

Building and managing new customer relationships when using AI-driven by big data.

- Balance the technology and how you are able to interact with it to manage the experience to maximize the right and the right data.

Get more insights in the full report: enterprise.verizon.com/resources/whitepapers/human-connection/