



# Conversational AI - driving the future of CX



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# IN AN EXPERIENCE ECONOMY, BAD CX IS BAD BUSINESS

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**57%**

**of internet users won't  
recommend a business with  
a poorly designed mobile website**

**75%**

**judge a company's credibility  
based on website design**

**83%**

**of mobile users want a  
seamless experience  
across all devices**

**Are you betting the farm on something that is fundamentally broken?**

\*27 eye-opening website statistics, SWEOR

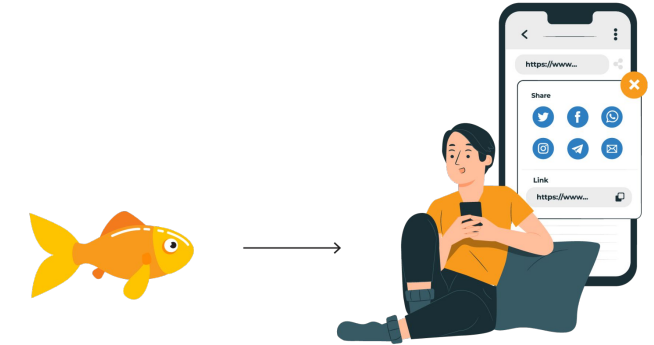
# GOOD CX ON MOBILE DEVICES IS DIFFICULT WITH WEBSITES AND APPS



Mobile Web experiences are clunky



Mobile Apps have reached saturation

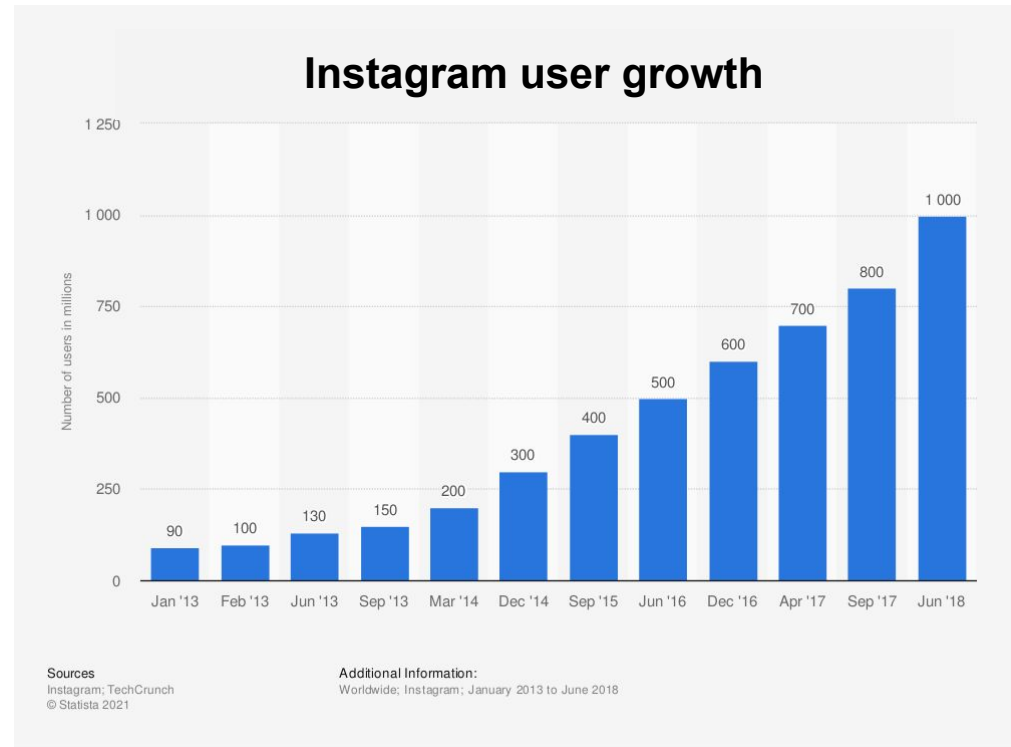
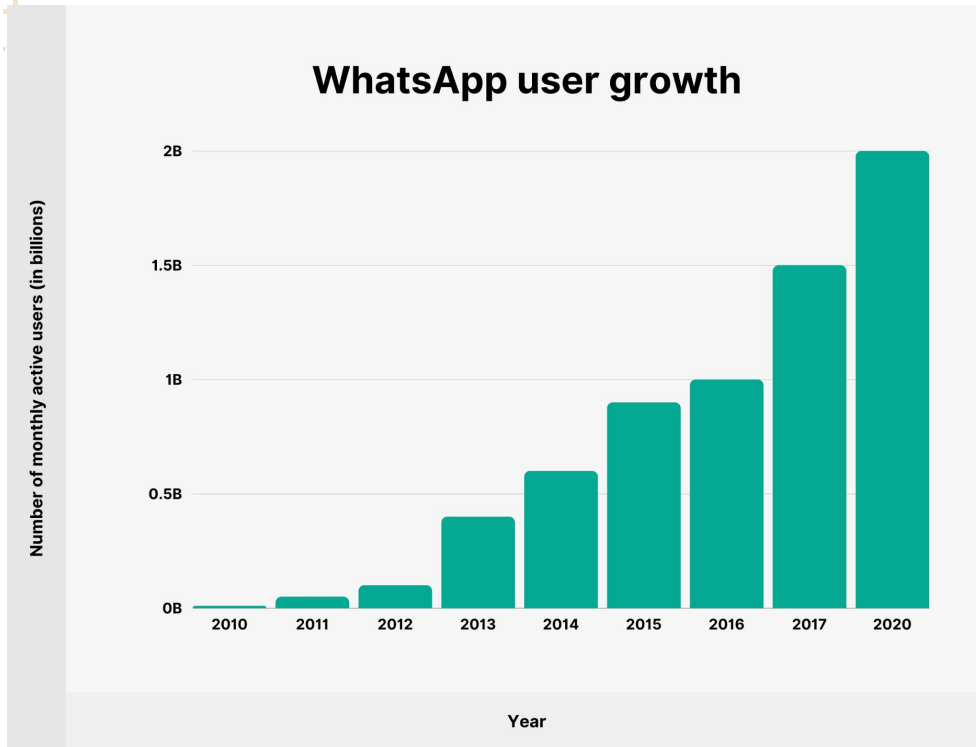


Attention Span  
**9 Seconds**

Attention Span  
**6 Seconds**

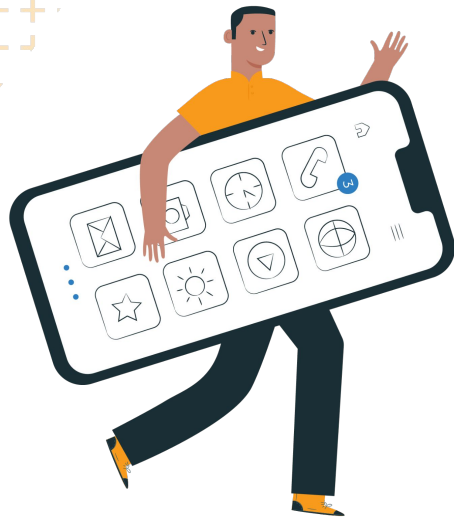
Consumer Attention Spans are shortening

# USERS ARE SPENDING THEIR TIME IN **MESSAGING APPS**



**Businesses need to go where the users are!**

# CONVERSATIONAL EXPERIENCES ARE THE NEXT BIG OPPORTUNITY



**Be where your customers are**

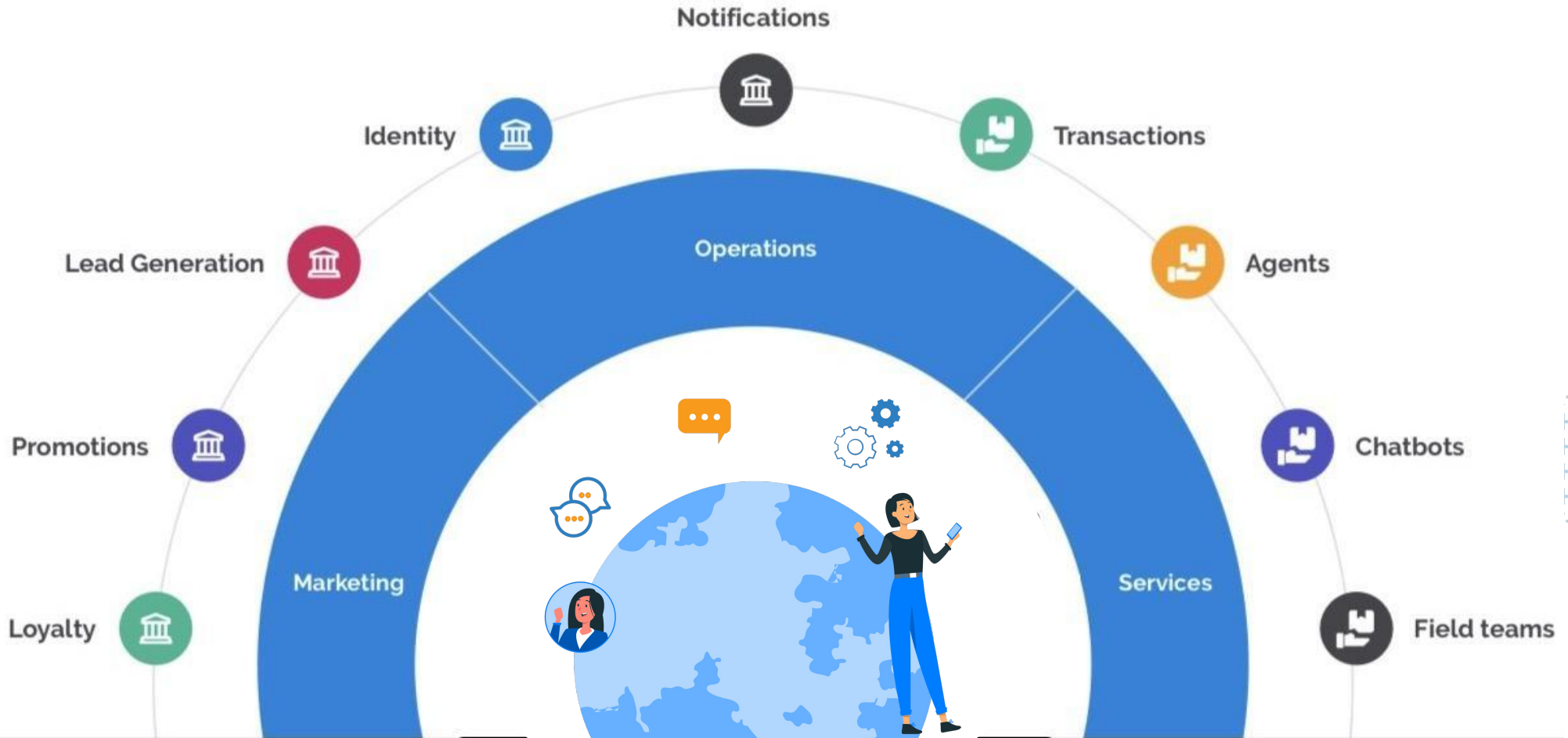


**Converse with them in a language they are comfortable with**

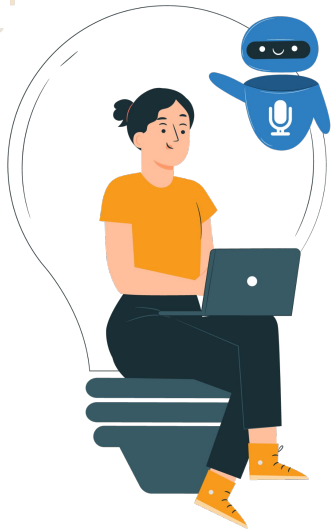


**Get them to talk to you, like they would with friends and family**

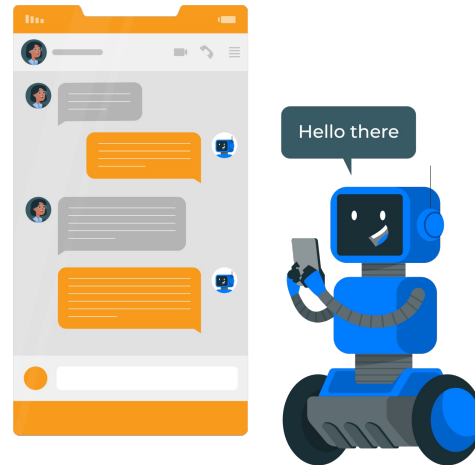
# EVERY CUSTOMER TOUCHPOINT WILL BE TRANSFORMED WITH CONVERSATIONAL EXPERIENCES



# CONVERSATIONAL AI ENABLES **NATURAL, INTUITIVE** INTERACTIONS



Conversational AI powers chatbots or voice assistants that your customers talk to



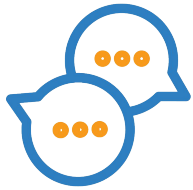
Uses large volumes of data, machine learning and natural language processing to carry out human-like interactions.



Has deep learning capabilities over text and voice, which helps it learn, process and transact with a contextual understanding.

# STATE OF THE ART IN CONVERSATIONAL AI IS RAPIDLY PROGRESSING

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Natural Language Conversations



Multi-turn dialog



Multi-lingual conversations



Cross-lingual conversations



Text and Voice



# CONVERSATIONAL AI ENABLES PERSONALIZATION



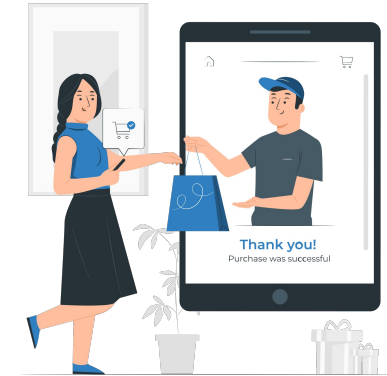
## Past

- Interaction on Brand specific website, Apps
- No Personalization
- No way to engage with customers directly



## Present

- From one on many to one on one
- AI + Human solving problems
- Being at every customer engagement touchpoint



## Future

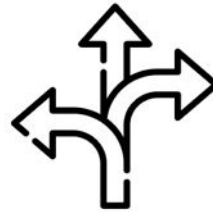
- Tailored experience for each customer at every step
- Insights led commerce
- Convenience is key

# CONVERSATIONAL AI IS THE **FUTURE OF CX**



## Better Engagement

Omni-channel customer engagement is preferred by almost 78% of the customers.



## Personalization

66% of consumers say encountering content that isn't personalized would stop them from making a purchase.



## Cost Efficiency

AI can lower down operating costs by as much as 15 to 20 percent across business verticals.