

Mind the CX AI Gap

84% of customers say that AI will improve CX

The pivotal role of AI and digital technologies is bridging gaps within contact center support operations.

However, the disconnect between customer expectations, business demands, and service quality leads to hidden gaps, resulting in increased costs and diminished customer satisfaction.

The AI for CX loyalty boost

The need for CX AI is clear across the board, but how do you choose amongst the menagerie of options that exist? NICE Enlighten is purpose-built for CX and your brand and leverages the world's largest labeled dataset of omnichannel interactions and your industry knowledge and expertise.

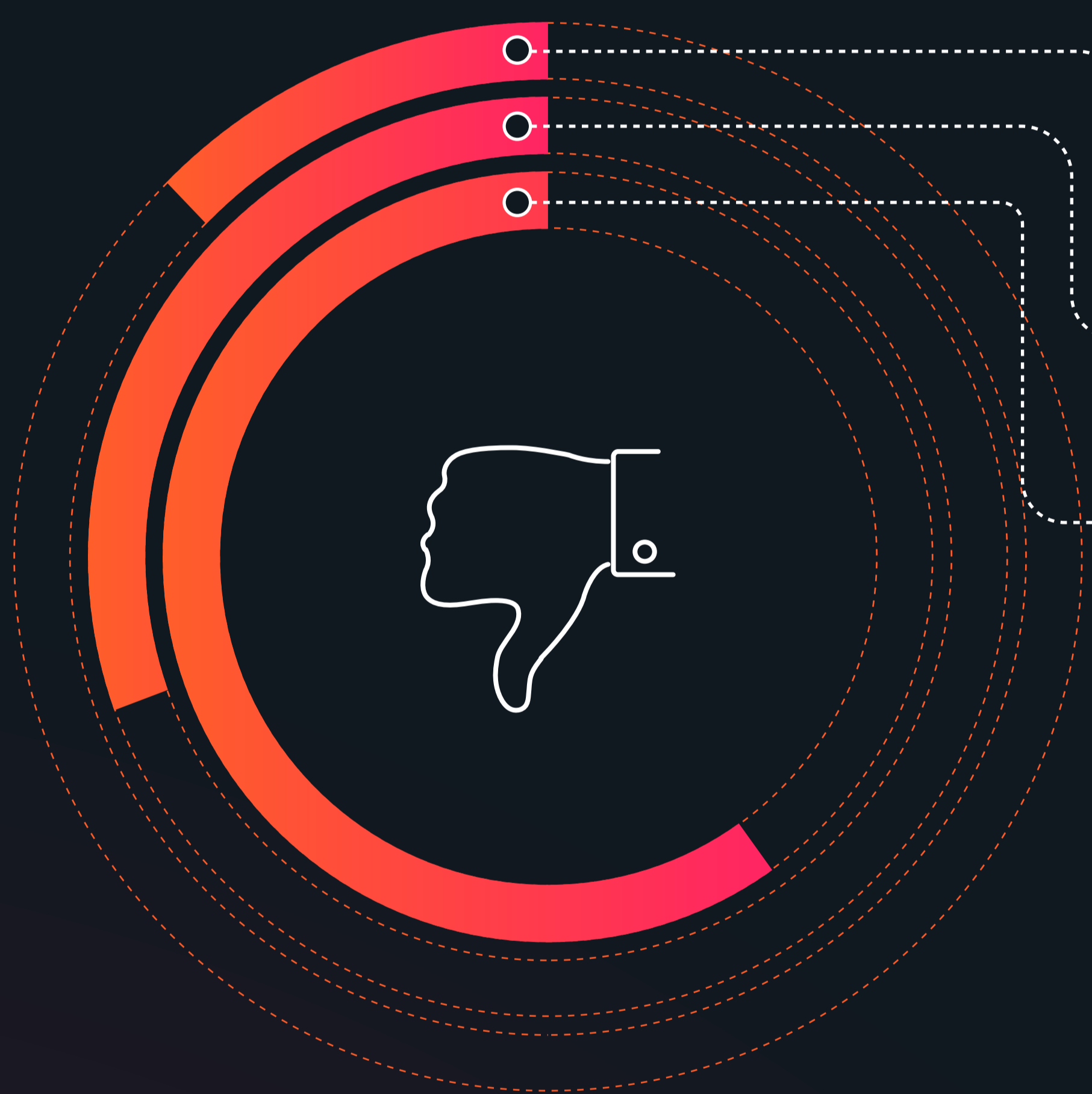
80% of customers say AI delivers a more personalized experience

62% of business leaders say that AI has reduced calls in the queue

62% of employees engage more proactively with AI

68% of employees state they have instant access to information

Customer disloyalty by the numbers



17% of customers left because of better products/offers from competitors

36% of customers left because of poor product quality

65% of customers left because of poor customer service

Within the 65%, the 2 principal reasons were:

51% No self-service capabilities

47% Company doesn't know my interests or needs

59% of customers say the lack of personalization negatively affects customer loyalty

21% of agents say customers leave when there are insufficient digital capabilities

48% of consumers state that a lack of digital capabilities have a negative impact on loyalty

NICE Enlighten

The trusted AI for business, is the pinnacle of excellence in purpose-built AI for CX.

[Learn more >](#)

- Enlighten integrates the latest Generative AI technology
- Leverages the world's largest dataset of omnichannel CX interactions
- Integrated into a CX cloud platform with a suite of 45 essential CX applications and across 40 different channels
- Leverages NICE's unrivaled domain expertise
- Ensures the highest possible security guardrails
- Protects proprietary data while harnessing the benefits of generative AI