

Transformative Use-Cases Shaping the Future

DIGITAL TRANSFORMATION IN CUSTOMER EXPERIENCE

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Digital transformation is revolutionizing **Customer Experience(CX)** by enabling hyper-personalization, real-time engagement, and predictive insights. From AI chatbots to dynamic customer journey mapping, businesses can now anticipate and exceed customer expectations.

These high level use cases will demonstrate how technology is transforming the way businesses interact with their customers.

1. Dynamic Customer Journey Mapping

Description - Dynamic Journey Mapping analyzes customer behavior in real time to optimize engagement across touchpoints.

AI Model Type - Predictive Model

Solution Type - Platform



2. Customer Personalized Experience

Description - Hyper-personalized offers are generated when AI recommends tailored products/services based on preferences, boosting conversion rates.

AI Model Type - Prescriptive Model

Solution Type - Platform



3. Customer Service Chatbots

Description - AI-Powered Chatbots provides instant, personalized support to customers, reducing wait times and improving satisfaction.

AI Model Type - Prescriptive Model

Solution Type - Product



4. Customer Sentiment Analysis

Description - Sentiment Analysis identifies sentiment trends in feedback, enabling businesses to address concerns proactively.

AI Model Type - Diagnostic Model

Solution Type - Product & Service



5. Proactive Churn / Attrition Prediction

Description - Data models Identify customers likely to leave and enables targeted retention strategies.

AI Model Type - Prescriptive Model

Solution Type - Product / Service



THANK YOU

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