

## Transformative Use-Cases Shaping the Future

# DIGITAL TRANSFORMATION IN CUSTOMER EXPEIENCE

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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.

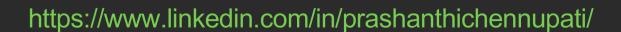


### 1. Dynamic Customer Journey Mapping

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

Al Model Type - Predictive Model

**Solution Type** - Platform





### 2. Customer Personalized Experience

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

Al Model Type - Prescriptive Model

**Solution Type** - Platform



### 3. Customer Service Chatbots

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

Al 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.

Al 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.

Al Model Type - Prescriptive Model

Solution Type - Product / Service





### THANK YOU

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