

INSIGHTS REPORT:

Maximizing customer experience and marketing impact with a tailored AI strategy

► Integrating AI to expand return on marketing investment

Artificial Intelligence (AI) has transformed the way we create and consume information. Marketers can use AI to deliver significant benefits to clients, increasing return on marketing investment to streamline and enhance content personalization and continuous improvement processes:



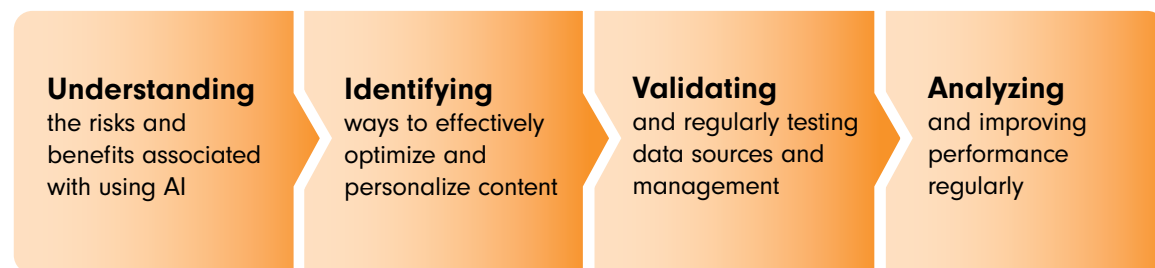
AI-driven marketing is set to drive 45% of the total global economy by 2030.
SPROUT SOCIAL



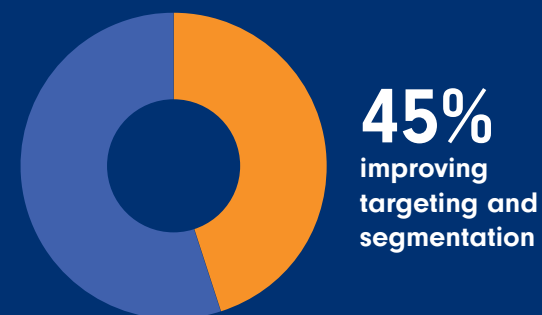
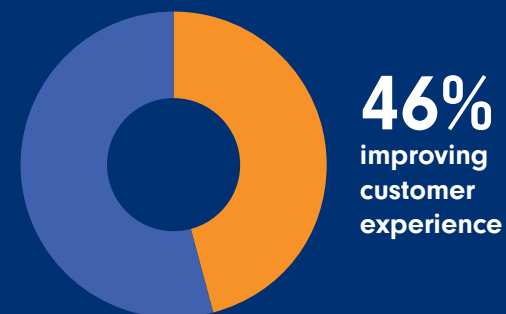
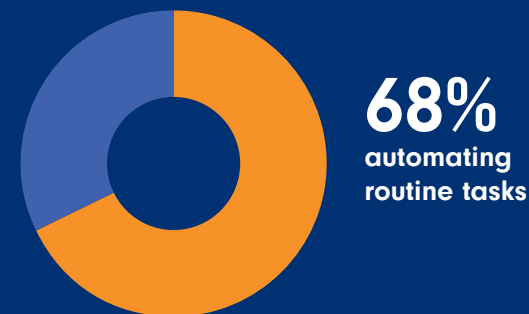
Companies utilizing AI for marketing are experiencing a 37% reduction in costs and a 39% increase in revenue.
PROFILE TREE

The proliferation of AI applications can make it difficult to understand the best tool to use for marketing purposes. Ultimately, it's less about the specific tool and more about establishing a consistent, strategic approach to leveraging the power of AI to advance goals that best serve your customers and clients.

Marketers can maximize customer experience and increase marketing impact with generative AI by taking the following steps:



In a Digital Marketing Institute survey, marketers shared the following top use cases for AI:



DIGITAL MARKETING INSTITUTE

► Navigating the risks and benefits of AI

When used strategically, incorporating AI capabilities into your customer experience strategy can deliver powerful marketing benefits, such as:



- Increased efficiency, which reduces costs by freeing up staff time to deliver even more value-added work
- Improved response rates, which helps drive better customer engagement, market share and penetration, and drive increased financial return

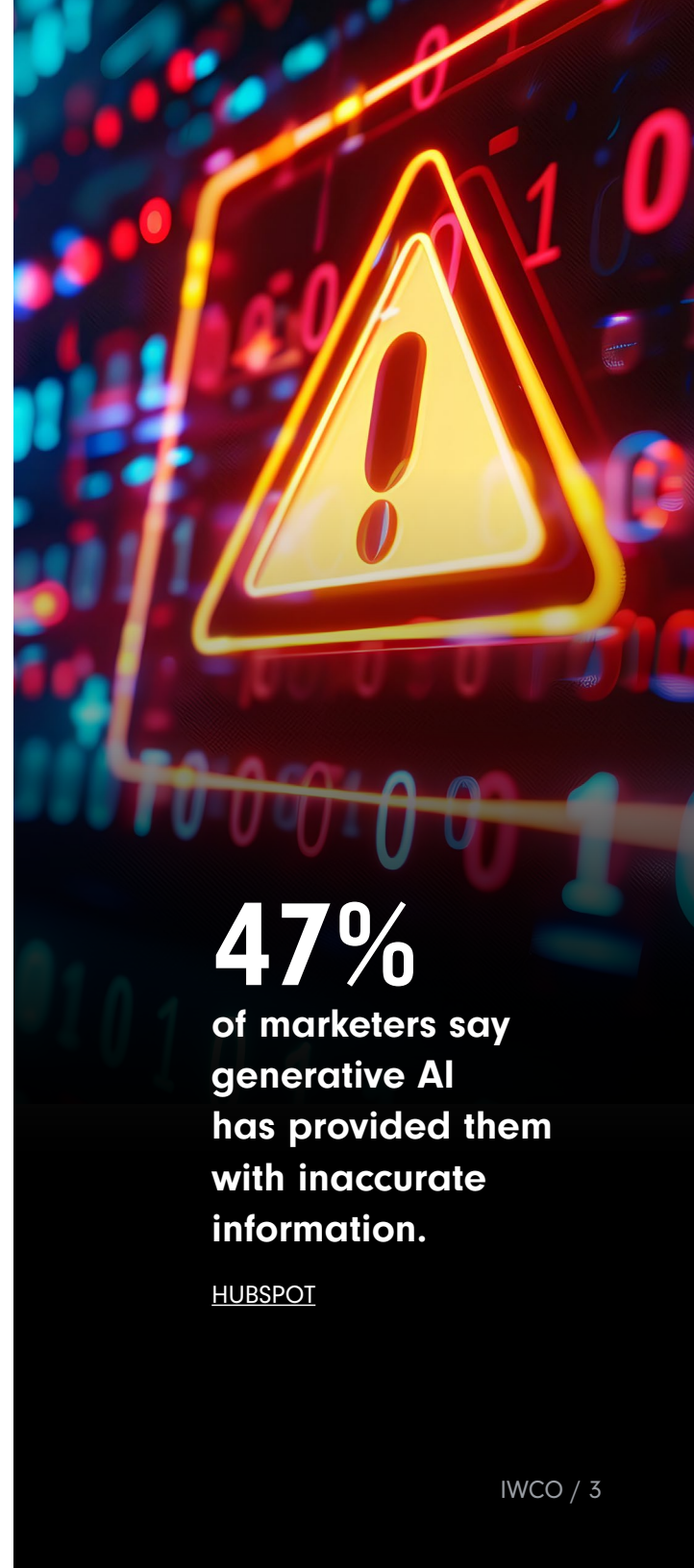
As is the case with any new technology, any AI-generated content or customer-facing materials should be validated and rigorously tested.

Key risks associated with AI include:



- Inaccurate information, which requires time and effort to correct and could impact consumer trust
- Lack of alignment to brand voice and standards
- Copyright infringement or leveraging proprietary content
- Information bias
- Data privacy risks

To reduce risk, marketers should clearly and thoughtfully weigh the benefits and risks of AI for their organization, and develop a clear strategy and process for how to leverage AI solutions, including creating specific prompts and closely reviewing all AI-generated materials.



47%
of marketers say
generative AI
has provided them
with inaccurate
information.

HUBSPOT



71%

of marketers surveyed
say AI helps them
personalize the
experience customers
get with their company.

HUBSPOT

► Optimizing content performance

AI is more than a content generation tool – it can help marketers increase the impact of existing messaging and materials.

Marketers can leverage AI to advance numerous marketing goals:

- Maximizing ROI by ensuring content is uniquely tailored to each audience, using hyper-personalization
- Enhancing content to improve usability and performance by:
 - Adopting multi-language utilization and translation
 - Using generative AI to simplify and scale the task of adjusting customer correspondence for:
 - » Language translation
 - » Reading comprehension levels
 - » Sentiment/tone
 - » Demographic characteristics
 - » Vernacular
 - » Accessibility
 - Infusing brand standards and regulatory requirements
 - Improving content quality with multivariate testing
 - Optimizing messaging and visuals for different channels and audiences





► Validating and testing data sources and management

In highly regulated industries like healthcare, marketers can use AI to efficiently create tailored messaging backed by data.

Incorporating a proof-of-concept (POC) is a standard step when adopting innovative technology, but LLM-based systems (Large Language Models) demand a unique approach for data input and management.

Considerations for marketers incorporating a POC into their customer experience AI strategy include:

- Data sources for AI messaging should be carefully chosen to mitigate risks, which could include proprietary data exposure and copyright infringement.
- Incorporating a unified content model that supports services related to security, governance, archiving, measurement, and analysis.
- Ensure your implementation team has diverse expertise, including business subject matter experts trained to create trusted prompts for generative AI engines.
 - Both technical and business experts should work closely with client partners to ensure an agile and effective workflow.
 - Technical specialists should handle prompt creation and application architecture.
 - Data sources must be flexible to support various client industries.
 - Content modeling helps determine the most effective imagery and messaging for each client's specific needs.

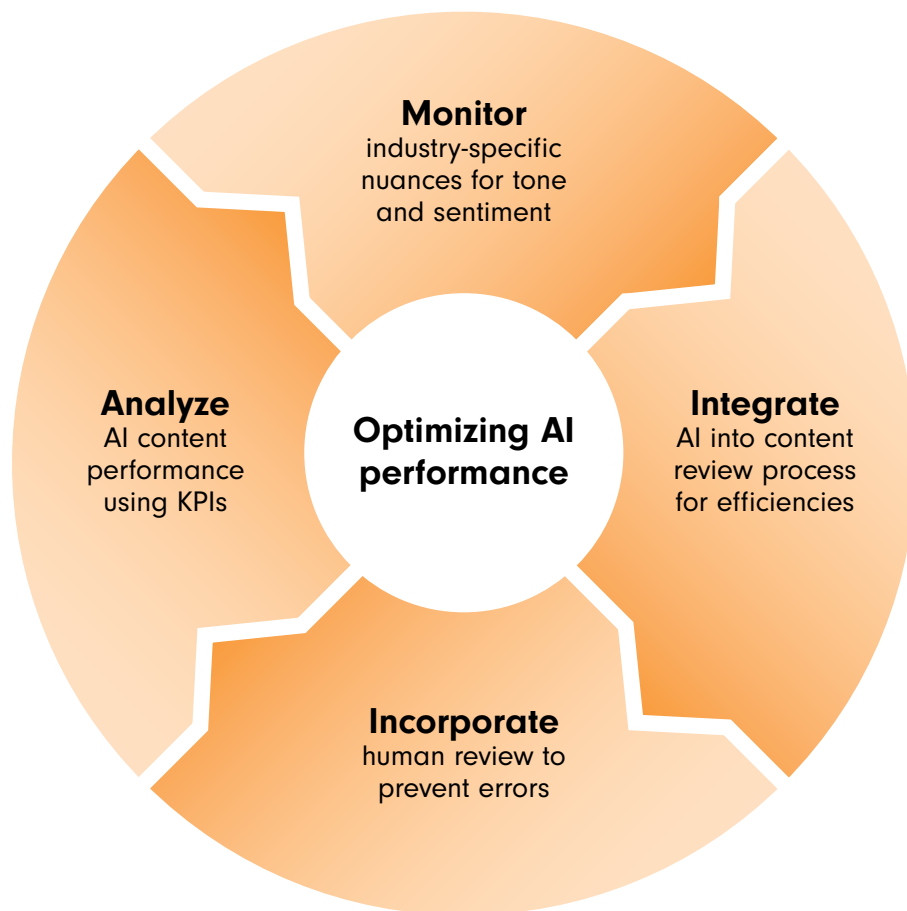


Marketers exploring generative AI should identify partners with experience developing AI use cases and creating content guardrails specific to different client industries.

► Analyzing and optimizing performance

AI solutions benefit from continuous refinements. Feedback from multiple sources, including both machine learning and human participants, helps generative AI models evolve and mature both before and after implementation.

Marketers' ongoing objective should be to fine-tune the sentiment/tone and readability of content while meeting client requirements.



Investing in AI
has helped
organizations
deliver a revenue
uplift of 3 to 15%
and a sales ROI
uplift of 10 to 20%.



MCKINSEY

Optimizing AI performance relies on continuous feedback loop practices, such as:

- Monitoring industry-specific nuances to ensure content tone and sentiment in customer communications evolve alongside certain events or circumstances.
- Integrating AI into content review processes, which can deliver significant time savings, reducing change management from weeks to days or even hours.
- Incorporating human review into AI generated materials, which can help prevent bias, copyright issues, or proprietary information leaks and ensure content aligns to brand voice and standards.
- Analyzing AI content performance in your customer experience model using key performance indicators around client engagement and satisfaction.

► Achieve real results with artificial intelligence

Marketers who thoughtfully incorporate AI into existing workflows can deliver significant ROI and revenue lift to organizations. With the right strategy, a thoughtful POC, and an effective feedback loop, marketers can successfully integrate generative AI that maximizes efficiency, revenue, and enhances customer interactions.

To learn more about maximizing efficiency and hyper-personalization in your marketing initiatives, contact David Klempke at

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IWCO