# Article information:

How AI and data can transform the customer journey - Raconteur  
<https://www.raconteur.net/raconteurnet/sponsored/how-ai-and-data-can-transform-the-customer-journey/>

# Article summary:

1. AI-powered technology can improve customer experience, engagement, and loyalty by enabling personalization and smart decision-making based on customer data.

2. Building a culture of trust and collaboration around data is crucial for organizations to fully leverage the benefits of AI and data technologies in improving customer journeys.

3. As AI continues to mature, it has the potential to automate less meaningful tasks and enable employees to focus more on customers, leading to greater loyalty and stronger relationships between companies and their customers.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "How AI and data can transform the customer journey" by Raconteur discusses how artificial intelligence (AI) and data can improve customer experience, engagement, and loyalty. The article highlights the importance of personalization and how data drives smart decision-making. It also emphasizes that employees need the right skills to take action on insights generated every day.

The article provides examples of companies that have successfully used AI to enhance their customer relationships. For instance, Siemens Digital Industries attracted 3,000 business registrants to a technology conference in Manchester by serving customers with differentiated content on the invitations. Similarly, low-code CRM technology provider Pegasytems has moved to being more intuitive by having mechanisms in place to report whether the software being used is influencing the customer in the right way.

However, the article fails to provide a balanced view of AI's potential risks and limitations. While it acknowledges cybersecurity risks associated with centralizing data, it does not explore other potential risks such as bias in algorithms or job displacement due to automation. Additionally, it presents AI as a solution for improving customer experience without considering its potential negative impact on privacy or ethical concerns.

Moreover, the article seems promotional at times, highlighting specific companies' success stories without providing enough evidence or exploring counterarguments. For example, it mentions Dun & Bradstreet's 'The Future of Data Report,' which reveals that quality data will become more crucial to drive easier transactions but does not provide any evidence or explanation for this claim.

Overall, while the article provides some useful insights into how AI and data can transform the customer journey, it lacks balance and critical analysis of potential risks and limitations associated with these technologies.

# Topics for further research:

* Risks and limitations of AI in customer experience
* Ethical concerns of AI in customer engagement
* Bias in algorithms and AI decision-making
* Job displacement due to automation in customer service
* Privacy concerns in AI-driven customer interactions
* Negative impact of AI on customer trust and loyalty

# Report location:

<https://www.fullpicture.app/item/309bed19752fe4c010452374a3fbf0ef>