

Customer Experience across Industries

Marketing Content

NEW Customer Experience webpage



The page features a large banner with a smiling customer service representative wearing a headset. The headline reads: "Boost customer loyalty and revenue while reducing costs with automation". Below the headline, a sub-copy states: "Make every customer interaction exceptional and efficient with customer experience automation powered by AI." A call-to-action button says "Watch the CX Summit →". The main content area contains a large paragraph about the UiPath Platform's ability to drive down costs while boosting customer satisfaction. At the bottom, there's a section for the "Customer experience summit on-demand" featuring two speakers on stage.

This section highlights three industries: Banking and financial services, Insurance, and Telecom. Each industry has a brief description and a corresponding image. The Banking section shows a building with a "BANK" sign. The Insurance section shows a person holding a red umbrella in front of a modern building. The Telecom section shows a customer service representative wearing a headset.

Transforming CX across industries
Deliver the experiences that help you lead your market

Banking and financial services
Cash in on better CX
Today's banking customers want more. They want on-demand answers and support. They want seamless and consistent experiences across channels. And they want personalized interactions based on their needs and preferences. That's a lot to ask for. But that's why so many leading banks are focused on reinventing the customer experience—and they're using customer experience automation to make it happen. And it turns out that automated customer experience is smart business, customers and higher revenue.

[Get the CX leaders in banking e-book →](#)

Insurance
The best policy for satisfied customers
It's a tough out there for insurers. Today's customers have a lot of choices. And it's never been easier for them to switch providers. So, when presented with options, customers start weighing their options—which means insurers need a way to stand out from the competition. That's why so many companies are turning to customer experience automation. A standout CX can not only bring in new customers (and revenue), it also keeps existing customers loyal and happy. And it can use automation to reduce customer churn, improve call center agents' job satisfaction, and transform back-office processes that are the foundation for great experiences—and sustainable growth.

[Get the CX leaders in Insurance e-book →](#)

Telecom
Static-free engagement
Telecos put a lot of emphasis on things like network coverage, choice of plans, and bundled services when they're making their pitch to customers. But there's another way that telecoms are setting themselves apart from the competition: the customer experience. And that's key to providing rich, personalized customer experiences at the needed scale.

<https://www.uipath.com/solutions/industry/customer-experience-automation>

Customer Experience: IDC Analyst Brief

How AI-powered automation can boost customer value

NEW IDC Analyst Brief on customer experience use cases (in English)

Audience: Top of funnel asset for customer experience leaders across all industries

Intro: Digital experiences are table stakes in the digital economy and have raised the threshold for enterprises to differentiate. IDC's seminal 2023 Future of Customer Experience Scorecard found that the enterprises surveyed are still "developing" and that only 11% of them globally are at an advanced stage of customer experience (CX) maturity.

This analyst brief emphasizes how **AI-powered automation can boost customer value** and it also includes **four practices that enterprises** must adopt to deliver experiences that truly make an impact.

ANALYST BRIEF
Sponsored by: UiPath

As enterprises explore new ways to do more with less, intelligent experiences offer a path to profitable growth.

How AI-Powered Customer Experiences Can Deliver Customer Value and Business Outcomes

May 2024
Written by: Sudhir Rajagopal, Research Director, Future of Customer Experience

Introduction

Digital experiences are table stakes in the digital economy and have raised the threshold for enterprises to differentiate. IDC's seminal 2023 Future of Customer Experience Scorecard found that the enterprises surveyed are still "developing" and that only 11% of them globally are at an advanced stage of customer experience (CX) maturity (see Figure 1). The scorecard analyzed the correlation of enterprise capabilities in core CX technologies, operations, and CX strategy and execution against business outcomes to assess the organizations overall.

FIGURE 1: Future of Customer Experience Scorecard

AT A GLANCE

KEY STATS

- IDC research found that 25% of CX executives agree that capabilities such as generative AI will have the biggest impact on their organization's future CX strategy.
- Leading CX organizations demonstrate improved year-over-year performance on metrics such as customer lifetime value (12%), customer satisfaction (10%), and repeat purchase per customer (16%).

WHAT'S IMPORTANT

To differentiate and capture value from intelligent experiences, enterprises must shore up trusted customer data infrastructure and industrialize a system of connected insights to fulfill customer-desired outcomes.

Maturity Stage	Percentage
Nascent	15%
Developing	36%
Enhancing	37%
Leading	11%

n = 368
Source: IDC's Future of Customer Experience Survey, June 2023

Customer Experience: e-books, infographics & social posts



Sets for each industry: Healthcare, Banking, Insurance and Telecommunications & Utilities

Customer experience in Telecom

Powering a better customer experience with AI and automation



Customer experience in Healthcare

Making better service the
prescription for success



Today's banking customers want more.

Banks are cashing in on better customer experience with automation. Here are three ways banks are putting AI to work to make banking easier and more efficient for customer experiences.

Customer Experience	Percentage of US consumers who prefer this method
On-demand answers and support	60%
Business and investment decisions	50%
Personalized interactions based on their needs and interests	45%

On-demand answers and support

60% of US consumers prefer to get answers to their questions quickly via AI-powered chatbots or video messaging.

Business and investment decisions

50% of US consumers prefer to make business and investment decisions using AI-powered tools.

Personalized interactions based on their needs and interests

45% of US consumers prefer to interact with AI-powered systems that understand their needs and interests.

CX is the right Rx for healthcare

The industry is changing rapidly. Now, three ways innovative healthcare organizations are utilizing AI-powered automation to make the customer experience better, more consistent, and well, healthier.

Giving patients more control

It's important for patients to be informed. There are opportunities to simplify the complex, understand the process, and make it easier for patients to engage with their care.

That's why patient portals are so popular. They allow patients to easily access their medical records online, receive appointment reminders, and even book their own appointments.



61%
Of respondents said they want to be able to access their medical records through a mobile device app or through an online patient portal.

93%
Percentage of patients who want digital options to manage their care

Value | Appointment scheduling | Billing eligibility status

Agents who support patients

Customer service is a critical part of the patient experience. It's important to provide responsive, empathetic, and efficient support to patients.

70%
Percentage of U.S. consumers who prefer automated self-service for simple tasks like checking their account balance.

73%
Percentage of U.S. consumers who say that getting timely, personalized service is the most important thing a company can do to provide good customer service.

Delivery modes, add, and changes

Agents

Improvements in focus

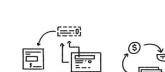
Claims adjudication optimization | Patient analytics



20%
Higher customer satisfaction rates, conversion rates, and employee engagement through AI-powered personalization

Customer experience in Banking

How AI-powered automation transforms the customer experience



Customer experience in Insurance

Putting a premium on personalized service and support.



89%
of full-time workers are satisfied with their job due to automation

41%
of insurance respondents say they feel more secure and anxiety about a top benefit from automation

Sample use cases
Single view of the customer
Guide my new claim off
Customer follow-up

Streamline the processes that drive better service

Increase speed and efficiency for claims, policy management, claim management, compliance, and underwriting. By streamlining these processes, you can reduce costs and increase efficiency. This will help you bridge the gap between insurance companies, the people behind insurance companies, and customers. This means faster claims processing, more efficient policy management, and better customer service.

20%
Higher customer satisfaction, reduced operational costs, and improved engagement through AI-powered personalization initiatives

Sample use cases
Quality of service monitoring
Predictive churn