



Effect of AI on Customer Churn (AI)

Debug Dynamos

Overview of Prediction



69%

**Prediction
Result 1**

Churn

31%

**Prediction
Result 0**

No churn

Overview of Solution

Churn Analysis

30.96% predicted churn,
69.04% predicted no churn

Product Enhancement

- Enhance with unique AI
- Improve SaaS/PaaS.

Innovation Focus

Invest in AI startups,
customize AI, refine training

Compatibility Enhancement

- Ensure platform compatibility
- Address on-premise dissatisfaction.

Methodology Employed



AI in Software

AI enhances SAP products for supply chain management.

- Joule's assistant



Internal AI

AI aids in customer identification, research, deployment, and error detection for SAP.



Predicted Outcomes

Expectation

Enhanced capability and customer satisfaction

Development

Advancements for satisfaction.

Impact


Reduced costs, increased efficiency, aligning with SAP's productivity goals.

Solutions

Issuing stock, attracting investors, partnerships.

Strategy

Provide AI training for effective understanding.



Implications of the Proposed Solution



Socially

AI transforms industries but raises deception concerns.



Economicall y

AI alters R&D, impacting labor with a restructuring affecting 8,000 roles.



Ethically

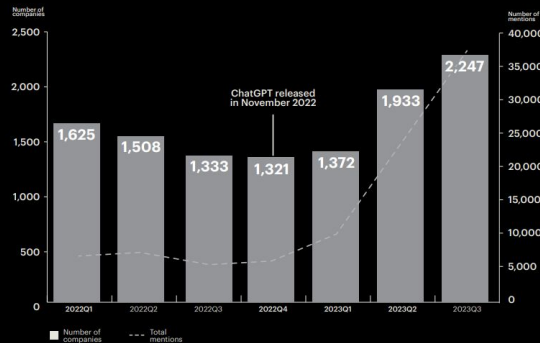
Privacy, fairness, transparency concerns arise in AI usage

Conclusion

Can AI have your attention?

The number of mentions of AI in earnings call transcripts has increased by **6x** since the release of ChatGPT in November 2022.

Number of companies mentioning AI, along with total number of mentions in earnings call transcripts, 2022Q1 - 2023Q3



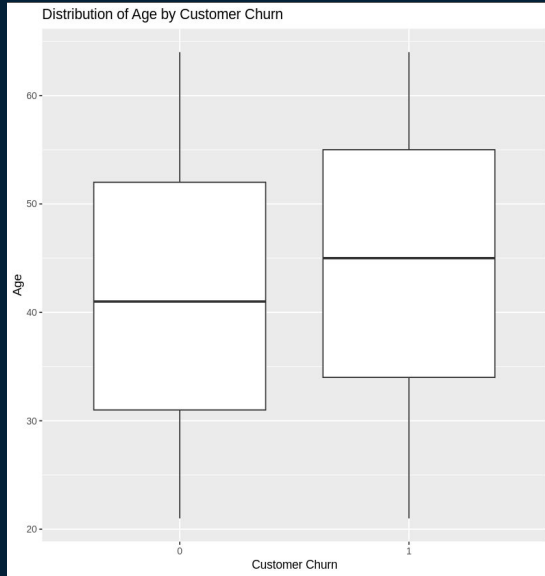
Source: Accenture Research NLP analysis on earnings call transcripts (S&P Global Transcripts) across 10,452 companies and over 70K transcripts, Jan 2022 - Sep 2023

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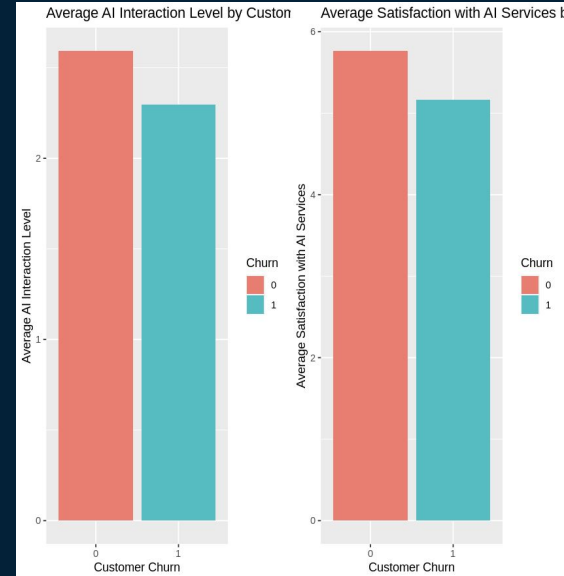
SAP's AI investments, including Signavio and Joule, foresee modest costs.

Generative AI, from early chatbots to Chat GPT and Bard, enhances tech accessibility.

AI empowers industry professionals in analytics, sans coding, showing great potential.



Churn ~ Age



Churn ~ Average AI interaction Level +
Average Satisfaction with AI Services

The background is a dark blue gradient. It features several abstract elements: a hexagonal grid pattern in the top-left and bottom-right corners; a large, smooth, blue, bean-shaped object in the top-left; a smaller, smooth, blue sphere in the bottom-left; a large, smooth, blue, bean-shaped object in the bottom-right; and a large, irregular, blue, particle-like cloud in the top-right.

THANKS!

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