

Medallia



超越喧嚣：
BEYOND THE HYPE:

什么是客户体验 (Kèhù Tǐ yàn)
实践者
Really Think of AI

简介

人工智能 (AI) 多年来一直是创新的主要领域，其发展势头仍在持续。从提高生产力到改善客户体验，AI 正逐步渗透到办公室的每一个角落，客户体验 (CX) 团队也不例外。无论是自动化任务到优化工作流程还是提升客户互动，AI 已迅速成为体验团队的秘密武器。

making its way into every corner of the office, and the customer experience (CX) team is no exception. Whether it's automating tasks, speeding up workflows, or elevating customer engagement, AI has quickly become a secret weapon for experience teams.

但权力越大，责任越大。随着人工智能 (AI) 与客户体验 (CX) 的融合日益深入，强大的数据安全、隐私和准确性需求变得至关重要。尽管人工智能的承诺在于其提供更丰富洞察并赋能快速行动的能力，但组织必须确保能够信任其所辅助做出的每一个决策。

speedy action, organizations must ensure they can trust every decision it helps them make.

为更深入理解这些动态，Medallia 市场研究对 820 名客户体验 (CX) 专业人士进行了调查。令我们惊讶的是，除少数例外，品牌都在积极拥抱人工智能。但成功并非坦途。企业在探索如何最佳利用这一不断发展的技术时，战略人工智能实施之路充满曲折与调整。

exceptions. But it's no straight shot to success.

The road to strategic AI implementation is full of twists, turns, and recalculations as companies figure out how to best harness this ever-evolving technology.

本报告深入探讨细节，当客户体验团队如何运用人工智能，未来展望以及谁将引领人工智能革命的浪潮。此外，我们将探讨智能人工智能投资如何帮助组织超越竞争对手并保持优势。

in the AI revolution. Plus, we'll explore how smart AI investments can help organizations outpace the competition and keep that winning edge.



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01

Executive Summary

高管
摘要

AI isn't just living up to the hype — it's smashing expectations.

60% of the client experience professionals report that AI is going above and beyond, while another 36% say it's delivering exactly as promised.

60%

36%

成本
Costs潜在失业风险
Potential Job Loss数据保护
Data Protection精确度
Accuracy

Bias

客户体验影响
Customer Experience Impact伦理学
Ethics

但是, 并非所有事情都一帆风顺。
But, it's not all sunshine and rainbows. Some concerns still linger on the horizon.

专家们关注的顶级风险有哪些？准确性、潜在的失业、数据保护、偏见和伦理使用。有趣的是，这些担忧的排名高于成本和AI对客户体验的直接冲击。

these worries rank higher than costs and AI's direct impact on the customer experience.



GenAI is making waves, playing a key role in the day-to-day work of CX teams.

With the mix, 90% of CX professionals have tried a GenAI tool, and 42% are using it regularly.

90%

42%

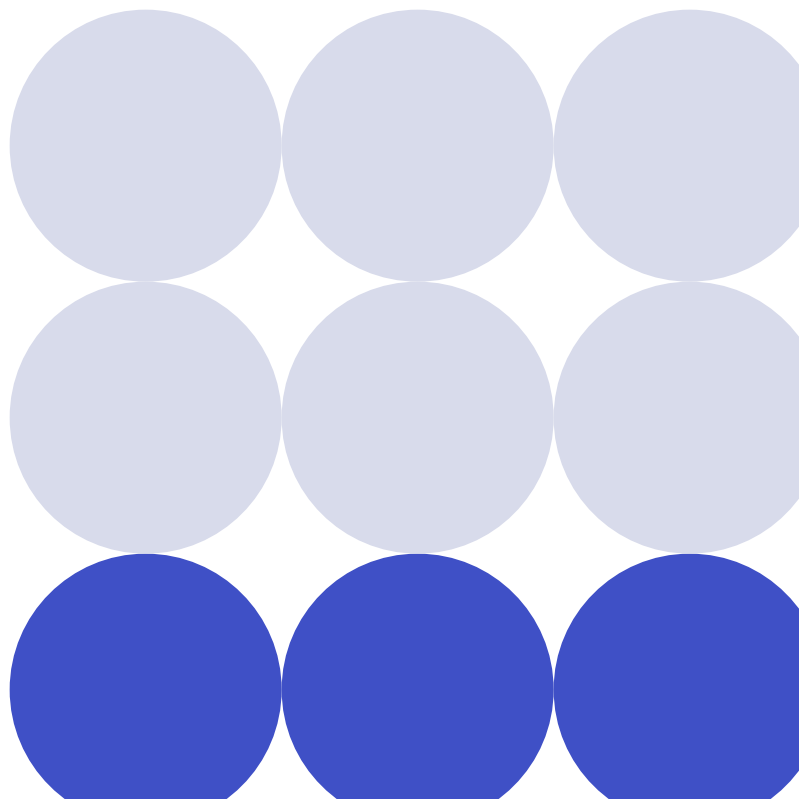
最快增长的公司正在采取其优势在于其力量。 The fastest-growing companies are taking advantage of its power.

近半数 (42%) 高速增长公司 growth companies 他们说他们在人工智能领域进行“非常高”的投资 in AI over the next year. And it's a smart move, considering those investments often lead to exceeding expectations.

42%

Most companies have a clear roadmap for how they plan to use AI.

事实上，有三分之二的服务体验者（CXs）认为他们已经领先于竞争对手了。即使超过一半（53%）的人认为他们处于同等水平。



02

人工智能正在达到
对此 hype?

公司对人工智能的投资越多，回报就越大。 The more companies invest in AI, the greater the rewards.

人工智能已超出预期，更大的投资还将带来更高的回报。虽然年收入超过250亿美元的大型公司往往能看到最令人印象深刻的结果，但规模较小的组织也能获得显著收益——只要它们愿意在人工智能计划上投入时间和资金。often see the most impressive outcomes, smaller organizations can also reap significant benefits — if they're prepared to invest both time and money into AI initiatives.

What increases the likelihood of feeling AI has exceeded expectations?

- +46% 如果“非高管”的人投资AI
- +22% 如果公司规模超过250亿美元
- +20% 如果已经与多个AI解决方案提供商合作

96%

say AI's impact on the organization has met or exceeded expectations so far

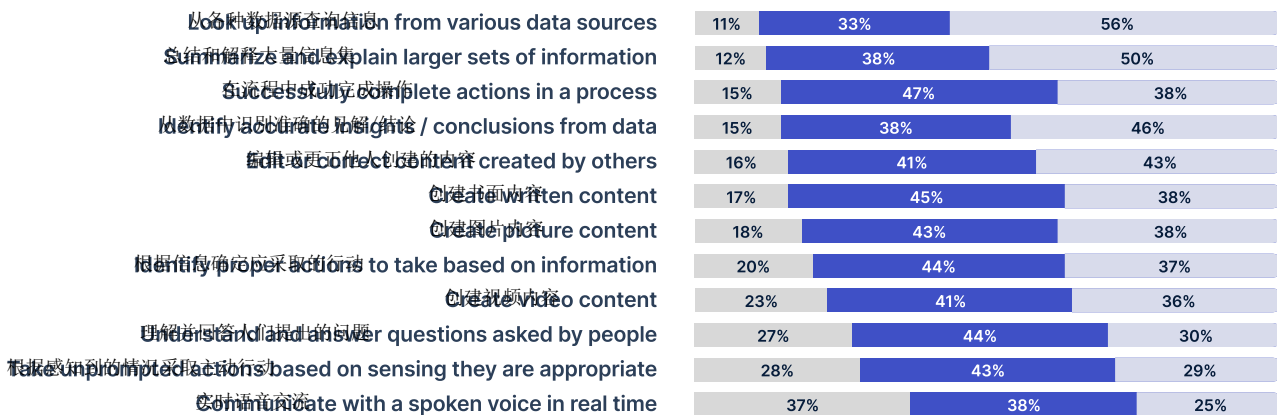
60%

say it has exceeded expectations

AI will outperform humans in 5 years ... in some ways.

CX practitioner expectations of AI in the next 5 years, % selecting

● Will be worse than a human ● Will be similar to a human ● Will do even better than a human



AI has proven itself at handling various tasks faster, more efficiently and cost-effectively. CX professionals have already noticed this point — and they also recognize that there's still room for growth. As AI continues to evolve, it's poised to match or even surpass human capabilities in gathering data

from various sources, extracting key insights, and deriving insightful and prioritized conclusions that experience professionals can turn into actionable momentum.

There are still some serious concerns lingering.

In their own words, what concerns CX practitioners most about AI?

1

Accuracy

2

Job Loss

3

Data Protection

4

Bias

5

Ethics

While AI has plenty of benefits, CX practitioners are approaching it with eyes wide open. Specifically, with these top concerns in mind:

1

Accuracy. Imagine you automated a customer service chatbot, and it got things wrong. Only to have it get things wrong. Scary, right? If AI can't get the details straight, it risks frustrating customers and damaging trust.

2

Job Loss. AI has proven its ability to handle various tasks, but this also comes with a downside. CX professionals are grappling with tech advancements and protecting jobs. A staggering 43% of senior level execs worry about the implications of AI in their organization, specifically regarding job displacement.

3

Data Protection. AI's ability to process large amounts of data is a double-edged sword. Data breaches are a major concern, and protecting sensitive customer information is a tough task. Safeguarding privacy is top of mind as organizations roll out AI-driven tools.

4

Bias & Ethics. AI's ability to learn from data is impressive, but it can also be biased. Ethical considerations are critical when AI decisions impact real customers, and practitioners are keeping a close eye on how to implement AI responsibly.



Personalize Response

AI will lead to a brighter future for customers.

86% believe AI will change what their organization is able to achieve from a customer experience perspective.

经验丰富的专家们对人工智能的潜力充满乐观。通过优化数据收集与分析，智能解决方案能够揭示隐藏模式，精准识别需求，指导组织如何最佳地呈现数据而非猜测来服务客户。

来自 Medallia 市场研究 (2024 年 8 月) 的客户体验 (CX) 从业者调查 (n=820)。(1 代表“绝对”，5 代表“以下声明”。请选择选项，请 select the choice 最能代表您同意程度的选项。Level of agreement.)

86%

03

哪里
**Where does
genAI stand?** (GenAI) 的地

CX practitioners are experimenting with genAI.

90%

90% of CX practitioners have used a genAI tool like ChatGPT in a professional setting at least once

42%

42% say they use a genAI tool like ChatGPT for work often

生成式人工智能对客户体验从业者产生了积极影响，但仍有改进空间。

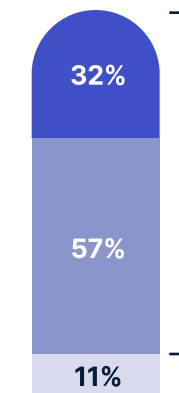
GenAI has positively influenced CX practitioners, but there's room for improvement.

% selecting

Very positive impact

Positive impact

Minimal or negative impact



Impact of GenAI for CX practitioners using it often now

89% indicate the impact has been positive

Of those not using it often (yet), 82% expect the impact would be positive if they started to do so

大多数客户体验(CX)从业者表示，人工智能(AI)对他们的的工作表现产生了积极影响。然而，只有一部分人将这种影响归类为“非常积极”，这表明在提高生产力和实现收益方面存在重大机遇，indicating significant opportunities for productivity gains and benefit realization.

在表示AI影响低于预期的人群中，他们提出的主要原因是员工困惑或拒绝（32%），短期规划导致未能足够时间看到效益（32%），以及收益微薄尚未带来实质性改变（29%）。其他因素，如推进缓慢、数据不透明，以及数据隐私、安全和法律问题方面的担忧（均占23%），也在阻碍组织充分发挥AI的潜力。简而言之，问题在于时间、信任以及数据准备是否得当。Other factors like limited rollouts, unsuitable data, and concerns over data privacy, security, and legal issues (all at 23%) are also holding organizations back from realizing AI's full potential. In short, it's a mix of time, trust, and getting the right data in place.

来自 Medallia 市场研究：2024 年客户体验从业者 AI 调查 (样本量 n=820) | n = “您如何描述它对您工作能力的帮助？请选择最符合的选项。” Your ability to do your job? Select the choice that best applies.

来自 Medallia 市场研究：2024 年客户体验从业者 AI 调查 (样本量 n=820/20) | “到目前为止，您认为贵公司 AI 的影响低于预期。这归因于什么？请选择所有适用项。” *低样本量表示当前影响低于预期的人群子集。(样本量 n=31/20 占总样本的 4%) has been below expectations (n = 31), 4% of total sample.

04

你好吗?
组织
How are
organizations
adjusting?

Most CX professionals recognize the importance of investment.

84% of CX professionals agree that AI is critical to their business, with the fastest-growing companies investing the most in it. As AI technology advances, organizations must increase their investment to avoid falling behind.

此外，未来12个月内，在人工智能领域进行非常高水平投资的公司比例将比过去12个月高出44%。44% higher in the next 12 months compared to the previous 12 months.

% saying investment in AI will be very high in next 12 months

10%

2%的增长率

25%

2-9%的增长率

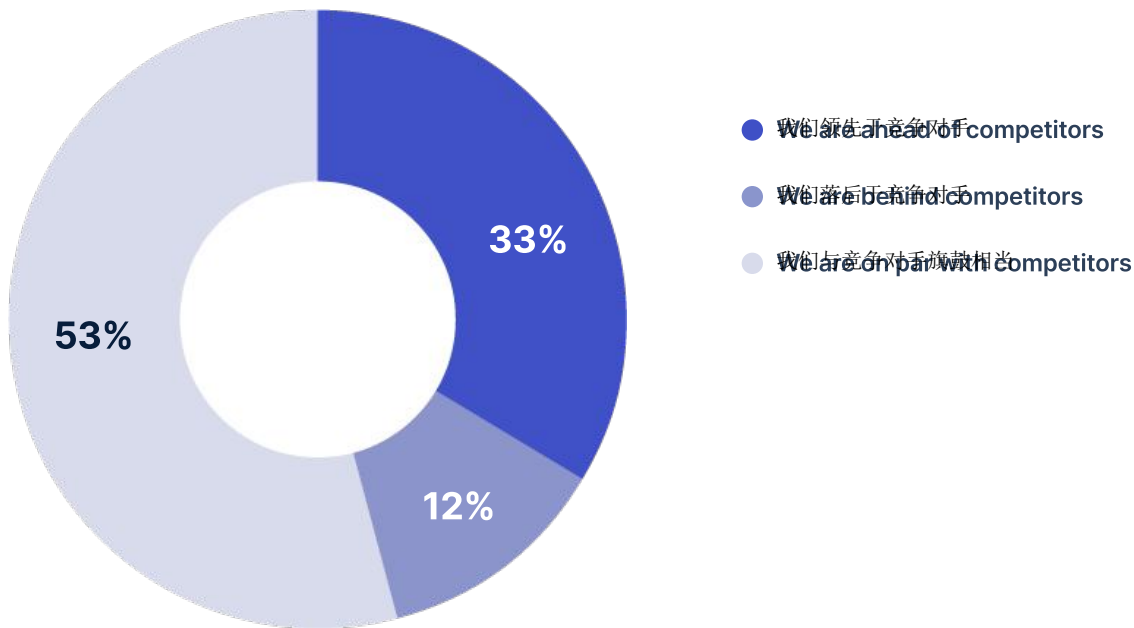
42%

10%以上的增长率

Companies by past 12 month revenue growth rate

在人工智能竞赛中，客户体验从业者对自己的进展不有信心。 In the AI race, CX practitioners are confident in their progress.

实施人工智能，与竞争对手相比的进展，选择百分比，% selecting



AI-focused roles are the new norm.

% of CX practitioners saying the following applies to their organization:

70%

许多组织都设有专门负责生成式人工智能的一个或多个角色
Many organizations have one or more roles dedicated solely to gen AI

68%

目前，许多组织正在招聘更多人工智能岗位
Many organizations are currently hiring for more AI roles

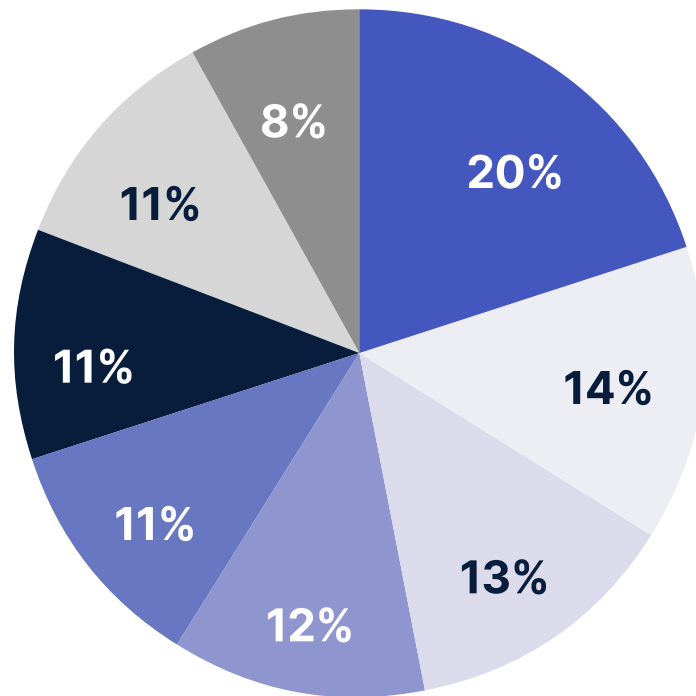
51%

许多组织已任命某人担任人工智能相关的执行职位
Many organizations have appointed someone to an AI-focused executive title

CX practitioners and IT teams lead the charge in shaping AI strategies.

What departments are driving their org's AI strategy?

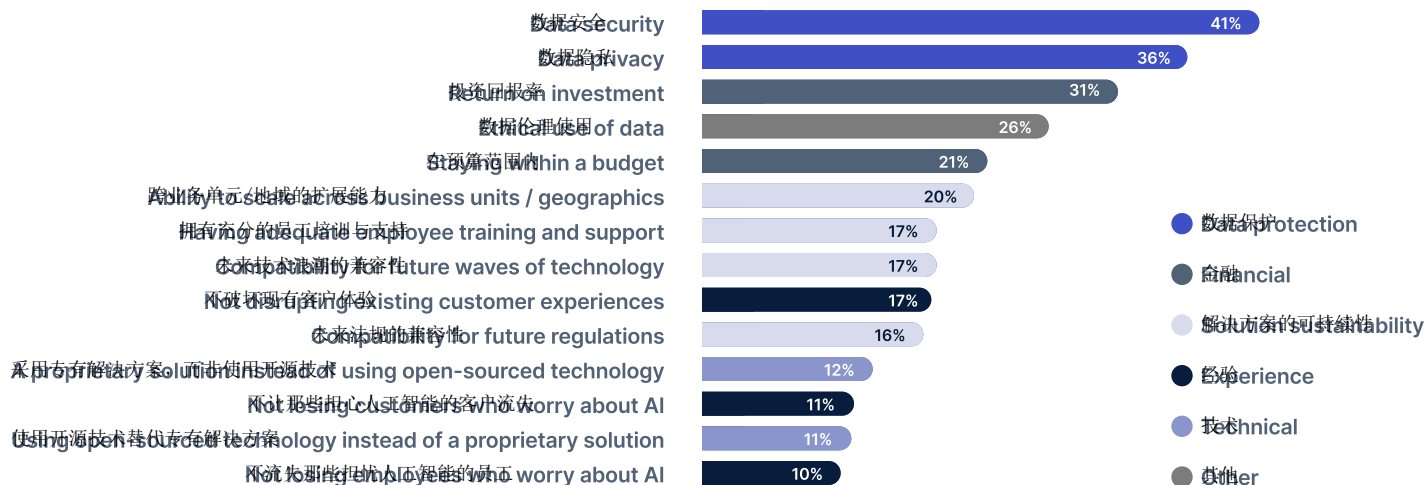
CX practitioners hold the lion's share of total responsibility



来自 Medallia 市场研究: 2024 年 8 月客户体验从业者 AI 调查 (样本量 n=8202)。* 您表示您的组织在使用 AI 方面有明确的计划。根据您的观点, 在制定 AI 战略方面, 以下各部门/团队各自承担多少责任? (by 在表示组织有 AI 计划的子集中, by each of the following departments / teams?) Among subset saying org has a plan for AI.

Data security, data privacy, and ROI are among the top factors in choosing an AI solution.

Drivers in developing/picking AI solutions



数据安全与隐私是数据体验从业者选择或开发人工智能工具时优先考虑的因素，而投资回报率则紧随其后。将人工智能融入体验项目需要周密的执行。了解数据流向及其使用方式仍然至关重要。Incorporating AI into experience programs requires thoughtful execution. Understanding where data flows and how it is used remains essential,

与此同时，数据隐私、模型风险和伦理等关键考量因素必须影响决策。选择那些强调安全、合规和透明的供应商，可以显著降低风险，并有助于规避未来的潜在挑战。compliance, and transparency can significantly reduce risks and help sidestep potential challenges down the road.

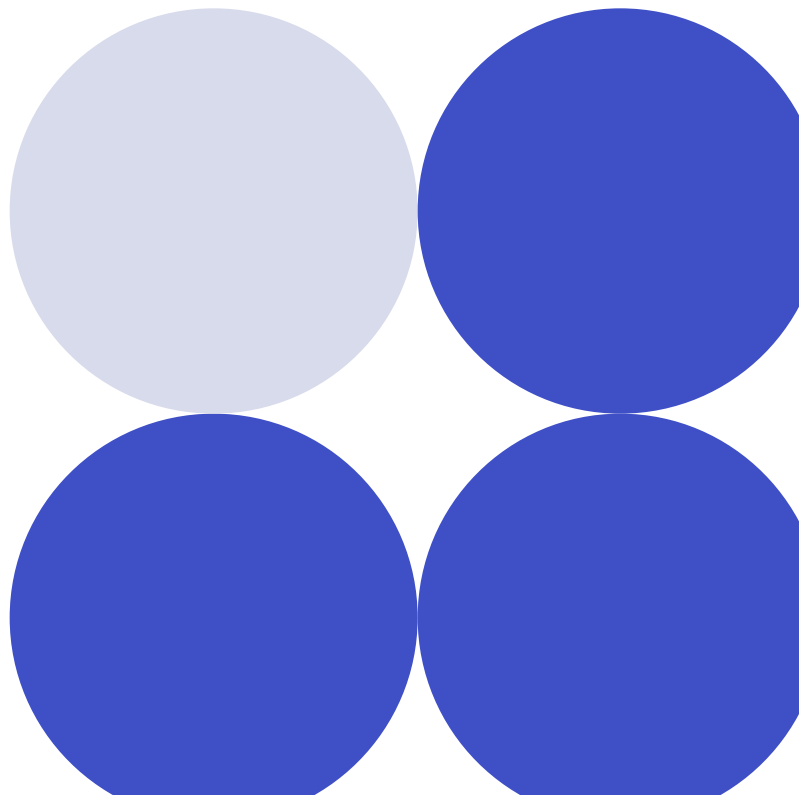
05

How does the
road look ahead?

四分之三的客户体验从业者 相信他们的公司 制定明确的AI战略。

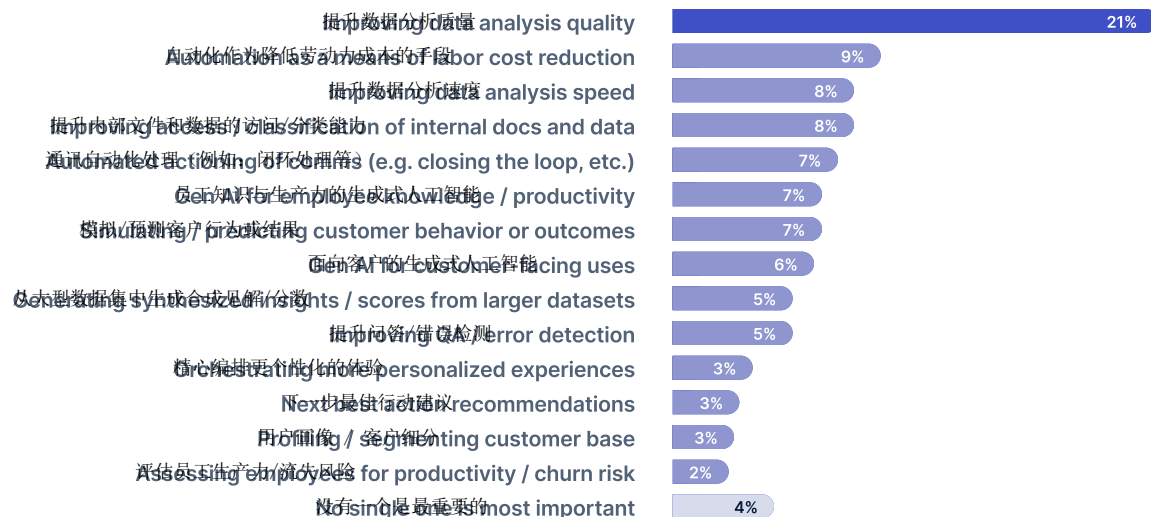
75%的人认为他们的组织有明确的计划，
使用AI在其业务中的用途和益处。

来自 Medallia 市场调研：2024 年 8 月客户体验从业者 AI 调查 (n = 820)。
对于以下每项陈述，请选择最能代表其含义的选项。select the choice that best represents
您同意的程度。agreement.”



数据分析是组织追求的首要用例。Data analysis is the #1 use case organizations have pursued.

Single most important use case, % citing



每五名客户体验从业者中就有一人表示，“提升数据分析质量”是其组织使用人工智能的首要用例——这一比例是其他任何目标的2倍。数据分析的改进意味着更好的成果。通过识别数据中的主题，客户体验团队能够快速且自信地将洞察转化为行动。data analysis translates into better outcomes. By identifying themes within data, CX teams can swiftly and confidently transition from insights to action.

例如，进行根本原因分析可以揭示客户为何会有那样的感受，以及为何像影响得分或情感这类指标发生了变化。掌握了这些知识后，你就能实施真正能提升客户体验的变革。have shifted. Armed with this knowledge, you can implement changes that genuinely enhance customer experiences.

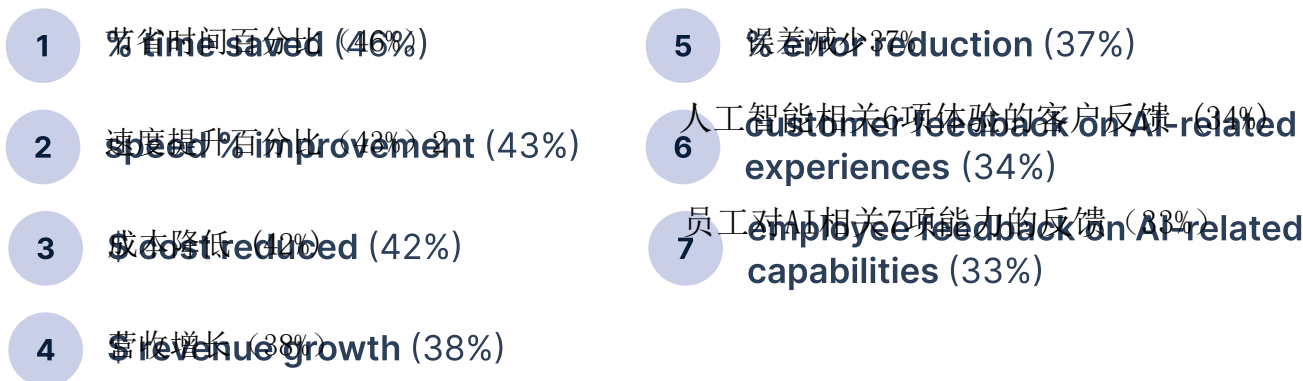
影响力体现在人工智能提供洞察力并推动行动的速度上

Impact is measured by how fast AI delivers insight and drives action.

组织如何衡量人工智能的影响

How organizations are measuring impact of AI

13个选项中显示的前7名 shown



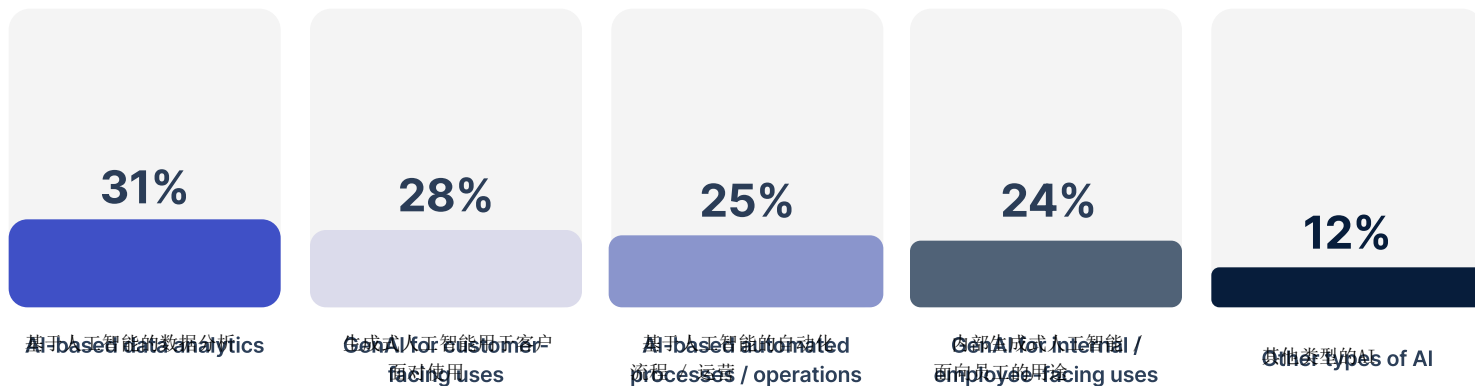
客户体验 (CX) 从业者正优先考虑诸如节省时间和改进速度等指标，因为这些衡量标准直接关联到他们组织内部建立持续改进循环的能力。通过减少数据收集和分析所需的时间和精力，人工智能 (AI) 使团队能够更快地响应客户需求，并加速体验的改进。reducing the time and effort needed for data collection and analysis, AI empowers teams to respond faster to customer needs and accelerate experience improvements.

结果？更高的客户忠诚度，以及能够自信地兑现品牌承诺的能力。brand promises with confidence.

此外，客户和员工的反馈是组织衡量人工智能影响的主要方式之一。如果 organizations are measuring AI's impact. Without proper feedback collection, you risk overlooking the full potential of your AI-driven initiatives.

还有很大的成长和改进空间 There's plenty of room for growth and improvement.

人工智能类型方面，表示其组织当前能力为“先进”的客户体验（CX）从业者所占比例
by AI type



尽管有一些积极的迹象，但大多数从业者认识到，他们的AI能力还有很大的提升空间。目前，不到三分之一的品牌将其基于AI的数据分析标记为“先进”。
Despite some encouraging signs, the majority of brands recognize that there's significant room for improvement in their AI capabilities. Fewer than one-third of brands currently label their AI-based data analytics as "advanced."

选择合适的供应商对于确保组织的AI能力不仅能够持续发展，而且能够随着技术的不断演进而实现可扩展性至关重要。
Choosing the right vendor is key to ensuring that an organization's AI capabilities are not just sustainable but also scalable as technology continues to evolve.

Organizations are exploring new use cases.



随着企业开始认识到AI在加速数据分析、提升后台质量方面的价值，它们正将注意力转向这些技术如何在未来丰富面向客户的互动。客户体验从业者正将他们的焦点转向

their attention to how these technologies can enrich customer-facing interactions in the future. CX practitioners are turning their focus to

生成式AI智能改善整体客户体验的能力。根据我们的调查，许多组织计划今年实施这些举措，积极寻求能够模拟或预测客户行为和结果的工具

on our survey, many organizations plan to implement these initiatives this year, actively seeking tools that can simulate or predict customer behavior and outcomes.

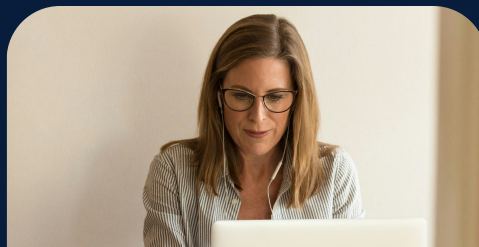
结论 Conclusion

There's much to glean from the experiences of other CX practitioners when it comes to selecting, implementing, and using AI technology. While concerns about inaccuracies and job displacement linger, overall sentiment is optimistic about AI's current role and future potential. CX practitioners feel empowered, claiming a seat at the table in guiding AI implementation within their organizations. They're monitoring AI results based on metrics like speed, efficiency, and cost savings, and many have been pleasantly surprised by the outcomes.

However, as enthusiasm for AI grows, data privacy and security concerns remain significant. Practitioners understand the importance of safeguarding sensitive customer information while also trusting the accuracy of its outputs — making careful consideration critical when choosing a vendor.

At Medalla, we've seen AI work its magic for leading brands — lifting key metrics like NPS and first contact resolution (FCR), while giving productivity and revenue a nice boost. Now, with genAI joining the party, those benefits are getting an upgrade. Our goal is to make AI fit seamlessly into your CX strategy in ways that actually work for your business, making it simple to tap into the possibilities.

To learn more, check out our e-book to discover how AI is transforming CX.



5 Real Ways AI is Transforming Customer Experiences

[Download Now](#)

方法论 Methodology

Medallia Market Research gathered responses from 820 professionals whose roles influence their company's customer or prospect experience (CX practitioners). The sample size included 62% U.S.-based experts, 22% from the UK, 9% from Australia or New Zealand, and 7% from Canada. Respondents were from companies ranging in size from 500 employees up to 100,000 or more. Companies have an annual revenue of \$250 million up to more than \$25 billion.

Respondents described themselves as VP level or above (27%), Senior Director or Director (38%), or Senior Manager / Manager (35%).

The survey took place between August 8–22, 2024.

About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. Medallia Experience Cloud captures billions of experience signals across 渠道、数字 interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information visit <http://www.medallia.com>.