

## Best Practices



# How to Leverage AI for Integrated CX Strategy

Artificial intelligence increasingly makes it possible for brands to deliver an integrated customer experience across multiple channels with easy self-service, relevant marketing, and curated experiences.

Understandably, most companies choose to tackle the easiest quick wins, possibly in self-service, where AI-powered experiences can immediately deliver high CX at lower costs with a solid return on investment provided to management.

But what strategic model should companies consider now as they make their first forays into creating an integrated CX strategy?

Contribute your expertise to this month's Best Practices installment and help our readers integrate their CX strategies powered by AI technologies.

*Live Roundtable Webcast: March 1, 2023*

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Also Marketed in June: ■ **The Conversational Contact Center:** Integrating AI's Potential Now

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