

Best Practices



Humans and Their Chatbots: AI-Assisted Answers for Everyone

We've crossed a rubicon of sorts. Customers and agents will be relying on conversational AI-assisted chatbots at an increasing rate for years to come, and the technology will get better and better with use and investment.

Gartner estimates conversational AI will grow almost 22% a year through 2026, when investment will reach \$18.4 billion. An Accenture survey reports that 56% of companies say conversational AI is driving disruption in their industries.

The mad rush for AI-assisted answers is on. Multiple pathways to implementation will be presented to you, and the technology will change fast.

Contribute your recommendation to our readers to keep their implementations on track and human friendly.

Live Roundtable Webcast: August 9, 2023

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Also Marketed in October: ■ **Personalization: The Key to CX Excellence**

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