

# How to craft exceptional AI-powered customer journeys

Discover how digital journeys are built with generative AI solutions that transform the way customers communicate, connect, and forge relationships with your business.



# What's inside

THIS WHITE PAPER WILL EXPLORE:

|                                                   |    |
|---------------------------------------------------|----|
| The AI opportunity .....                          | 4  |
| AI applications across the customer journey ..... | 6  |
| Conversational marketing.....                     | 6  |
| Conversational sales .....                        | 8  |
| Conversational support .....                      | 10 |
| Our approach to AI .....                          | 12 |
| The road to ethical AI .....                      | 14 |
| Choosing the right AI partner .....               | 15 |

# Introduction

Businesses are diving into Artificial Intelligence (AI) in a big way, from leveraging existing technology to building custom models. AI is emerging as a transformative force, redefining the standards of customer interactions, and ushering in a new era of personalized, proactive, and highly effective conversations.

However, expectations of what AI can do are high. The ease of tools like ChatGPT, has brought about the expectation that teams can simply “go fast” and replicate the experience. But what seems effortless in specific settings can become incredibly complex when applied to different businesses, use cases, and data security needs.

There are a multitude of challenges that can lead to unrealistic expectations about how to benefit from this exciting technology. What’s so interesting is

that this is one of the few times in history where we’ve seen technological advancements outpace their practical applications, and businesses need help navigating this new technology in a way that best benefits them and their customers.

**So, what’s the answer?** How can we balance the learning curve with the need to move forward? The good news is the potential of AI is simply too significant to wait around or ignore. And to navigate the ever-evolving landscape, partnering with the right AI technology experts is crucial. That’s where our [AI Hub](#) comes in.

We’ll help you navigate the options and find the perfect AI solution for your unique needs and goals, enabling co-creation of exceptional AI-powered conversational experiences.

With the help of insights from Infobip research, this whitepaper will cover how brands can build and benefit from the right AI solution to deliver conversational customer experiences.



# The AI opportunity

Brands are looking for ways to forge meaningful relationships with customers, and customers are expecting personalized interactions from brands. The potential for AI to enhance interactions in this way is vast. AI-powered automation can enable brands to deliver highly personalized solutions at scale, while increasing operational efficiency and reducing costs. As a result, enterprises are racing to adopt AI across their digital channels for their customers, partners, and employees.

In fact, an Infobip survey uncovered how brands worldwide are leveraging AI for customer communication:

**61%**  
use AI for  
customer support

**49%**  
use AI for marketing  
interactions

**47%**  
use AI for sales  
interactions

And customers have noticed. In a [generational messaging trends](#) survey, we asked customers worldwide how they feel about brands using AI for building conversational experiences:

## Millenials / Gen Z

Between **82-88%** of Millennials and Gen Z feel that AI has improved their experience interacting with brands.

What does this mean for brands? It's critical that they work to understand customer needs and pain points so that they can properly benefit from the opportunity AI offers. Brands shouldn't rush to rely solely on AI chatbots but rather offer a strategic and fully rounded solution that can please the entire audience. The point is that customers want conversational experiences – whether that be from an AI chatbot or a human agent.

## Boomers / GenX

Meanwhile, **95%** Boomers and Gen X would prefer to speak with an agent over a chatbot.

And when it comes to conversational experiences, the AI market potential is undeniable, driven by strong research and significant investments:

- **Data paints a compelling picture:** Studies show AI can improve customer satisfaction, reduce churn, and boost the global economy through enhanced experiences.
- **Investment is surging:** Global AI spending is projected to reach **\$632 billion by 2028**

[Source: IDC](#)

**Investment is  
surging: \$632 billion ↗**

# AI opportunity continued

The market size for conversational commerce and mobile commerce – areas highly relevant to AI-powered CX - is massive and growing rapidly, highlighting the potential value proposition:

**\$290 bn**

Conversational commerce is projected to reach \$290 billion by 2025.

(Source: Juniper)

**\$12.6 tn**

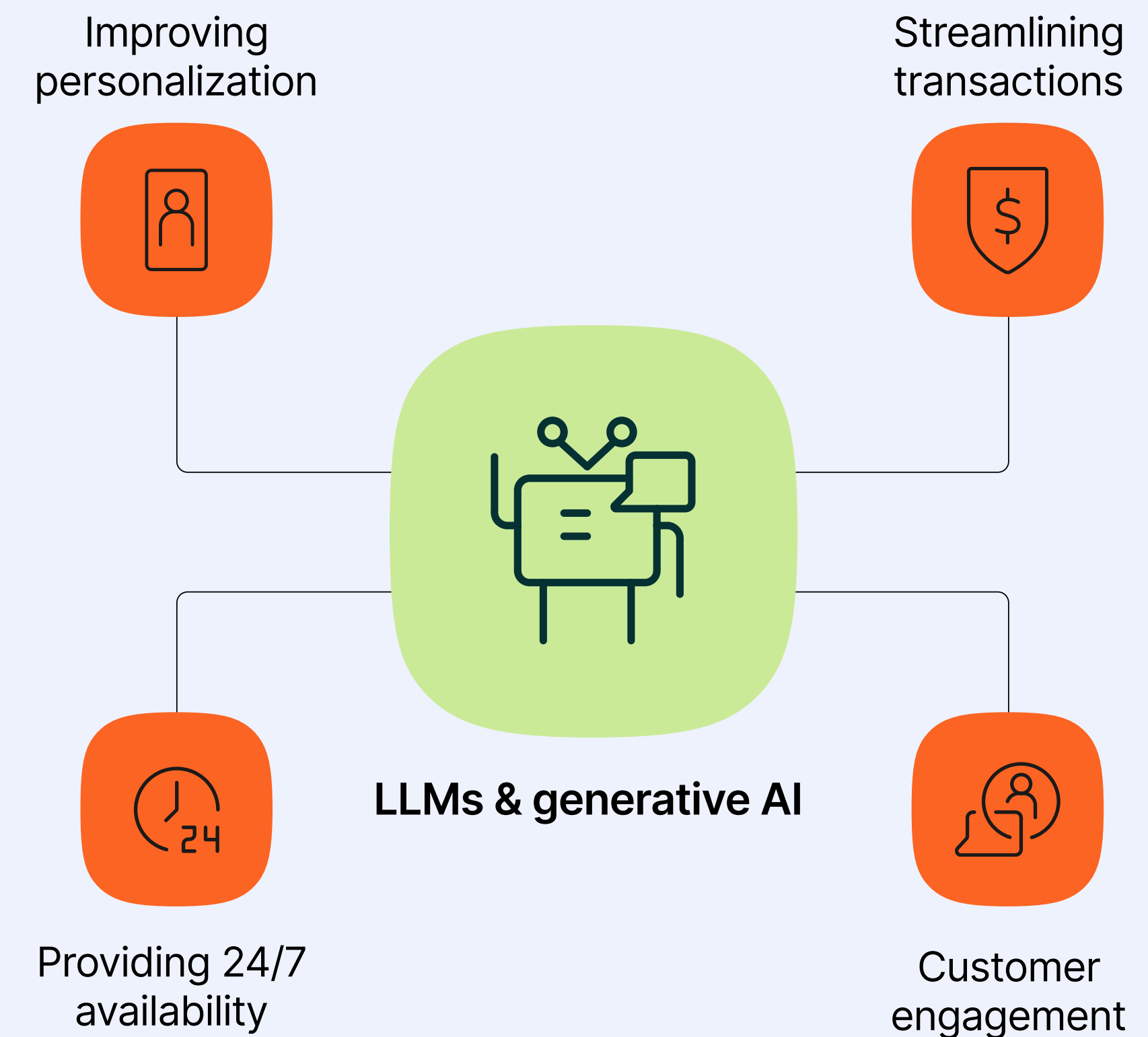
The mobile commerce market is expected to reach \$12.6 trillion by 2032.

(Source: IMARC)

**LLMs and generative AI can enhance these areas by:**

- Improving personalization
- Enhancing customer engagement
- Providing 24/7 availability
- Allowing in-app transactions

While specific investment figures into LLM and generative AI for CX are still evolving, the overall picture is clear the AI opportunity in CX is substantial and the time to act is now.



# AI applications across the customer journey

The opportunity for AI exists across the entire customer journey. What's crucial is finding the right use case to implement conversational AI interactions across marketing, sales, and support interactions to increase customer loyalty and in return revenue.

## 1. Recommended offers

- Challenge:** Oftentimes outreach to customers contains generic offers and lacks personalization resulting in low success rates.
- Solution:** AI-enabled outreach delivers more tailored special offers to your customers through personalized and assistive interactions, aligned with your brand's tone of voice to yield a higher conversion success rate.

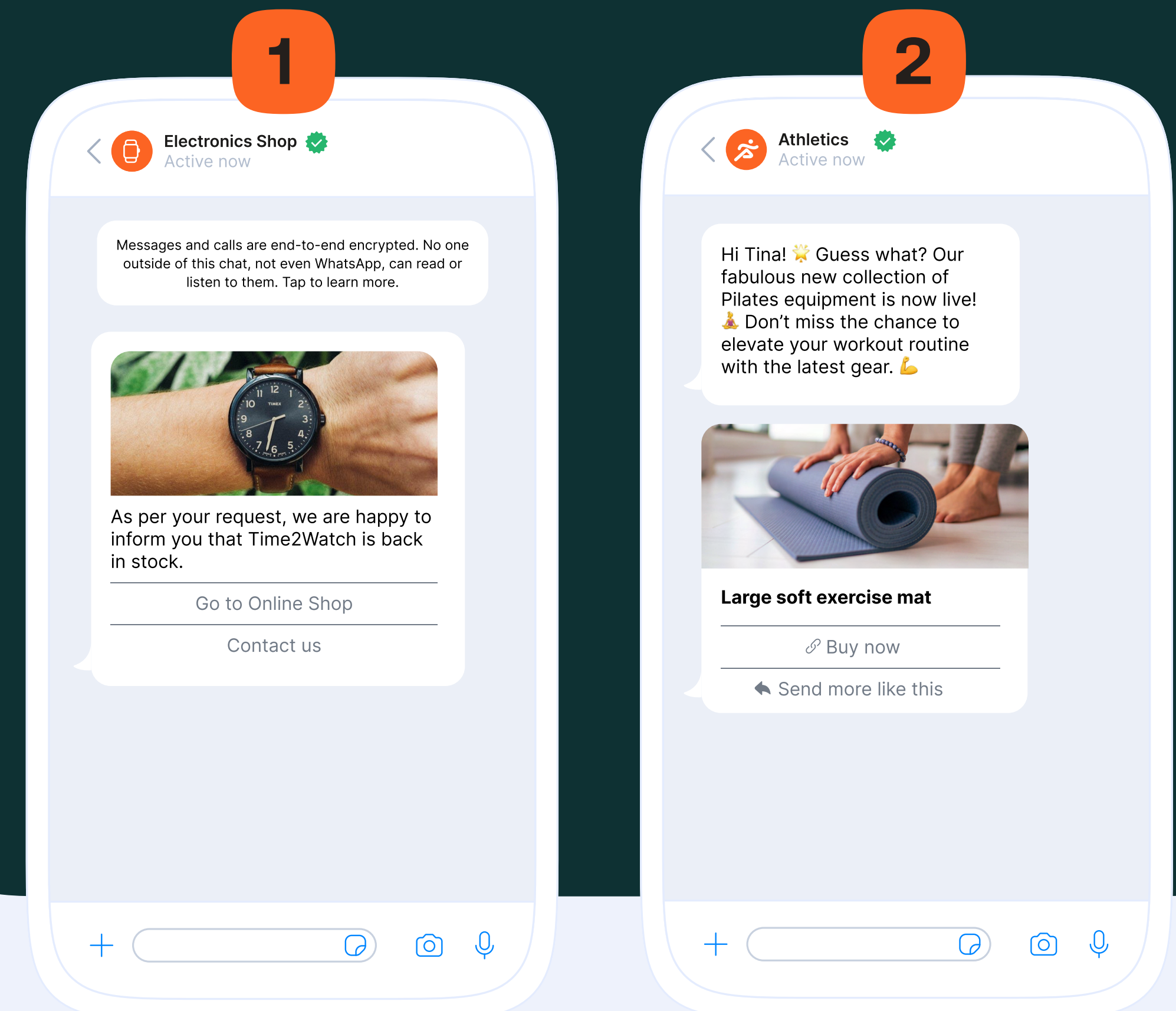
## 2. Digital marketing assistant

- Challenge:** Traditional chatbots struggle with open-ended questions and limit interaction channels, hindering conversion.
- Solution:** AI-powered digital assistants understand complex inquiries, personalize interactions, and operate across various channels, boosting customer experience and conversion rates.

Source: Infobip Survey 2024

## Conversational marketing

**28%** of American customers are more inclined to open an email from a brand that is personalized.



# Top tip for AI

Customer data is the key to predicting behavior and personalizing marketing efforts. Brands can leverage AI to analyze data and segment audiences to accurately target the right customers to send relevant offers at the right moment. AI can help brands predict customer behavior like their potential to churn, which allows for brands to re-engage the right customers with offers and promotions.

93%

of customer surveyed agreed they are more likely to purchase from a brand that sends personalized and relevant communication.



2x purchase frequency



10x less advertising spend

“Infobip combines a customer data platform (CDP) and marketing automation into a single platform. This is one of the few solutions on the market that integrates these functions, which I believe brings assured benefits to businesses. Infobip experts provide end-to-end support throughout the onboarding process. This greatly shortened our learning period and enabled quicker production rollouts.”

Layra Liao, Founder & CEO,  
– **Petpetgo**



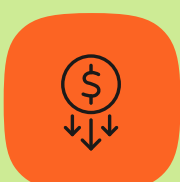
4.4 customer satisfaction score



139% increase in leads

“By digitally enabling the customer journey and launching this new chatbot service over the WhatsApp channel, we have made serving our customers more accessible and convenient. Infobip has helped us develop the optimum journey for users to interact with the brand through WhatsApp easily. The technical expertise has also allowed us to integrate it with our systems for smooth data capturing quickly.”

Mohammed El-Khayat Deputy GM,  
Customer Experience and Digital Transformation,  
– **Nissan**



50% reduction in operational cost



30% conversion rate

“Infobip understood and shared our values on accuracy, efficiency, and protection. Their single communication platform helped us optimize and unify our data validation processes along with securing our platform with their authentication solution. The combination of their CPaaS and SaaS capabilities helped take our digital transformation to the next level and build strong and trusted relationships.”

Khaled M Khalifeh,  
CEO & Tech Thought Leader,  
– **KINZ**

## Customer stories

# Conversational sales

## 1. Digital sales assistant

- **Challenge:** Scaling personalized conversations and converting leads across various channels is a constant struggle for sales teams.
- **Solution:** Digital sales assistants empower teams to personalize interactions at scale, automate repetitive tasks, and guide leads through the buying journey across channels, maximizing conversion rates.

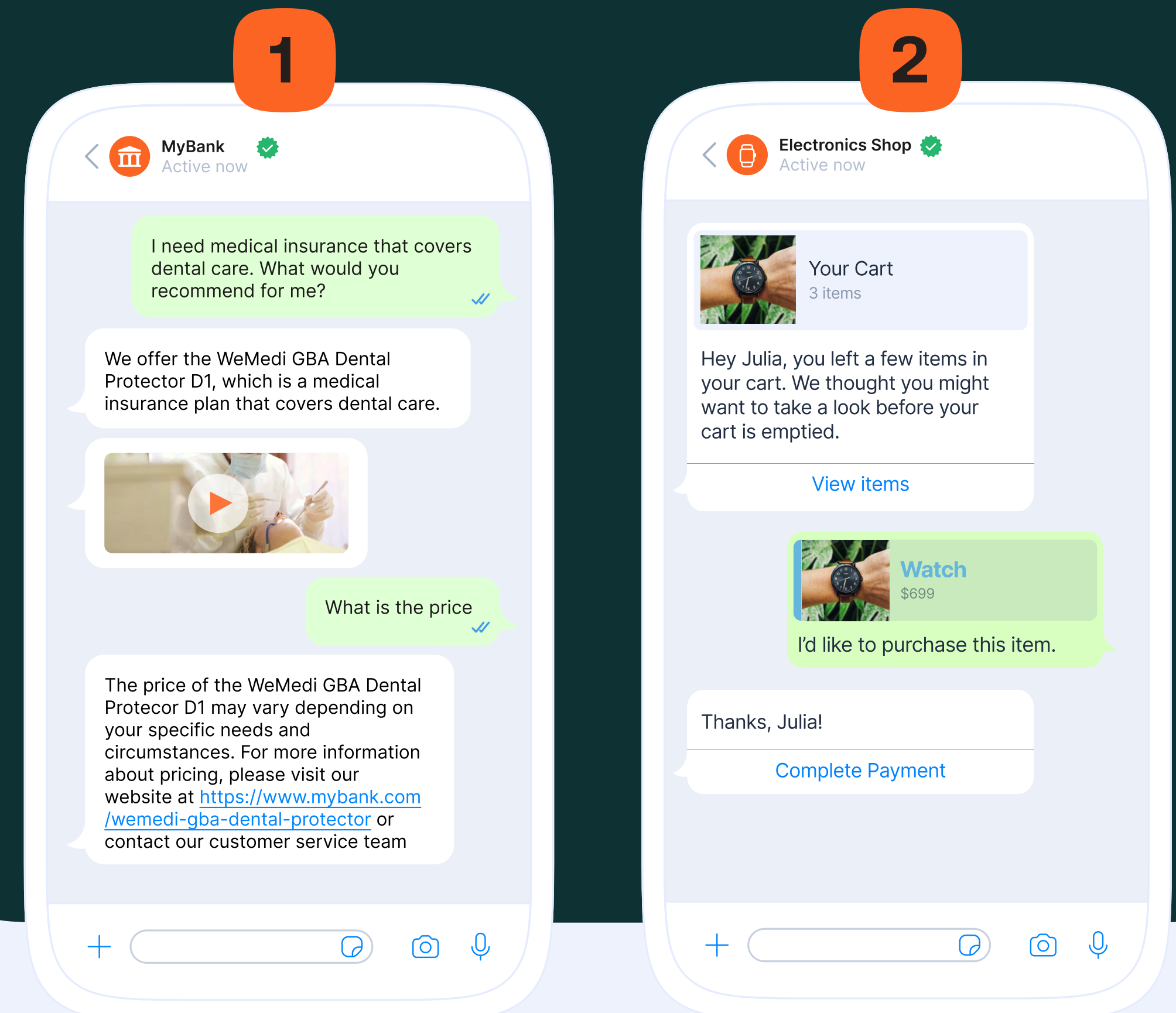
## 2. Purchase and conversion

- **Challenge:** Friction in the purchase journey, from navigating complex options to addressing last-minute doubts, frustrates buyers and hinders conversion.
- **Solution:** AI-powered purchase experiences guide customers through complex choices, address concerns in real-time, and eliminate friction, boosting conversion rates.



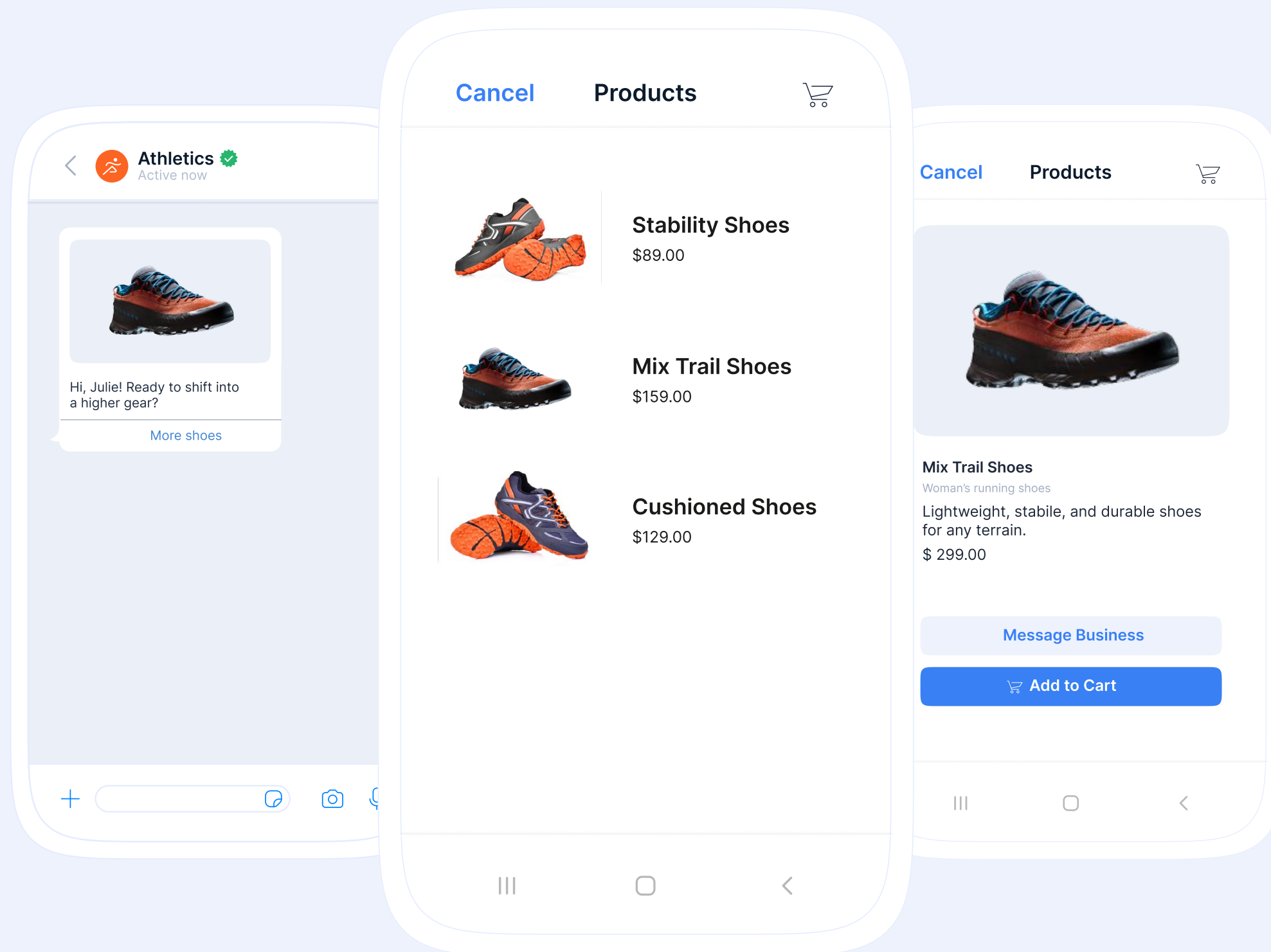
Source: Infobip Survey 2024

32% of customers don't mind the frequency of business messages, if they are relevant



## Top tip for AI

To enhance your customer experience, consider enabling your entire purchasing journey over a digital channel powered by AI. This allows you to keep customers engaged, offer instant support, and empower them to explore your products seamlessly in one place. By integrating AI, you can create a more cohesive, responsive, and customer-focused digital experience that meets their needs at every step of the journey.



11% conversion rate

“Working with Infobip allowed us to be more innovative, experiment, and deliver results in a simple and effective way. Infobip is a pioneer in conversational marketing campaigns via RCS powered by their cloud communications platform. Accessible documentation, local support and CX consultancy ensured smooth onboarding and implementation.”

Natacha Levy,  
Life Insurance Department  
Marketing Manager  
– **Covéa Group**



18% conversion rate  
to engaged user

“To help Coolinarika address this issue our mission was simple: to create a cutting-edge AI-powered solution that understands users’ needs, promotes healthier choices, maintains trust, enhances personalization, and empowers well-being. The methods that our teams used while creating the strategy and creative solution include nudge architecture, human-centered design, service design, premium native advertising, and agile development.”

Ana Plišić,  
Partner and Creative Director at  
– **C3 Croatia**

Customer stories

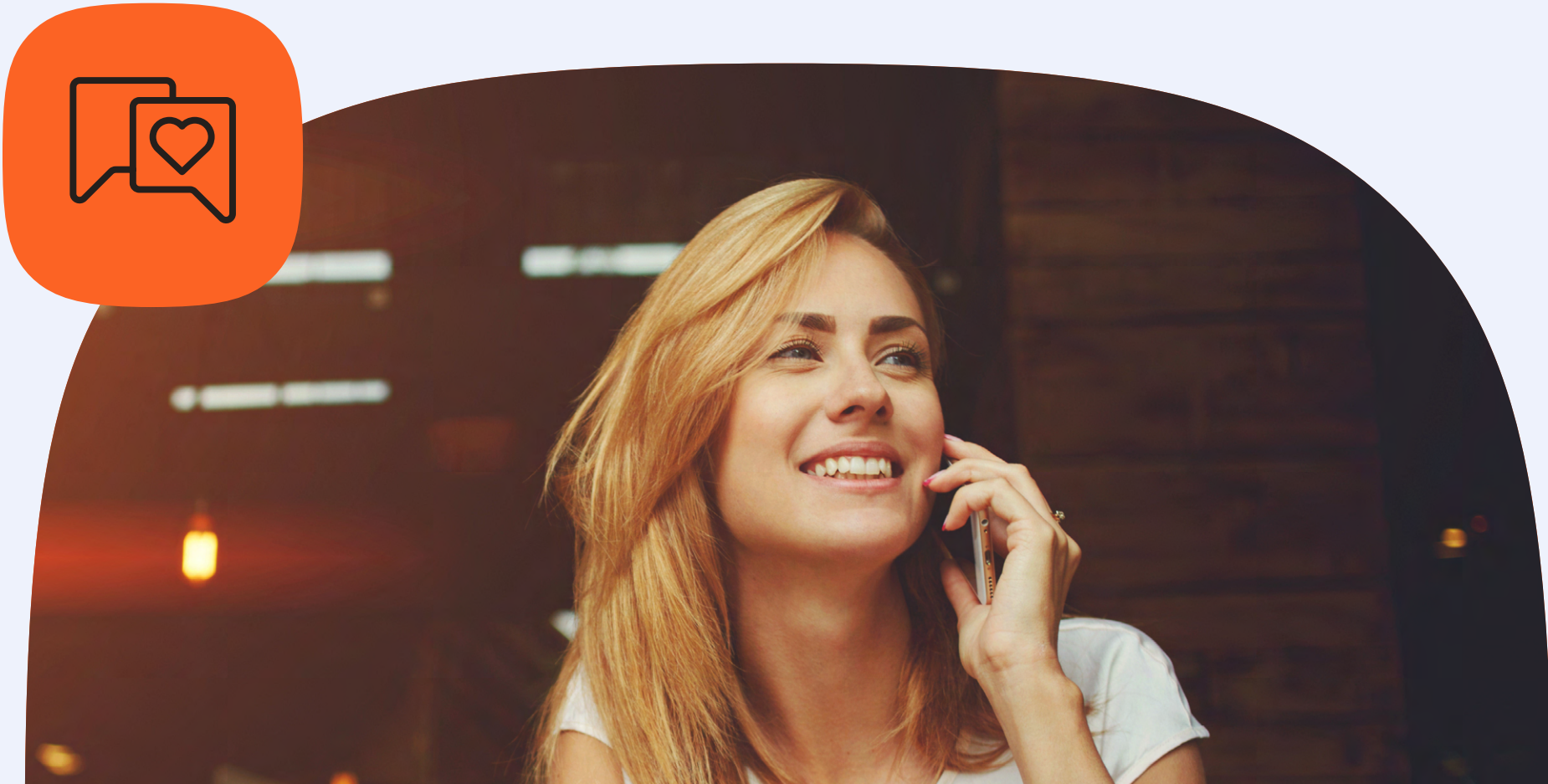
# Conversational support

## 1. Customer support assistant

- **Challenge:** Traditional support channels often fail to provide instant, personalized assistance, leading to frustrated customers and unresolved issues.
- **Solution:** Conversational AI enables the delivery of real time, personalized assistance in dozens of languages across channels, resolving issues efficiently and enhancing customer satisfaction.

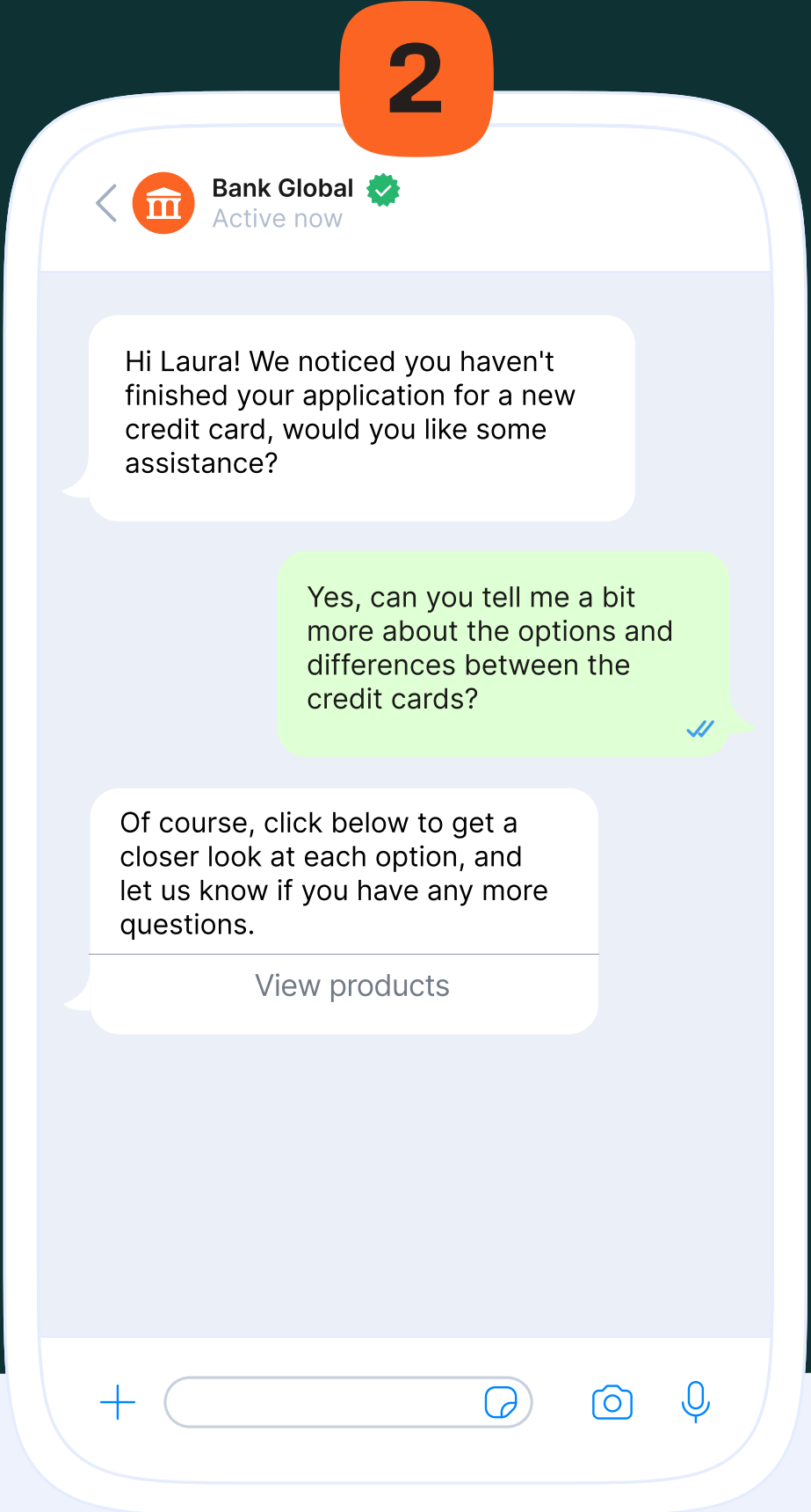
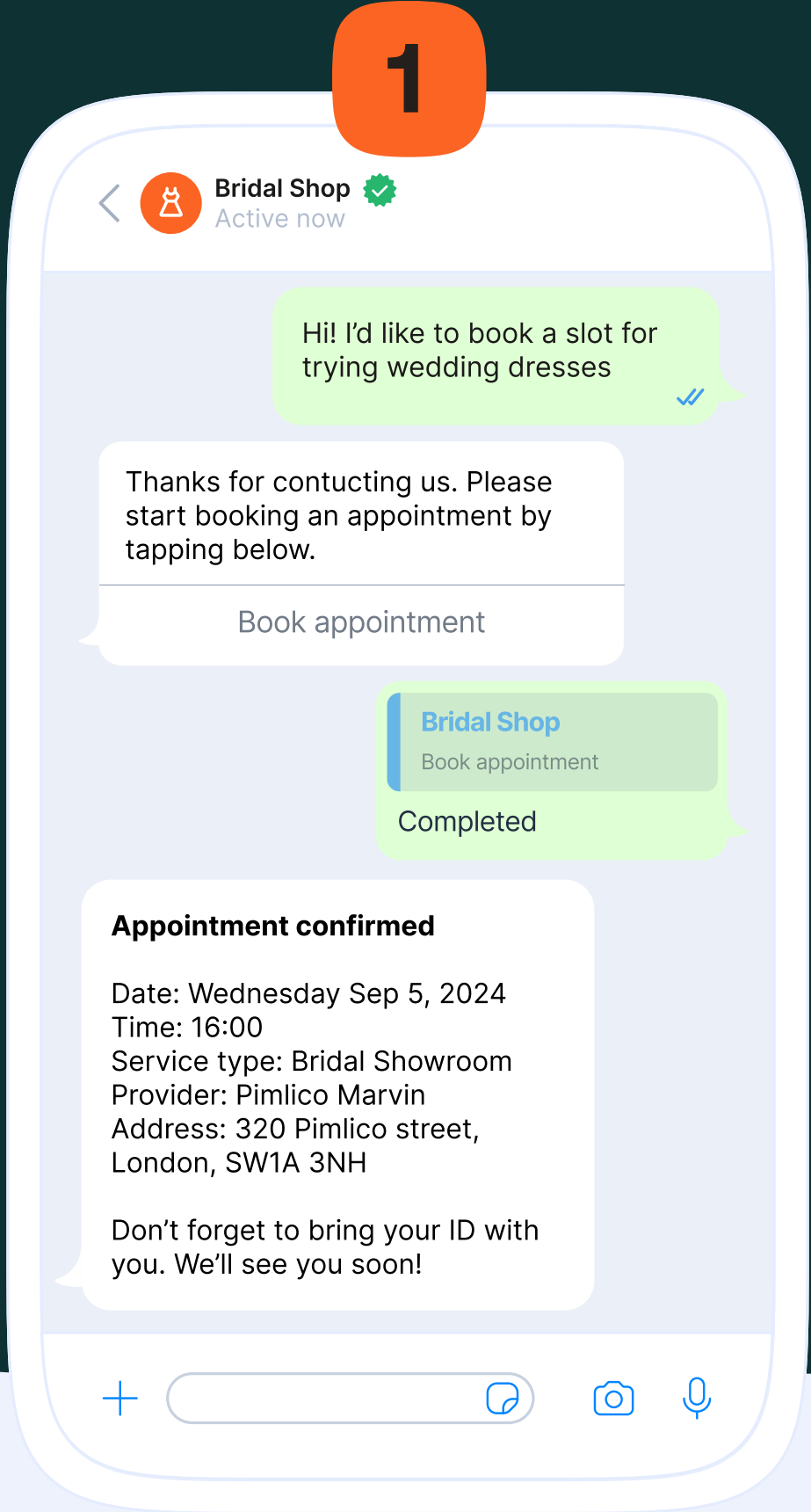
## 2. Handoff to an agent

- **Challenge:** Complex customer inquiries can fall through the cracks during handoff between chatbots and human agents, disrupting the customer experience.
- **Solution:** : Seamless agent handoff ensures a smooth transition from AI to human interaction, preserving context and resolving complex issues efficiently. AI has sentiment analysis to automatically detect customer frustration, and then automatically initiates the agent hand-off.



Source: Infobip Survey 2024

88% of customers say good customer service will make them more loyal to a brand



## Top tip for AI

Enable an [AI Voice Assistant](#) for faster customer service. These Voice bots can handle multiple customer queries at once and lighten the load on call centers by allowing agents to focus on complex inquiries.

With Voice still being a preferred channel for many customers, an AI voice assistant can offer conversational, human-like interactions over a phone call, and improve accessibility to your customer support over a familiar and reliable channel.

**41%** [of customers surveyed](#) prefer Voice when communicating with a brand



LAQO



30% of queries are handled by the AI digital assistant

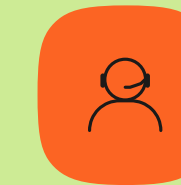


90% of queries are handled within 3-5 exchanged messages

“Now, we can automate great customer support and our agents can spend time helping new customers, dealing with complex cases, or building new features. What’s more, we spend 10 percent less effort on our contact center. Even with growing demand, we don’t need to expand our team at this point. And when we save money and resources, we can redistribute it to other initiatives important to us.”

Monika Tonžetić,  
Head of Digital Sales and Customer Support  
– **LAQO**

توصيل القابضة  
TAWSEEL HOLDING  
HOME OF SMART RETAIL



42% increase in ROI with conversational support

“The thing that stood out with Infobip is that it’s not just a conversational experience platform, but they have a passion for products that meet our customers’ needs. During onboarding and even post their speed of problem-solving stood out. Our customer service team is always able to send out any issues they’re facing, and the response time is quick.”

Karim Abu Gharieb,  
Director of Marketing  
– **Tawseel Holding Group**

Customer stories



# Our approach to AI

Now that we've gone through the market opportunity and possibilities that AI provides, what's key to your transformation journey is the approach to it.

Unlike other vendors who take a tactical approach to AI enabling their products, we, at Infobip are using a more strategic, holistic approach. Over the last few years, we have employed a three-pronged strategy as follows:



1

## Composable AI platform

We are using predictive AI, and GenAI. This enables us to offer a series of centralized services to the various products that are built on it. This way we're able to provide the best possible conversational experiences by combining its broad range of communication channels with a host of AI capabilities.



2

## LLM-agnostic platform

We have also expanded our capabilities to provide an LLM agnostic platform, enabling the integration of different LLM models to satisfy industry or business-specific requirements. This capability includes an LLM orchestrator function coupled with a set of LLM management tools to simplify and accelerate the adoption of GenAI solutions.



3

## Human-in-the-loop

The efficacy of any machine learning model can be dramatically improved by using a human-in-the-loop approach, which is an iterative process to continuously incorporate human feedback into the resulting output. That's why our AI tools prioritize the enabling of human-in-the-loop capabilities so that customers not only maintain full control over their GenAI processes, but also raise the accuracy levels and reduce the risk of hallucinations or erroneous data.



Microsoft has recognized us as a trusted partner in the AI space. With this exclusive partnership you can create customized and powerful chatbots that offer more precise and contextually accurate answers versus the industry average.

In addition, our data centers are directly connected to those of Azure's., providing quick and secure operations with a complete guarantee of zero data storage with Microsoft.

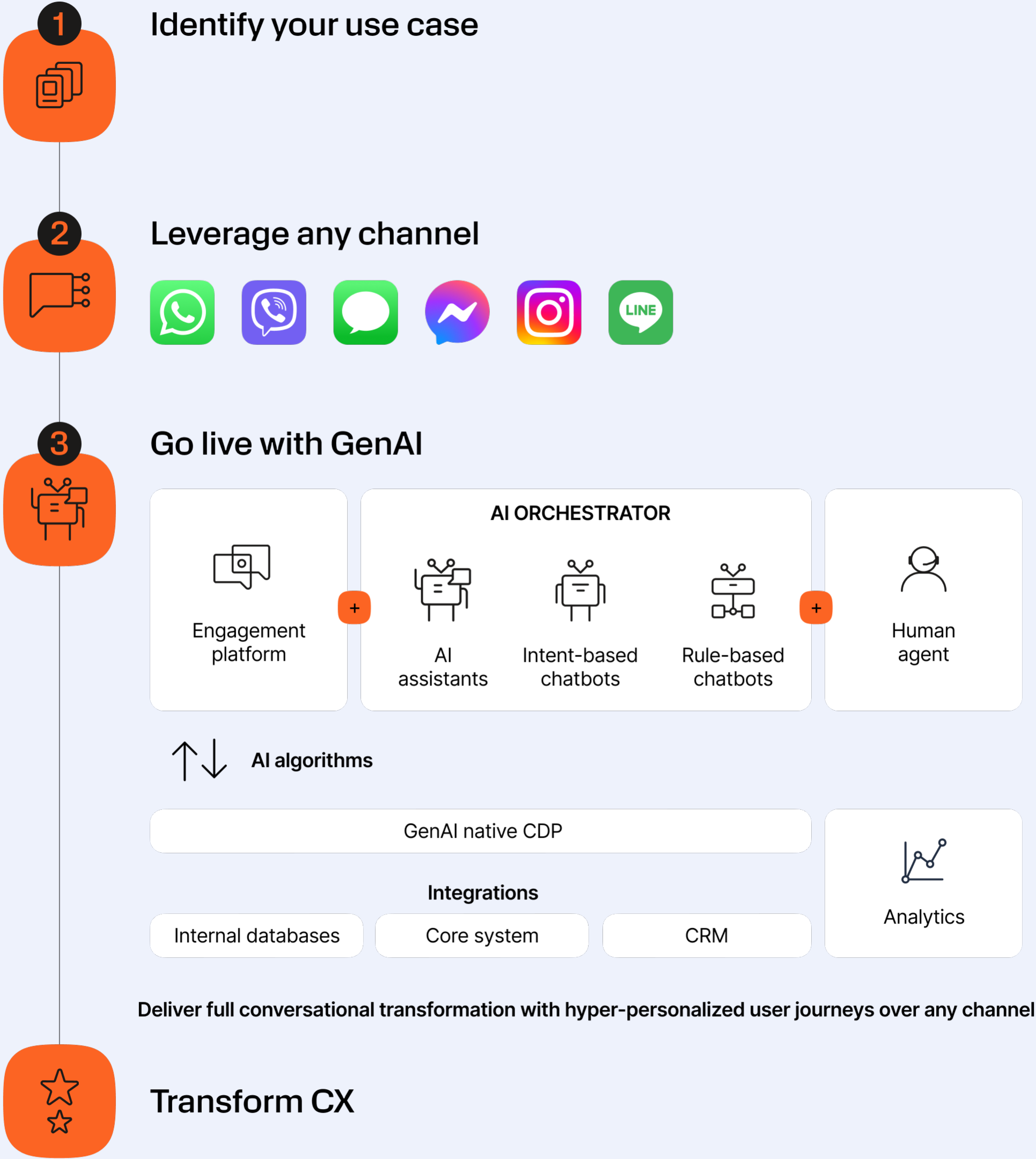
**85%**  
Available RAG hit-rate with Infobip and Microsoft

**70%**  
RAG hit-rate (industry average)

“Picture this:

A business or brand can implement a sales campaign using an AI copilot to fulfill routine tasks— such as creating the right marketing campaign to increase sales for Black Friday— using generative AI to create draft copy and visuals for a sales campaign, and then using a different AI to help with segmentation of their customers across predefined criteria. Then an AI-driven chatbot can interact with customers on their favorite chat app and answer questions about the products on sale with no dead-ends, just human-like conversations. Finally, AI can also optimize notifications to ensure customers are reengaged at the best time to make a purchase and drive sales.”

Ivan Ostojić, Chief Business Officer, Infobip



# The road to ethical AI

Although AI has immense potential for revolutionizing digital customer journeys, it does come with several challenges.

## Challenges



**Privacy concerns:** AI systems typically rely on enormous amounts of data, raising concerns about privacy infringement and data security. Businesses and providers must ensure they responsibly manage and control access to this data and employ enterprise-grade controls to prevent unauthorized access.



**Biases, fairness, and hallucinations:** The derivative output from any AI system is directly correlated to its input training data. In some cases, this can lead to unfair or discriminatory outcomes. In others, it can lead to hallucinations. Care must be taken to ensure that a balanced set of input data is used with the AI models.



**Reputation and transparency:** As AI becomes more integrated into customer interactions, brands face the challenge of ensuring the responses are ethical, unbiased, and transparent to maintain trust and brand reputation.

## Solutions



**Ethical AI:** We ensure responsible AI development, aligning with your values and building trust.



**Minuscule hallucinations:** Our AI experts work to safeguard your chatbots from hallucinations and protect your brand reputation.



**Secured brand reputation:** We foster genuine connections and positive brand experiences with transparent, reliable AI.



**Proactive safeguarding:** Red Teaming and extensive AI testing and monitoring to avoid adversarial scenarios.

# Choosing the right AI partner

Choosing the right AI partner requires careful evaluation of their expertise, scalability, and alignment with your goals. Our AI-powered conversational customer experience platform, extensive industry knowledge and proven real-life use cases are testament to our commitment in delivering customized and impactful AI solutions.



1

## Unified communications platform

We have a single, unified core platform on which all the products are built. Our orchestration layer gives you a solution that is optimized for hyper-personalization across the widest range of channels and supported languages for every stage in the digital customer journey.



2

## Exclusive partnerships

We have exclusive technology partnerships with Google, Meta, and Microsoft to offer the most competitive pricing options and deliver the highest level of enterprise-grade security and scalability.



3

## Superior delivery services

We have years of proven experience in helping customers transform their respective industries by designing, building, and launching amazing conversational experiences at scale. It has global reach yet offers local support.



# Let's get started

AI-driven experiences have reimagined the way customers want to converse, and forward-looking businesses have already started to innovate with GenAI to continue exceeding customer expectations and delivering the service they want.

AI has the power to transform many business processes across industries, and the digital customer journey is no different. By enabling conversational AI solutions, we offer use cases today that can enable businesses to reap huge benefits including reduced costs, increased conversions, and higher customer satisfaction.

Contact us



# The Infobip Advantage

## Global reach and local presence

- ✓ **8,000+ global connections**
- ✓ **Connect with over 7bn people and things**
- ✓ **Strong enterprise client base**
- ✓ **75+ offices on 6 continents**

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

## Scalable, fast and flexible solutions

- ✓ **Best-in-class delivery rates**
- ✓ **High speed and reliability**
- ✓ **Low latency**
- ✓ **In-house developed platform**

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

## Remarkable customer experience

- ✓ **Technical expertise**
- ✓ **Solutions consultancy**
- ✓ **Customer success management**
- ✓ **24/7 support and network monitoring**

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy.

## Own infrastructure

- ✓ **Locally available services**
- ✓ **Compliance to local regulations**
- ✓ **40 data centers worldwide**

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



**Gartner® Magic Quadrant™  
for CPaaS, 2024**  
Infobip is named a Leader



**Juniper Research**  
CCaaS Leader  
2022, 2023



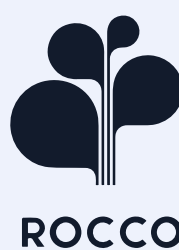
**Omdia Universe**  
CPaaS Leader  
2022, 2023



**IDC MarketScape**  
A CPaaS Leader  
2021, 2023\*



**Metrigy CPaaS  
MetriRank report**  
Ranked as #1 CPaaS  
Provider 2023



**Rocco**  
Best Customer Engagement  
Platform 2020  
Best A2P SMS Vendor  
2018, 2019, 2020,  
2021, 2022



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