

Build vs. Buy: What to know before implementing an AI-powered customer experience solution



Organizations are increasingly turning to AI and automation to augment their customer experience, with efforts being felt both by the customers and the internal teams. As more organizations turn to these tools, the big question remains whether to build a solution in-house or outsource to a third-party vendor.

Pulse and Pypestream surveyed 100 tech leaders in charge of digital transformation to learn more about their priorities around customer service, how they plan to implement AI and automation, and the pros and cons of in-house versus outsourced.

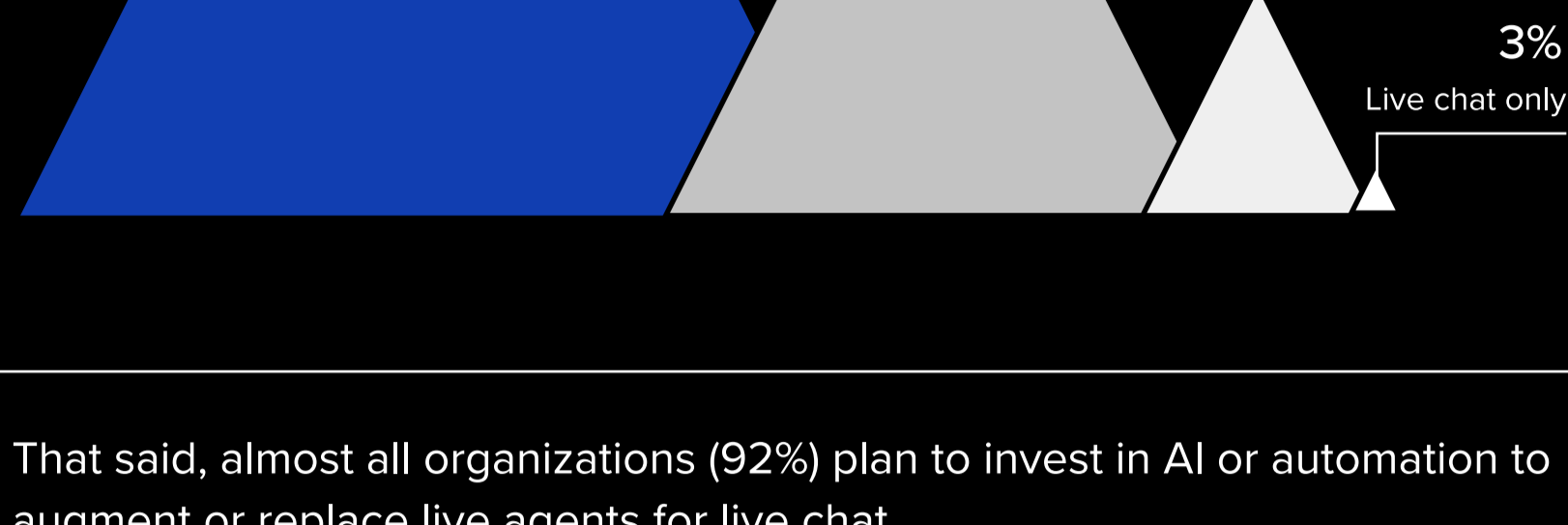
Data collected from Mar. 1 - Apr. 18, 2021

Respondents: 100 Tech Leaders

Tech leaders use a mix of channels for customer service and recognize AI and automation as an opportunity to augment or replace their live agents.

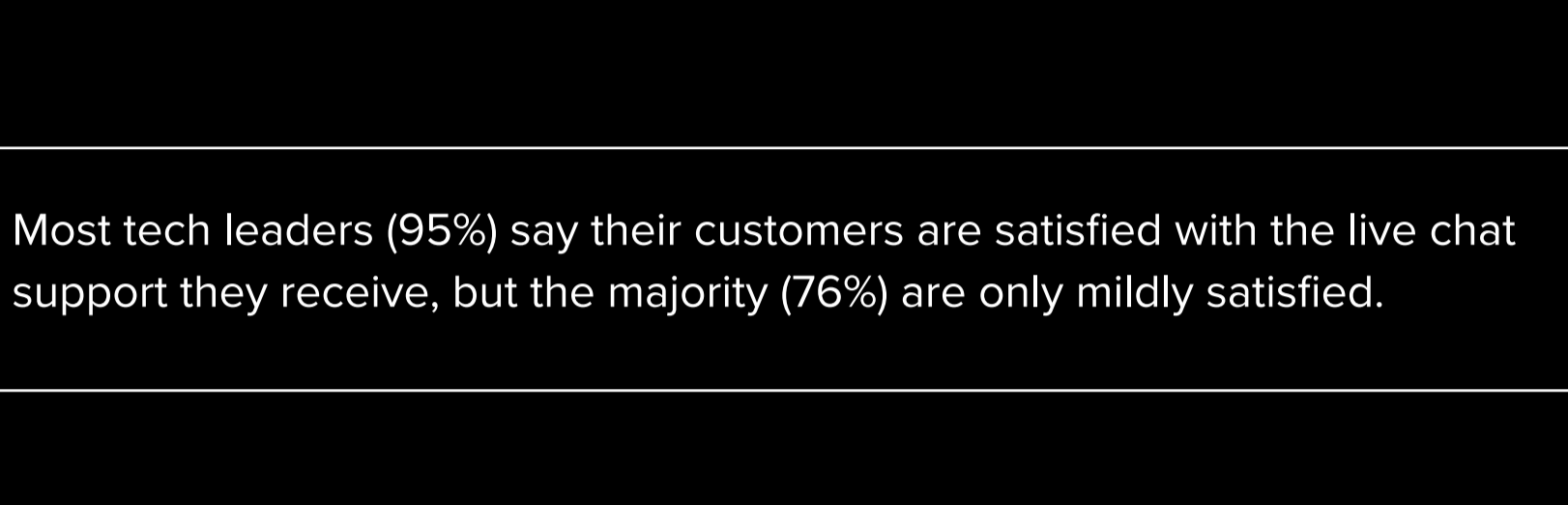
Most organizations (83%) provide customer service through a mix of live chat and phone calls — with half (50%) mainly engaging through phone calls.

How does your organization currently engage with customers for support?



That said, almost all organizations (92%) plan to invest in AI or automation to augment or replace live agents for live chat.

Does your organization currently plan to invest in a customer experience AI/automation tool to augment or replace live agents this year?



Most tech leaders (95%) say their customers are satisfied with the live chat support they receive, but the majority (76%) are only mildly satisfied.

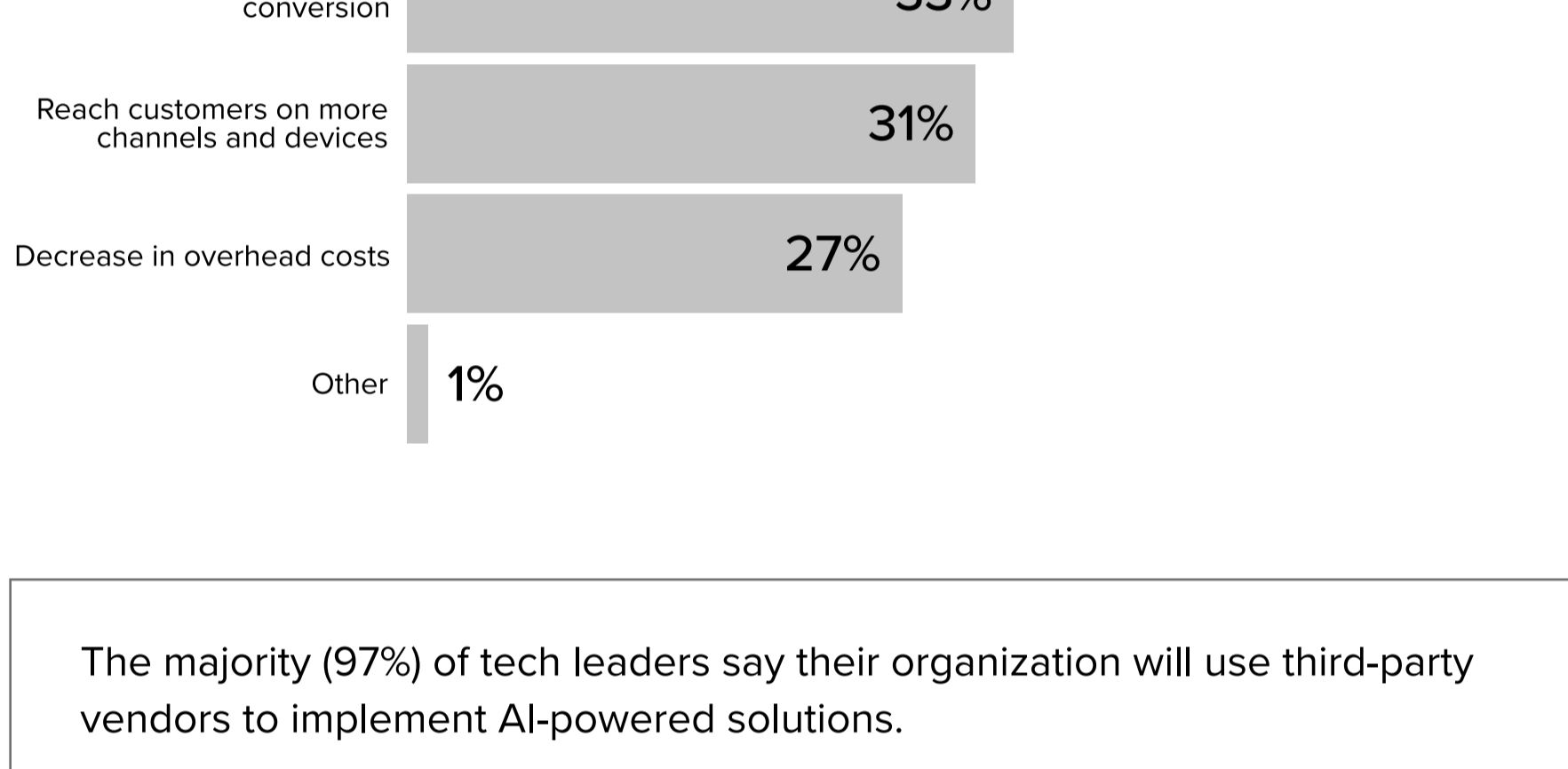
What is the average customer satisfaction rate with your current live chat support solution?



Tech leaders recognize the benefits of AI-powered solutions for customers and employees and will enlist third parties to implement them.

Tech leaders value AI-powered customer experience solutions that increase customer satisfaction and engagement (64%), but also those that improve agent productivity (55%).

What are the 3 most important benefits of implementing an AI-powered customer experience solution?



The majority (97%) of tech leaders say their organization will use third-party vendors to implement AI-powered solutions.

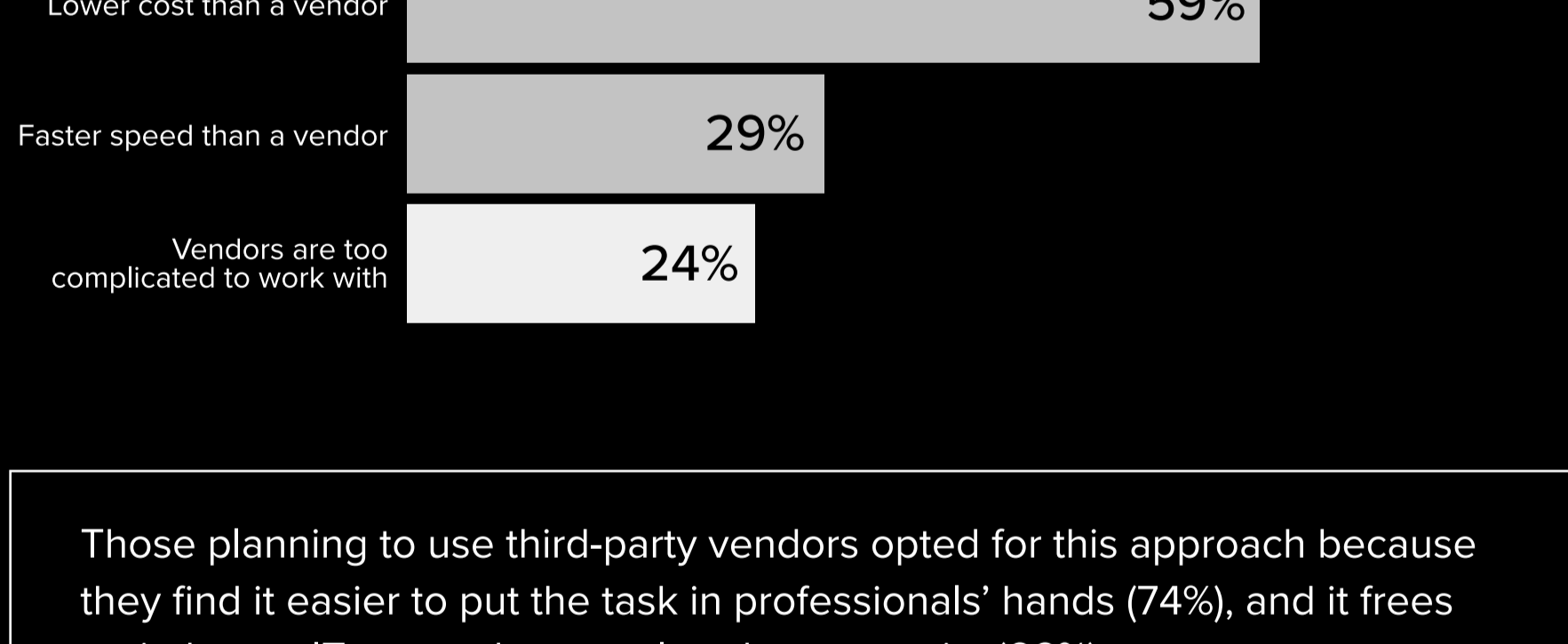
When it comes to a customer experience AI/automation tool, does your organization plan to utilize a third-party vendor or build it in-house (e.g., with the IT team)?



Building AI-powered customer experience solutions in-house may create a more tailored process, but third-party professional help can free up IT teams to focus on other projects.

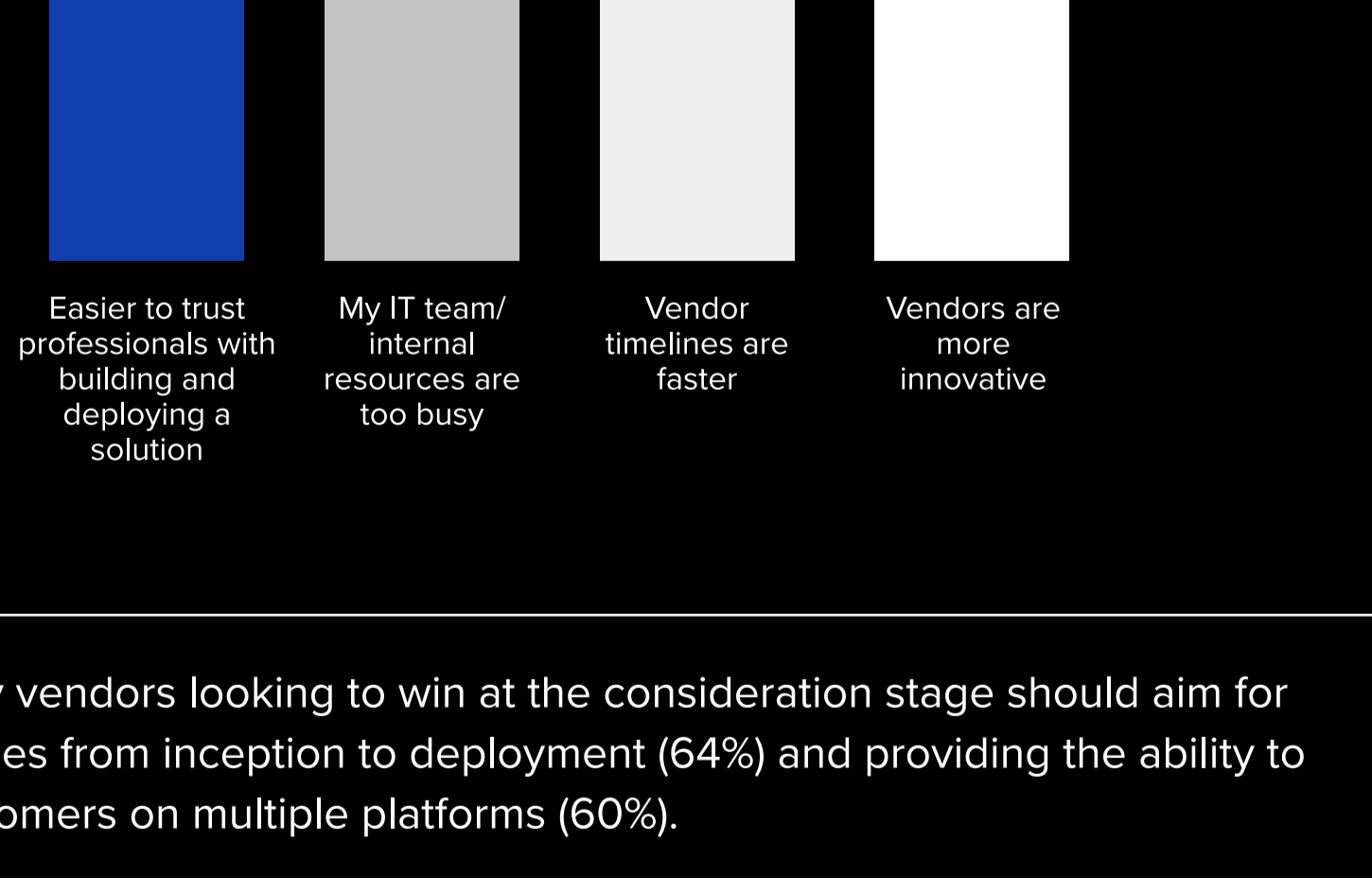
For those planning to build an in-house solution, benefits include having systems that their IT team already integrates with (76%) and a native understanding of the company (71%).

Why does your organization plan to build a customer experience AI/automation tool in-house (i.e., with the IT team)?



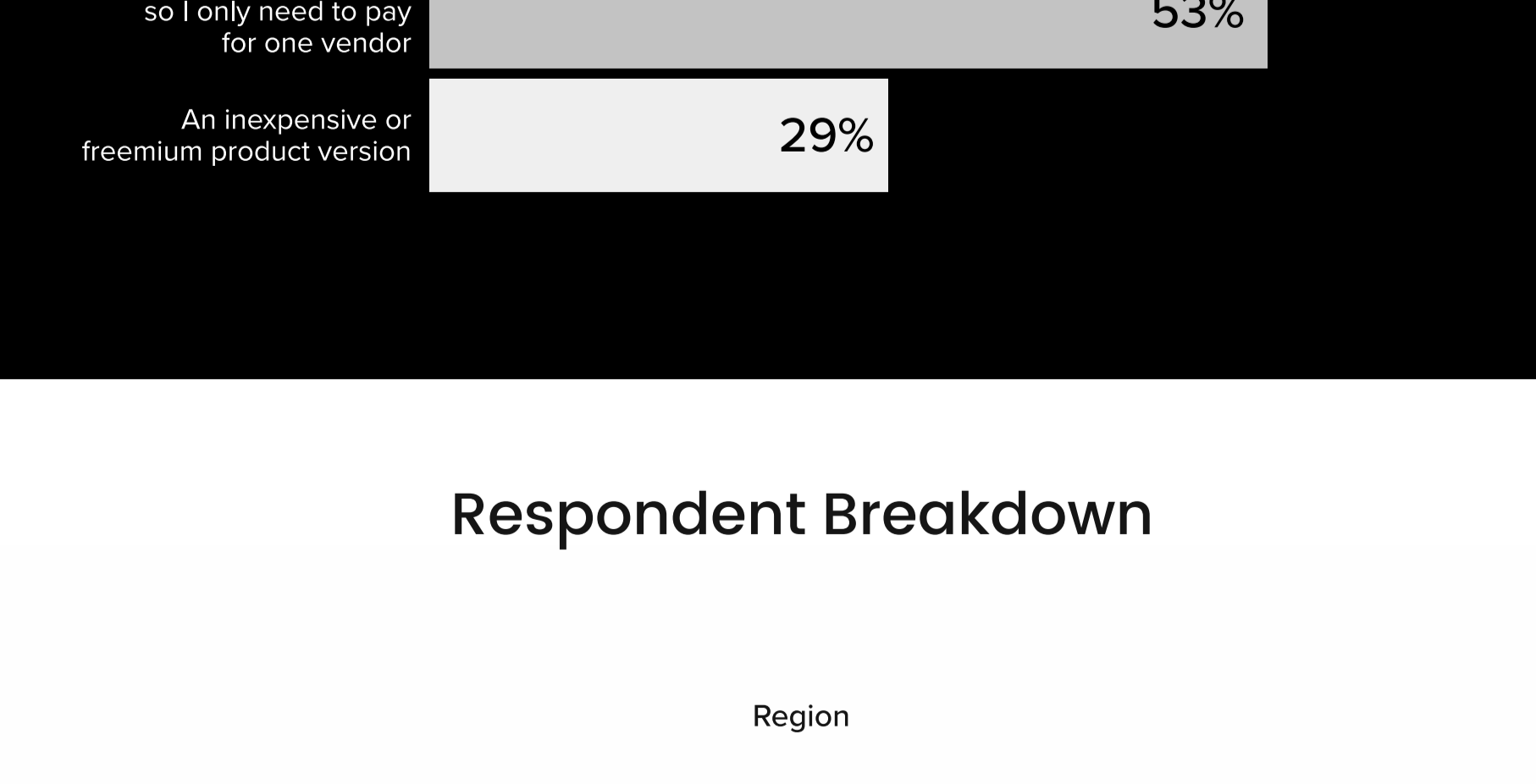
Those planning to use third-party vendors opted for this approach because they find it easier to put the task in professionals' hands (74%), and it frees up in-house IT teams that are already at capacity (66%).

Why does your organization plan to leverage a third-party customer experience AI/automation vendor?



Third-party vendors looking to win at the consideration stage should aim for fast-timelines from inception to deployment (64%) and providing the ability to reach customers on multiple platforms (60%).

What are the most important things a customer experience AI/automated vendor can provide at the consideration stage?

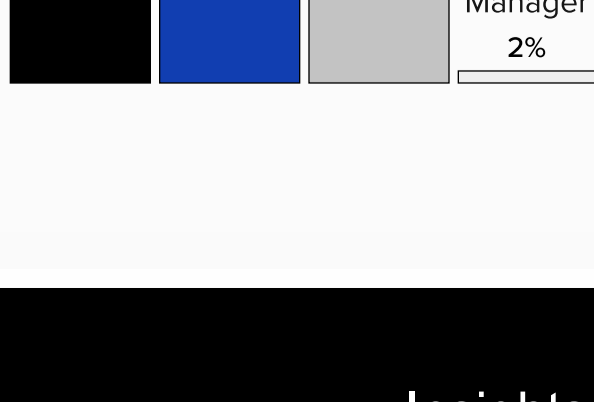


Respondent Breakdown

Region



Title



Company Size

