

ARTIFICIAL INTELLIGENCE

Amplify Your Customer Experience With Microsoft

The demand for frictionless, self-service customer experiences continues to increase, and Millennials are at the forefront of this shift.

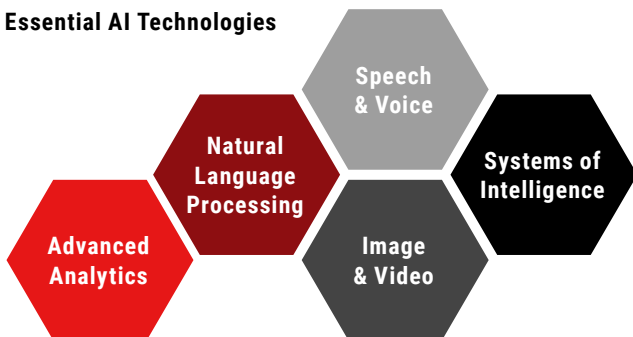
According to Pew Research, this hyper-connected generation has become the largest group of consumers in the U.S. and their demand for unprecedented levels of 24x7x365 customer service is compelling more and more enterprises to adopt technology that allows customers to seamlessly engage with the brand whenever and however they want.

These consumers want service that is:

- Fast and convenient
- Self-serve
- Multichannel
- Conversational
- Available 24x7x365

The ability to develop cohesive customer experiences is critical to the success of your brand. It's important to consider the role technology — specifically artificial intelligence (AI)—plays in this initiative.

Essential AI Technologies



Customer Experience (CX) AI Approach With Microsoft

Our Microsoft CX AI approach is designed to help you amplify the right moments in your customer's journey by evaluating the building blocks of AI for the greatest overall impact. Microsoft tools for advanced analytics, natural language processing, speech/voice, image/video, and systems of intelligence will be assessed for where and how they can be used in your CX and prioritized for a recommended execution approach.

This four-week engagements will:

- Rapidly accelerate your AI adoption
- Focus AI on the most important and competitive elements of your brand and customer experience
- Demonstrate how Microsoft AI tools will make a difference in your organization and for your customers

We will work closely with you to deploy a Microsoft CX AI strategy to tactically target key customer touchpoints by:

- Building a starter portfolio of visualized, AI-powered customer experiences
- Providing a suite of Microsoft AI technology and capabilities
- Creating an execution plan of recommendations and initiatives to get started

Why Perficient

We're an award-winning Microsoft designated solutions partner recognized for delivering strategic, AI-centric solutions across the Microsoft Cloud. Our accomplished AI practice specializes in analytics, big data, unstructured content management, enterprise search, digital experience, and business optimization solutions that turn information into a strategic asset.

Our more than 30 dedicated AI delivery professionals have the skills and resources needed to define the right AI strategy to meet your goals and drive tangible business value.



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