# So You Want to Be a Generative AI Expert

**A CX Professional's Guide to AI Technology**

New Generative AI technology is driving interest in the future of customer experience (CX) and has the potential to transform how brands interact with their customers. CX leaders looking to understand more about AI can use this quick reference guide for their teams to leverage basic principles and be aware of what to look for in new solutions built on Generative AI technology.

The Impact of AI

Transactions supported by automation by 2025 [1]

2023
30%

2025
▲ **70%**

AI impact on jobs [2]

63%
Enhanced

7%
Replaced

30%
Unaffected
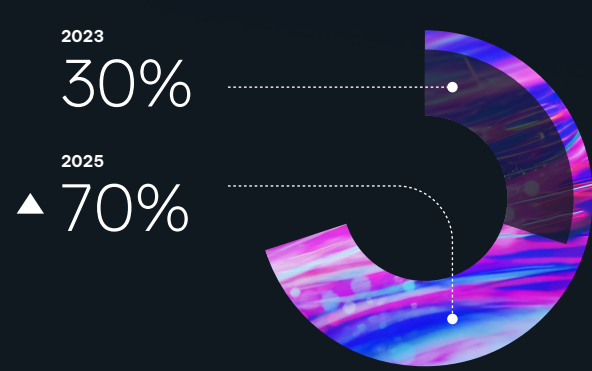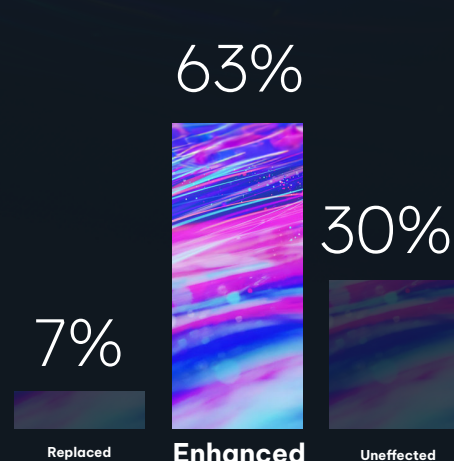
67% of organizations have yet to incorporate AI into their knowledge management strategy [3] counter to data on AI's significant, and increasing, market impact — leaving room for prepared organizations to pull ahead of the pack

Terms to Know

GENERATIVE AI
A type of AI that involves the creation of new and original content, such as text, images, and music

NATURAL LANGUAGE PROCESSING (NLP)
A facet of AI that involves understanding human language, allowing computers to interpret and respond naturally and intuitively

LARGE LANGUAGE MODELS
Massive amounts of data from various sources, used to train AI for automation, translation, content creation, and more

CONVERSATIONAL AI
AI designed to simulate simple yet human-like conversations for applications like virtual assistants and chatbots

SEMANTIC DATA
Information with meaning and context based on the relationships between different pieces of data and the concepts they represent

EPISODIC DATA
Contextual information crucial to creating intelligent AI systems by aiding AI applications in analyzing human behavior and language

PROCEDURAL DATA
Instructions that guide AI applications to perform specific tasks, automate complex processes, and develop more advanced AI systems

Benefits of Generative AI

AUTOMATION
Routine task automation frees up service agents to handle more complex issues, improving efficiency

DATA ANALYSIS
Identify patterns and trends to address potential issues and proactively improve CX

PERSONALIZED SERVICE
Provide quick, accurate responses to reduce wait times, improve productivity, and increase customer satisfaction

Potential Concerns

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With the ability to generate content rapidly, AI systems could create material that infringes on intellectual property rights

HALLUCINATION
The potential for AI to create inaccurate or misleading content or answers, often due to insufficient or highly specific data

DEEPFAKES
Manipulated videos or images could create a false impression of reality with misinformation

FAQ

WHAT SETS GENERATIVE AI APART & MAKES IT INTRIGUING?
Generative AI uses advanced algorithms to analyze and reproduce language patterns, resulting in content that appears to be created by a human

WHAT ROLE DO CONTACT CENTER AGENTS PLAY IF GENERATIVE AI IS SO GREAT?
Agents are the lifeblood of your business, and AI will enhance and improve processes for maximum efficiency and personalized service

ARE THERE CONCERNS ABOUT THE DATA SECURITY AND PRIVACY OF GENERATIVE AI?
Data and privacy should remain high priorities, as AI can potentially examine sensitive information—mitigate risk by implementing strong security measures and limiting access to customer data

IS IT ACCEPTABLE TO USE AI TECHNOLOGY FOR CX?
Generative AI offers powerful CX benefits when implemented with the proper guardrails to ensure accuracy, privacy, and brand alignment

HOW CAN WE ENSURE THE ETHICAL, RESPONSIBLE USE OF GENERATIVE AI IN OUR BUSINESS PRACTICES?
Responsible AI practices include securing customer data, awareness of potential employee impact, and complete transparency and accountability, but these are only the first steps

IN WHAT WAYS CAN GENERATIVE AI SUPPORT CURRENT CX PROCEDURES?
Generative AI can be personalized in many ways to achieve specific business goals and outcomes, such as automating monotonous tasks, improving accuracy, and reducing customer wait times with expedient self-service

AI Solutions for CX Excellence & Beyond

Empower your CX with Enlighten
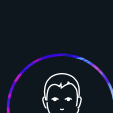
ENLIGHTEN COPILOT
Centralized conversational AI that promotes smarter guided interactions, individualized coaching, and task automation opportunities for better agent and supervisor experiences

ENLIGHTEN AUTOPILOT
A new consumer-facing conversational AI solution based on trusted company knowledge, aligning responses with business goals, for fully personalized experiences

ENLIGHTEN ACTIONS
Unleash unprecedented power for your CX business, proactively uncovering opportunities for AI-driven optimization and automation to accelerate execution for all CX leaders

1. Statista, (2020). Gartner. Link: https://www.gartner.com/en/newsroom/press-releases/2020-06-15-gartner-predicts-the-future-of-ai-technologies/ (9797488) (via link)
2. Roccas, J., Jablin, C., Tse, J.K., J., Briggs, & Plamondon, S. (n.d.). The recent emergence of generative artificial intelligence (AI) raises another set. https://www2.deloitte.com/us/en/insights/2023/05/threat-economics-workers/_-The-Potentially-Larger-Effects-of-Artificial-Intelligence-Growth_Various_Jackson.pdf
3. Knowledge management. (2020). Salesforce Insights. https://www1.deloitte.com/us/en/insights/focus/human-capital-trends/2023/knowledge-management-strategy.html