

5 Reasons to Power CX Measurement with AI

According to [Gartner](#), improving customer experience is the top motivator for companies with planned AI investments. While AI can supercharge many CX use cases, from self-service to personalization, it's especially well-suited to strengthening CX measurement. In fact, among organizations with active CX programs and planned AI investment, 64% of companies cited improving CX measurement as their top priority — and with good reason.

Traditional survey-based CX metrics include Net Promoter Score (“NPS”), Customer Satisfaction Score (“CSAT”), and Customer Effort Score (“CES”). According to [McKinsey](#), 93% of companies reported using survey-based metrics as their primary way to measure CX, but only 15% said they were fully satisfied with the approach. Only 6% expressed confidence that their survey-based measurement system enables both strategic and tactical decision-making. Here are 5 reasons to power your CX measurement with AI that will dramatically improve your ability to improve CX and desired business outcomes.

1 Harness the gold mine of customer feedback you already have

It's easy to see why free-form survey verbatims have always been in high demand — they offer a chance to hear from your customers in their own words. Survey verbatims are a small taste of the unstructured natural language, or [organic feedback](#), that customers use in everyday channels like support and user forums to raise issues, ask for help, and make requests. But organic feedback has never been in short supply — most companies are sitting on mountains of incredibly valuable untapped organic feedback.



80% of customer data is unstructured

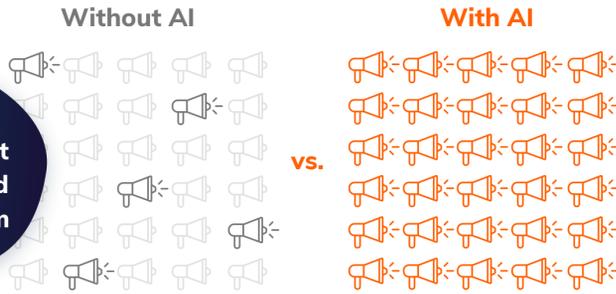
According to [IDC](#), 80% of customer data is unstructured, and that number could grow to 95% by 2025. Traditionally, it was untouchable because the volume and velocity were way too much for any human team to analyze. With AI to do the heavy lifting of reading and analysis, that's no longer the case. In addition to surfacing insights you may otherwise never uncover, using AI to understand the data you already have significantly reduces time to value because you're not waiting for survey responses to roll in— it also lets humans focus on evaluating insights and taking action, faster.

2 Eliminate blind spots with 100% coverage

Are your customers who don't respond to surveys promoters, passives, or detractors, and why? How did your team perform on those interactions that didn't get a rating? What's driving effort for your customers? What can you do differently?

According to a [McKinsey study](#), the typical CX survey samples only 7% of a company's customers, let alone the percentage of customers who then actually respond. Only 13% of CX leaders were confident that their survey-based CX measurement system provides a representative view of their customer base.

Only 13% of CX leaders are confident in their survey-based measurement system



AI helps you eliminate blind spots and shows you what you're missing by providing consistent metrics across all customer interactions, regardless of whether customers answered your survey.

3 Predict the metrics you care about

While traditional survey metrics like NPS, CSAT, and CES can be useful benchmarks, a common criticism is that they don't actually help CX teams identify the right actions to take — according to [Forrester](#), 79% of CX professionals say that these metrics don't help them improve CX. Furthermore, [McKinsey](#) says that two-thirds of CX leaders ranked the ability to act on CX issues in near real-time as a top-three priority, but only 13% said that survey-based metrics help them identify important insights fast enough.



79% of CX professionals say traditional metrics don't help improve CX

Only 13% of CX leaders say survey-based metrics identify insights fast enough

AI-based CX metrics can predict your tried and true metrics by analyzing interactions in real-time — the difference is that they are based on that gold mine of untapped feedback you're sitting on (see #1) instead of just survey responses and they're passively collected and computed in real-time. Like an early warning system, they give you the chance to solve problems that threaten the business outcomes you care about.

4 Identify root causes

Surveys alone often fail to highlight what's really moving the needle on your customer experience — whether that's why a customer became a detractor, why the adoption rate on a new product isn't as high as you'd like, or why certain interactions take longer. [McKinsey](#) cites that 84% of CX leaders say surveys do not provide granular enough data to help them understand the root causes of CX performance.

84% of CX leaders say surveys do not provide granular enough data to help them understand the root causes of CX performance



With AI-driven CX metrics, it's easy to double-click into any metric and understand what happened. Because they're based on all of your customer interactions, you can trace every number to specific underlying moments, making it easy to find the root cause for any new number or development.

5 Prove ROI on CX and connect your initiatives to business outcomes

For CX teams, over- or underinvesting in the wrong direction is a costly mistake. With investment in CX at an all-time high, it's never been more important to measure the impact of your actions. But according to [McKinsey](#), only 4% of CX leaders said that their survey-based CX measurement system enables them to calculate the ROI of CX decisions.

Only 4% of CX leaders said that their survey-based CX measurement system enables them to calculate the ROI of CX decisions.

Because AI can help consistently predict CX metrics based on high-volume interactions that best represent your customer relationships, it helps paint a clear picture of retention and growth, advocacy, and cost of service. As a result, it's easier than ever to evaluate ROI across potential CX investments and directly connect those initiatives to the business outcomes you care about.

[Learn More](#) about measuring organic feedback with AI and [talk to our team](#) about getting started.