A NEW TECH SUPERHERO: THE POWERS OF ARTIFICIAL INTELLIGENCE

According to Forrester, the potential of AI to improve business performance and efficiency is huge (68%):

- Performance and efficiency gains: Machine learning, deep learning, natural language processing, and speech and image recognition enable companies to simplify and automate processes that would be longer if handled by humans.

- Innovative Customer experience: Engaging with customers through non-human solutions such as chatbots and virtual assistants will be a stronger focus.

- Lower costs: Process automation cuts costs on human labor or maintenance as automated solutions carry out tasks independently, continuously, and with little supervision.

- Fraud Analysis — AI helps the financial sector distinguish fraudulent transactions from genuine ones or identify transactions with high risk of fraud, protecting customer accounts.

- Sales Process Recommendation — AI helps retailers understand customer insights and recommends actions to sales agents to close a sale in a fully automated way.

- IT Automation — AI helps IT systems become self-acting and self-regulating, freeing staff from repetitive and long-lasting tasks.

- Preventative Maintenance — AI helps build an accurate predictive model of potential failures, allowing for lower maintenance costs.

- Threat Intelligence Systems — AI helps process intelligence reports, extract critical information, and structure it in a fixed format to help identify threats.

AI WILL FLY AT HIGH SPEED ACROSS EUROPE

$11.4 B: European spending on AI by 2022

More than half of European AI investments will be generated by retail, banking, and manufacturing by 2022.

Largest investor in AI in 2018: Banking

Largest investor in AI by 2022: Retail

The AI revolution is happening. 15% of global AI investments will take place in Europe by 2022.

AI spending in Europe will grow at a 38% CAGR (2017–2022) as industries embrace this cutting-edge technology to innovate business models and automate processes.

AI is transforming the way companies deliver customer experience and how they deal with business processes, focusing respectively on personalization and automation.

From virtualized customer support to automated marketing or personalized product recommendations, AI empowers companies across all sectors with new capabilities.

UNLOCK THE POWERS OF AI... BEFORE TRANSFORMING YOU MUST...

- Have clear expectations of how AI can help. Industries must be aware of the purposes of deploying AI. They must set clear goals and understand how AI will support them in bridging gaps and in delivering superior customer experience.

- Learn about the powers of AI. There is a large number of use cases and many more are emerging as business and consumer needs change quickly. Industries must have a full picture of what AI can offer before rushing into investments.

- Be ready to face change. It is likely that AI will bring high disruption, also with regards to the workforce. Industries must be aware that AI will have an impact on business processes, resources, and strategies.


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