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RESEARCH FINDINGS

How Executives are Using Data and AI to Reimagine Customer Engagement

There's a lot of talk about how companies can best adopt generative AI technology, and how data can best fuel these solutions. But when the rubber meets the road, exactly what benefits are executives seeing from AI technology? What efficiencies are they most interested in achieving, and how are they aligning data across cloud platforms to make these goals a reality?

AllCloud explored these questions and more in our inaugural AI/data strategy report: *How Executives are Using Data and AI to Reimagine Customer Engagement.* Take a look at our top findings.

The Clear Benefits of Adopting a Data/AI Strategy

Of those who said they already have data and AI strategies in place, **two-thirds** of respondents said they've seen improvement in five key categories:

92% of those same organizations report seeing some to a lot of value from leveraging AI.

How much value has your organization seen from leveraging AI?

2/3
of respondents said they have seen improvements through data and AI strategies

66%
Revenue growth

64%
Operational efficiency

64%
Cost/time savings

63%
Insights and decision making

63%
Customer engagement and/or experience

92%
have seen some to a lot of value

56% A lot of value

37% Some value

6% Little value
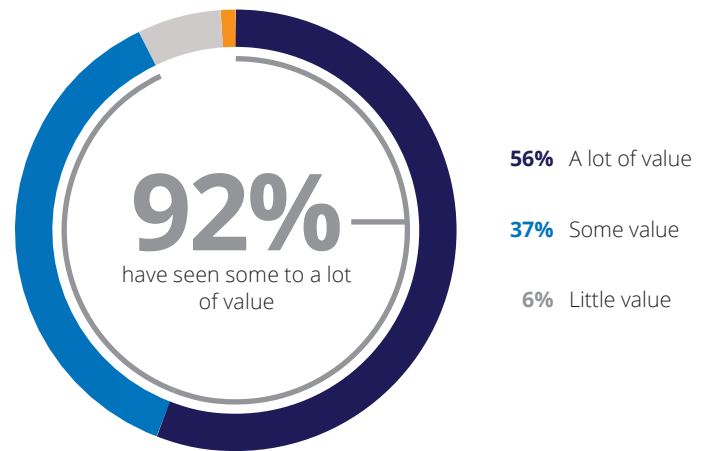
All About Savings - Cost and Time

Many executives are starting to see cost reduction benefits from their data and AI strategy, but time reduction is still the most frequently achieved benefit. Here's what we found when we compared the two.

How has your strategy most benefited your organization?

Data strategy	AI strategy
42%	**37%**

Time savings

| **37%** | **34%** |

Cost savings

| **13%** | **23%** |

Improving customer engagement

| **8%** | **5%** |

Having usable customer data
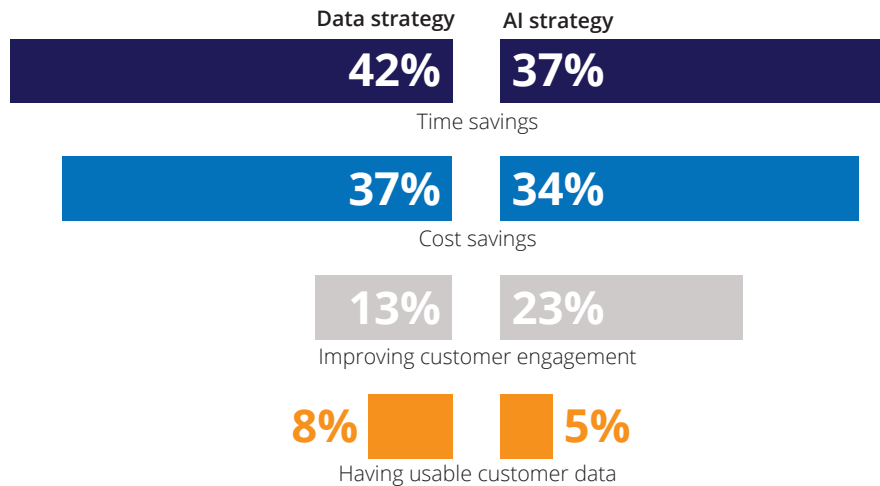
Overall, **41%** of respondents said reducing sales and marketing costs is a major goal for executives.

However, those whose data strategy is slightly ahead or far ahead of their peers are also more likely to achieve cost savings through AI than their peers.
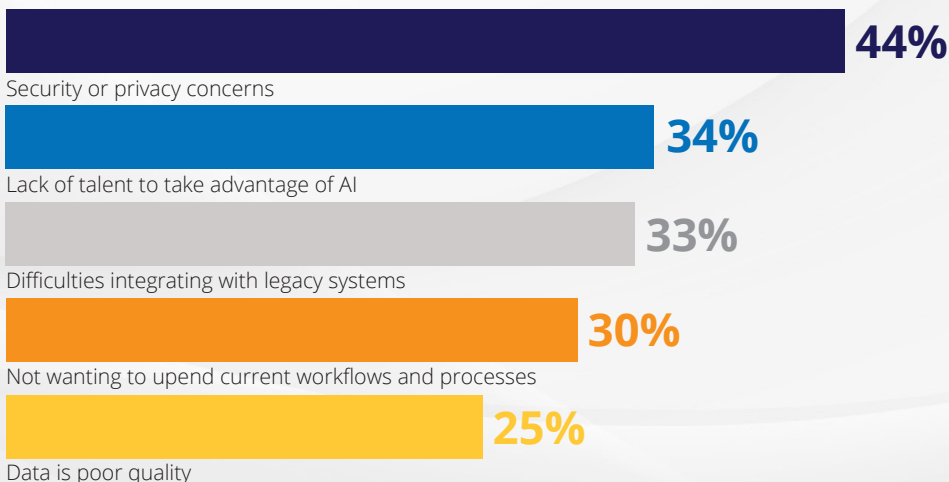
How has your AI strategy most benefited your organization?

41%
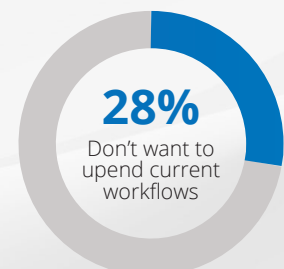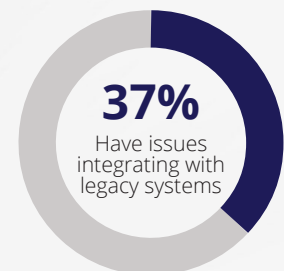**32%**

Cost savings | Time savings
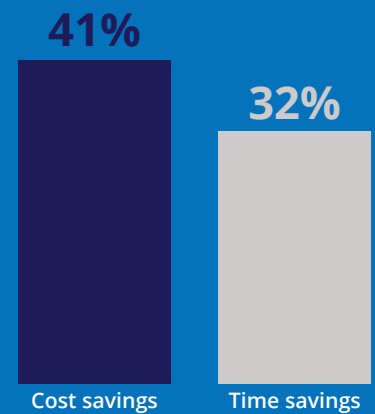
The Roadblocks to AI Strategies

Concerns about security and privacy are the leading reason companies avoid developing an AI strategy. **44%** view it as a roadblock. However, fear of shaking up operations – whether technology or personnel – has also slowed executives.

Even those who feel they have a data strategy slightly ahead or far ahead of their peers are still struggling with the status quo.

What factors are the biggest roadblocks to your organization from embracing an AI strategy?

44%
Security or privacy concerns

34%
Lack of talent to take advantage of AI

33%
Difficulties integrating with legacy systems

30%
Not wanting to upend current workflows and processes

25%
Data is poor quality

37%
Have issues integrating with legacy systems

28%
Don't want to upend current workflows

Data All Along the Customer Journey

Despite some hesitations around AI, executives do feel well-positioned in using technology to track the customer journey.
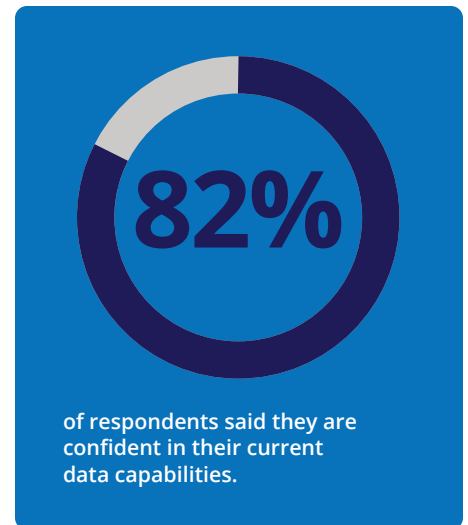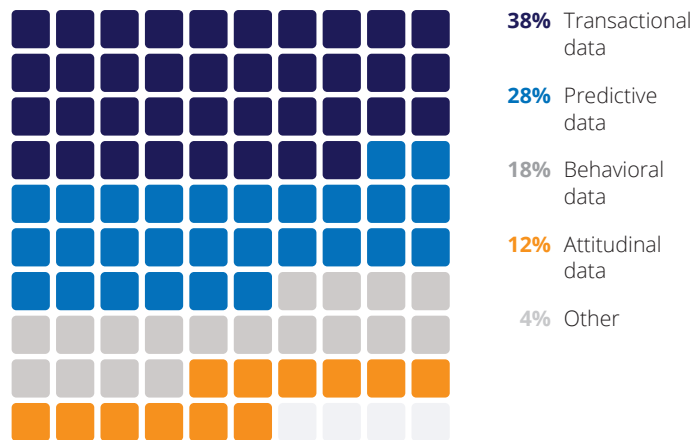
Of those using both AWS and Salesforce, **95%** engage in some level of data sharing between the platforms. While many have found their data sharing has unlocked new customer insights, there's still room for improvement.

How have your customer insights changed since sharing data between AWS and Salesforce?

69%	26%	
said their customer insights have greatly increased	said they've slightly increased	

Ultimately, the C-suite is most interested in what goes on at the point of sale.

Which single piece of customer data is most important to your organization?

82% of respondents said they are confident in their current data capabilities.

- **38%** Transactional data
- **28%** Predictive data
- **18%** Behavioral data
- **12%** Attitudinal data
- **4%** Other

Reimagine your customer engagement strategy leveraging the power of data and AI.

AllCloud's Customer 360 Data Assessment is a one day workshop that helps you identify, understand and prioritize how to create a customer 360 solution by sharing data across your organization to gain deeper insights into your customers.

Contact us at **info@allcloud.io**

About AllCloud
AllCloud is a leader in amplifying organizations' cloud potential through data and AI integration. With a track record of hundreds of successful implementations across AWS and Salesforce, AllCloud has developed strategies and solutions that enable businesses of all sizes to remain at the forefront of innovation.

As an AWS Premier and audited managed services Partner, and Salesforce Consulting partner, AllCloud provides comprehensive cloud journey support, from initial implementation to ongoing management through our Engage Managed Services. Our expertise ensures that clients remain aligned with ecosystem best practices while focusing on their core business growth.

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About the report
The How Executives are Using Data and AI to Reimagine Customer Engagement report is based on an AllCloud global survey of 237 business owners and executives in the United States, Germany, and Israel. The margin of error for this index is +/-3% and the confidence level is 95%. Confidence level is the probability that the sample accurately reflects the attitudes of the population. The industry standard is 95%.