

AI + Human Maturity Model™ for Customer Experience

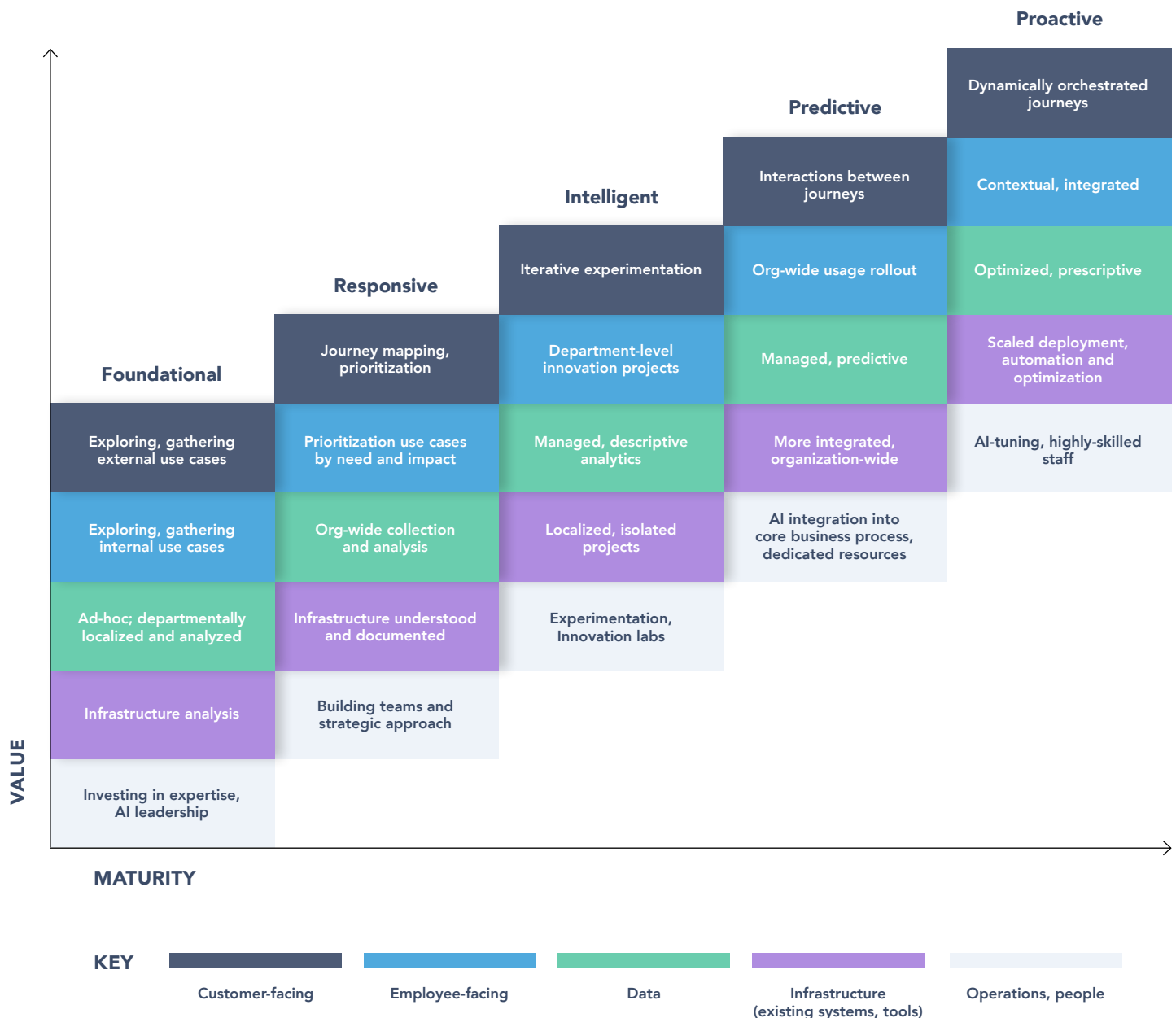


AI + Human Maturity Model™ for Customer Experience

The best future is one where humans and AI work together. We know that when used appropriately, AI can help accelerate human capabilities and strengthen customer relationships. By taking on repetitive tasks and empowering representatives to do their jobs with better productivity, proactivity, and intelligence, enterprises can achieve their goals and provide exceptional customer experiences.

With all the chatter and pressure to figure out how AI fits into your organization, navigating to the next best step can be challenging. That's why we created the AI + Human Maturity Model™ for Customer Experience, based on best practices deduced from deep dialogue with our existing enterprise customers.

[Download a full copy of the model here.](#)



How to use this model

HOW TO USE THIS MODEL

AI is reaching into several areas of enterprises, but many are prioritizing the application of AI within customer-facing teams and tools. Building strategy around CX + AI is falling not only to CX departments but to product, engineering, operations, and marketing teams. No matter where you are in this mix, this model can help you assess where you are today, where you can go tomorrow, and how your team can be structured to best balance AI and human initiatives.

The X-axis represents an enterprise's stage of maturity, while the Y-axis represents the value generated by AI + human collaboration. As organizations progress, their technology and strategies advance, leading to increasingly impactful outcomes.

YOU PROBABLY DON'T FIT NEATLY INTO ONE OF THESE STAGES.

You could be at the "predictive" stage in one area of your business but still at the "foundational" stage in another. Use this as a flexible tool, not a rigid, one-size-fits-all solution.

ASSESS WHERE YOU STAND

Review the various stages of maturity to see where your organization fits. Remember, you probably fit in more than one! It might be helpful to start with a specific department or specific issue rather than your organization as a whole.

Descriptions are color-coded by category: customer-facing, employee-facing, data, infrastructure, and operations (people) to help guide you.

Most organizations today sit in the understanding and building stages: Foundational, Responsive, and Intelligent. The Predictive and Proactive stages are where a lot of the hype is right now, and that's definitely where we're headed, but don't feel discouraged if you're not there yet – most organizations aren't!

Use our glossary ("terms to know") in the next session to help clarify any terminology and dive deeper into each stage.



Stages of AI + Human Activities

TERMS TO KNOW

Foundational: This is an exploratory stage where businesses collect use cases, consult with experts, stakeholders, and leaders, and establish foundational infrastructure and capabilities necessary for AI adoption. There may be fragmented data, a disjointed tech stack, and/or limited CX teams and tools. Taking inventory and organizing where the organization is starting is essential to strategic growth.

Responsive: During the Responsive stage, it's time to start laying the groundwork for AI + human success. Organizations may develop [journey maps](#) to understand where AI and human-to-human interactions can best fit to have the greatest impact. Projects can be prioritized based on need and impact, and the organization knows and has documented both the current infrastructure and the changes needed to get from point A to point B. Instead of fragmented data, organizational-wide first party data collection and analysis is implemented to provide a more complete picture of the customer journey. The organization likely has multiple channels and support tools to help them work efficiently and effectively.

Intelligent: The Intelligent stage is where organizations get smarter about their use of AI and blending it with human-assisted CX. They've done the groundwork and have a more sophisticated and strategic tech stack that enables them to:

- Run an omnichannel operation
- Link both first- and second-party customer data
- Build rules-based use cases
- Leverage automated responses and explore LLMs (like chatbots and GenAI)
- Develop personalized and segmented customer experiences

Predictive: Organizations in the Predictive stage of their maturity have accelerated their use of AI and are getting more sophisticated in order to provide better, hyper-personalized experiences. Think of it as omnichannel on steroids, or the recent concept of "channel-less" CX that allows customers to move from one channel to the next without feeling disjointed. They have a 360-degree view of

the customer thanks to first-, second-, and third-party data, which they use to make strategic decisions. Predictive analytics empower them to anticipate customer needs and engage in intricate processes that translate into seamless, frictionless customer experiences.

Proactive: This is the highest stage of maturity - and most organizations aren't here yet. The Proactive stage revolves around best-in-class, dynamically orchestrated journeys. AI - including generative AI - is integrated with internal and external processes, data collection, and analysis. Think automated followups, real-time assistance, genAI-powered contact centers, and so much more. AI, automation, and a talented workforce have enabled them to scale and optimize to reach new milestones. In this stage, representatives can focus on customer interactions that make the most impact and are no longer burdened by mundane or administrative tasks. AI and human talent are working harmoniously so customers' needs are met and anticipated, and both customers and associates have unparalleled experiences.



Categories of AI + Human Maturity

TERMS TO KNOW

Customer-facing: This is what the customer sees and experiences. They may not know what's behind the scenes to make their journey possible, but they can tell when it's running smoothly or not based on the cohesiveness of their experience.

Employee-facing: This is what the employee sees and experiences. A positive employee experience (EX) is essential to the customer experience (CX). When representatives have the right tools, processes, and skills to do their jobs to the best of their ability, this has a profound impact on the customer experience.

Data: First-, second-, and third-party data can all be used to make informed decisions. AI can be used during data collection and in data analysis.

Infrastructure: The foundational systems, tools, and organizational structures that support the development, deployment, and scaling of AI technologies and seamlessly keeping humans in the loop. This includes the organization's:

- Tech stack (hardware, software, and tools)
- Data infrastructure
- Processes and governance

Operations, people: This relates to how organizations structure their strategic leadership teams around AI, workflows, CX teams, and collaborative efforts between humans and AI to optimize the customer experience. The organization's maturity reflects the seamless integration of AI-driven processes with human skills and decision-making capabilities to enhance efficiency, personalization, and customer satisfaction.

Leverage smart AI for meaningful human interaction

As customer expectations continue to soar, AI-enabled tools - coupled with human connection - are key to meeting and exceeding these expectations.

Glance understands the importance of balancing technology and humanity. Glance Guided CX™ helps enterprises earn, keep, and grow customers through instant, personal, human-to-human collaboration sessions within their mobile apps, portals, and websites.

If you're ready to leverage AI and human expertise to create wow-worthy experiences, let's have a conversation about realistic and forward-thinking approaches. Learn more about Glance and [request a demo](#) to see Guided CX in action and see if it aligns with your organization's goals.

