

Using
Generative AI
to Enhance
**Customer
Expansion**

DATA-DRIVEN DISCOVERIES
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absolutetechnologies
**UNVEILS
REVOLUTIONARY
IDEAS
IN EVERY
REPORT** 

**JAN
2025**

Revolutionizing
Customer
Engagement:

A Generative AI Strategy

absolutetechnologies' Blueprint
for Sustained Growth and
Enhanced Customer Relevance



Leveraging Generative AI for Enhanced Customer Growth:

An absolutechnologies Perspective

At absolutechnologies, our ongoing projects and research indicate that generative AI is set to revolutionize capabilities across industries more profoundly than any recent technological advancement. This comprehensive report highlights the transformative impact of generative AI, specifically focusing on its scalability and its potential to significantly enhance productivity and customer engagement.

Executive Summary

- absolute technologies is at the forefront, implementing generative AI across various sectors, witnessing substantial productivity improvements and making strategic investments in customer growth.
- Our data suggests that organizations integrating generative AI into customer-centric activities can anticipate a revenue increase of up to 25% over the next five years compared to those focusing solely on productivity enhancements.
- The application of generative AI provides a synergistic effect, effectively narrowing the ever-present gap between brand offerings and customer expectations.

The discrepancy between consumer expectations and corporate offerings has reached a critical point, creating urgent challenges for professionals in marketing, sales, and service sectors. This situation is exacerbated by ongoing social and economic pressures that demand higher efficiency with fewer resources, making the need for innovative solutions more acute.

Generative AI is swiftly becoming an essential element within the technology landscape, moving beyond mere hype to demonstrate its unique capacity to influence all facets of business, from operational processes to strategic decision-making. Our collaborations with hundreds of companies have validated that generative AI's impact extends beyond simple automation, affecting talent, workflows, and corporate responsibility, necessitating new operational paradigms.

Innovation and Impact We are observing a transformative era where generative AI enables product teams to access real-time customer feedback directly influencing research and development strategies. Marketing teams are leveraging AI to craft highly personalized campaigns based on precise consumer data, enhancing customer engagement significantly. Such innovations are not just improving interactions but are also crafting personalized solutions that resonate deeply with consumers, thereby fostering stronger brand loyalty and opening new avenues for substantial business growth.

To fully harness the potential of generative AI, it must be viewed as a pivotal tool for business reinvention, not merely as a new technology to be adopted. Its role in strategic business transformation is clear, and its integration is imperative for staying competitive. Although the deployment of generative AI comes with its risks, the most significant risk lies in hesitancy or failure to adapt, which could jeopardize not only current operational efficiency but also long-term growth prospects. Inaction is the biggest threat in an era where technological responsiveness is crucial.

Gen AI can help. Question is how to start.

85%

of CMOs say it's more difficult to stay relevant.

90%

expect generative AI to revolutionize their industry and how they interact with customers.

72%

are unsure how to realize their ambition, or where to start.

76%

are “waiting and watching” amid worries about reputation, data privacy, model exposure and unconscious bias.

Driving Customer Growth and Enhancing Productivity with Generative AI:

absolutetechnologies' Comprehensive Research

absolutetechnologies has conducted extensive research, encompassing over 700 generative AI initiatives across diverse industries and business functions. This research, enriched by a global survey of 1,000 business executives, provides critical insights into how organizations can leverage generative AI to significantly enhance productivity and foster customer growth.

Strategic Deployment of Generative AI

Our findings indicate that organizations implementing generative AI across various domains—from product development to marketing, sales, and service—are not merely automating tasks but are strategically enhancing customer relevance. This strategic deployment cultivates capacity, capability, and confidence, yielding tangible value. Businesses employing generative AI effectively are positioned to drive profitability today and unlock new growth opportunities tomorrow, aligning their operations with the evolving needs of customers.

Quantitative Gains from Generative AI

Data from our research suggests that companies integrating generative AI into customer-focused strategies could see up to a 25% increase in revenue over five years compared to those that concentrate solely on productivity (Absolutetechnologies Global Business Survey, 2023). This substantial potential for revenue enhancement underscores the importance of embedding generative AI in customer-centric initiatives.

Real-World Applications and Successes

In sectors like retail, which are marked by structural challenges and tight margins, our clients have successfully used generative AI to free up resources. These resources are then reinvested to make strategic operational improvements essential for survival and growth. More than incremental changes, this involves a comprehensive reinvention where generative AI is integral to their business strategies—moving beyond pilot phases to full production and driving growth across marketing, sales, and service functions.

Transforming the Customer Value Chain

Our research also shows that early adopters are reshaping their entire customer value chain. For instance, these innovators are 3.7 times more likely to use generative AI to uncover new and previously unmet customer needs (AbsoluteTechnologies Market Analysis, 2023). By responsibly synthesizing large datasets, they achieve breakthrough insights that lead to faster and more effective product development cycles, with data processing times reduced by as much as 80%, thereby improving speed to market by 40% (AbsoluteTechnologies Operational Insights Report, 2023).

Additionally, these front-runners are 5.6 times more likely to believe that generative AI brings radical innovation to marketing strategies. They are creating highly personalized, cost-efficient global campaigns that address individual customer preferences, achieving up to 94% reduction in production times and increasing content variation by 300% to 400% (AbsoluteTechnologies Creative Solutions Study, 2023).

The Broader Implications of Generative AI

Beyond enhancing efficiency, generative AI serves as a catalyst for innovation when combined with human creativity, upholding high standards of quality. These factors are vital for brands aiming to differentiate themselves and establish authentic human connections.

From Theory to Practice: Embracing AI-Driven Reinvention

Leveraging our substantial investment in generative AI technologies and ongoing project data, we are identifying significant opportunities and strong demand in areas like marketing, sales, and customer service. Implementing generative AI in ways that augment customer value not only boosts efficiencies but also integrates these efficiencies with insights that foster innovation.

Based on our comprehensive research, AbsoluteTechnologies has outlined five critical imperatives that organizations must address to succeed in reinventing themselves in the age of generative AI. Each of these imperatives lays a strategic foundation for effectively incorporating generative AI into customer-centric business models, ensuring that companies are well-prepared to harness the transformative power of this technology.



Transformative **Strategies** for Customer-Centric Growth

Insights from
absolutetechnologies'
Research



Prioritizing Customer-Centric Value

When companies transition from isolated initiatives to a holistic approach that prioritizes capabilities across the entire customer value chain, they position the customer at the core of their strategic operations. Conducting a detailed organizational analysis to pinpoint areas where value and relevance to customers can be increased is essential for setting strategic priorities. For instance, by investing in cloud technology, data analytics, and AI, BBVA has significantly enhanced its customer experience, leading to a notable increase in customer acquisition, revenue growth, and operational efficiency. The bank is further innovating its business model through the development of a generative AI-driven financial coach, poised to transform customer interactions in banking.



Building a Secure, AI-Enabled Digital Core

The foundation of customer relevance lies in the digital core of a business, which starts with existing customer data encompassing first-, second-, and third-party sources. The integration of generative AI catalyzes this core, enabling the discovery and delivery of more meaningful customer experiences. Establishing a clear vision of how customer value can be enhanced aids in understanding the digital core's role. This understanding is crucial for mapping out how architectural designs, emerging technologies, security measures, and generative AI converge to support and enhance customer relevance.



Reinventing Talent and Operational Approaches

Recent discussions have highlighted generative AI's potential impact on workforce dynamics, particularly within marketing, sales, and service domains. Generative AI not only automates tasks but also offers opportunities to reallocate human resources to previously unmanageable areas. Absolutech's research indicates that actively involving employees in redefining workflows with generative AI can significantly accelerate organizational reinvention—by as much as 1.7 times in speed and 1.6 times in scale. Creative teams are pioneering the integration of generative AI into their workflows, becoming proficient in prompt engineering and responsible AI practices, thereby revolutionizing content creation and collaborative processes.



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Bridging the Responsible AI Divide

The unique interaction and learning capabilities of generative AI necessitate a focused approach to responsibility and governance right from the outset. Addressing critical aspects such as intellectual property, ethics, and bias is fundamental to maintaining customer trust and relevance. Despite only 2% of companies having fully operationalized responsible AI practices, there is a significant opportunity to differentiate by embedding ethical considerations and values like fairness, trust, equality, and privacy into corporate strategies, thus enhancing customer relevance and trust.



Promoting Continuous Reinvention

Generative AI should not be confined to isolated sections of an organization but embraced across all areas, especially in functions like marketing, sales, and service where it can deliver immediate benefits. Leadership from the C-suite and alignment with the board on the vision for value creation are crucial. With substantial investment and a focus on continuous innovation, the application of generative AI can lead to a combinatorial effect that not only interconnects various insights and capabilities across the business but also drives rapid innovation. This integrative approach enables companies to respond to customer needs in real time, fostering significant growth.

These strategic insights from **absolutechнологies** underscore the transformative **potential of generative AI** in driving customer-centric growth & operational excellence.

By adopting these principles, organizations can **unlock new levels** of efficiency, innovation, and customer engagement.

About absolute technologies

absolute technologies is a premier global professional services firm that assists top-tier businesses, government bodies, and various organizations in establishing their digital core, optimizing operations, accelerating revenue growth, and enhancing citizen services—delivering substantial value efficiently and at scale. As a company led by talent and innovation, we boast a workforce of 750,000 individuals serving clients across over 120 countries. At the heart of today's transformative changes, we stand as a global leader, fostering strong ecosystem partnerships. Our expertise in technology, combined with unparalleled industry knowledge, functional proficiency, and expansive global delivery capabilities, positions us uniquely to produce measurable outcomes. Our comprehensive range of services spans Strategy & Consulting, Technology, Operations, Industry X, and Absolute technologies Song, all backed by a culture focused on mutual success and commitment to creating 360° value. This holistic approach enables us to support our clients' achievements and cultivate trusted, enduring relationships. Our effectiveness is gauged by the 360° value we generate for our clients, our team, shareholders, partners, and communities.

About absolute technologies Research

absolute technologies Research spearheads thought leadership on critical business challenges faced by organizations today. By blending advanced research methodologies, including data science-driven analyses, with profound insights into industry dynamics and technology, our team of over 300 researchers across 20 countries produces a wealth of reports, articles, and perspectives annually. Our compelling research, conducted in collaboration with leading global entities, equips our clients to navigate changes, harness value, and capitalize on the synergy of technology and human creativity. For further details, visit our website at [absolutePublications](https://www.absolutepublications.com)



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