ELEVATING DIGITAL EXPERIENCES WITH AI: REDEFINING THE DIGITAL CEILING

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Connected customers expect outstanding digital experiences (DX). To meet and surpass these expectations, businesses are embracing new technologies as part of a broader digital experience transformation trend. But how can enterprises achieve this? What steps can they take to make their digital experiences truly exceptional?

After the pandemic, the digital ceiling has become the digital floor. For instance, static websites are now simply the baseline. Business platforms have evolved into fully interactive environments with intuitive navigation, personalized content, and responsive design elements. Similarly, foundational customer segmentation is just the start; advanced predictive models, behavioral analysis, and AI-driven insights are expected for deeper understanding and personalized marketing.

Businesses that rose to the digital challenge created by the pandemic have readied themselves for the next digital experience moment with help from fundamentally transformative tech capabilities: data and AI. According to Infosys Digital Radar 2023, companies that have leveraged high-quality data have enhanced their digital experience and are 60% more likely to boost post-sales customer engagement and loyalty. And more recently, a 2024 McKinsey study reveals that the percentage of enterprises that have adopted AI technologies in at least one business function has risen from around 50% over the last six years to 72% in 2024.

This trend spans all industries across the globe. Not surprisingly, the digital experience platform market is projected to be valued at $11.95 billion in 2024 and is anticipated to grow to $24.44 billion by 2029. Staying ahead in this dynamic landscape requires continuous innovation and adaptation. Future-facing companies are incorporating AI technologies to build the new digital ceiling.
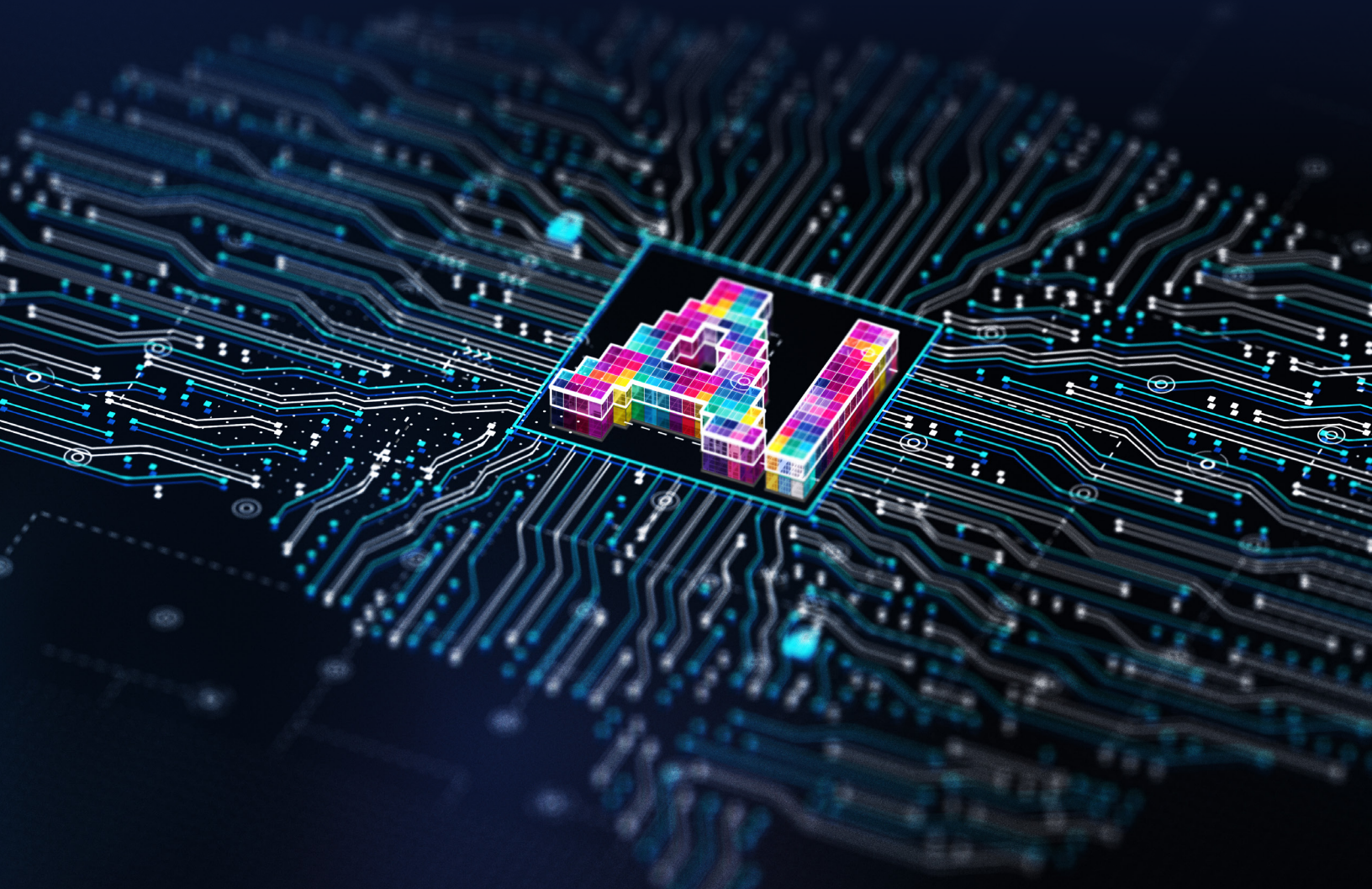
How New-Age Technologies Are Meeting the Digital Experience Moment

AI is generating actionable insights from vast amounts of data for a faster, better digital experience through AI-enabled content and discovery, data-driven decisions and next-best actions, and anticipatory client interactions, helping deliver hyper-personalized experiences. A CMSWire report indicates that 60% of customer experience leaders expect AI to have a "transformative" impact on customer service and data analytics. In fact, 63% of retail organizations are already leveraging AI to improve customer interactions.

Future digital experiences will use advanced AI to analyze vast customer data instantly, predicting users' preferences and needs for highly personalized goods, services, and interactions. For instance, emerging emotional AI technologies are already detecting and responding to human emotions to ensure customer empathy and context awareness. Enterprises are leveraging sophisticated facial and voice recognition solutions and text sentiment analysis to elevate customer satisfaction and loyalty.

Advances in AI are also introducing massive shifts in how marketers and digital sellers work. From creative branding and marketing processes to customer engagement, AI-enabled content supports a marketer's innovative process of identifying new brand content options and suggests fresh ways to engage customers. For customer engagement and social media management, AI is helping enterprises identify high-performing or successful interactions and posts to create optimized posting strategies.
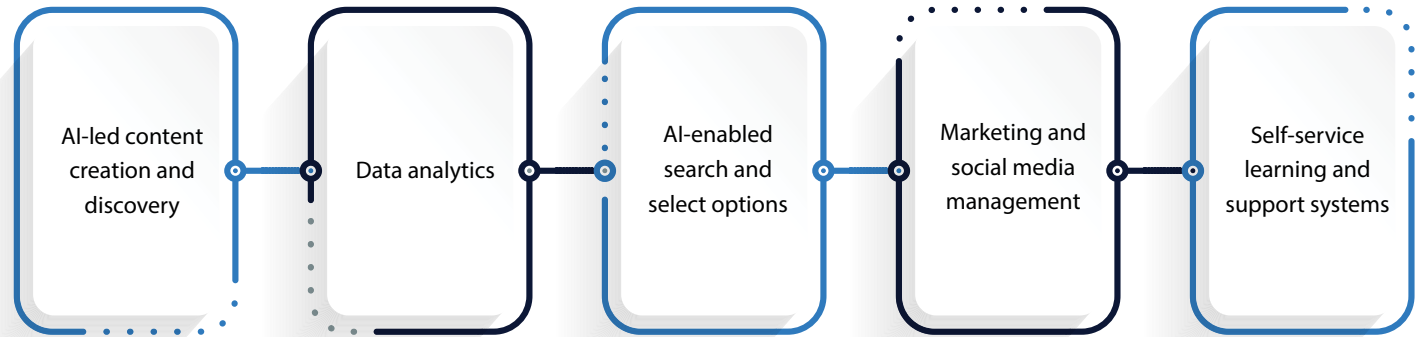
But staying competitive demands accelerated efforts. Organizations that have already invested in enhancing their digital experience strategies are quickly seizing the opportunities presented by Generative AI, moving beyond early proofs of concept to full-scale enterprise transformation.

How New-Age Technologies Are Meeting the Digital Experience Moment

A Swedish-Swiss multinational corporation was experiencing a decline in its global brand ranking. The company faced challenges with a high website bounce rate. A staggering 37% of customers could not complete their intended actions due to navigation issues and language barriers.

The enterprise needed to develop and manage AI-enabled content and deliver personalized user experiences. Infosys stepped in to assess the client's existing IT environment and created a harmonized digital ecosystem, enabling:

| AI-led content creation and discovery | Data analytics | AI-enabled search and select options | Marketing and social media management | Self-service learning and support systems |

The Infosys Digital Experience team achieved:

01 Reduced content production expenses by up to **30%**

02 Increased organic website traffic by **20-40%**

03 Improved content quality and consistency by up to **40%**

With AI-powered omnichannel experiences and advanced analytics supporting tailored online experiences, end-users enjoy personalized interactions, improving customer engagement and satisfaction.
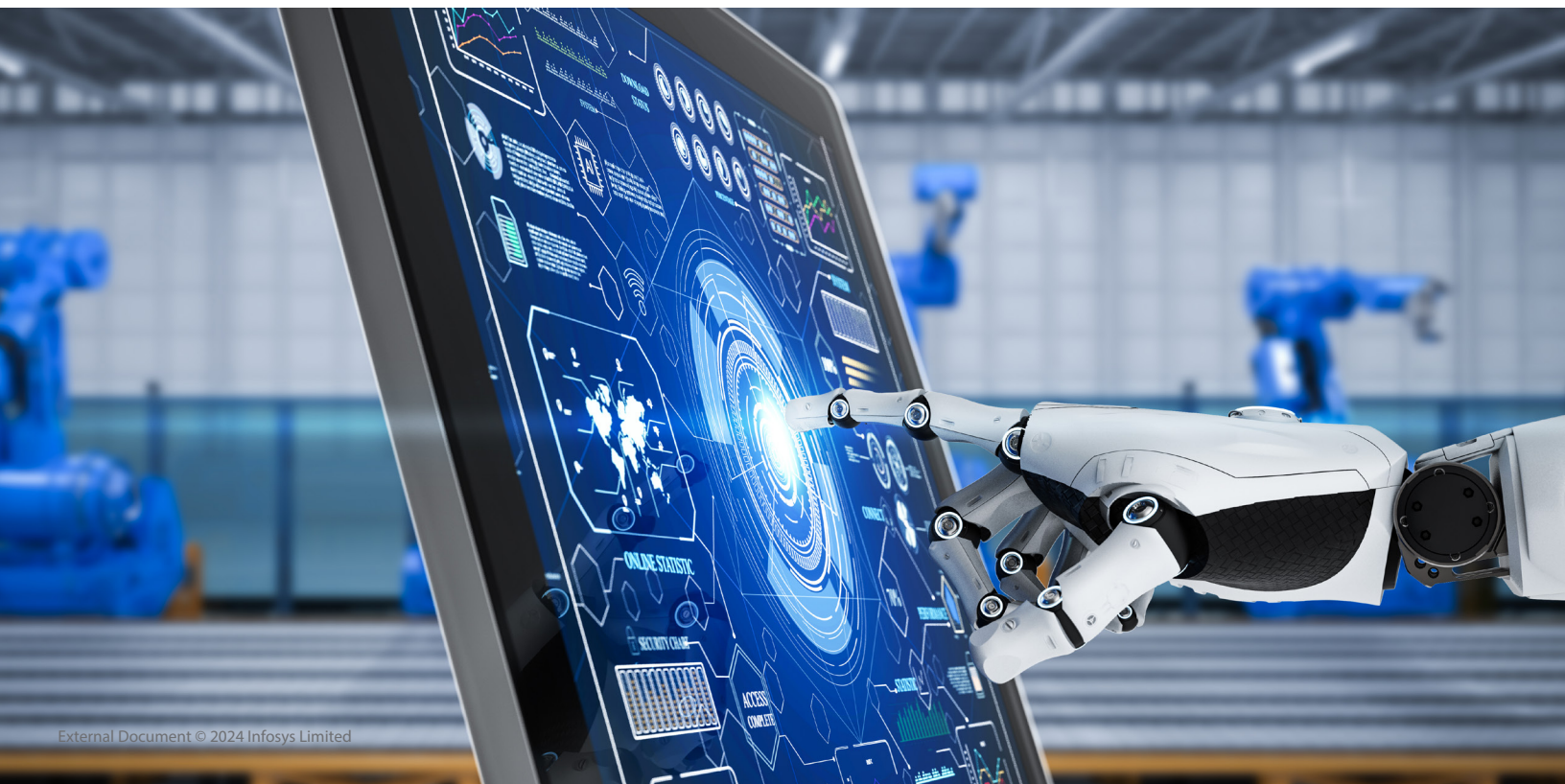
Transforming Digital Experiences: The Intersection of Human Insights and Technology

At a recent event in London, the Infosys DX leadership team invited ecosystem partners—thought leaders in modern transformation—to gather and discuss their challenges and experiences working towards the new AI-first digital experience ceiling. Here's what we heard:

1. Human-centricity is central to AI transformation

AI-human collaboration models require a balance between AI automation and human engagement, ensuring human-in-the-loop guardrails and ethical AI governance.

Hybrid intelligence systems ensure effective collaboration between humans and AI, as seen in financial services, where AI analyses market data for investment opportunities while human managers use their judgment to refine decisions. Similarly, in customer service, AI chatbots manage routine inquiries and escalate complex issues to human agents.

Continuous AI-human learning can enhance service quality by combining AI insights with employees' problem-solving skills through adaptive learning algorithms and knowledge sharing on company policies for improved safety and productivity.

2. Unlocking enterprise data is essential

Industry leaders agree that enterprise data insights are essential for digital experience, yet many enterprises struggle with disparate and disconnected data systems.

To solve this issue, enterprises are leveraging data integration platforms and solutions such as data lakes, data warehouses, and cloud-based platforms. Modern decentralized yet connected data management architectures are making data accessible. The data fabric is connecting disparate data across systems, while data mesh is distributing the ownership of data to domain experts, allowing them to manage and serve data as a product.

Resolving these data fragmentation issues can enable AI-driven data analytics, leveraging real-time, actionable insights to deliver personalized experiences.

3. Scalable, composable technology platforms are key

Technology platforms should be modular, API-driven, cloud-native, and AI- and automation-led to meet this moment. While modular platforms utilize microservices architecture for scalable and flexible service development, API-driven platforms use RESTful APIs for seamless communication between systems.

The benefits? Users can effortlessly link their operational frameworks, ensuring they are equipped for future scalability and emerging trends.

4. Responsible AI is everyone's responsibility

Accountability mechanisms are crucial for upholding responsibility throughout the AI development lifecycle. Enterprises must establish robust ethical governance systems to address privacy concerns, offer persona-based access, and audit for accountability.

Organizations need to define and clarify the functionality of their large language models (LLMs), the data they utilize, and how they arrive at their outcomes. They should leverage ethical AI frameworks that enforce bias mitigation, establish transparency, and ensure data privacy, upholding compliance with global data protection regulations such as GDPR and CCPA.

5. Ecosystem enablers are crucial for success

While many enterprises are adopting AI and digital experience, software companies are quickly advancing their products to offer out-of-the-box AI-first marketing and commerce solutions, the question remains: who will build the capabilities to meet digital experience expectations at scale?
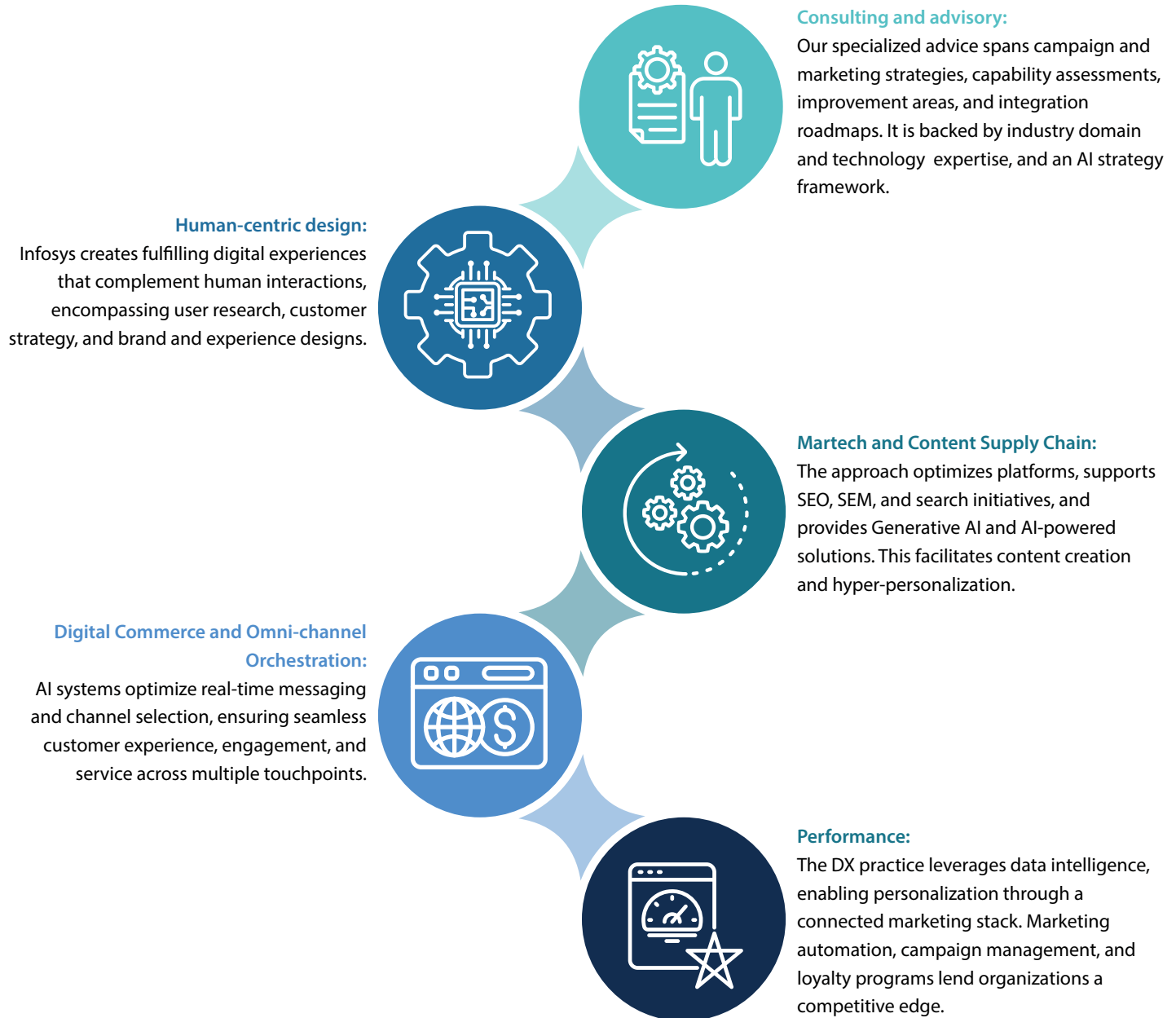
Ecosystem enablers are crucial in this context, especially as companies embark on their AI-first journeys. These strategic partnerships are essential to meeting the growing expectations for digital experiences.

Infosys's strategic alliances across the digital experience ecosystem allow us to provide best-in-class technology solutions tailored to each client's specific needs, ensuring we can deliver the most effective and innovative outcomes.
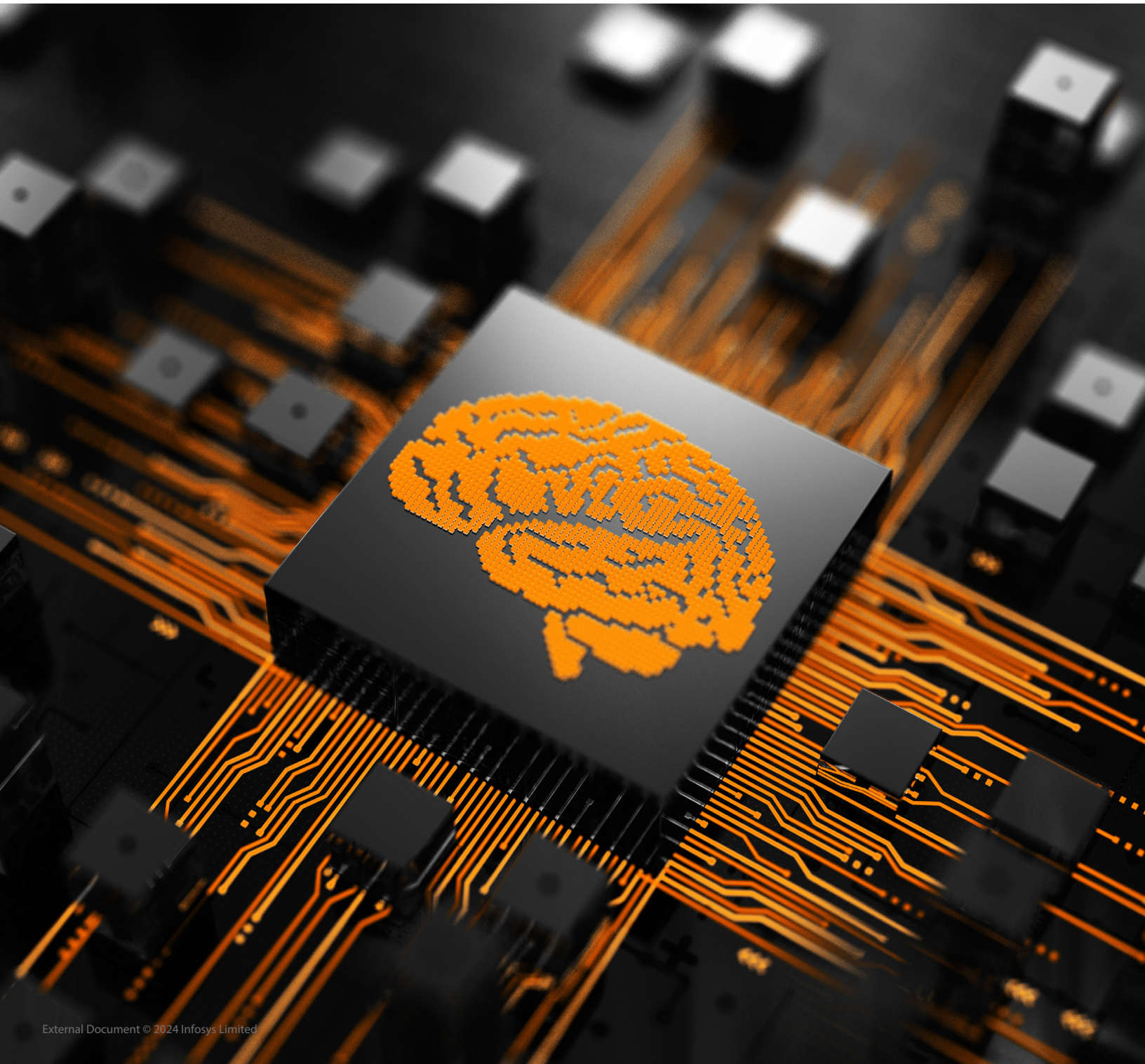
The Way Forward: Future-Proofing Digital Experience

At Infosys, our Digital Experience (DX) practice is at the intersection of experience, technology, and innovation. Our suite of offerings starts with an understanding of our client's unique environment and circumstances and takes a human-centric approach to using Gen AI across the digital experience landscape

Consulting and advisory:
Our specialized advice spans campaign and marketing strategies, capability assessments, improvement areas, and integration roadmaps. It is backed by industry domain and technology expertise, and an AI strategy framework.

Human-centric design:
Infosys creates fulfilling digital experiences that complement human interactions, encompassing user research, customer strategy, and brand and experience designs.

Martech and Content Supply Chain:
The approach optimizes platforms, supports SEO, SEM, and search initiatives, and provides Generative AI and AI-powered solutions. This facilitates content creation and hyper-personalization.

Digital Commerce and Omni-channel Orchestration:
AI systems optimize real-time messaging and channel selection, ensuring seamless customer experience, engagement, and service across multiple touchpoints.

Performance:
The DX practice leverages data intelligence, enabling personalization through a connected marketing stack. Marketing automation, campaign management, and loyalty programs lend organizations a competitive edge.

The Infosys DX practice uses our unique expertise and deep partnerships to provide best-in-breed technology solutions to suit individual client requirements. Infosys guides our clients' journeys with global reach, deep technical expertise, and industry-specific solutions. We're continually investing in advanced AI research, developing innovative solutions, and fostering a collaborative ecosystem to drive future growth. Infosys is perfectly positioned to help clients navigate their digital experience journeys in this moment of change and possibility.

What will be your company's next step? Reach out to explore what's possible with the Infosys Digital Experience team.

About the Author

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Deverre Lierman is the Global Head of Practice Sales for Infosys's Digital Experience (DX) unit, helping future-facing companies bring new technologies and ways of working to deliver exceptional human experiences. Deverre brings over 30 years of experience as a Fortune 50 digital technology leader, driving strategy, development, and delivery, both in a sales and professional consulting services capacity, as well as a leader of global engineering teams. She is passionate about cultivating talent, creating an inclusive working environment, and inspiring innovation and collaboration that generates critical business results.

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