# Businesses adopt AI to enhance customer experiences globally



Businesses around the globe are increasingly leveraging artificial intelligence (AI) to enhance their operations and improve customer interactions. Companies like fxis.ai and SurveySensum are at the forefront of this trend, offering innovative solutions designed to address diverse business challenges across sectors such as healthcare, finance, automotive, and telecommunications.

fxis.ai has been instrumental in transforming customer experiences through advanced AI technologies since its inception in 2015. With a portfolio of over 450 successful projects, the company focuses on using Generative AI, Explainable AI, and AI-driven automation to help organisations overcome obstacles related to scalability, personalization, and decision-making. According to Hemen Ashodia, Founder of fxis.ai, "In today's digital landscape, enterprises need AI solutions that create deeper, more meaningful customer connections." His company aims to empower businesses with practical and transparent technologies, ensuring they remain strategically aligned with their goals.

The company collaborates with global brands such as Johnson & Johnson, providing tailored solutions that enhance customer engagement and streamline support operations. Their commitment to developing adaptive technologies positions fxis.ai as a leader in AI innovation. The company is focusing on advancing Generative AI and Natural Language Processing while ensuring seamless integration with enterprise platforms, highlighting its forward-thinking approach.

Similarly, SurveySensum exemplifies the shift in customer experience management through AI-driven solutions like Generative AI and predictive analytics. This transformation is evident as businesses seek to harness technologies that allow them to anticipate customer needs, close feedback loops, and enhance overall satisfaction. With its Text and Sentiment Analytics feature, SurveySensum enables organisations to quickly analyse qualitative feedback, identifying key drivers from customer insights. This capability has proven invaluable for industries grappling with issues such as customer churn.

In the automotive sector, for instance, Honda has successfully implemented SurveySensum’s Generative AI capabilities, replacing traditional phone surveys with WhatsApp, which has resulted in a 70% reduction in survey costs. This shift has streamlined the feedback process, allowing Honda’s customer experience team to save 8 to 10 hours weekly on analysis while providing real-time insights into customer sentiments. Such efficiencies highlight the company's emphasis on rapid feedback and improvement, significantly enhancing customer satisfaction.

Within the banking and telecommunications sectors, SurveySensum's predictive analytics tools help organisations anticipate customer behaviour and reduce churn. By combining real-time feedback with historical data, businesses can identify potential issues and implement proactive retention strategies. For instance, a model can detect high-risk customers in banking, prompting timely intervention.

Moreover, the landscape of customer experience management continues to evolve, presenting challenges and opportunities related to maturity and technology adoption. SurveySensum's approach includes offering adaptable solutions tailored to the maturity levels of its clients. This strategy empowers organisations at various stages—from those needing basic feedback automation to those requiring comprehensive training to embed customer experience into their corporate culture.

Despite advancements, many organisations struggle to quantify the return on investment (ROI) of customer experience initiatives. SurveySensum advises aligning metrics like Customer Satisfaction (CSAT) and Net Promoter Score (NPS) with core business objectives to provide tangible insights and drive value for leadership teams.

A recent report highlighted that a significant proportion of organisations fail to act on feedback, resulting in unfulfilled customer expectations. SurveySensum facilitates efficient responses through its ticketing system, which automates feedback workflows and prioritises actions based on customer impact, thereby fostering a culture of continuous improvement.

Anticipated trends in customer experience include a significant rise in AI-driven personalization and proactive customer support. SurveySensum is aligning its developments to incorporate real-time insights and automated processes to ensure businesses remain responsive to customer needs. Their innovative features, such as AI-powered Text and Sentiment Analysis and an automated feedback dashboard, aim to optimise customer interactions further.

A study from SurveySensum also reveals disparities in customer experience capabilities and AI adoption across different regions. While developed nations like the USA lead in adopting advanced technologies, regions in Asia-Pacific, particularly developing economies like India, are still grappling with slower adoption rates. SurveySensum plans to address these discrepancies by providing localized solutions that align with cultural contexts and regional behaviours, enabling smoother integration of AI tools.

Looking ahead, the future of customer experience management appears to lie in a hybrid model that blends AI automation with human intervention. While AI can effectively handle routine tasks, human expertise remains critical for addressing complex issues and fostering emotional connections. The evolution of advanced technologies such as Natural Language Processing and Machine Learning continues to enhance the capabilities of AI, but the human touch will remain vital in ensuring that customers feel valued and understood.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://indiaai.gov.in/startup/fxis-ai> - Corroborates fxis.ai's inception in 2015, its focus on AI and data science, and its use of Generative AI, Explainable AI, and AI-driven automation.
* <https://indiaai.gov.in/startup/fxis-ai> - Supports the information about fxis.ai's portfolio of successful projects and its collaboration with global brands like Johnson & Johnson.
* <https://itprofiles.com/fxisai> - Provides details about fxis.ai's global presence, employee count, and its proficiency in English, aligning with its global footprint.
* <https://indiaai.gov.in/startup/fxis-ai> - Explains fxis.ai's commitment to developing adaptive technologies and advancing Generative AI and Natural Language Processing.
* <https://indiaai.gov.in/startup/fxis-ai> - Mentions Hemen Ashodia, the Founder of fxis.ai, and his statement on the need for AI solutions to create deeper customer connections.
* <https://www.noahwire.com> - Although the direct link to the specific article is not provided, this source is mentioned as the origin of the information about SurveySensum and its AI-driven solutions.
* <https://indiaai.gov.in/startup/fxis-ai> - Details fxis.ai's product FxChat, which is a user-friendly platform for creating GEN AI chatbots, supporting the transformation of customer interactions.
* <https://www.noahwire.com> - Supports the information about SurveySensum’s Generative AI capabilities and its implementation by Honda, resulting in reduced survey costs and streamlined feedback processes.
* <https://www.noahwire.com> - Corroborates SurveySensum's predictive analytics tools and their application in banking and telecommunications sectors to anticipate customer behavior and reduce churn.
* <https://www.noahwire.com> - Explains SurveySensum's approach to offering adaptable solutions tailored to the maturity levels of its clients and its emphasis on aligning metrics with core business objectives.
* <https://news.google.com/rss/articles/CBMinAFBVV95cUxNbHhKalZ1T3d1QmxGQVhYUzNMVmVGMUdOTjRQa1BKVzNCcHl6STJvVzdYN2RCbnUyR1lyUm56Yi02eWlRNHlIYlA3cXByemMxQnBvVDBZWnRTUHpaZEpWTnN3cVozVlo5MHIxcjVNWjBiMUNPd2J5cURwS3FMSy12MTFNa2ZZQTB3RDJ1US1oSG5JUktKdTFiZEE4VUjSAZwBQVVfeXFMTWx4SmpWdU93dUJsRkFYWFMzTFZlRjFHTk40UGtQSlczQnB5ekkyb1c3WDdkQm51MkdZclJuemItNnlpUTR5SGJQN3FwcnpjMUJwb1QwWVp0U1B6WmRKVk5zd3FaM1ZaOTByMXI1TVowYjFDT3dieXFEcEtxTEstdjExTWtmWUEwd0QydVEtaEhuSVJLSnUxYmRBOFVI?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data
* <https://news.google.com/rss/articles/CBMigAFBVV95cUxPWl9NZmpZZGIxQzdjTTU3QnpCUWxsdDRlS0ZHX3dTYnM4YVpVZEJ6eE1jM3djcGRBTHlCT1VNY2dPZXVwdlVaWGU4bGtzRjRtd3ZsU1lkTm9iQlFXQ3FoNXkwRVBfUG1QVDZHOUhyZmhEZHBnclZZc0NxanI4T3dMNdIBgAFBVV95cUxPWl9NZmpZZGIxQzdjTTU3QnpCUWxsdDRlS0ZHX3dTYnM4YVpVZEJ6eE1jM3djcGRBTHlCT1VNY2dPZXVwdlVaWGU4bGtzRjRtd3ZsU1lkTm9iQlFXQ3FoNXkwRVBfUG1QVDZHOUhyZmhEZHBnclZZc0NxanI4T3dMNQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data