

# GenAI is making an impressive impact on the customer life cycle

Article



GenAI is providing numerous benefits across the entire CX. Accelerated by the recent releases of Midjourney, DALL-E 2, and ChatGPT, a revolutionary transformation is underway for marketers regarding the way they engage and interact with consumers.

- **GenAI is reshaping the buyer's journey.** GenAI tools, frequently in combination with other AI or machine learning (ML) technology, are now used at every stage of the customer life cycle—awareness, consideration, purchase, retention, and advocacy—to enhance and improve the overall experience.
- **Marketers are embracing GenAI.** Recent breakthroughs have the potential to drastically change the way the industry approaches content creation. Among GenAI features US brand marketers appreciate most is its ability to improve market research and content creation, per a March 2023 Sitecore survey.
- **Investing in GenAI pays.** GenAI can help brands achieve significant time and cost savings. Two-thirds (66%) of marketers using GenAI reported a positive ROI, and many reported an increase in cost efficiencies and performance as well as faster creative cycles, per March 2023 data from Botco.ai.
- **The benefits of GenAI continue to grow.** Some GenAI applications are well established with marketers, and some are brand-new experiments. But already, ChatGPT is the most popular form of GenAI: 55% of Botco.ai survey respondents use the tool to bolster performance and efficiencies while delivering better, more seamless experiences that resonate with their customers.

# What Excites US Marketers Most About GenAI?

% of respondents, March 2023



Note: n=408; responses of "none of the above" not shown (0%)

Source: Sitecore, "AI & Composable Marketing Software Survey," May 9, 2023

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Here's case studies showing how GenAI is changing the buyer's life cycle, both customer facing and behind the scenes:

## Boost brand awareness

Marketing firm **BrandMuscle** works with companies including Bobcat and Allstate to create AI-generated content without human input while ensuring brand compliance and voice. Collateral includes text-based content, visual ads, and real-time digital media optimization based on third-party data such as weather.

## Accelerate conversion rates

Tapestry (parent company of Coach, Kate Spade, Stuart Weitzman, etc.), uses Persado's **Dynamic Motivation** solution to generate words and phrases based on a buyer's browsing behavior, preferences, and other factors in real time during the cart and checkout experience. These GenAI-driven personalized paths can reduce cart abandonment and deliver a 3% to 5% increase in ecommerce revenues.

## Improve retention rates

Arm Holdings applied **Acrolinx** to refresh its outdated and dense technical manuals with AI and NLP. Among the benefits: There was no guidance on how to present code in manuals—which can be up to 6,000 pages long. Now Arm’s 70+ technical writers publish manuals in multiple languages that are easy to read, consistent in style and tone, and SEO optimized—resulting in improved customer self-service.

Report by Kelsey Voss Jun 05, 2023

# The Power of Generative AI in the Buyer’s Journey

