

STATE OF THE MARKET AI IS THE NEW INTERFACE

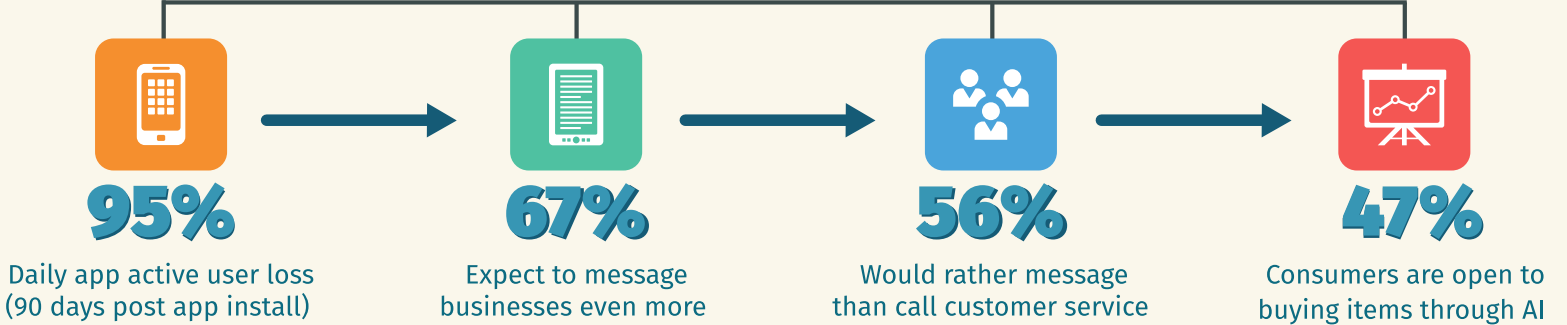


3.6B

90% of the world's internet enabled population, 3.6 billion people, use at least one messaging app.



Messaging has replaced traditional B2C interactions



The rise in messaging usage has widened the gap between consumer expectations and traditional business service levels.

63% of Millennials and **58%** of Gen X

share personal info for **personalized offers and product suggestions**

-ACCENTURE-

75% of Consumers

more likely to buy from a retailer that **knows their name and purchase history**

-SALESFORCE-

61% of US Consumers

interested in using **messaging apps for customer support**

-EMARKETER-

AI is the new interface as we enter a new era of consumer experiences. From self-driving cars to Amazon Alexa, from Robo Advisors to Facial Recognition locks, consumers are interacting with AI like never before. And this is just the beginning.

PLATFORM



INTERFACE



CUSTOMER EXPERIENCE



Soon, all brands and individuals will be represented by an AI on the internet. For brands to reach a consumer, they'd have to first go through the consumer's AI.

The New Era of Consumer Experiences AI in B2C Interactions

The Characters

Consumer: Ruth
Concierge: Brand's conversational AI

