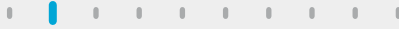


Creepin' it real

On a scale of helpful to creepy,
how freaked out are consumers by AI?





Jeepers creepers, AI!

While artificial intelligence is changing our world in ways we never thought possible (think: diagnosing diseases and writing novels), it also has somewhat of a creepy reputation. It's great that Alexa can order paper towels and groceries for us on Amazon, but do we really want her knowing all of our personal and financial information? Who is she, anyway?

Many companies struggle to find the line between what consumers find creepy and what they find helpful, which makes it hard to implement AI in a beneficial way. So, what do consumers find “creepy” about AI? We conducted a survey to find out where the line is, and when AI crosses it.

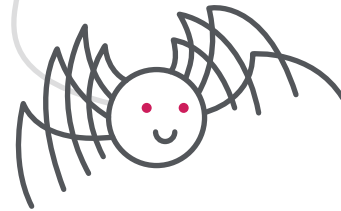
Knows
who I am

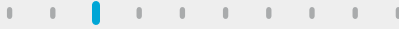
Knows
my medical
history

Knows my
past orders

Sounds like a human

Knows my
family
members'
names





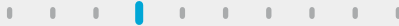
AI has its eyes on you

AI is here to make our lives more convenient. Most of us can agree that our favorite brand suggesting a pair of shoes we may like based on our order history is helpful. In fact, roughly half of us are OK with AI knowing our demographic and behavioral information (as it relates to our purchase history). This is the kind of information we expect AI to know. But, knowing who we are, where we live, who we live with and our financial information? Well, that's just creepy.



In our survey, 40% of respondents find it more creepy than helpful when a company knows certain types of information not provided to them. For example, only about 2 in 5 Americans are comfortable with AI accessing their employment or family information, and only one third are comfortable with the technology knowing their health or financial information.

So, basically, we're comfortable with AI knowing us on a basic level, but when they start to learn about our medical history and family members, that's where the line is drawn.

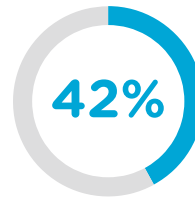


Thanks for the...help?

So...when do we find AI more helpful than creepy? As it turns out, even if we think AI is being creepy, most of us are willing to turn a blind eye when that creepiness is actually pretty helpful. While most of our respondents weren't thrilled with the invasive qualities of AI, nearly three quarters of us (72%) are willing to tolerate its meddling when it alerts them of a potential issue, it helps them resolve a problem quickly, or when it can solve a complex problem.



If you're contacting a company about a recent item you ordered, 40% of us find it helpful when the company uses your order history to determine why you're contacting them. What's not OK? When they use your past purchase history from a different company (42% of us think this is pretty weird).



think it is **more creepy than helpful** to use past order history from a different company to make suggestions

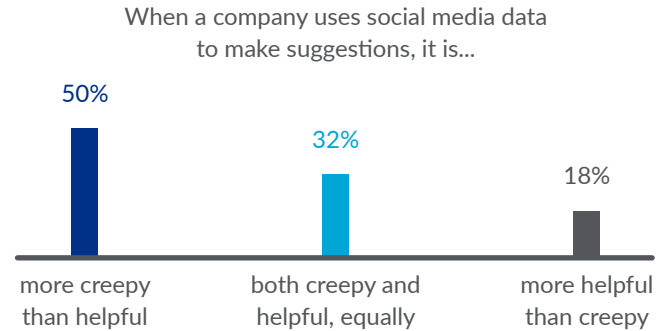


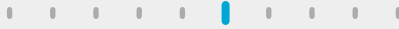
AI is sending you a friend request

As if we don't already feel like we're being stalked by AI, adding social media into the mix takes it to a whole other level. If you've ever been scrolling through Instagram when suddenly an ad pops up for those sunglasses you've been thinking about (and probably searching for), you know what I'm talking about.

But, is this useful? Consumers are on the fence. 50% of Americans think it's more creepy than helpful when companies use social data to make suggestions.

This is particularly interesting when you take into account that more and more companies are beginning to use social listening to understand their customers wants and needs. So, keep on posting...AI relies on it.





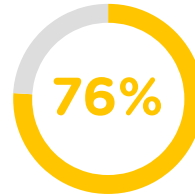
Creepin' it real

If you've ever told a virtual assistant to "have a great day" after speaking with them on the phone, you're not alone. In fact, it's not unusual for someone to not know whether they're talking to a real human or a virtual assistant. While AI's ability to mimic humanness is eerie, it also comes with some value. A majority of Americans (70%) find interacting with an IVA that sounds like a human creates a much more positive customer experience than one with a computer-generated voice.

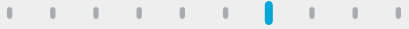


Thanks—you have a great day, too!

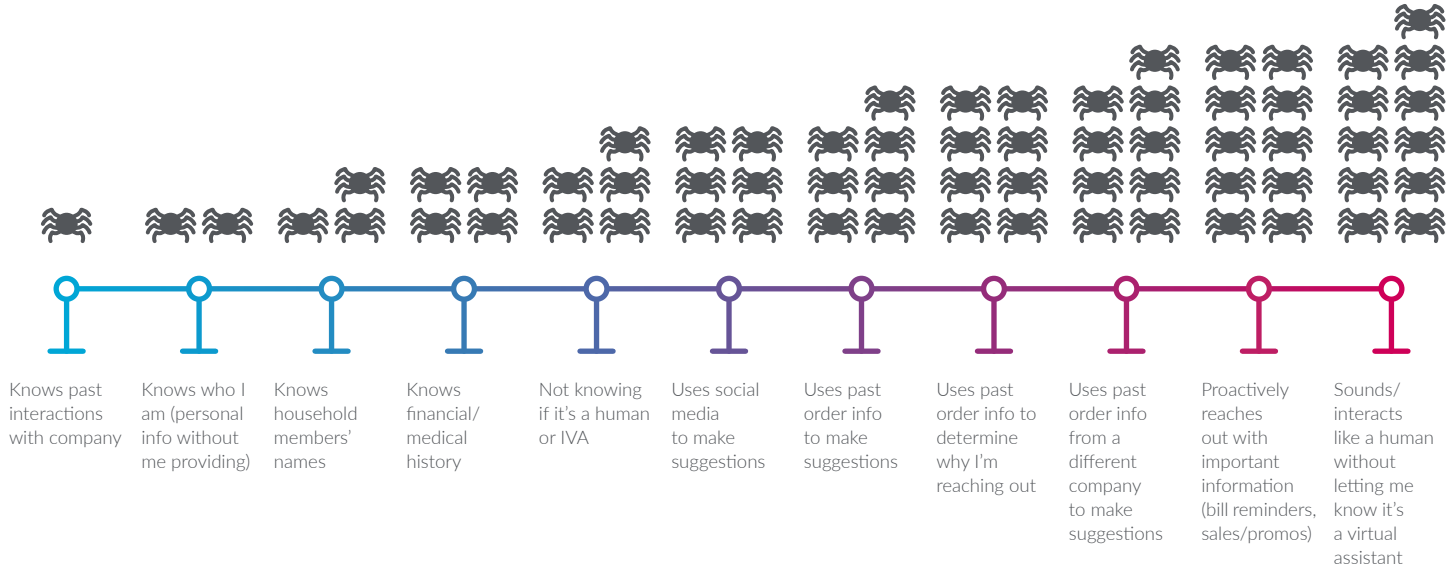
And while discussing an issue with a virtual assistant that sounds more like you is comforting, most Americans (76%) would actually prefer a human to not be involved in their customer service interaction under certain circumstances. People appreciate the lack of a live agent in specific situations, especially when addressing embarrassing financial information, when they're in a bad mood, or when trying to get a good deal or discount.

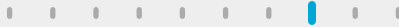


of Americans would prefer a human to not be involved under certain circumstances



The Creepiness Scale



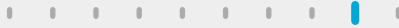


Watch out, AI—we're on to you

When executed properly, AI can be a powerhouse for businesses and consumers alike. But follow a few simple best practices to make sure you're doing all you can to help your customers, not scare them away.

- **Do** utilize information only given to you by the customer
- **Do** be transparent. Let your consumers know that while your IVA is very human-like and can understand you, that they're still talking to an automated voice and not a person.
- **Don't** utilize personal information taken from third-parties

Overall, transparency is key when it comes to AI. Customers want to know that they can trust your brand and know that you won't abuse their personal information for your company's benefit. Data and AI are a powerful combination, but like any technology everyone needs to be thoughtful in how it's applied so it's helpful and never creepy.



About Interactions

Interactions provides Intelligent Virtual Assistants that seamlessly combine artificial intelligence and human understanding to enable businesses and consumers to engage in productive conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering significant cost savings and unprecedented customer experiences for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

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