

AI-Driven Customer Experience

How to Start, Scale, and Succeed in the Enterprise

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Customer Experience is Changing

- **Yesterday:** React to problems after they happen
- **Today:** Proactively anticipate needs before customers ask
- **At scale:** Deliver personalized experiences to millions simultaneously
- **With purpose:** AI amplifies human expertise, not replacing it

Three Pillars of AI-Driven CX

Hyper-Personalization

Tailor experiences to individual preferences, behaviors, and context

Intelligent Agents

AI-powered systems that solve complex issues with human empathy

Predictive Insights

Anticipate needs and resolve issues before customers realize them

Hyper-Personalization: Retail

Real-world scenario: Customer walks into a store

- AI recognizes browsing history and purchase patterns
- Dynamic pricing adjusts based on individual preferences and demand
- Product recommendations personalized to weather, season, and past behavior
- Loyalty rewards tailored to actual shopping habits, not generic promotions

Hyper-Personalization: Finance & Healthcare

Finance

Investment plans tailored to risk tolerance, financial goals, and life stage. Like having a personal financial advisor.

Healthcare

Care plans customized to medical history, preferences, and literacy level. Patient-centric, not one-size-fits-all.

Case Study: Snowflake CSAT Automation (Part 1)

The Challenge:

- Thousands of open-text survey responses from customers
- Manual categorization by sentiment and issue type
- Process took weeks and was highly inconsistent
- Teams were burned out doing repetitive data-entry work

Case Study: Snowflake CSAT Automation (Part 2)

The Solution & Results:

- Deployed AI to process and classify text at scale
- **Weeks → Hours:** Response categorization time collapsed
- Teams freed up from robot-work to strategic problem-solving
- Improved CSAT, faster response times, happier teams

Modern AI Agents vs Old Chatbots

Old Chatbots

Fancy FAQ systems. Limited to: "What are your hours?" Script-based responses.

Modern AI Agents

Solve complex issues. Detect frustration. Escalate with full context. Blend automation with empathy.

Example: Airline chatbot handles missed flight rebooking, price comparison, and escalates to agent with complete context.

Predictive Analytics: Start, Scale, Succeed

- **Telecom:** Predict churn before customers leave; proactive retention offers
- **SaaS:** Identify feature adoption gaps; send personalized tutorials before support tickets
- **Manufacturing:** Anticipate equipment failures; schedule maintenance before downtime
- **All:** Detect payment issues, auto-refund, communicate before complaint

Ethical Challenges & How to Navigate Them

- **Data silos:** Invest in data integration and governance BEFORE building AI
- **Bias in training:** Audit data quality and test models for fairness across segments
- **Over-personalization:** Transparency and opt-out controls to respect privacy boundaries
- **Accountability:** Humans must always be in the loop for critical decisions

Five Best Practices for AI Adoption

- **1. Data first:** Quality data foundation before building any AI
- **2. Workflow integration:** Embed into existing processes naturally
- **3. Human-in-loop:** AI assists; humans decide and override
- **4. Measure continuously:** CSAT, resolution time, retention—track and iterate
- **5. Transparency:** Tell customers about AI; build trust, not creepiness

The Path Forward

Winners aren't replacing humans with automation.

They're enhancing human connection with intelligent systems.

Start small. Measure impact. Scale what works. Always keep the human at the center.

Thank you • Questions?