



WHITE PAPER

Humanize Digital Transformation with Emotion AI

Leverage Emotion AI technology to be a part of the digital revolution and drive emotional engagement with customers

Overview

With the introduction of new and innovative business models that were once considered impossible, digital disruptors have generated tremendous shareholder value. And its footprints are visible across various sectors.

In transportation, it's Uber, in retail, it's Amazon and Alibaba; and in hospitality, it is Airbnb. As a matter of fact, each of these disruptors created an advantage in cost, immediacy, selection, and level of service by leveraging platform economics to their benefit. All of it was possible with brands opting for digital transformation.

So, what is digital transformation? As we know, digital transformation means different things for different organizations, and it can be hard to pinpoint a definition that applies to all. So, let's define it in general terms. Digital transformation is an integration of digital technology into all areas of a business resulting in fundamental changes to how businesses operate and deliver value to customers.

Digital transformation is exponentially changing the way business gets done. And in few cases, it is creating entirely new classes of businesses. Even though many businesses have already started their digital transformation journeys, there are very few who've achieved success.

Did you know

Companies that have embraced digital transformation are **26%** more profitable than their peers

Why does digital transformation matter?

In this digital-first world, adopting new technologies is not a choice but a necessity for every business to survive and thrive. So, it is crucial that these technologies must be interwoven into every part of an organization. However, digital transformation is not just about leveraging technology; it's about true innovation. It is about delivering better value in a digital economy by intelligently using technologies and information. With systems, workflow, processes, and culture being evaluated, digital transformation is changing the way an organization operates. With the wheel of digital transformation in motion, it impacts every level of an organization and brings together data across areas to work together more efficiently.

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According to Gartner, **79%** of corporate strategists claim to be digitalising their businesses to create new revenue streams.

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Get more accurate insights from customers' data

Reimagining Consumer Experiences

To provide an excellent customer experience, you need to understand the pulse of the customer'. After all, to deliver a seamless digital customer experience, you first need to understand your digital customers.

In this increasingly digital world, the way companies understand their customers has been revolutionized by technology, helping them connect with customers on a much deeper level. But to transform the customer experience, businesses need to understand their customers' emotions, too; this is where emotion AI technology can help



Emotion AI at the heart of digital transformation

Nowadays, every business is investing in digital transformation, but not every business is succeeding with it. If you want to make a difference, you must consider these three key aspects: digital processes, digital technology, and digital data. Not sure what they are? Well, let me explain these three for you. Increasingly, corporates and networks are engaging with one another through a network of digitized processes. This is sitting on a large and secure digital infrastructure that allows for seamless interaction across the network. This interaction generates tons of digital data that floats between these nodes and networks, allowing seamless visibility across players.

This paradigm of digital processes, technology, and digital data drives the digital transformation that we are witnessing within corporates and large global enterprises. And Emotion AI is at the heart of this transformation by leading the charge, bringing these three paradigms together in ways we wouldn't have imagined a few years ago.



Assisting brands in evolving emotional customer intelligence



Emotion AI: The rise of **emotional customer intelligence**

We all know emotions are powerful — they can connect customers to our brand — or can turn them away. That's why a deep understanding of customer emotions is a must to deliver flawless customer experience.

Emotion AI helps businesses capture consumer emotions in real-time and equip them with better customer-related information, i.e., emotion insights. That's why more and more companies are implementing this technology to capture, understand, and analyse their customers' emotions.



Why is Emotion AI important **vis-à-vis digital transformation?**



According to a report by Forrester, organizations making decisions based on Emotion AI generated insights, will take over most of the **1.2 trillion** growth potential by 2022 over the ones working with the old methods

The aim of every business is to create better connections with their customers with the help of technology and boost their bottom line. Emotion AI is crucial to do that. Are you wondering how? Well, in the digital era, customers are not tied to a single channel. They browse in-store, shop on website, and share feedback through social media networks. With Emotion AI technology, you can measure your customers' emotions across every touchpoint. And you can use these insights to improve every corner of your business.

Some of the other notable features of Emotion AI with regards to digital transformation are:



Enhance and measure the digital experience, efficacy of digital elements, and customer satisfaction



Convert something which is not measurable till now (emotions) into actionable insights

Benefits of adopting Emotion AI for digital transformation



Assists brands in maximizing their ROI



Provide seamless customer experience across every touchpoint



Engage, convert, and retain more customers

In this digital era, understanding customers on a deeper level, fuelling innovation, and delivering a seamless customer experience are few of the important objectives of an organization. Emotion AI technologies like facial coding and eye tracking help understand and measure the customer's subconscious mind, which can help businesses serve their digital customers better. Emotion AI technology let businesses capture meaningful and accurate insights of digital experiences at scale

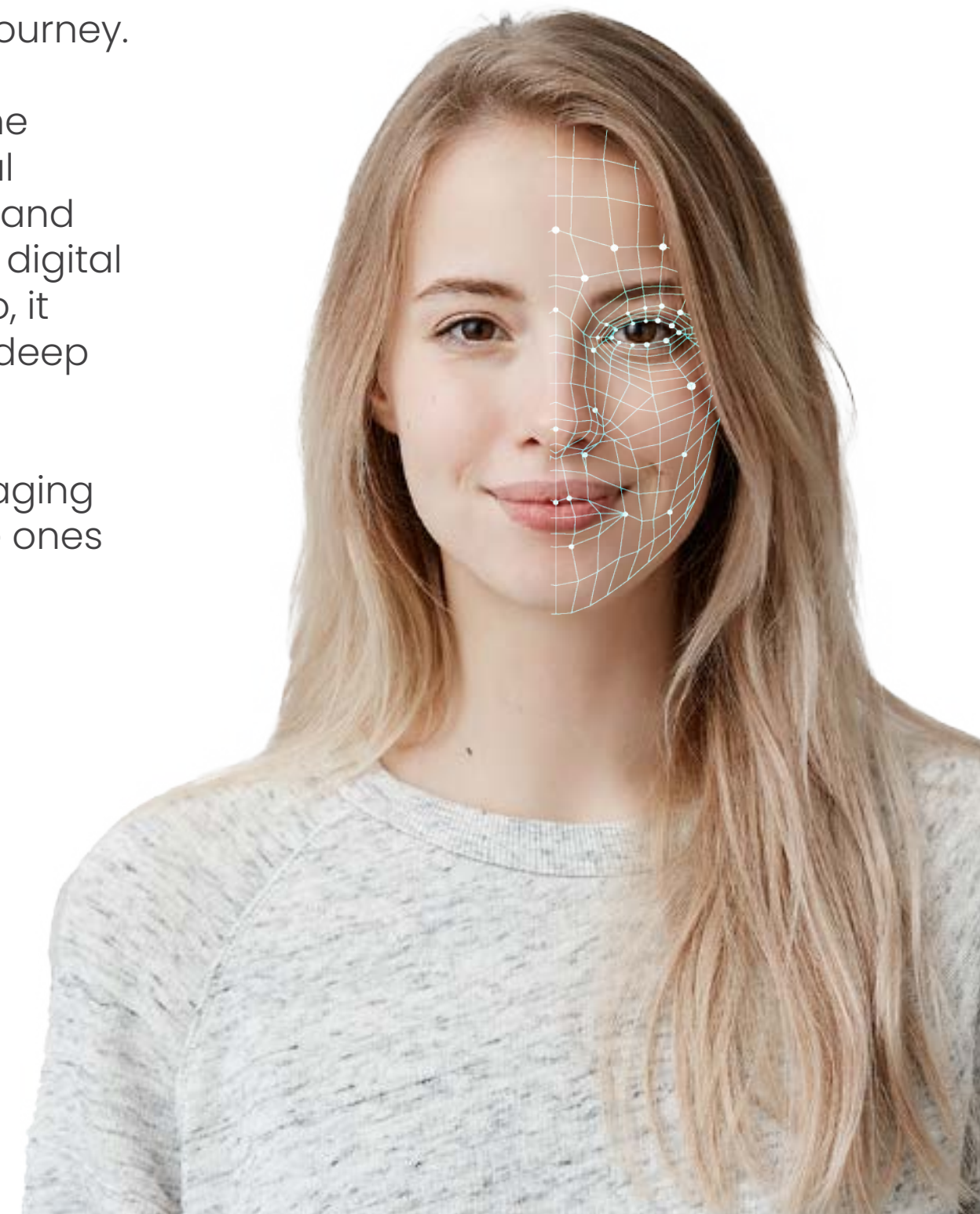


Final Thoughts

We all know the digital future is now, and digital transformation is inevitable for businesses. That's why spending on digital transformation will continue to grow. Now you don't have to take our word for that - we have stats to prove - Global investment into digital transformation is set to grow at a compound rate of 17.1% per annum, according to the IDC, reaching a staggering \$2.3 trillion (53% of all ICT spending) by 2023. The question is will you survive or thrive digital transformation? By humanizing digital transformation with Emotion AI, you can supercharge your digital transformation journey.

Every organization needs to leverage Emotion AI technology to truly be a part of the digital revolution and drive emotional engagement with customers. After all, digital transformation is not just about technology; it's about connecting with customers and employees, and Emotion AI technology can help you do that. Emotion AI-powered digital transformation can help brands achieve an exponential return on investment. Also, it enables brands to gather meaningful customer data, which can help brands get deep customer insights, and brands can use these insights to serve customers better.

Emotion AI is humanizing the wheel of digital transformation in a big way. By leveraging this technology, brands can create human connections with their customers - the ones that are bound to drive lasting values for them.





Entropik Tech is the world's leading Emotion AI platform that reads human emotions and helps brands redefine their offerings and experiences. In our mission to humanize experiences, we have built AI technologies that understand human emotion through Facial Expressions, Eye Movement, Voice Tonality, and Brainwaves – in a fast and scalable manner.

Our diverse product portfolio allows you to measure experiences across Media, Digital, and Shopper interactions in an accurate and meaningful way.

Entropik Tech provides emotion insights to over 150 global brands in CPG, Retail, Media & Publishing, Telecom, and Financial Services industries, amongst others. We are present across North America, Europe, the Middle East, India, and South-East Asia.

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