

Best Practices

thought leadership & lead generation



# Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement

The transformative potential of AI-driven chatbots and virtual assistants is revolutionizing customer service. As generative AI paves the way for unprecedented customer experiences, an impressive 88% of business leaders have recognized the positive paradigm shift in customer perceptions of AI and automation.

From basic, rules-based bots to sophisticated, conversational agents, the evolution is palpable. The advancements signal a future where human-like interactions become the norm, not the exception.

As a valued industry expert, we invite you to share your profound insights and experiences, guiding our readers through this transformative journey. Lend your expertise to our edition, **Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement Best Practices!**

*Live Roundtable Webcast: September 11, 2024*

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