



ANNUAL CONFERENCE 2026

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13 MAY 2026, LONDON



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Beyond Demographics: Customer Contact Personas Shaping Service Expectations



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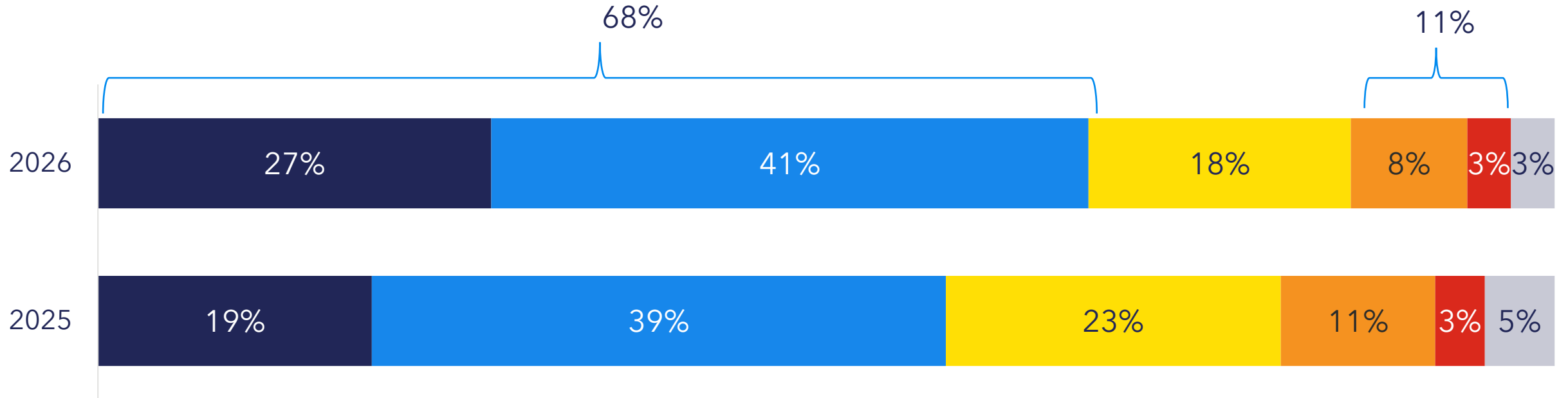
The Customer Contact Landscape



Supported by



We've Become More Techno-Optimistic Lately



- Technology is making our lives much easier (5)
- Technology is making our lives somewhat easier (4)
- Technology is making our lives neither easier nor more difficult (3)
- Technology is making our lives somewhat more difficult (2)
- Technology is making our lives much more difficult (1)
- Don't know/rather not say

Definitions



Simple query:
changing account password,
or a delivery update

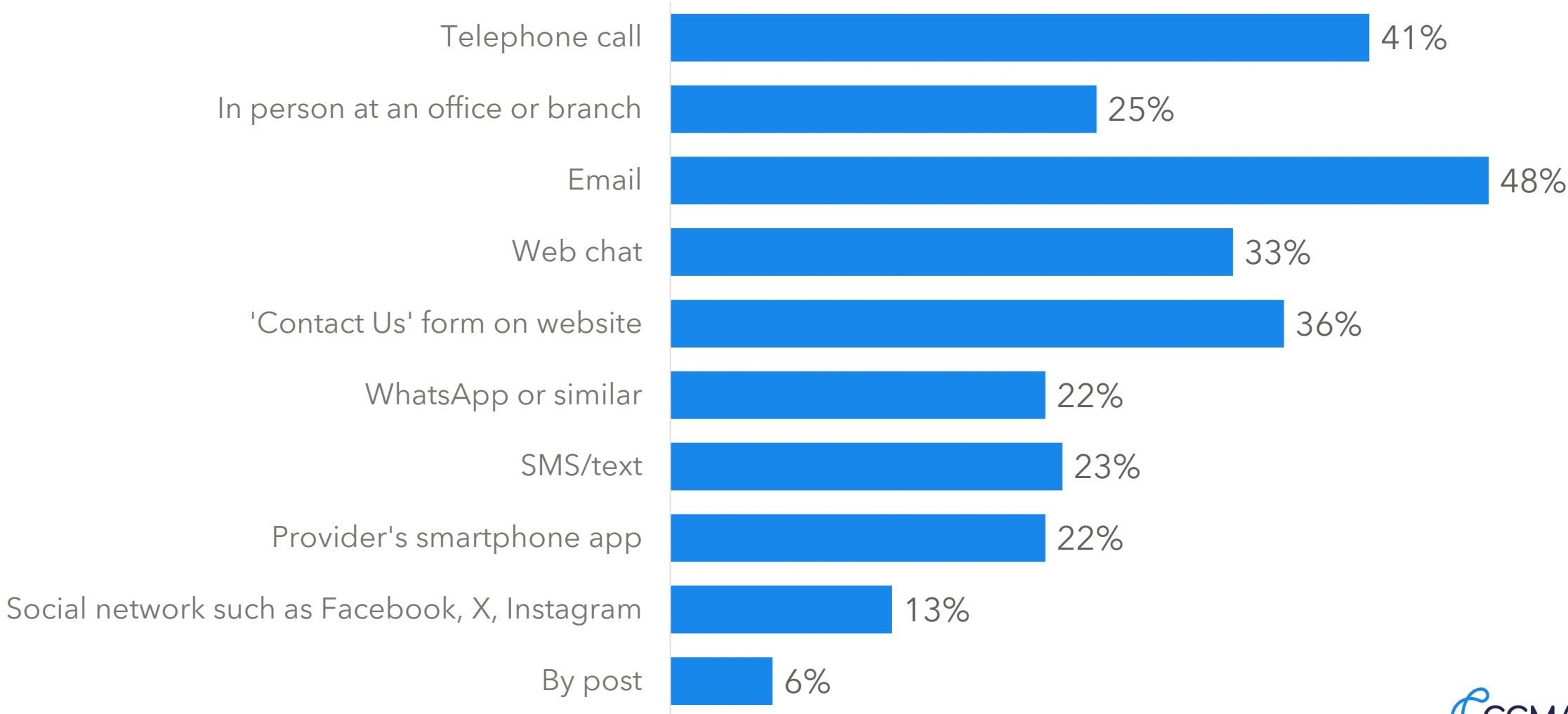


Complex query:
a warranty claim, or checking
terms and conditions

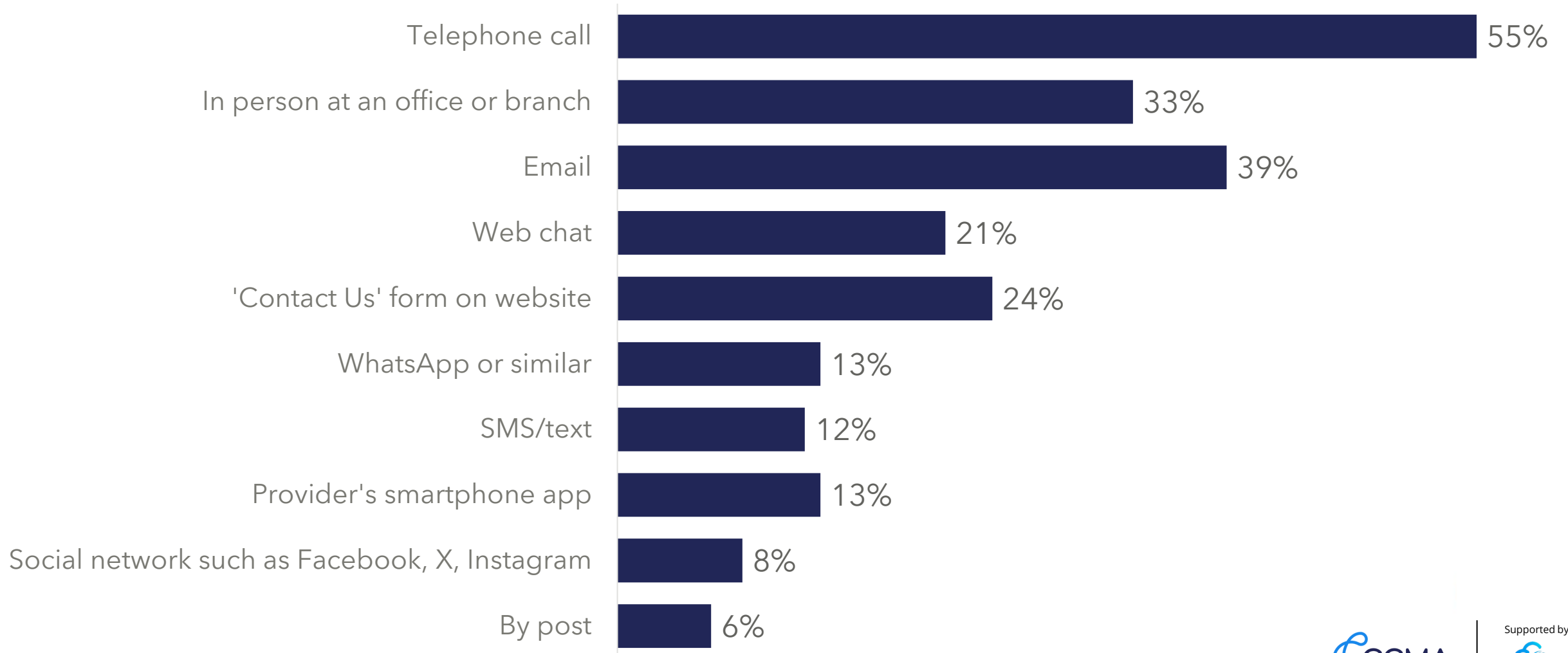


Urgent query:
reporting a broken-down
boiler, or suspected fraud

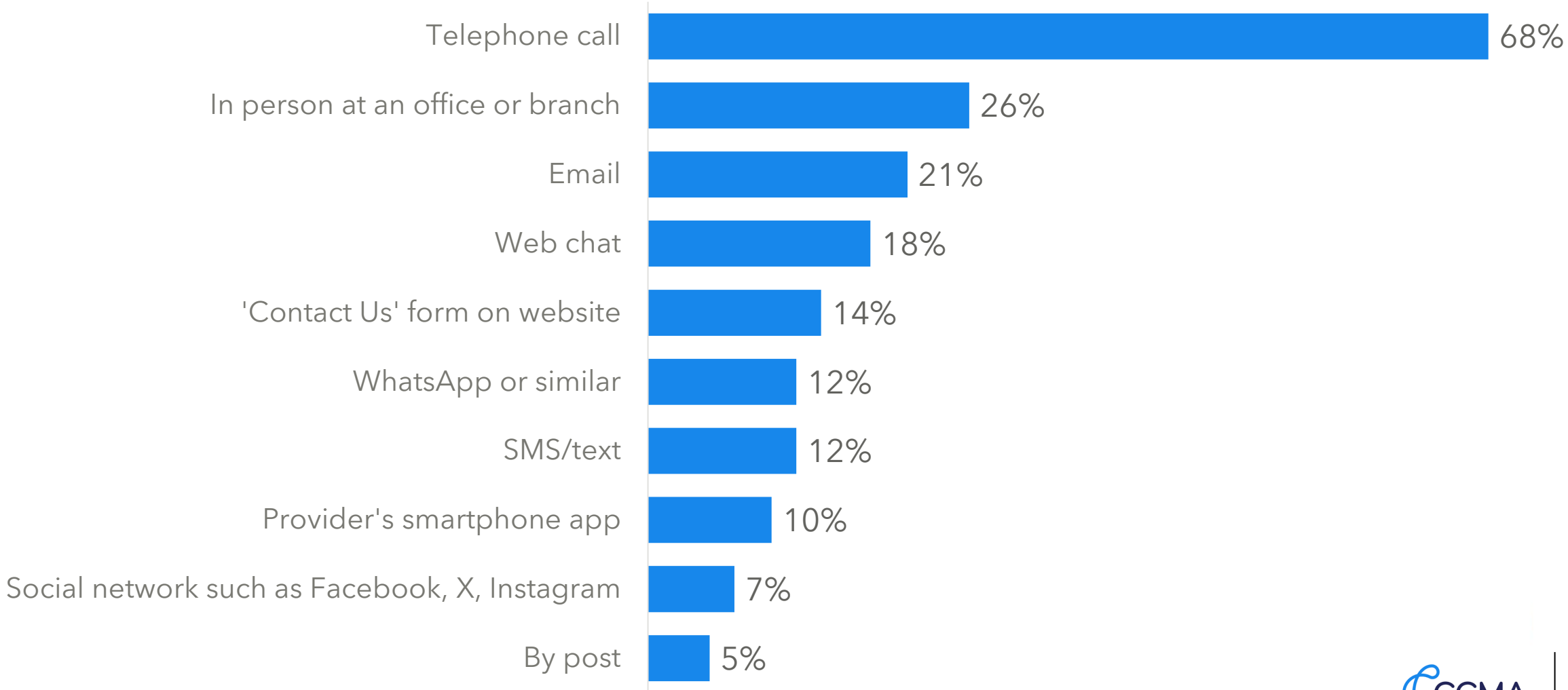
Email More Popular Than Phone for Simple Queries...



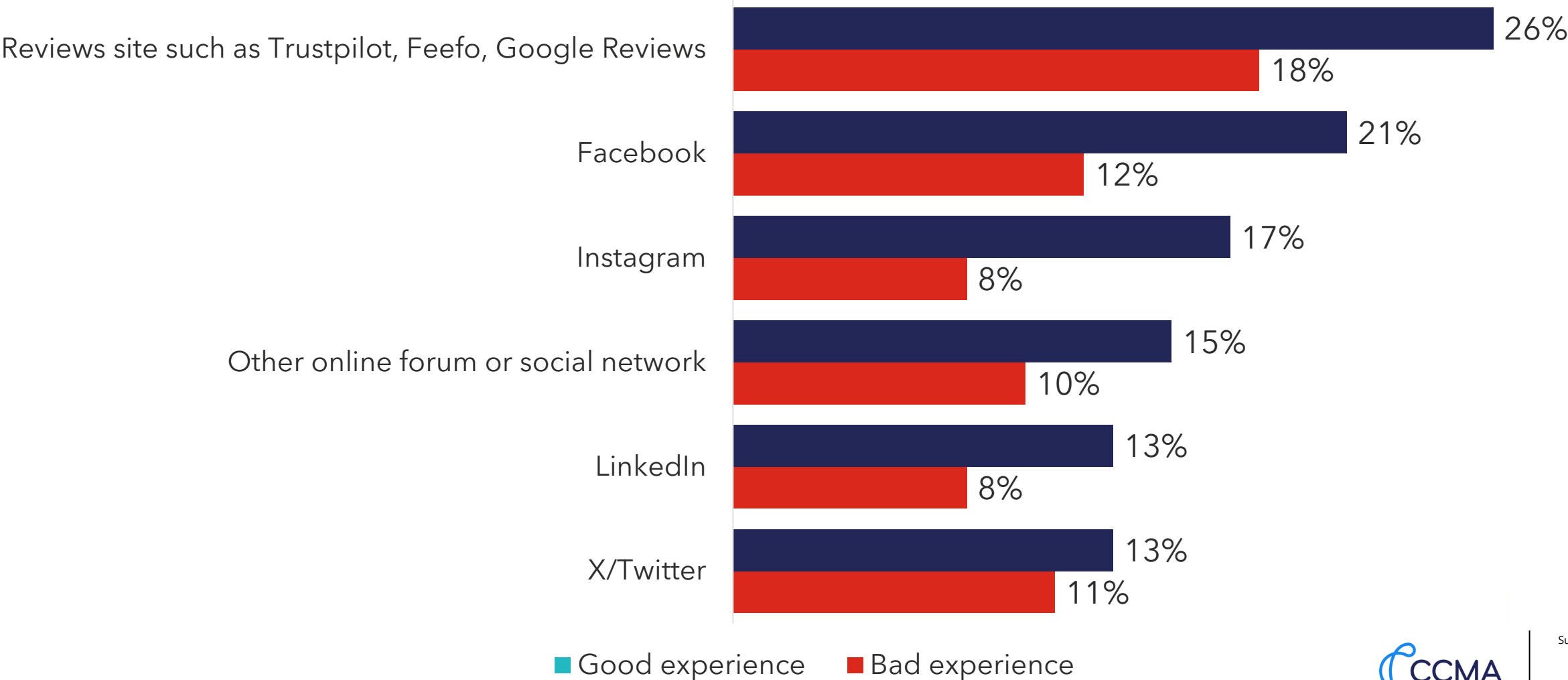
...But for Complex Queries, Preference for Phone and In-Person Contact Increases...



...And When It's Urgent, Phone is Prioritised



More People Have Posted About Positive Customer Experiences Than Have Posted About Negative Ones



Saturdays Most Convenient for Customer Contact; Lower Preference for After 6pm Weekdays

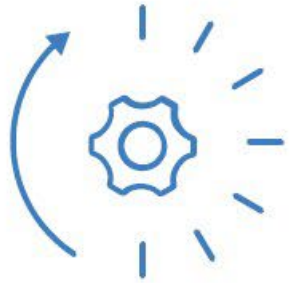
8am to noon weekdays	+48
Noon to 3pm weekdays	+48
3-6pm weekdays	+45
After 6pm weekdays	+31
Saturdays	+52
Sundays	+38

Introducing the Personas



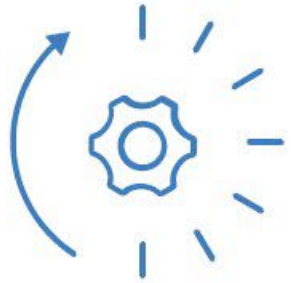
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Efficiency Optimisers

focused on getting the job done
as quickly as possible



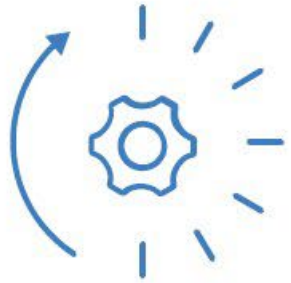
Efficiency Optimisers

focused on getting the job done
as quickly as possible



Experience Enthusiasts

want to get the most of every
moment, and love to share



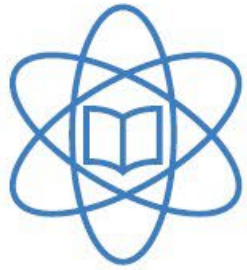
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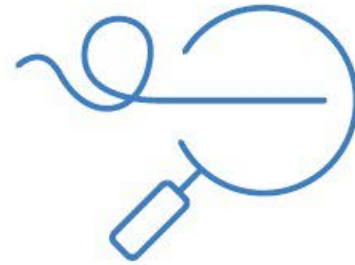
Knowledge Gatherers

enjoy challenges, and pride
themselves on their expertise



Efficiency Optimisers

focused on getting the job done as quickly as possible



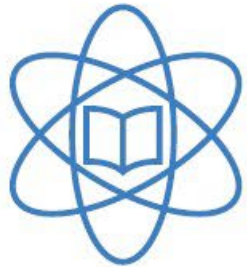
Simplicity Seekers

no-nonsense, always looking for the straightforward path



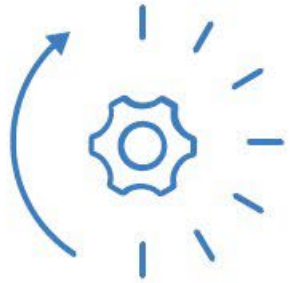
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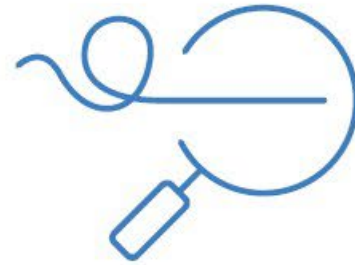
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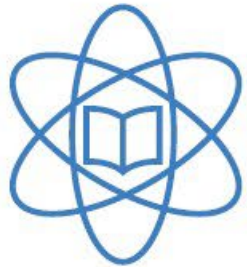
Experience Enthusiasts

want to get the most of every moment, and love to share



Tradition Maintainers

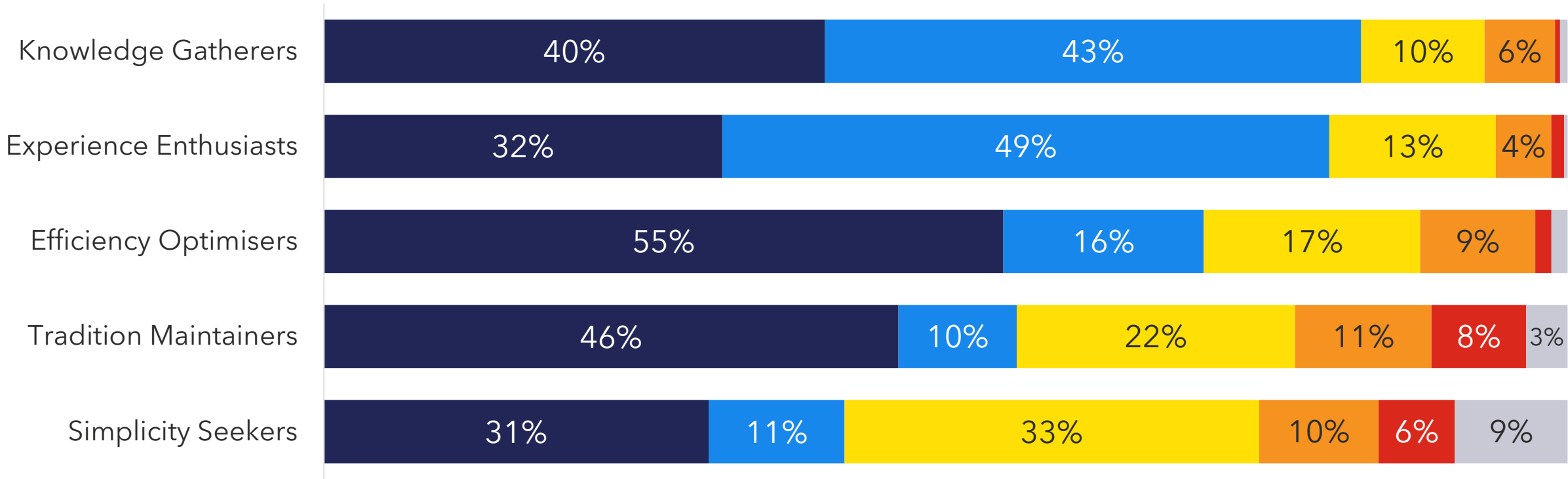
prefer established ways, sceptical of change for change's sake



Knowledge Gatherers

enjoy challenges, and pride themselves on their expertise

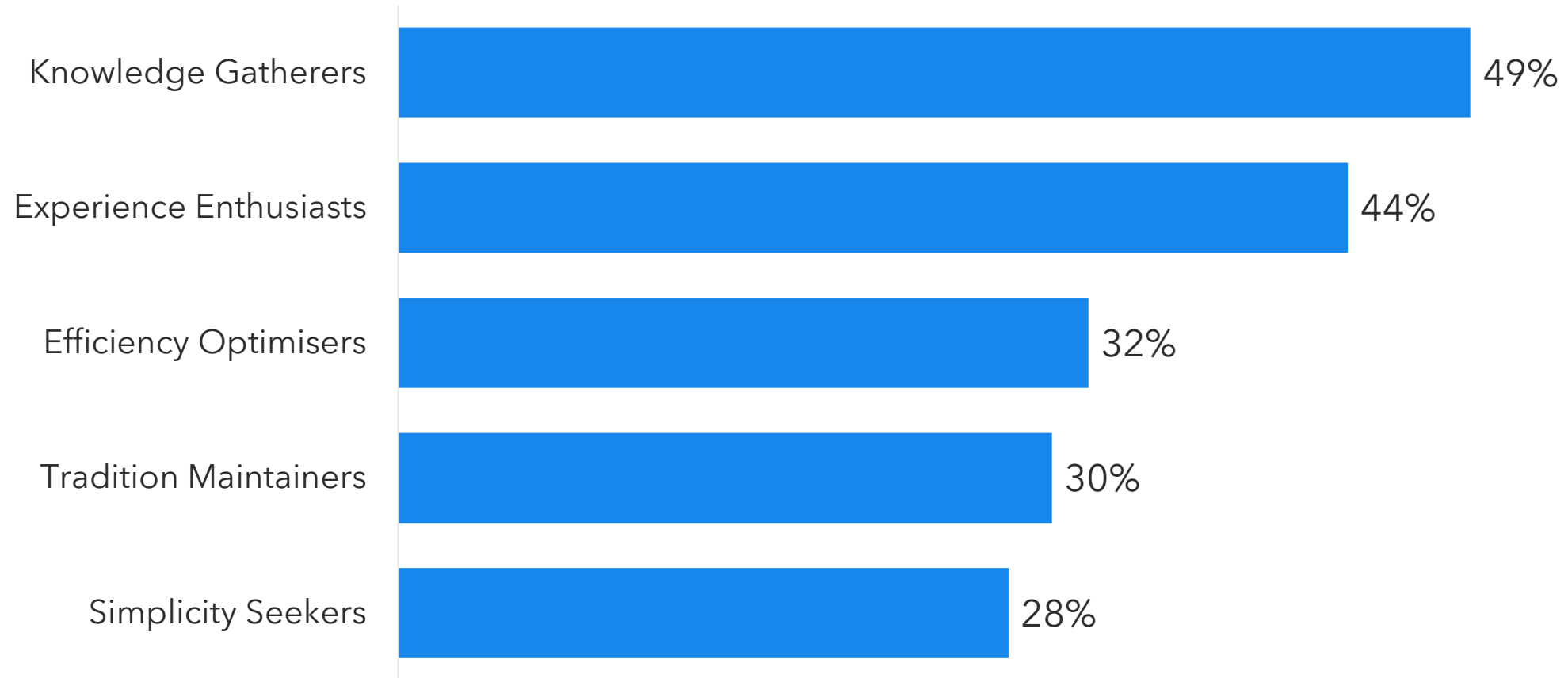
Does Tech Make Our Lives Easier or More Difficult?



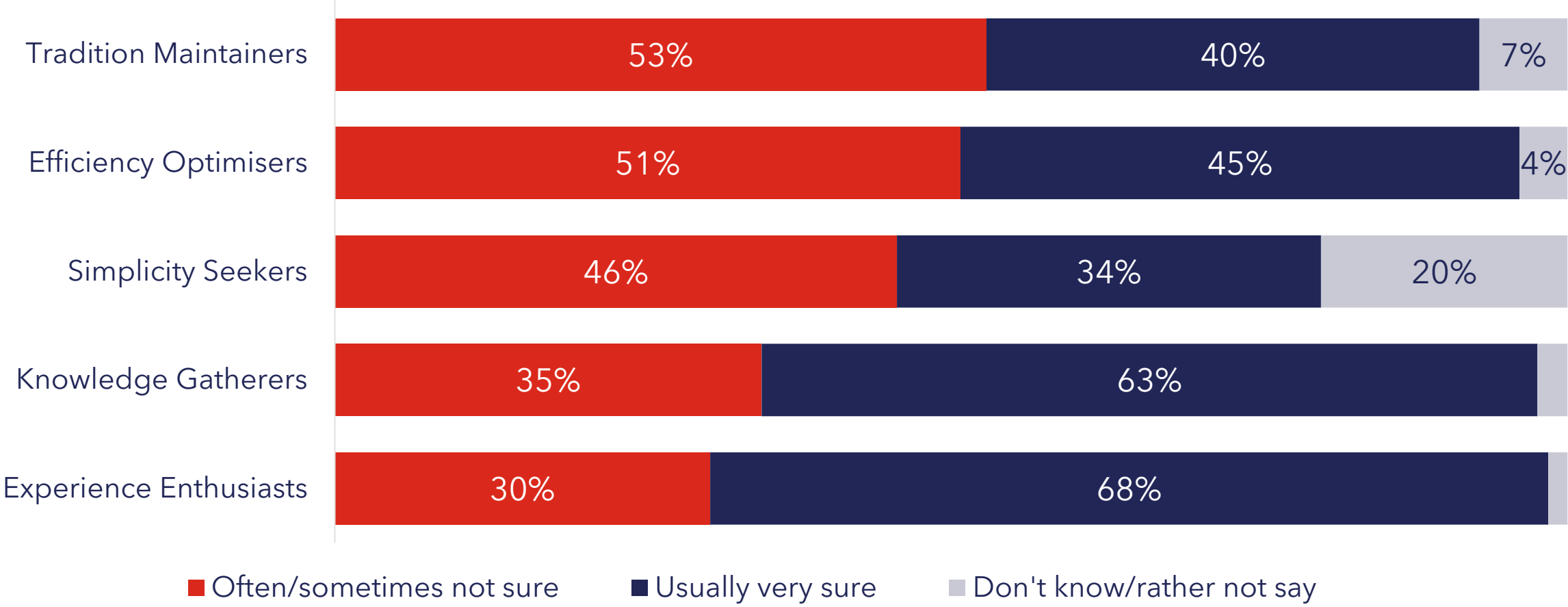
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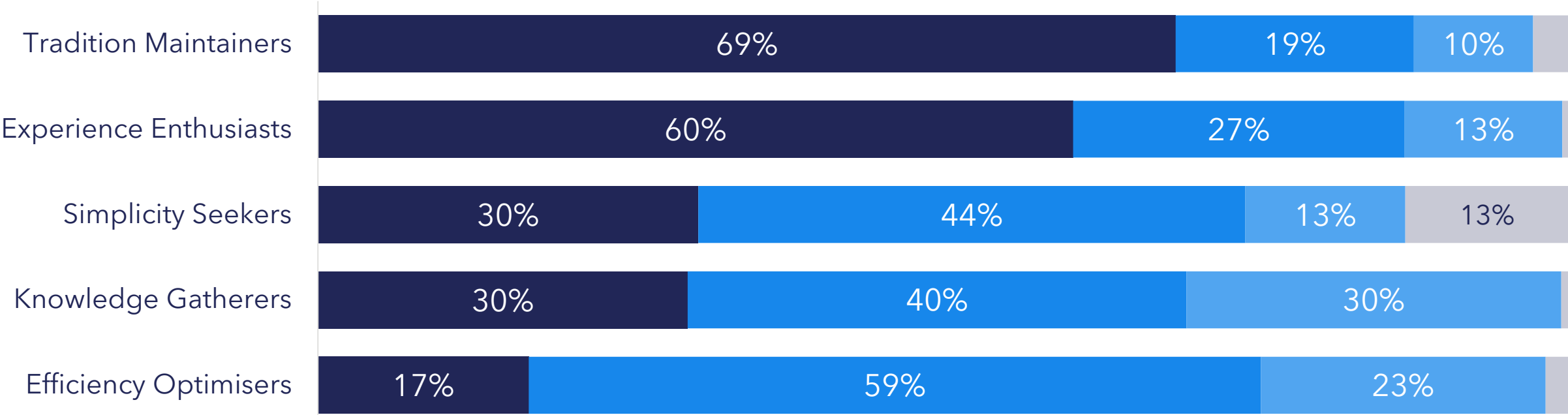
Contacted Bank in Last Six Months



Level of Certainty That Self-Serve Transaction Was Successfully Completed



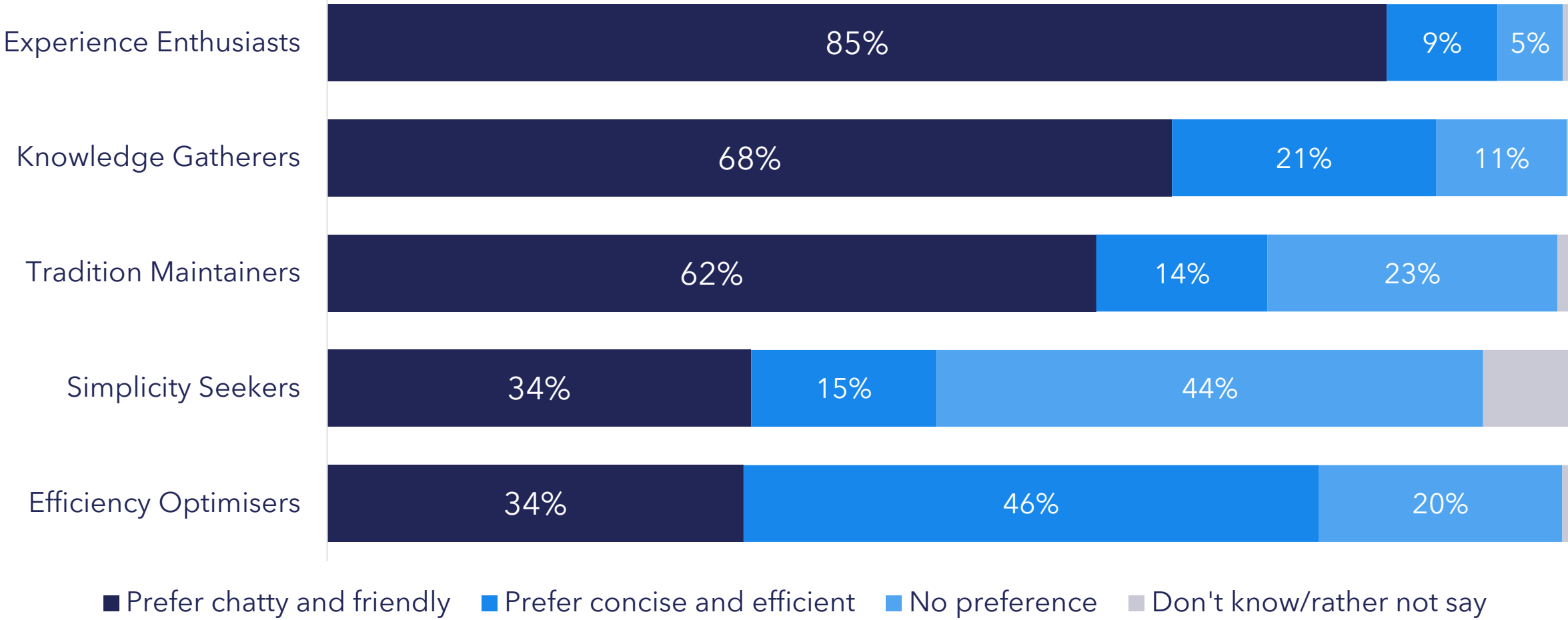
Propensity to Switch Channel



- Prefer to persevere using the same channel
- Willing to try a different contact channel once I'm certain the first one doesn't work
- Will immediately/fairly quickly try a different channel if the first one doesn't work
- Don't know/rather not say



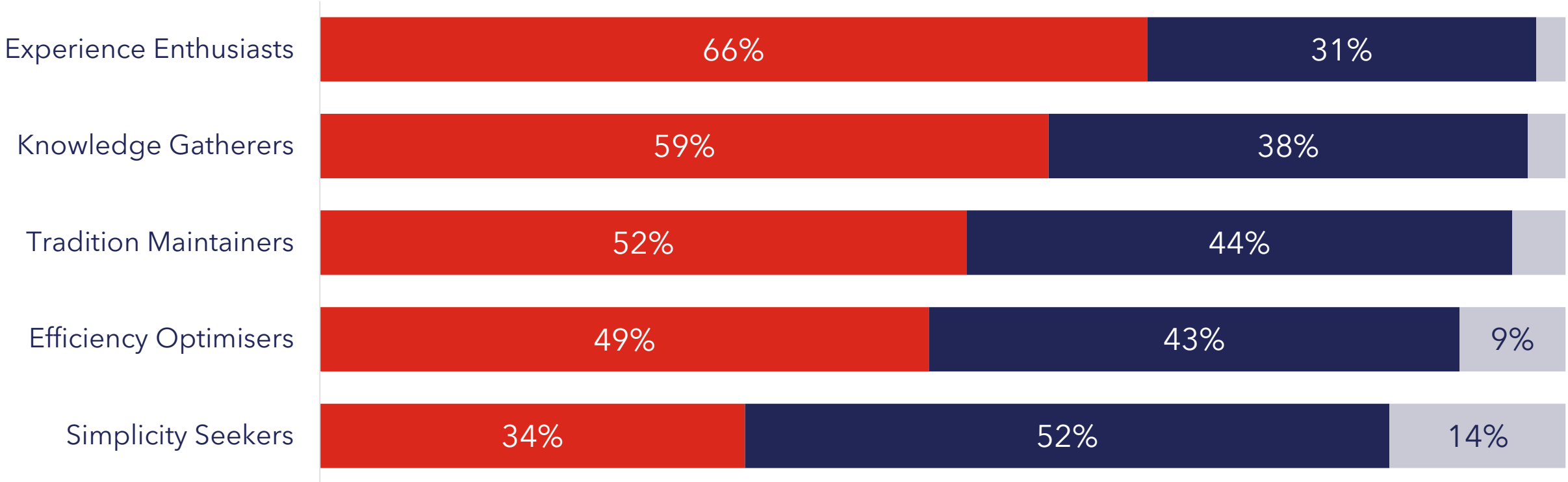
Should Advisors be Chatty and Friendly, Or Concise and Efficient?



Propensity to Share Feedback After Experience

	Efficiency Optimisers	Knowledge Gatherers	Experience Enthusiasts	Simplicity Seekers	Tradition Maintainers
Posted online after bad experience	17%	46%	67%	12%	20%
Posted online after good experience	17%	60%	74%	17%	24%
Contacted provider after bad experience	26%	55%	71%	18%	28%
Contacted provider after good experience	13%	57%	76%	15%	18%

Ever Stopped Buying From a Provider After a Poor Experience?



- Have stopped buying due to poor customer service
- Have not stopped buying due to poor customer service
- Don't know/rather not say



Simple Query

	Efficiency Optimisers	Knowledge Gatherers	Experience Enthusiasts	Simplicity Seekers	Tradition Maintainers
Email	53%	59%	38%	46%	36%
Telephone call	47%	35%	30%	39%	59%
'Contact Us' form on website	46%	48%	22%	26%	21%
Web chat	43%	45%	24%	24%	14%
In person at an office or branch	29%	22%	18%	21%	39%
SMS/text	16%	38%	22%	21%	9%
WhatsApp or similar	14%	47%	21%	13%	5%
Provider's smartphone app	24%	40%	14%	13%	3%
Social network eg Facebook, X, Instagram	2%	29%	15%	9%	1%
By post	2%	11%	6%	6%	6%

Complex Query

	Efficiency Optimisers	Knowledge Gatherers	Experience Enthusiasts	Simplicity Seekers	Tradition Maintainers
Telephone call	74%	49%	36%	50%	67%
Email	39%	57%	31%	36%	21%
In person at an office or branch	42%	36%	24%	26%	37%
'Contact Us' form on website	27%	44%	12%	17%	7%
Web chat	24%	35%	17%	11%	4%
Provider's smartphone app	7%	32%	9%	5%	0%
WhatsApp or similar	4%	34%	13%	3%	1%
SMS/text	3%	29%	15%	7%	0%
Social network such as Facebook, X, Instagram	0%	23%	10%	3%	0%
By post	2%	11%	7%	6%	5%

Urgent Query

	Efficiency Optimisers	Knowledge Gatherers	Experience Enthusiasts	Simplicity Seekers	Tradition Maintainers
Telephone call	86%	62%	50%	59%	79%
In person at an office or branch	32%	27%	18%	20%	29%
Email	11%	35%	24%	18%	9%
Web chat	15%	33%	15%	12%	5%
'Contact Us' form on website	9%	29%	10%	13%	3%
WhatsApp or similar	4%	34%	12%	3%	1%
SMS/text	3%	29%	13%	6%	1%
Provider's smartphone app	4%	27%	8%	3%	0%
Social network such as Facebook, X, Instagram	1%	17%	10%	2%	0%
By post	0%	10%	7%	4%	1%

Preferred Times of Day and Week for Contact (Net Convenient)

	Efficiency Optimisers	Knowledge Gatherers	Experience Enthusiasts	Simplicity Seekers	Tradition Maintainers
8am to noon weekdays	+31	+54	+66	+34	+61
Noon to 3pm weekdays	+34	+54	+60	+34	+75
3-6pm weekdays	+46	+56	+60	+5	+71
After 6pm weekdays	+44	+47	+50	-32	+35
Saturdays	+73	+65	+62	-18	+68
Sundays	+57	+51	+52	-30	+51

Efficiency Optimisers



DO

- Minimise journey friction and customer effort
- Make it easy to switch from self-serve to phone
- Be available on weekends

DON'T

- Make lots of small talk
- Deflect without clearly communicating customer benefits

Knowledge Gatherers



DO

- Make switching easy, with nudges and links to alternative channels
- Maximise self-serve capabilities, enabling self-resolution of complex queries
- Provide comprehensive FAQs and knowledgebases
- Embrace advanced automation and AI as long as the customer benefits are clearly apparent and the tools are sophisticated

DON'T

- Force phoning when an email or self-serve option would suffice
- Implement outdated or limited automation or AI

Experience Enthusiasts



DO

- Make it easy to share post-experience, for example by embedding links to review sites in the contact journey
- Invite feedback, good and bad
- Ensure advisors are personable and friendly; greet customer by name
- Connect with CRM data to incorporate customer behavioural history into the contact experience

DON'T

- Be overly businesslike or abrupt
- Treat customer like a 'number'

Tradition Maintainers



DO

- Deliver maximum phone availability and minimal waiting times
- Always make a phone option available
- Over-communicate to provide reassurance during self-serve journeys

DON'T

- Implement automation or AI without thorough prior communication
- Deflect without thoroughly testing alternative journeys with this persona

Simplicity Seekers



DO

- Minimise journey friction and customer effort
- Use straightforward language
- Be available during office hours
- Prioritise FCR

DON'T

- Contact during evenings or weekends
- Force usage of FAQs, knowledgebases which require significant cognitive effort
- Implement automation or AI without thorough prior communication



Scan the QR code
to download



<https://www.ccma.org.uk/personas/>





Thank you!





The AI Evolution

LUKE CUTHBERTSON
HEAD OF CX CONSULTING, ROUTE 101



A Journey Through the History of AI





```

EEEEEE LL      IIII  ZZZZZZ  AAAA
EE  LL  II     ZZ  AA  AA
EEEEEE LL      II   ZZ  AAAAAA
EE  LL  II     ZZ  AA  AA
EEEEEE LLLLLL IIII  ZZZZZZ  AA  AA

```

is a mock Rogerian psychotherapist.
original program was described by Joseph Weizenbaum in 1966.
s implementation by Norbert Landsteiner 2005.

Q: Is something troubling you?
A: Men are all alike.
Q: What is the connection, do you suppose?
A: They're always bugging us about something or other.
Q: Can you think of a specific example?
A: Well, my boyfriend made me come here.
Q: Is it important to you that your boyfriend made you come here?
A: Yes, I'm depressed much of the time.
Q: I'm sorry to hear that you are depressed.
A: I am unhappy.
Q: Can you explain what made you unhappy?



1010
1010

Foundations
50s - 70s



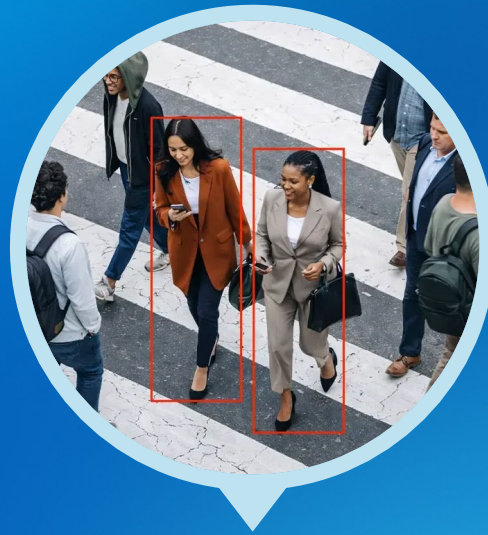


AI Winter
80s - 90s

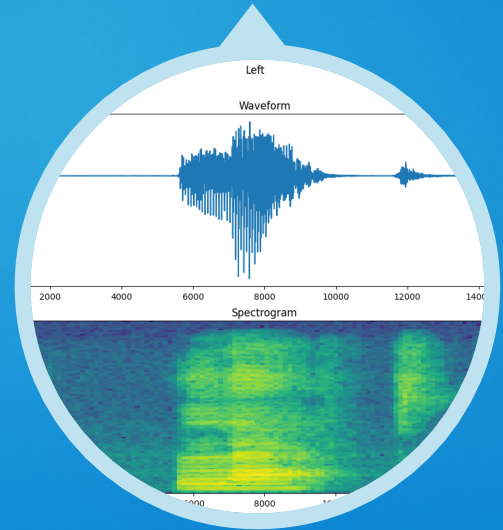


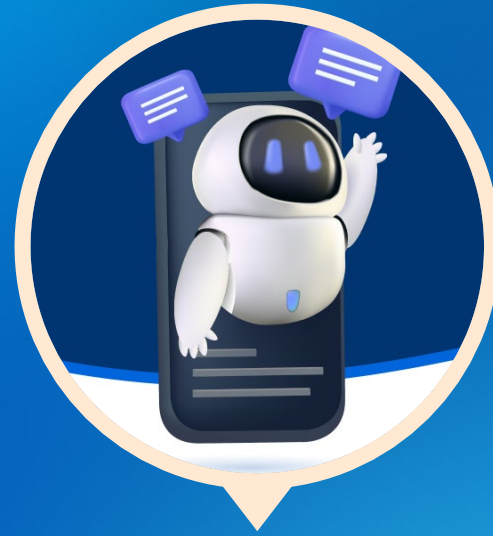


The Internet & Big Data Era
2000s



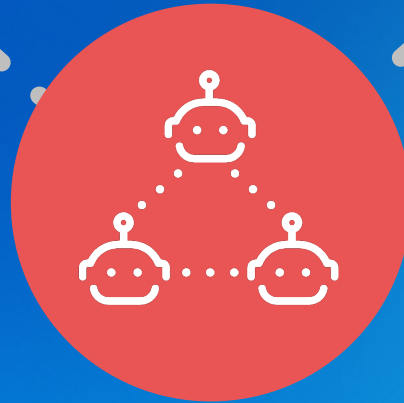
Deep Learning Explosion
2010s





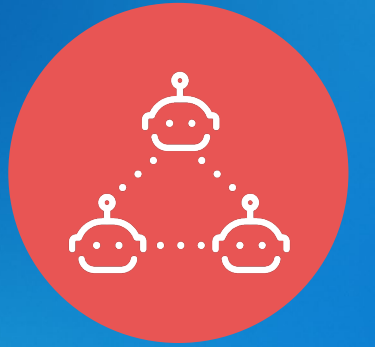
Generative AI
2020s



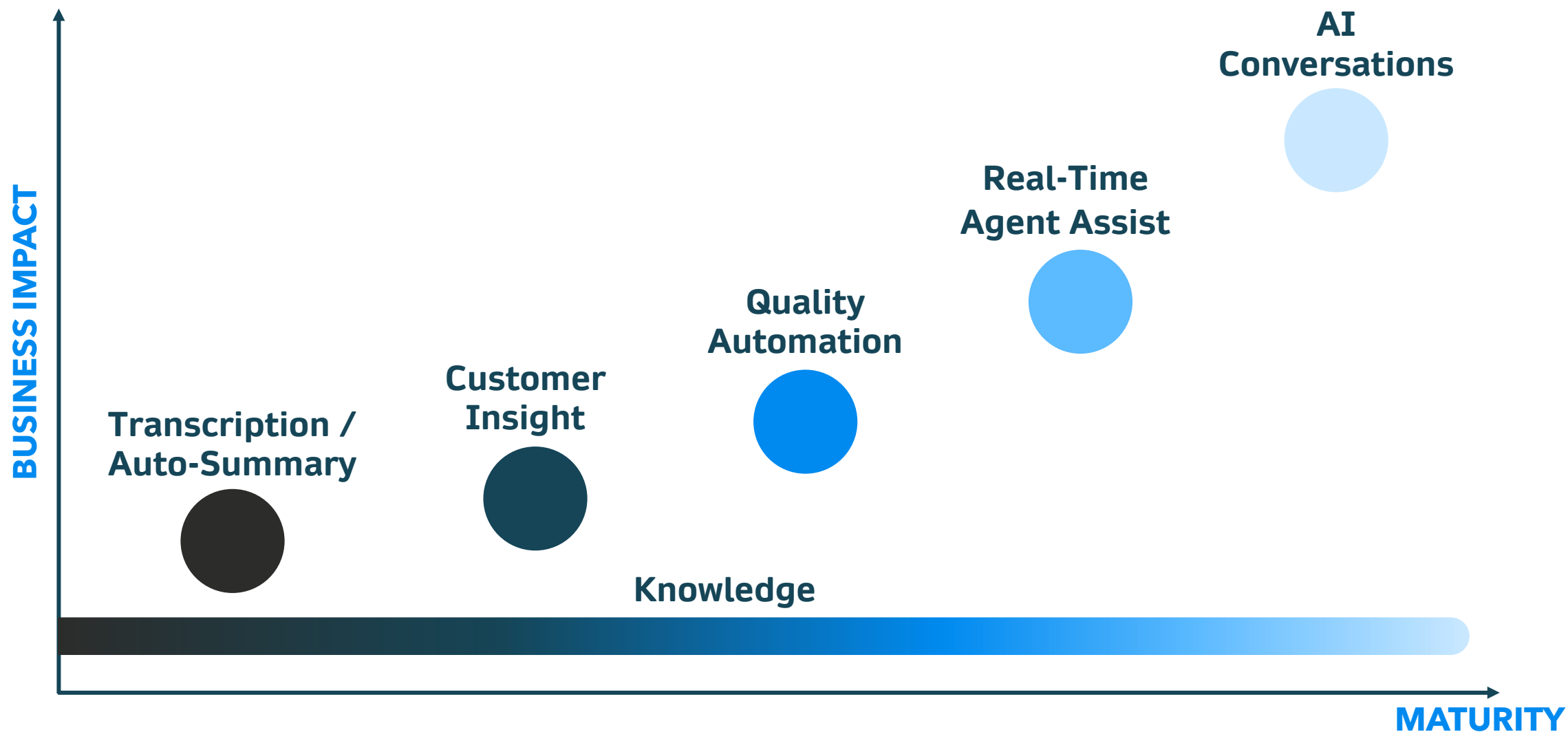


Agentic AI
Today





How do you develop your AI Maturity?





CONTACTBABEL
REAL DATA. REAL INSIGHTS.

Analyst Insight

How & Why Businesses are Implementing AI

Steve Morrell

Managing Director, ContactBabel



About ContactBabel



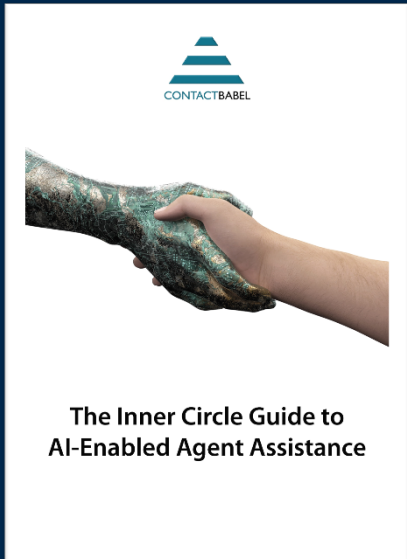
The UK AI
Decision-Makers' Guide



The UK Customer Experience
Decision-Makers' Guide



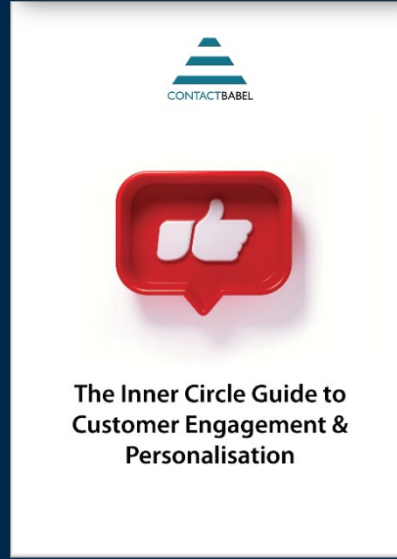
AI for Contact Centre
Cost Reduction



The Inner Circle Guide to
AI-Enabled Agent Assistance



UK Contact Centre Verticals:
Finance



The Inner Circle Guide to
Customer Engagement &
Personalisation

- Research based on surveys with 400+ UK contact centres and 2,000 UK customers annually
- More than 50 free contact centre & CX research reports published each year available at www.contactbabel.com
- Read by 1,000+ UK organisations

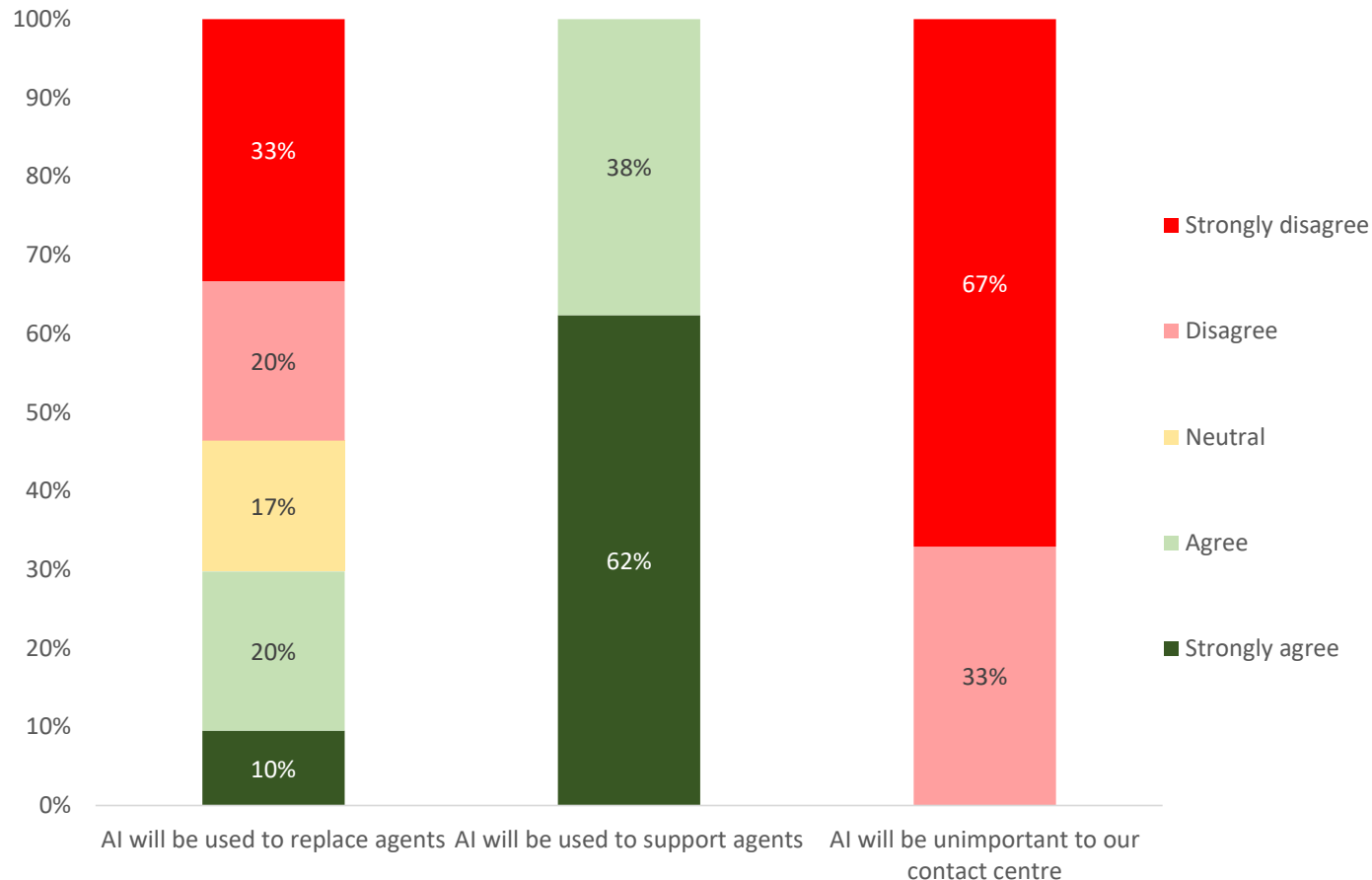
1. Why is AI being used?

2. The Three Pillars of AI – what's it being used for?

- Automation
- Assistance / augmentation
- Analytics

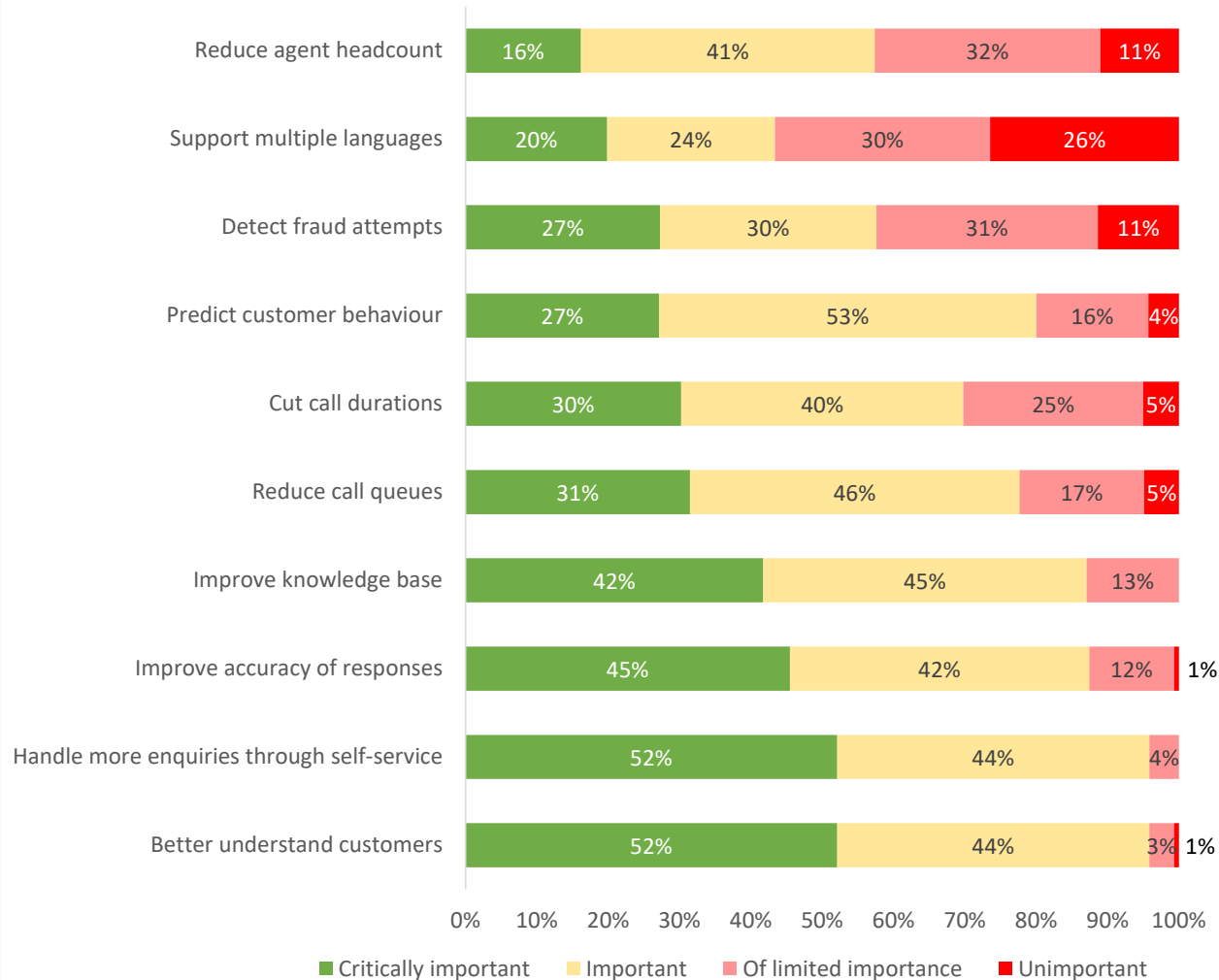
3. AI outcomes and the customer view

Views on the role of artificial intelligence in the contact centre



- Since 2017, the importance of AI to the contact centre, and the belief that it will augment agents, **has increased**
- There has been **very little change** in attitude towards the use of AI to replace agents

Most important outcomes from current or future use of AI



Most important desired outcomes from AI are:

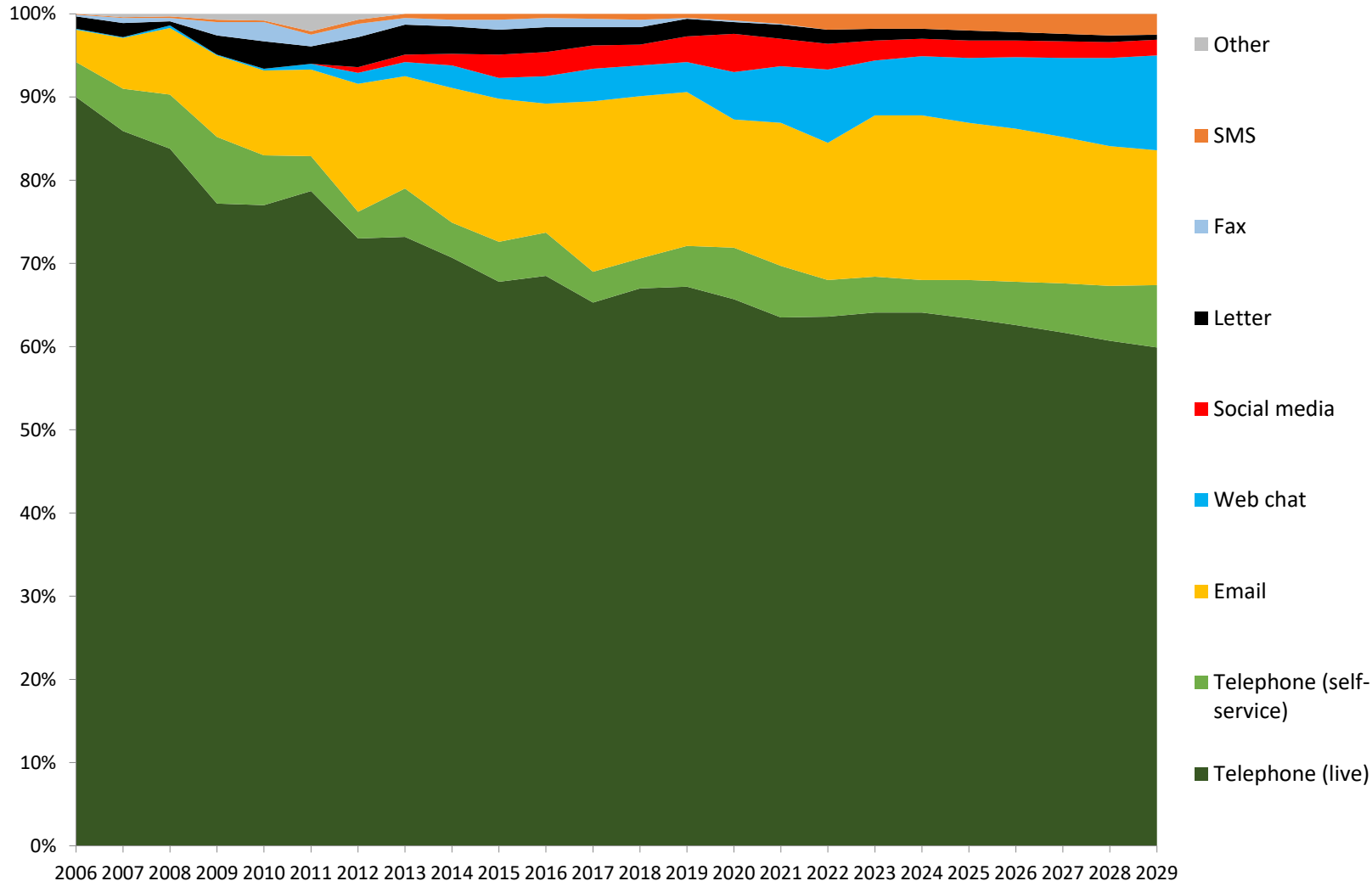
- Better understand customers
- Increase self-service success

Least important is to reduce agent headcount

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2. The Three Pillars of AI – what's it being used for?
 - **Automation**
 - Assistance / augmentation
 - Analytics
3. AI outcomes and the customer view

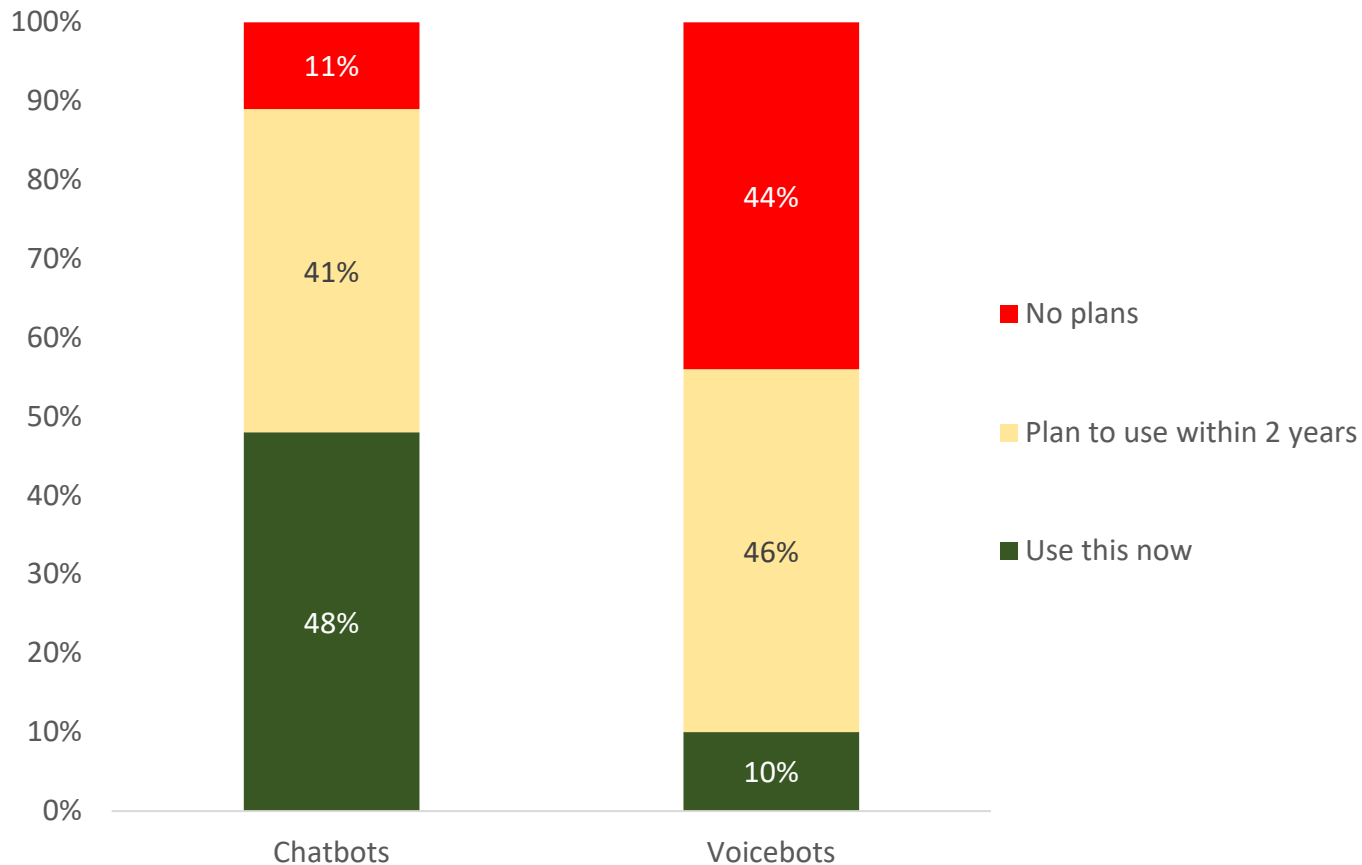
Have digital interactions stalled?

Inbound interactions by channel, 2006-2029



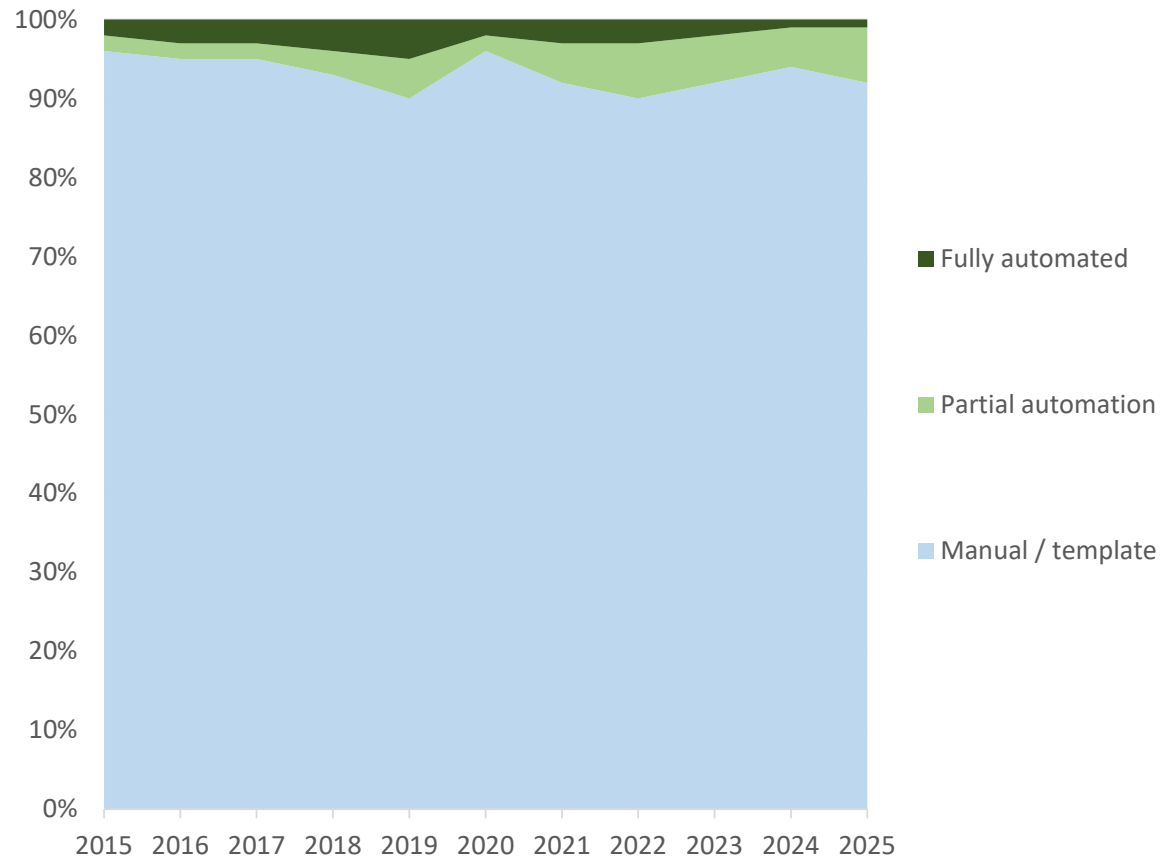
- Live voice channel still #1
- Telephony self-service is stagnant
- Web chat increasing slowly, but email volumes are still twice as high
- Social media falling away

Current and planned use of chatbots / voicebots

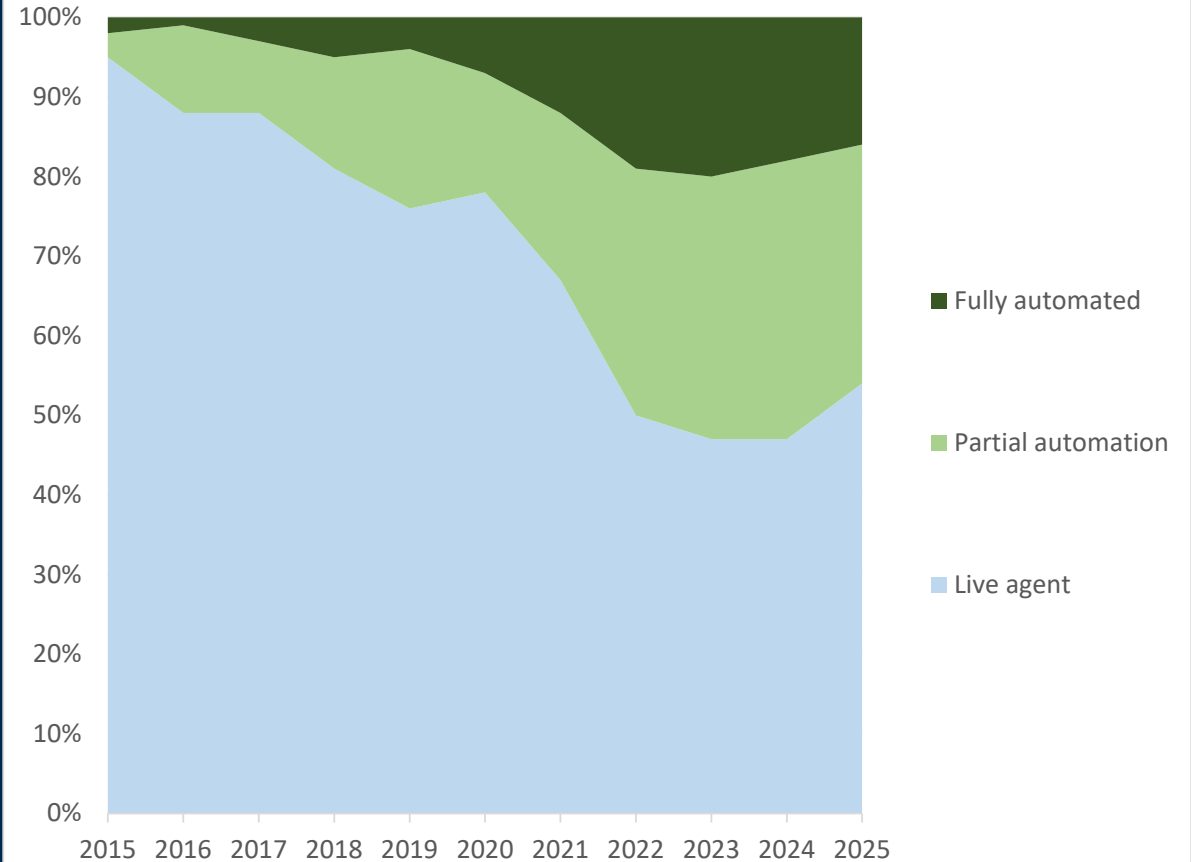


- Joint #1 reason for implementing AI is to handle more enquiries through self-service
- Cost per web chat is 55% of a phone call, compared to 99% in 2018
- Voicebots can be used for customer authentication, routing and self-service, drawing from same knowledge base as chatbots

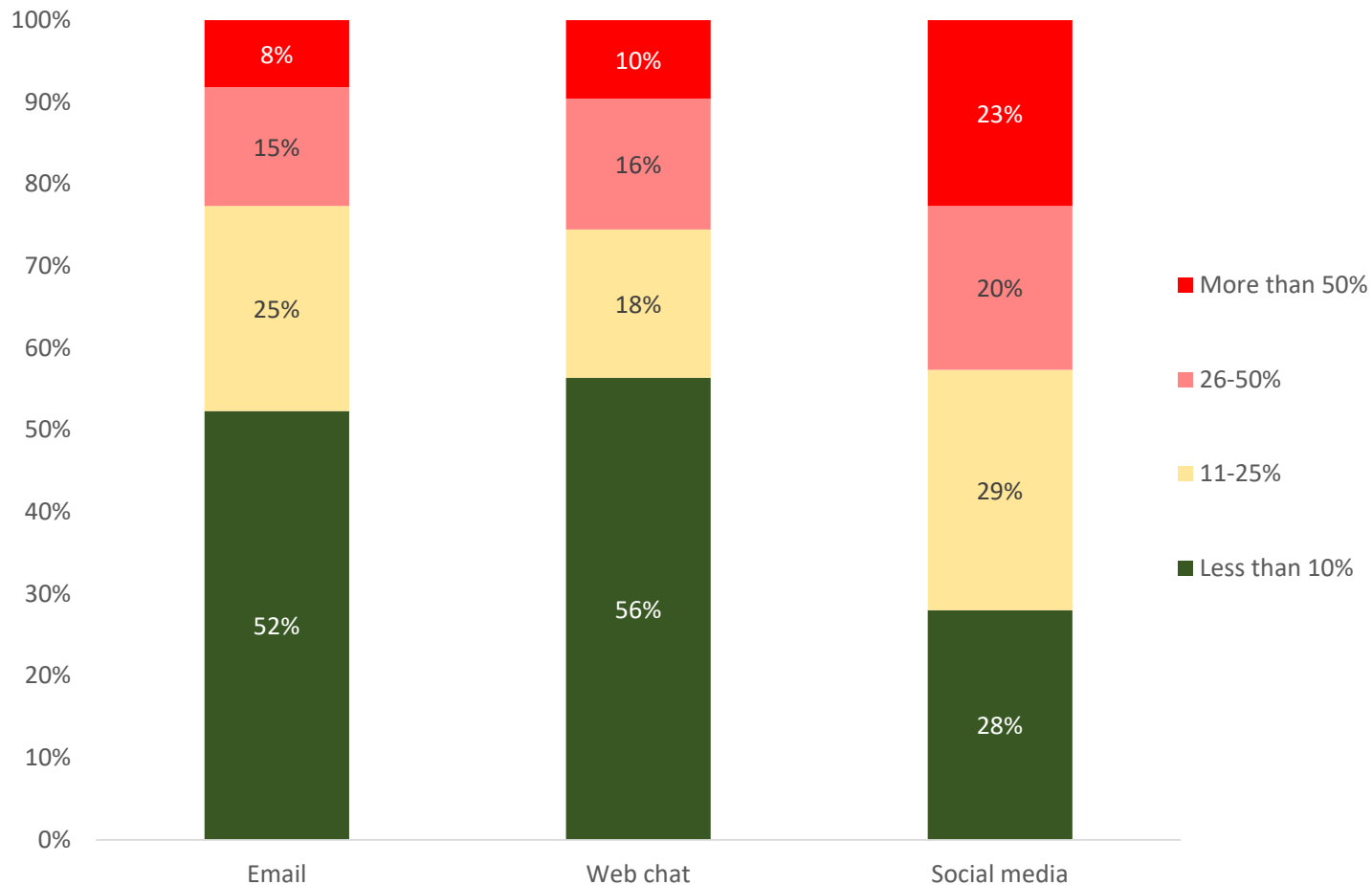
Level of email automation, 2015-2025



Level of web chat automation, 2015-2025



Proportion of interactions that require an alternative channel to resolve the issue, by channel

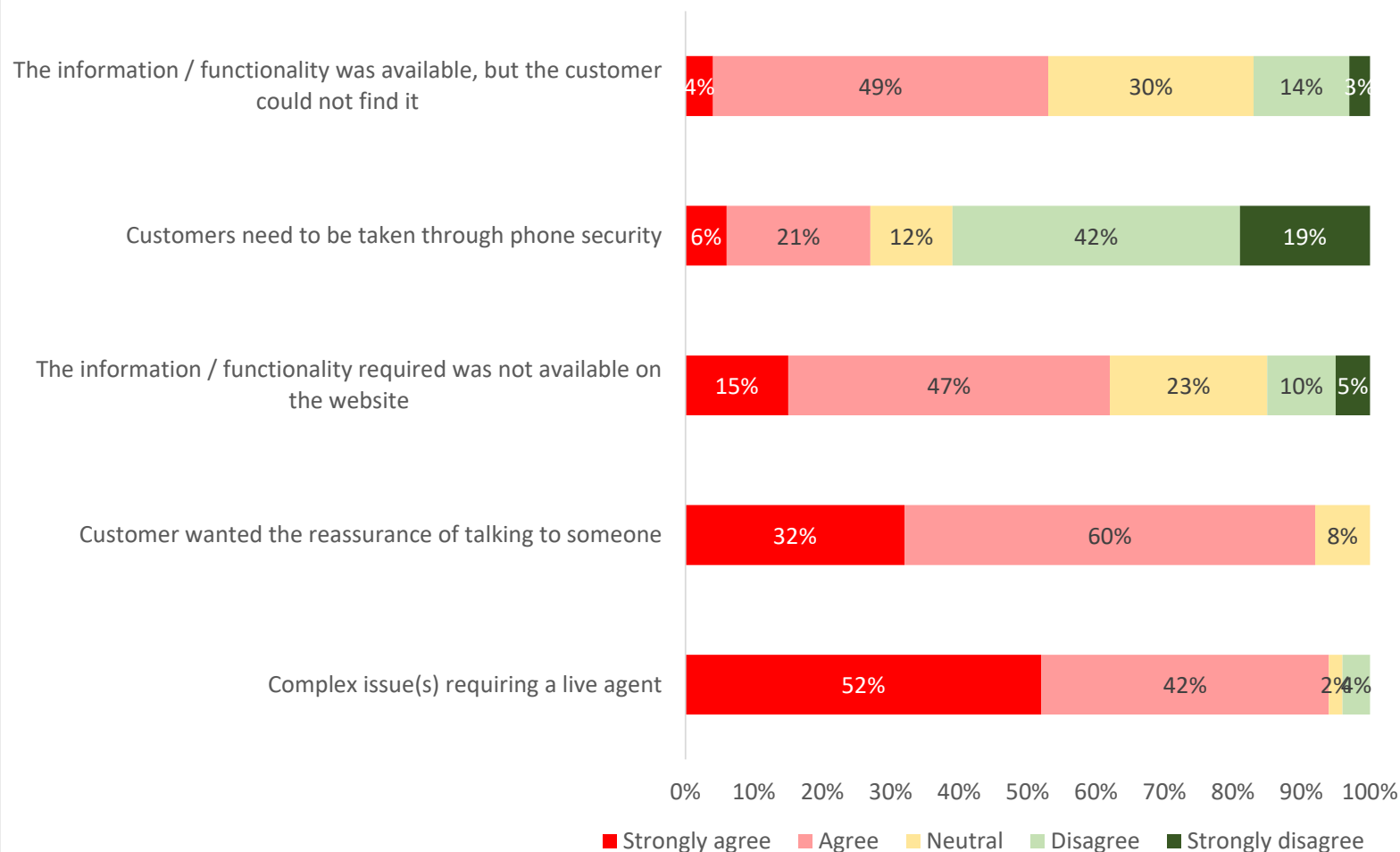


On average...

- 18% of emails
- 18% of web chats
- 29% of social media enquiries
- 21% of web self-service sessions

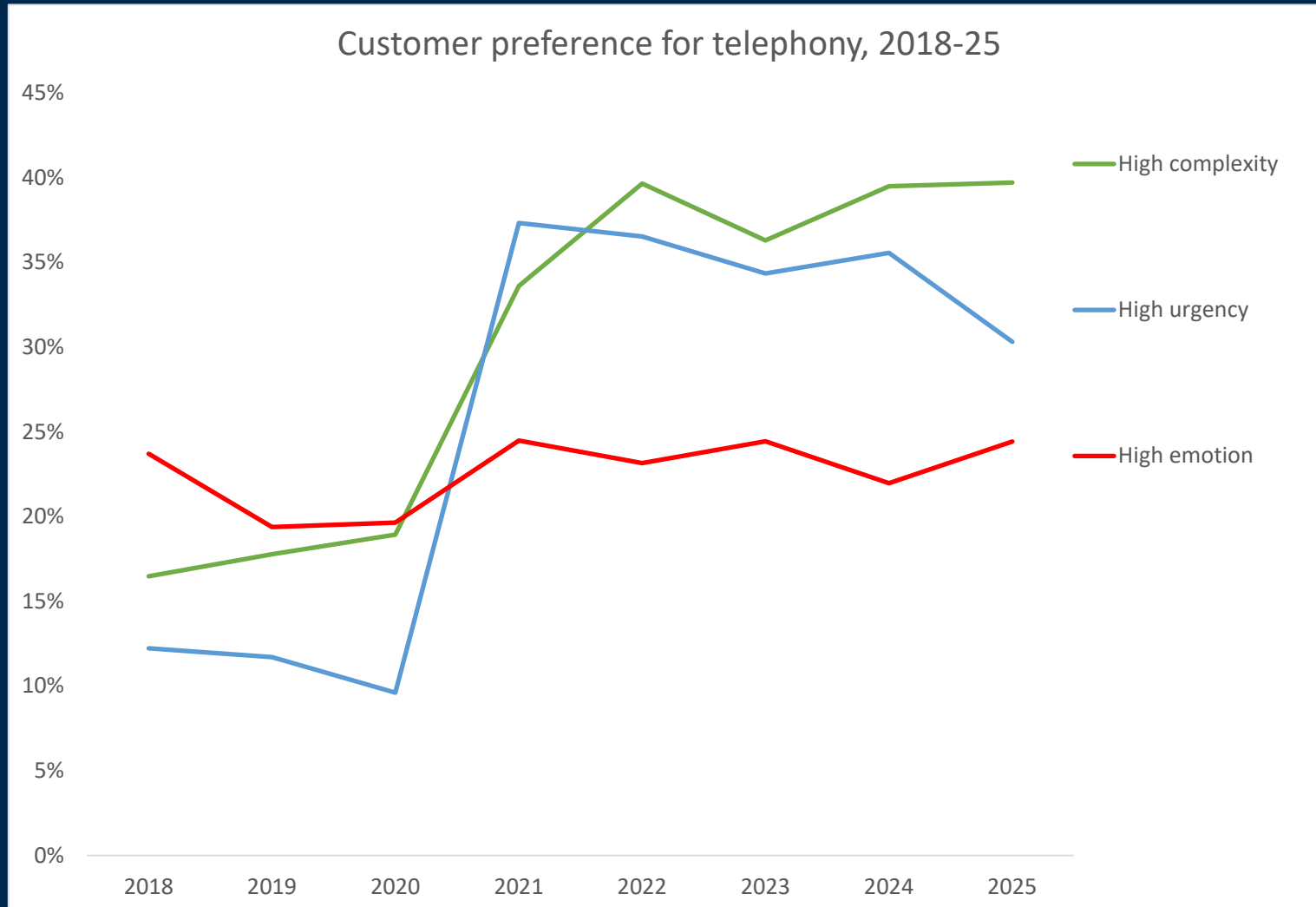
...then require a phone call

Why customers move from web self-service to live telephony



Even if the information is there (and customers can find it), complexity and need for reassurance are strongest drivers for escalation

1. Why is AI being used?
2. The Three Pillars of AI – what's it being used for?
 - Automation
 - **Assistance / augmentation**
 - Analytics
3. AI outcomes and the customer view



Email is preferred channel for high emotion (35%)

Web self-service preferred for high urgency (36%)

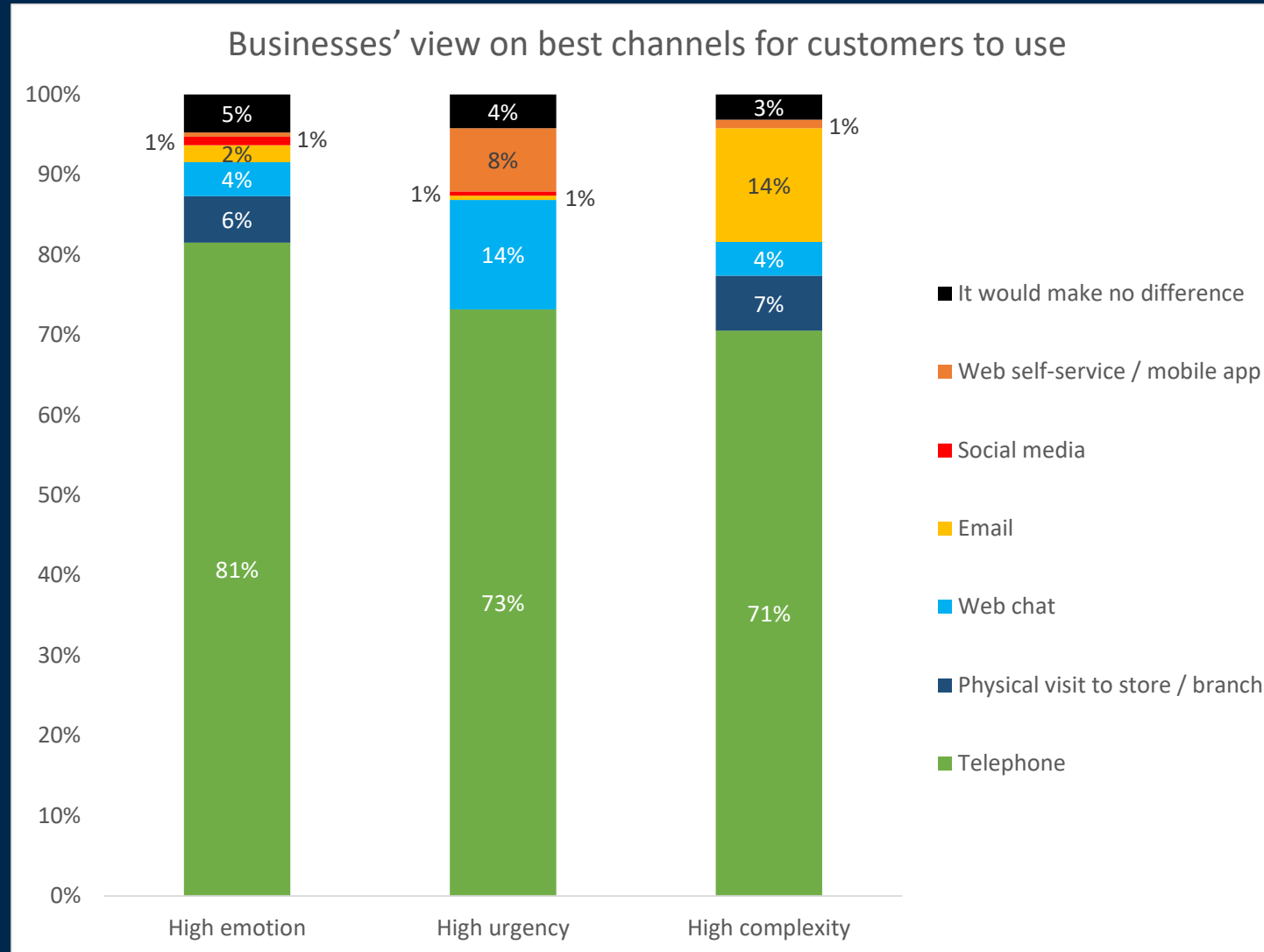
Face-to-face is #2 for high complexity (21%)

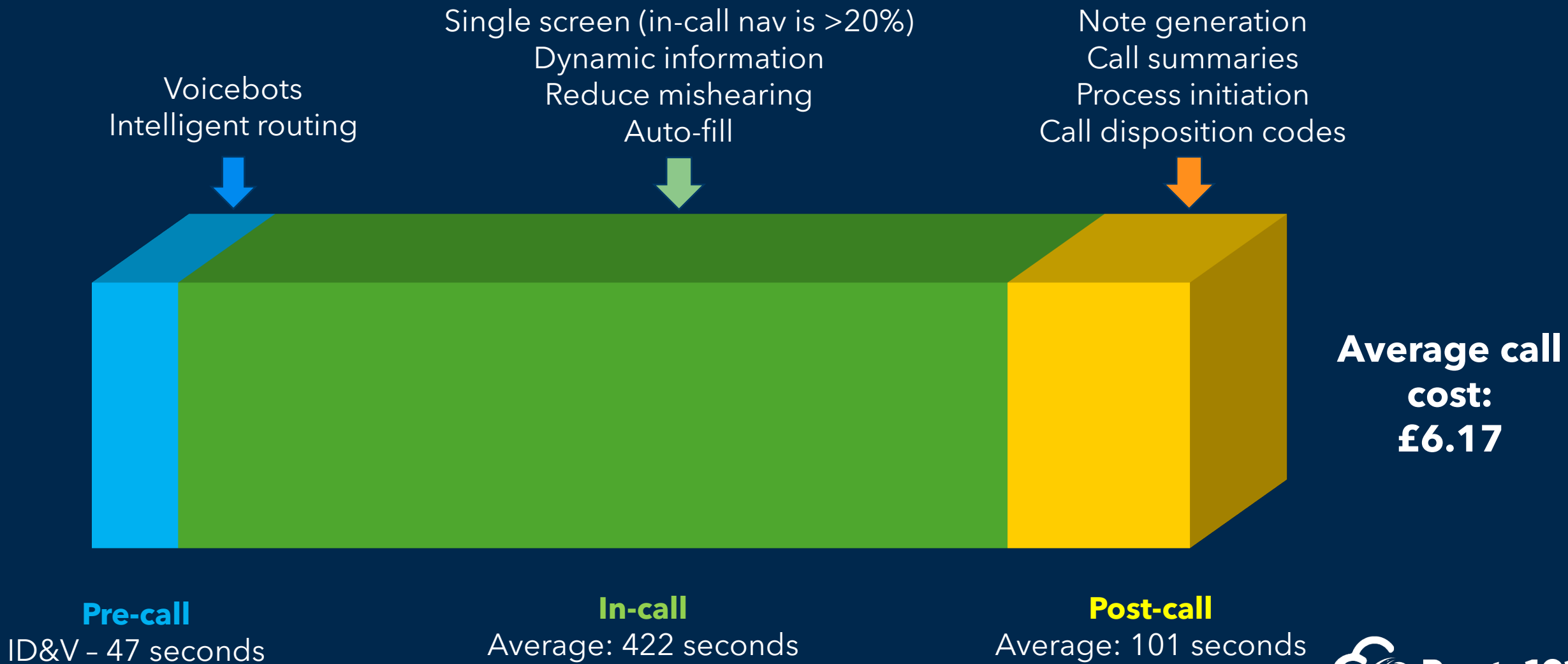
Younger demographic more likely to send email / social

Gen-X like web chat

Older customers phone or F2F

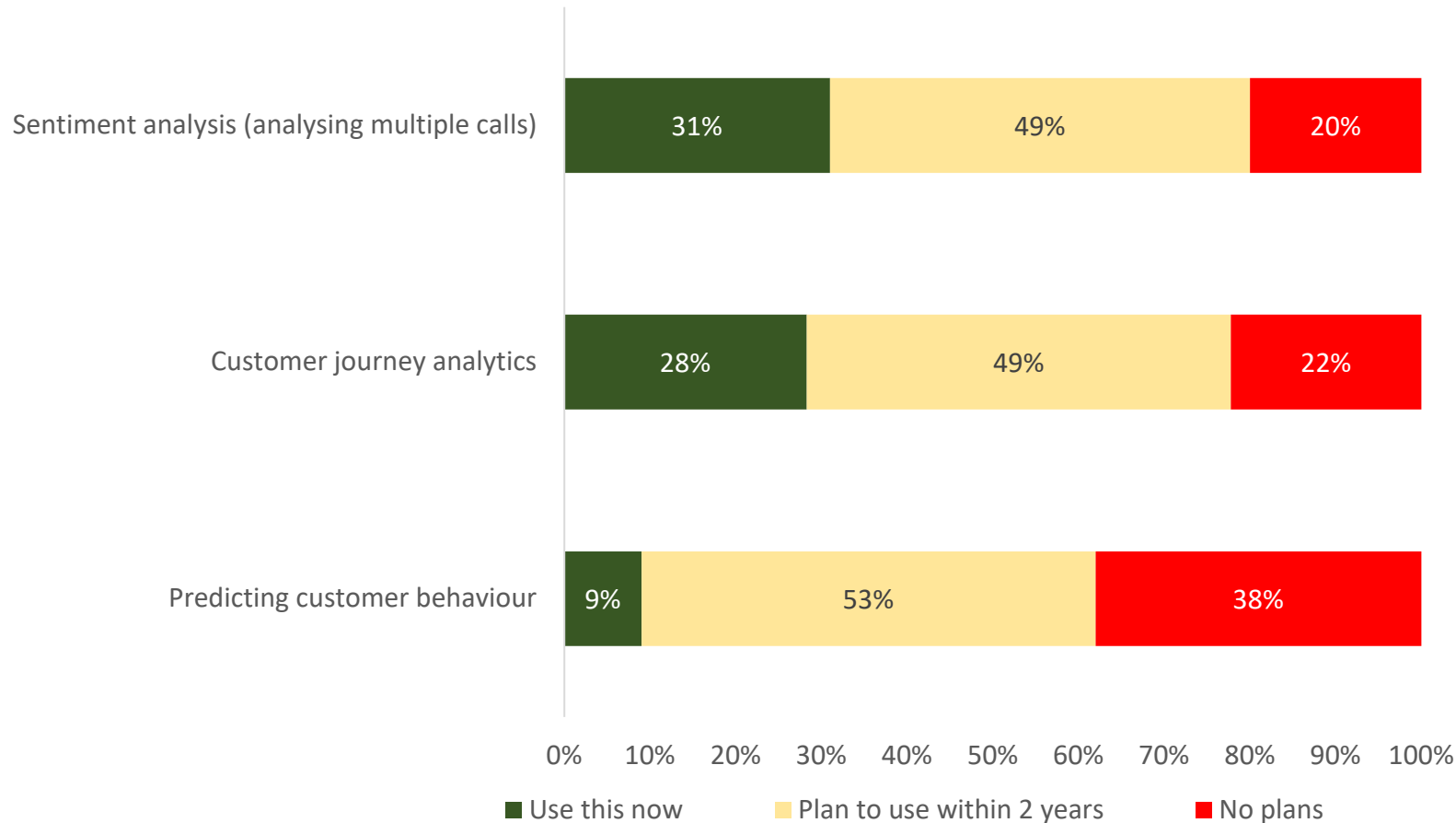
Businesses agree that voice channel works best





1. Why is AI being used?
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 - Automation
 - Assistance / augmentation
 - **Analytics**
3. AI outcomes and the customer view

AI for analytics



Joint #1 reason for implementing AI is to understand the customer better: next-generation analytics

Auto-QA will also grow strongly

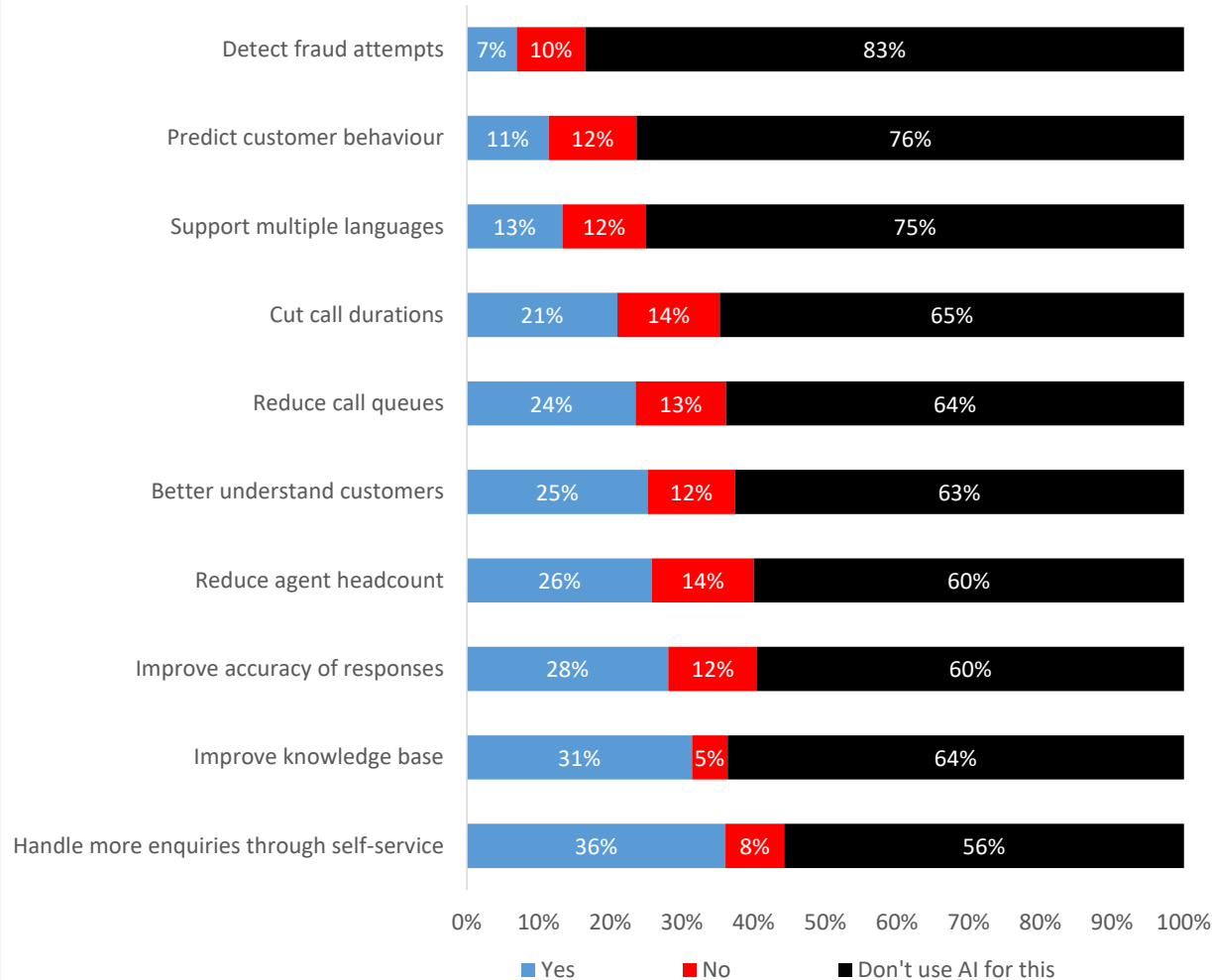
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3. AI outcomes and the customer view

Have you seen these outcomes from your current use of AI?

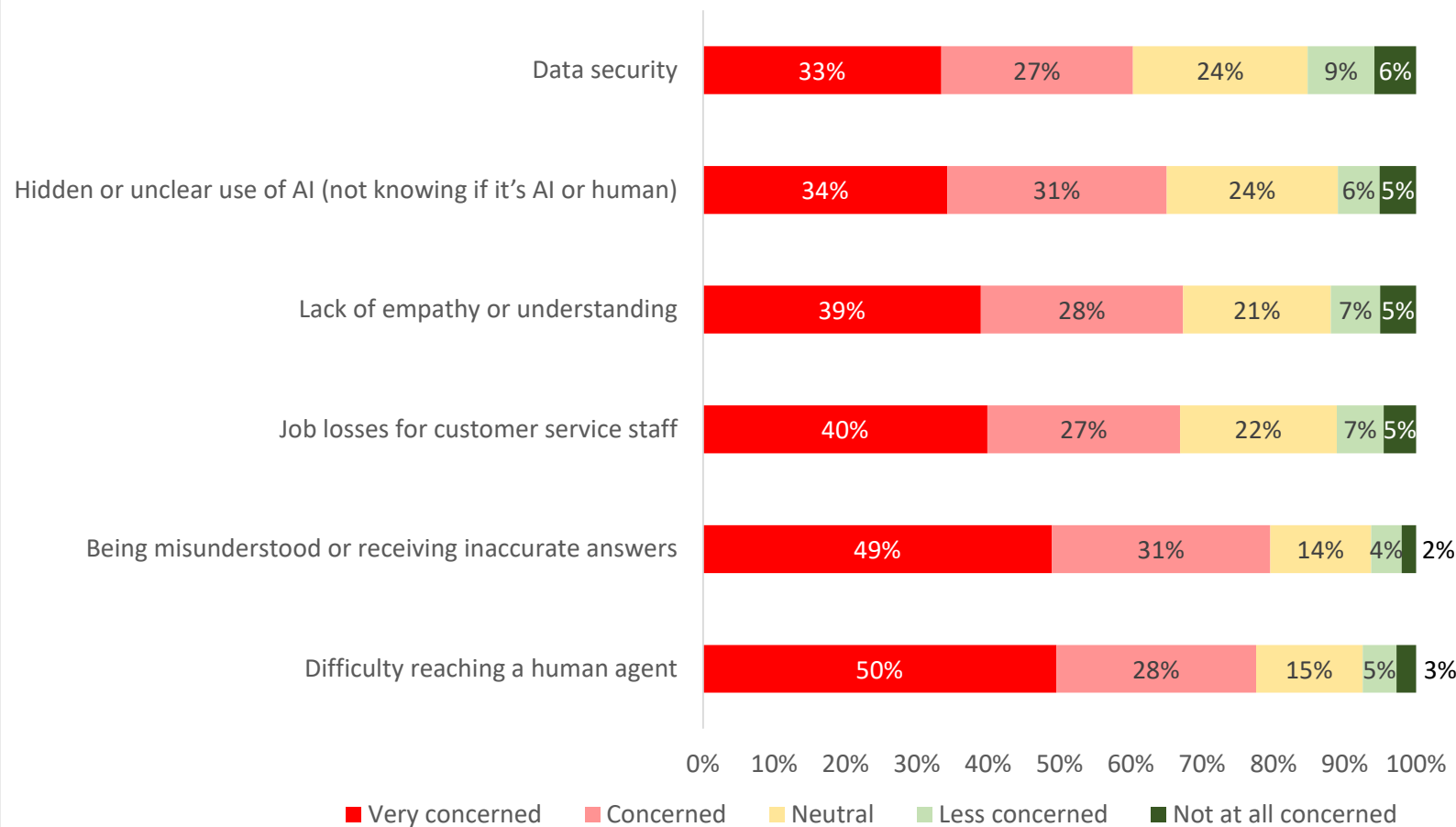


Improving knowledge base and increasing self-service seen as most positive (80%+ success)

Detecting fraud, predicting customer behaviour least successful (<50% success)

65% of those that were using AI for this purpose saw reduced headcount

To what extent are you concerned about each of the following when dealing with AI in customer service?

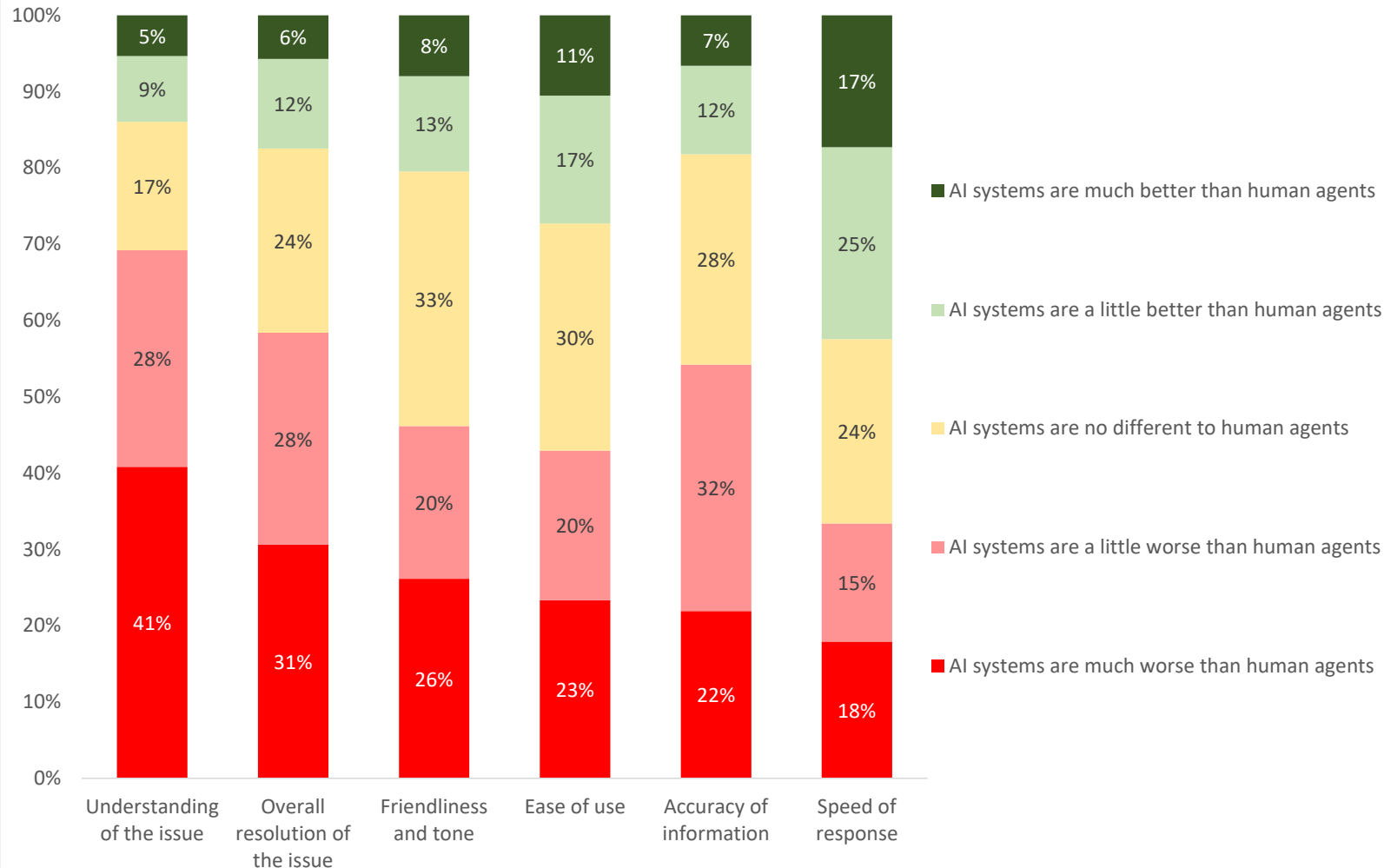


Customers fear AI will be used to keep them away from human agents (see IVR)

Lack of trust in answers given

Strong demographic slant: 69% of 65+ group had strong concerns about being kept from agents, compared to 29% of 16-24 y/o group

How does AI compare to human agents in your experience?



80% of customers believe they have experienced AI CX (usually chatbots)

Speed of response was positive

Understanding and resolution of issue were weakest

- AI for CX – at the foot of a very large mountain
- 62% of customers say that there are circumstances when they would prefer to use AI
- Self-service automation has stalled as rules-based bots reach their limits
- **The voice channel is not dying.** Voicebots will take over from IVR / keyword speech rec
- AI can trim 20-30% of overall call time, but consider agent burnout
- Analytics will emerge and move beyond first-contact resolution to no-contact resolution: proactive personalised outbound, and identification of the issues driving inbound volumes

SHORTCUT TO MODERN CX

Zendesk Contact Center

AI-powered resolution for every interaction, every channel, every time

David Cousins - Head of Sales & GTM - UK/I & MEA - Zendesk Contact Centre



FORCES OF CHANGE

Contact centers are being reshaped by AI in ways that once felt impossible

FROM

Endless queues and scripted responses

Siloed customer data and company knowledge

Lack of insights and tools that drive meaningful change



TO

Dynamic service interactions that proactively detect and resolve issues

Unified intelligence that flows seamlessly across every channel

Connected systems that optimize performance in a single click

Bookending Benefits of AI

ENSURE IMPACT HAS ROI

Bookending the benefits of AI for Customer Experience

- Consider the Customer Experience, Agent Experience and Supervisor Experience
- Establish suitability of knowledge and assets
- Establish the suitability of processes
- Ensure Measures of Success are in place for the entire journey
- Work Backwards and don't assume
- Use data to iterate and improve over time. Be adaptable
- Think Big, start Small and fail Fast (as needed)



Foundations are imperative

ZENDESK RESOLUTION PLATFORM



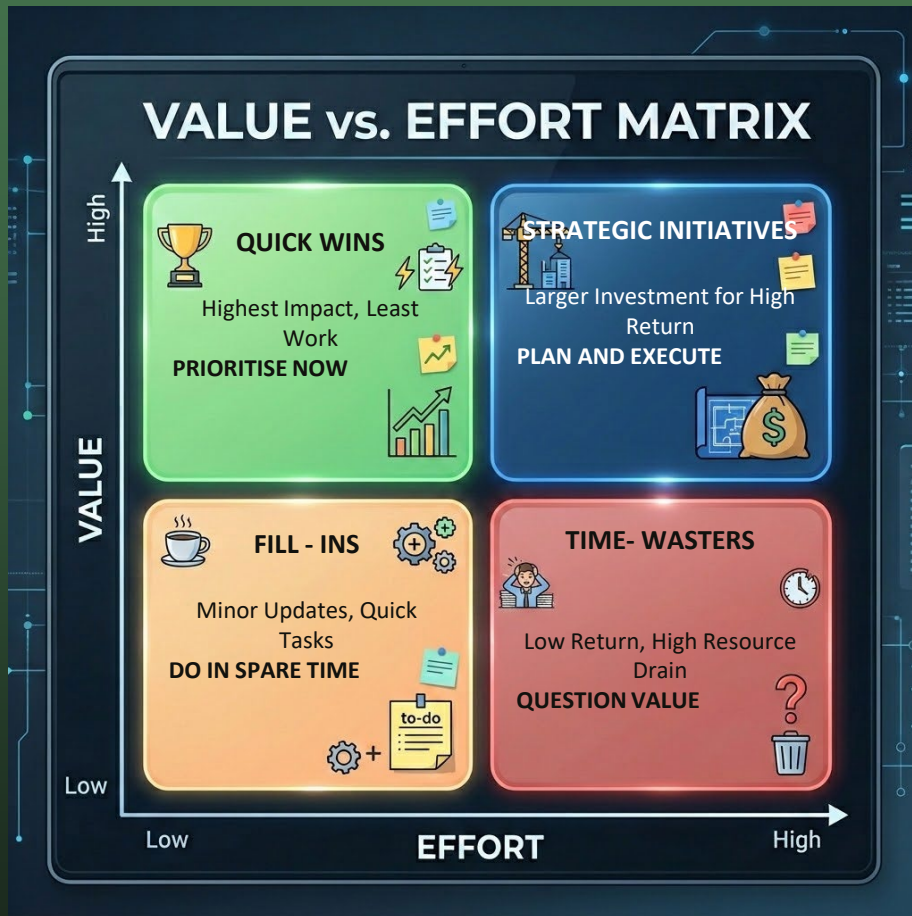
NOT



Understand Complexity and Value

Understand that AI needs to operate in tandem to people, processes and technology. Success relies upon a firm foundation, one which allows for scalability, flexibility and agility

Work Backwards



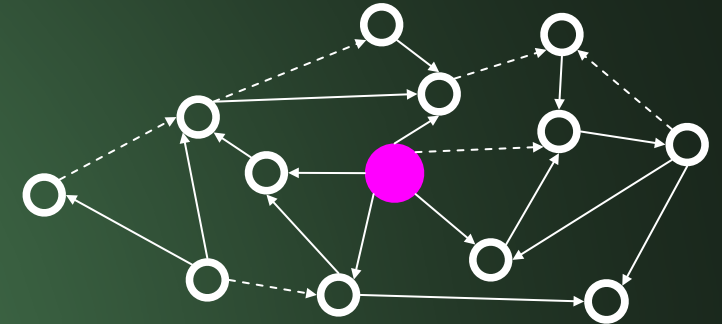
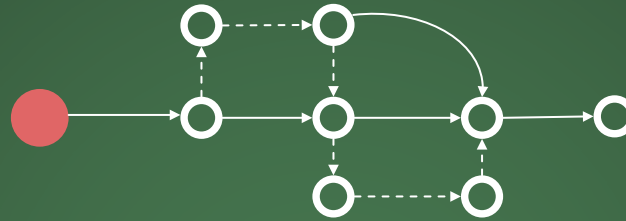
Work Backwards from the customer to ascertain Value vs Effort

Examples

- **Quick Wins**
 - Summarisation
 - Transcription and Comprehension
 - Structured AI Conversations
 - AI-based call routing
- **Strategic Initiatives**
 - Highly Fluid AI Conversations
 - Agentic Processes
 - Multi-model conversation

Customer Experience Automation

START SMALL



Highly structured

- | Bill payment
- | Password resets
- | Prescription refills
- | Booking changes

Mixed

- | Returns / refunds
- | Account changes
- | Warranty claims
- | Document submissions

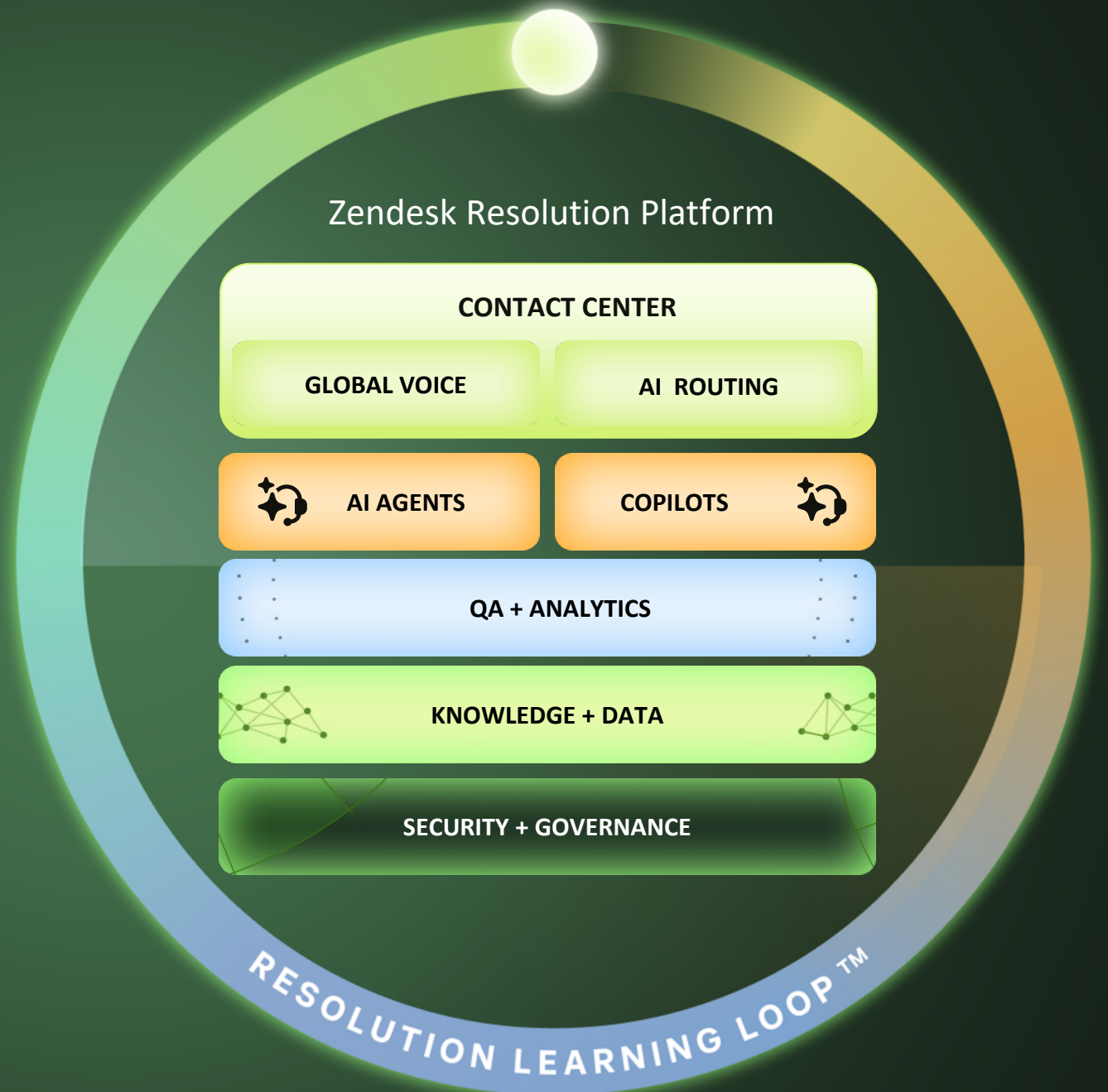
Highly fluid

- | Outage support
- | Troubleshooting
- | Complaint resolution
- | Recommendations

ZENDESK RESOLUTION PLATFORM

Powering the Agentic Contact Center

- ✓ Unified agent workspace
- ✓ AI embedded across the platform
- ✓ Constant improvement of operations
- ✓ Resolution-focused innovation



This is where Zendesk Contact Center comes in

Our **integrated Contact Center** is fully part of an unified stack of best in class solutions built for CX.

Anticipation of issues become the norm, because knowledge is captured and capacity is freed up to act on early customer signals.

Unified Agent Workspace

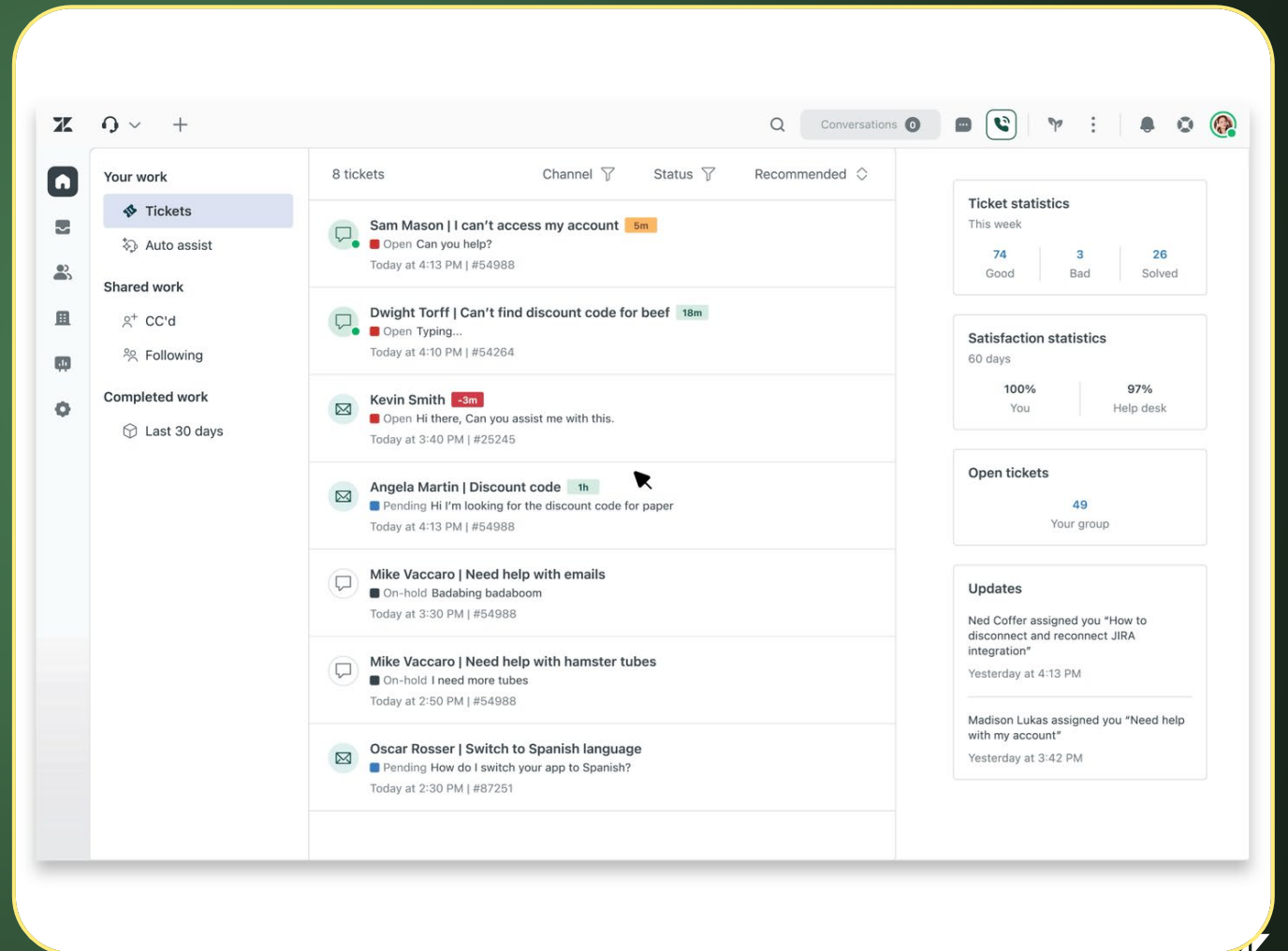
Multimodal Experiences

Analyst Copilot

Voice AI Agents

Real-time Voice Copilot

Unified WEM





AHT ↓ | CSAT ↑

The Coffee Club serves up personalized service with Zendesk

Australia-based franchise café chain enhances customer experience, improves call handling efficiency, and raises CSAT scores with the Zendesk Contact Center solution.

40%

REDUCTION IN
AVERAGE HANDLE
TIME (AHT)

12%+

INCREASE IN CSAT

400+

WORLDWIDE
LOCATIONS



“Now our agents can see who is calling and personalize the call. It not only saves time for everyone, but It's really lovely to hear customers' positive reactions: ‘Oh, you know who I am!’”

Voice of Customer Manager

The Coffee Club

CUSTOMER IMPACT

Leading businesses are driving results with Zendesk Contact Center

Accelerate Transformation



\$2M
annual cost savings



<30 sec
Chat and phone
wait times

Automate with Agentic AI



89%
Faster answer time



50%
Increase in
agent efficiency

Adapt and Scale



31%
increased revenue



45 days
Deployment time for
leading BPO

NiCE

Create Impact with AI: Assist to Conversational AI

Leading the AI-first Future of CX

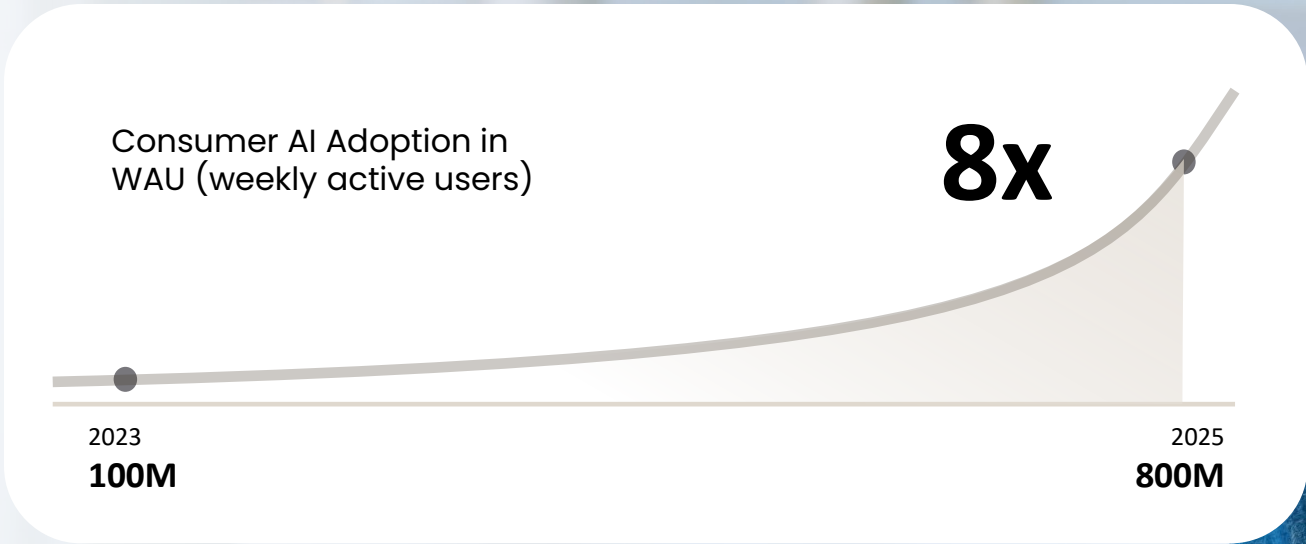


Annual Conference 2026

Create a
NiCE
world

AI-First Experiences are Now the Standard

AI has permanently reset expectations for speed, intelligence, and personalisation



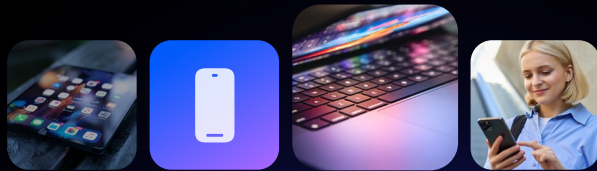
**70% of customer service journeys will begin
– and be resolved – in conversational,
third-party assistants built into their mobile devices by 2028.**

Gartner®

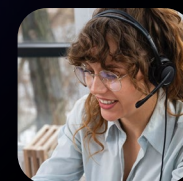
The *reality* in 2026

Human Agents and AI Agents,
using separate systems, fragmented data.
Leading to duplication and lack of control.



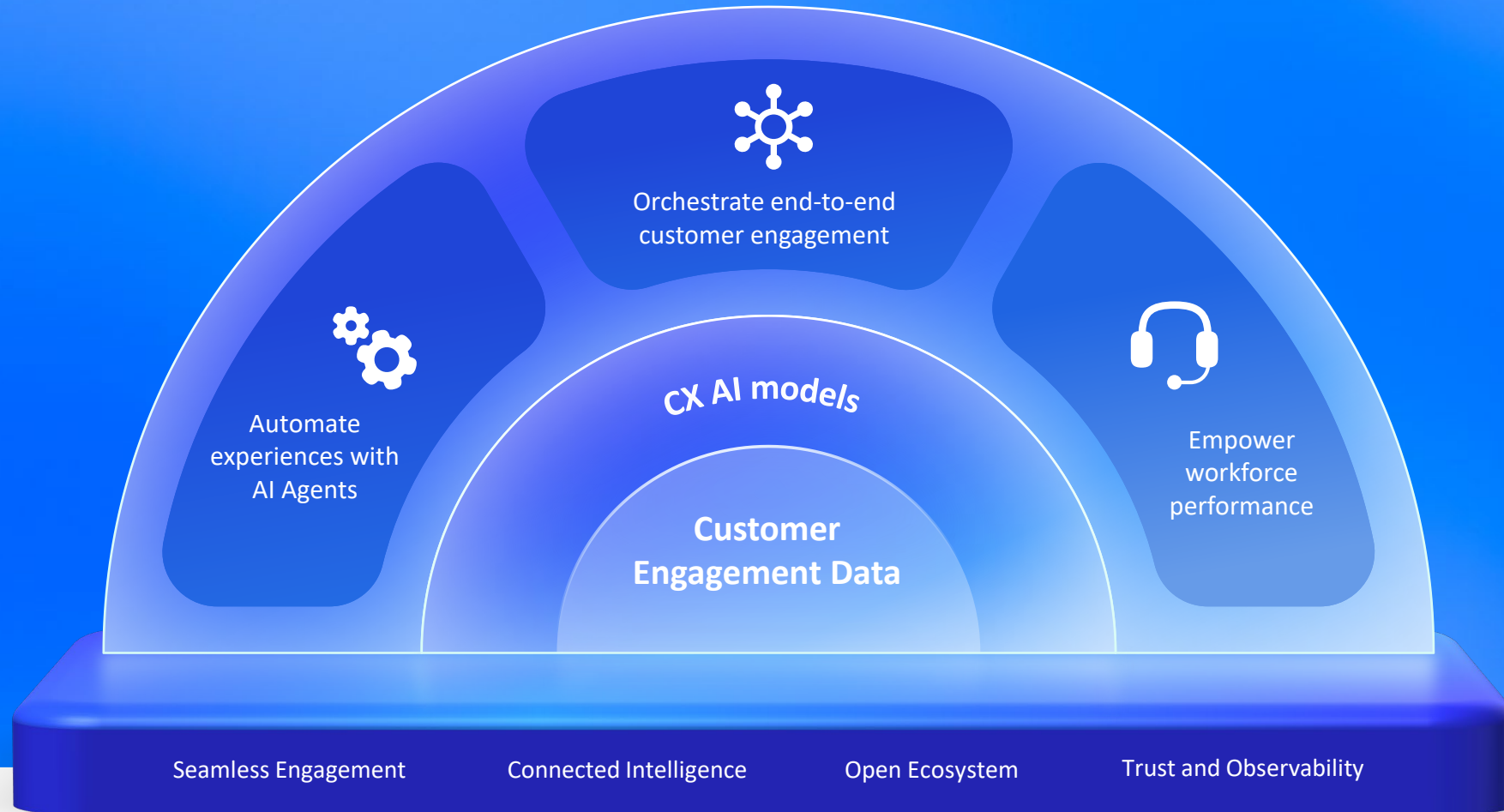


Enterprises need to orchestrate AI Agents, Human Agents, Workflows, Knowledge, Channels and Data at scale



NiCE CXone

AI platform built for CX transformation



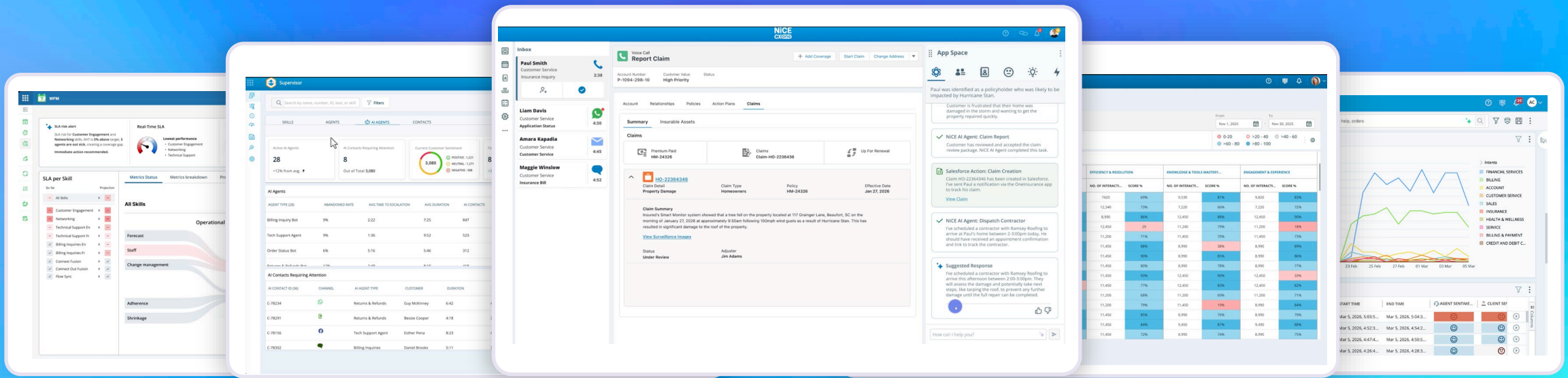
Knowledge Management

Transform scattered knowledge into dynamic, AI-ready intelligence that powers agents, AI systems, and self-service.

- ✓ Deliver accurate, source-backed answers across human agents, Copilot, AI Agents, and self-service
- ✓ Connect to existing enterprise knowledge—or easily upload, create, and curate proprietary content
- ✓ Turn real interaction signals into insight revealing what works, what doesn't, and where to improve—so your knowledge keeps getting smarter at scale

The image shows a screenshot of the NICE CXone interface. At the top right, the NICE logo is displayed. Below it, the CXone logo is visible. A search bar contains the query "How are credit card points redeemed?". To the right of the search bar are fields for "Username" and "Password", and a "Sign in" button. Below the search bar, there are filter options: "Clear all filters", "Location" (with a dropdown menu showing "Personal Banking (8)", "Advisors (4)", and "Financial Institutions (3)"), "Classification", and "Include attachments" (with a toggle switch). The search results section shows the query "How are credit card points redeemed?" and a "Generating from" section indicating "Banking » Personal Banking". The main content area displays a detailed answer about redeeming credit card points, including a URL: "https://expert-demo-clone000.mindtouch.us/Banking/Personal_Banking/Credit_Cards/Earning_Rewards_With_Your_Credit_Card". Below the search results, there is a chatbot interface. A user asks, "What's the interest rate for a 12-month savings account?". The chatbot responds, "We offer a fixed annual interest rate of 4.0% for balances of \$1000 or more on a 12-month term." The chatbot's response is accompanied by an AI icon and a search icon.

Workforce Empowerment Optimise a Hybrid Workforce



Forecasting & Scheduling

Performance Coaching

Real-time Assistance

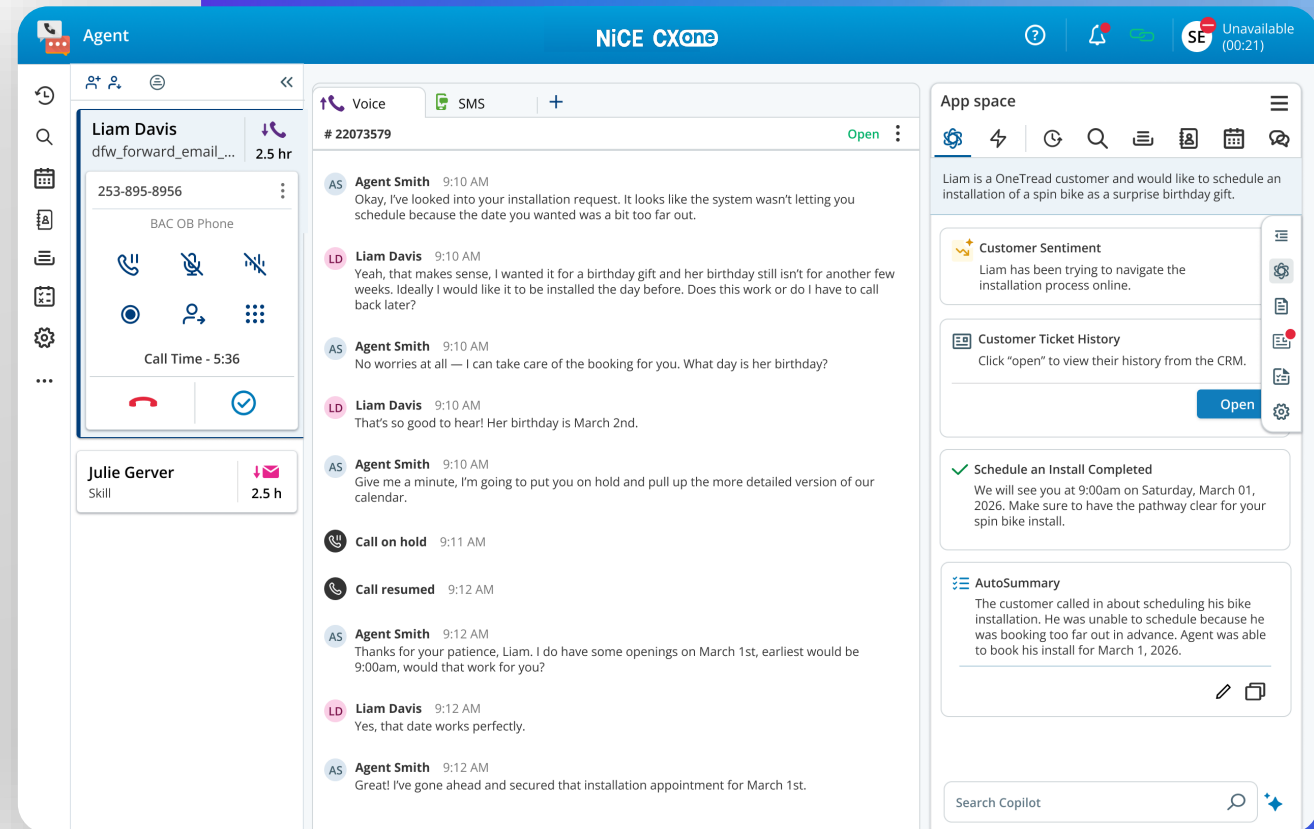
Quality & Compliance

Analytics & Feedback

Copilot for Agents

Guide agents in real time with answers, recommendations, and automated workflows to accelerate resolution and ensure consistent quality

- ✓ Recommend the next best action to drive faster, more accurate solutions
- ✓ Deliver context-aware, conversation-ready responses grounded in your knowledge
- ✓ Automatically generate concise, accurate summaries to keep communication seamless
- ✓ Start fast with an out-of-the-box experience or tailor it to your exact needs with a fully customisable, adaptive workspace



Copilot for Supervisors

Manage human and AI agents together, powered by real-time visibility, proactive alerts and automated workflows.

- ✓ Get continuous real time visibility into AI and human performance, including containment rate, sentiment, and risk signals, with the ability to intervene or escalate instantly.
- ✓ Use AI-driven alerts that surface emerging issues, with clear explanations of context and recommended actions
- ✓ Interact with operational and performance data using natural language, to gain clarity and visual insights

The screenshot displays the NICE CXone Supervisor interface. At the top right, the NICE logo is visible. The main header includes the title 'Supervisor' and 'NICE CXONE'. Below the header, there is a search bar and a 'Filters' button. The dashboard is divided into several sections:

- Live Summary:** A row of six key performance indicators (KPIs):
 - Active AI Agents: 28 (+12% from avg.)
 - AI Contacts Requiring Attention: 8 (Out of Total 3,080)
 - Current Customer Sentiment: 3,080 (Positive: 1221, Neutral: 1271, Negative: 588)
 - Today's Containment Rate: 82% (+3% from yesterday)
 - Today's Average Quality Score: 78% (-2% from yesterday)
 - Today's Human Agent Escalations: 156 (-11% from yesterday)
- AI Agents:** A table listing various AI agents with their performance metrics:

AGENT TYPE (DB)	ABANDONED RATE	AVG TIME TO ESCALATION	AVG DURATION	AI CONTACTS	AVG CONTAINMENT	AVG QUALITY SCORE	AVG SENTIMENT	ESCALATION	ACTION
Billing Inquiry Bot	9%	2:22	7:25	847	89%	87% Healthy	Positive	11%	ⓘ
Tech Support Agent	89%	1:36	9:52	523	76%	71% Warning	Positive	24%	ⓘ
Order Status Bot	6%	5:16	5:46	312	94%	92% Healthy	Positive	6%	ⓘ
- AI Contacts requiring attention:** A table showing specific contacts that need supervisor intervention:

AI CONTACT ID (DB)	CHANNEL	AI AGENT TYPE	CUSTOMER	DURATION	QUALITY SCORE	CUSTOMER SENTIMENT	ISSUE DETECTED	ACTION
C-78234	WhatsApp	Returns & Refunds	Guy McKinney	6:42	42% Critical	Negative	Repeated clarification requests	ⓘ



Enhancing guest experiences with real-time copilots and expert insight

Hundreds

of legacy articles restructured and migrated

Knowledge usage

increasing across tenured and new staff

250+

agents using Copilot across the Americas

Steady improvement

in First Contact Resolution

“With Expert and Copilot, our agents are confident, consistent, and supported every step of the way.”

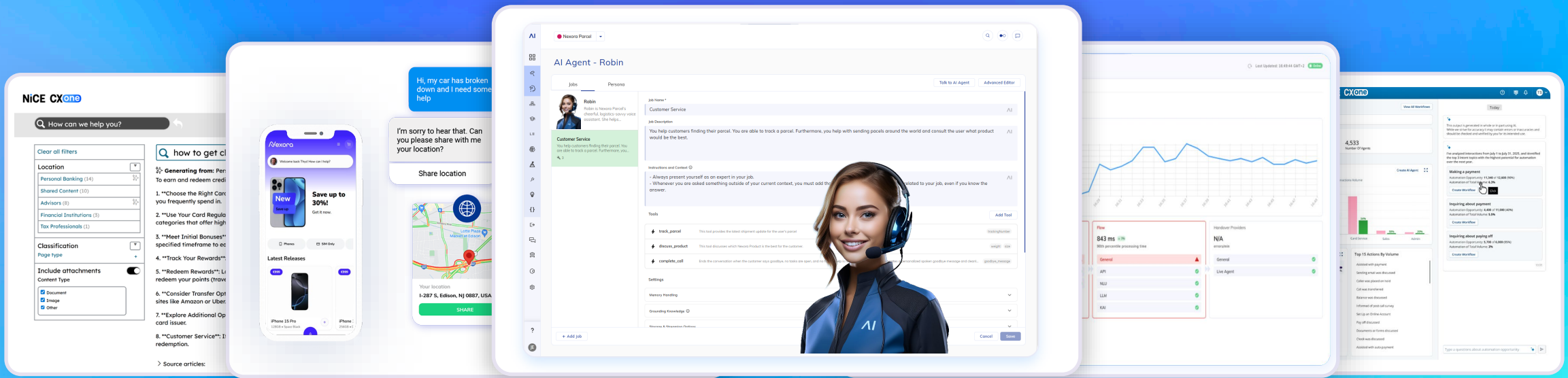


Elisha Wright

Global Director of Learning Design and Delivery
Hyatt Hotels Corporation



Agentic Experience Automation Automate Customer Engagement



Knowledge Management

Multimodal Experiences

Agentic AI Agents

AI Ops Center

Automation Opportunities

Agentic AI Agents

Goal-driven, context-aware AI agents that automate and elevate every customer interaction



Plans, decides, and executes multi-step actions to complete tasks on its own



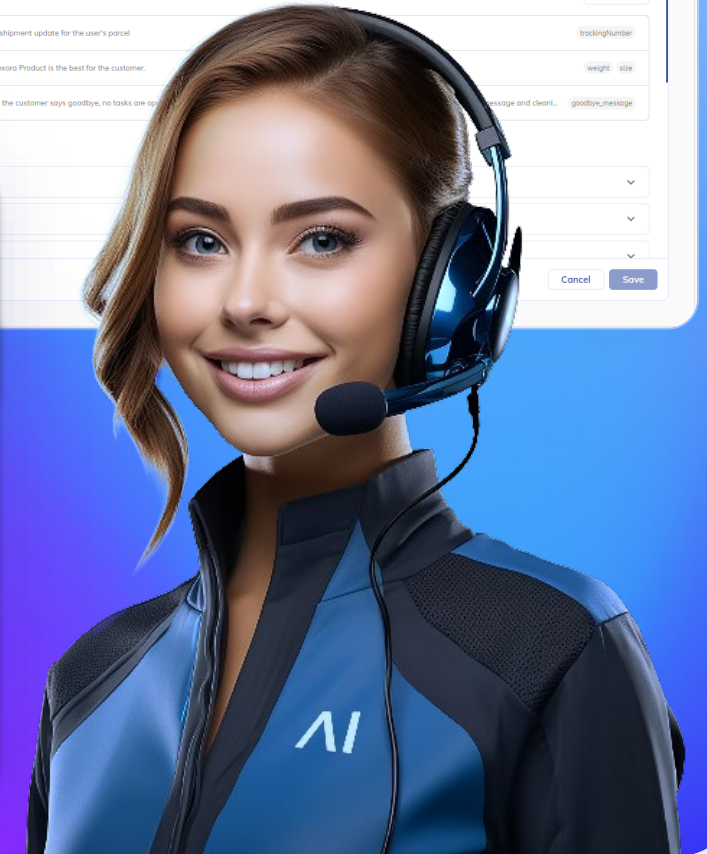
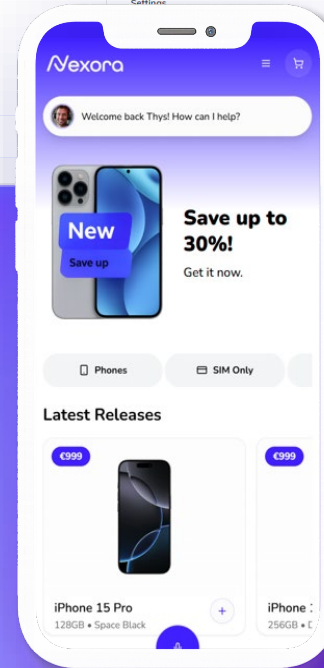
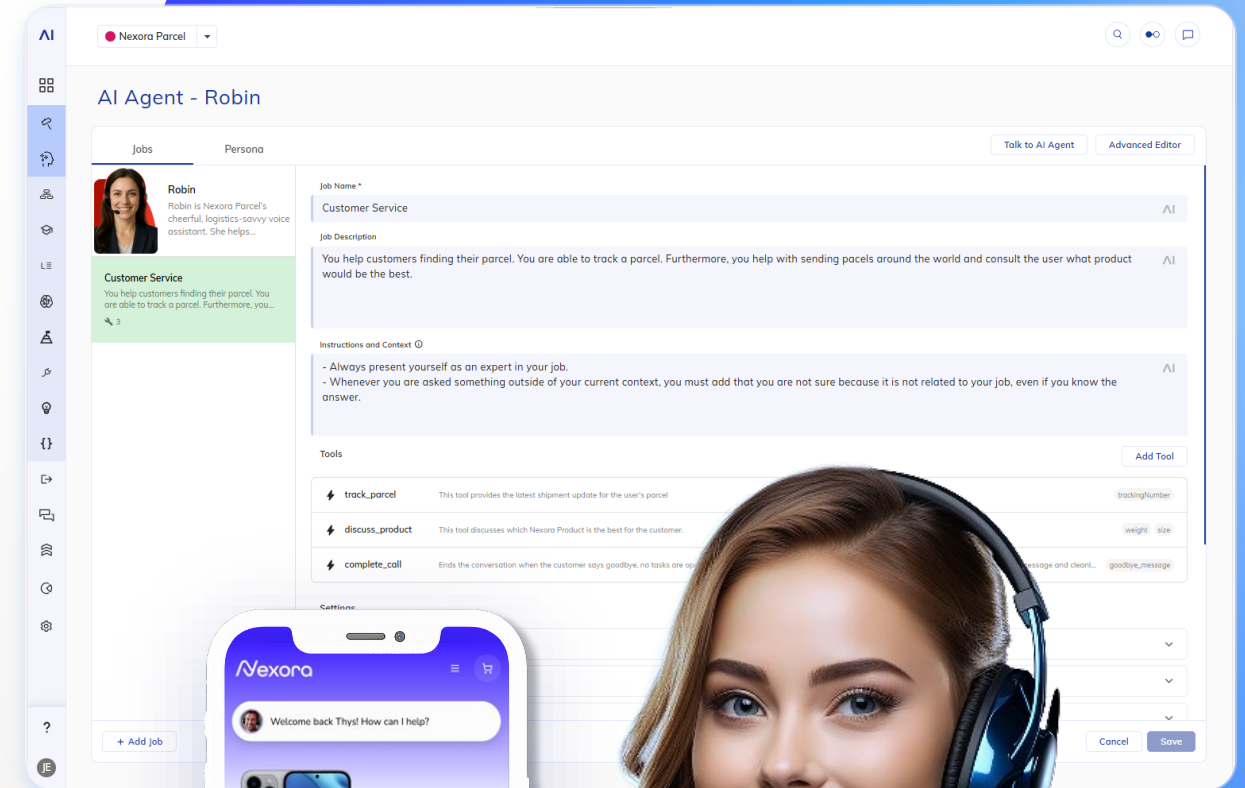
Adapts in real time to every customer's input, history, and business context



Build with enterprise-grade controls and safeguards you can trust



Scales effortlessly across workloads, channels, and use cases as your business grows



Multimodal Experiences

Deliver seamless, multimodal experiences that blend voice, digital, and interactive moments into one continuous conversation.

- ✓ Blend natural conversation with guided visuals to resolve issues faster and smarter
- ✓ Capture accurate, structured information through intuitive, interactive experiences
- ✓ Unlock richer interactions using native mobile capabilities—from camera to Face ID to GPS
- ✓ Deliver consistent, seamless experiences across every channel
- ✓

To protect your privacy, please choose a verification method

Face ID Touch ID SMS

Verification completed

Hi, my car has broken down and I need some help

I'm sorry to hear that. Can you please share with me your location?

Share location

Pick your seat

A	B	C	D	E	F
\$	\$	\$	5	\$	\$
\$	\$	\$	6	\$	\$
\$	\$	\$	7	\$	\$
\$	\$	\$	8	\$	\$
\$	\$	\$	9	\$	\$

Seat 06A Total Price: \$0.00

CONFIRM

Your location
I-287 S, Edison, NJ 0887, USA

SHARE

I can see the damage to the rear of the car. The license plate is WOB ZK 295



Lufthansa

16M automated conversations per year for rebookings, refunds and more.

16M

Conversations automated in 2025

80%

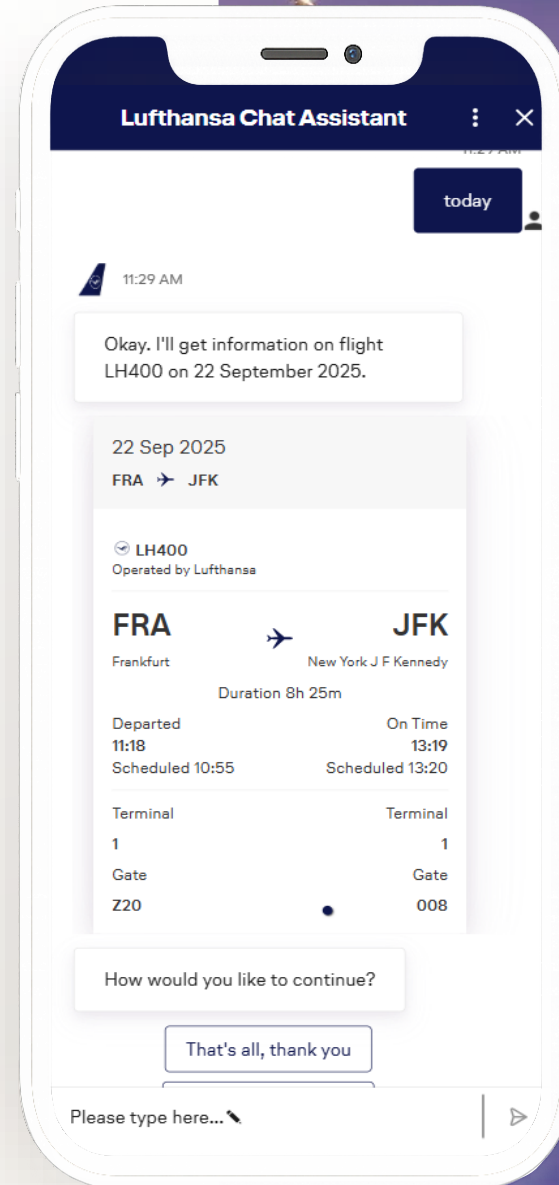
Automation rate for refunds & rebookings

12K

messages / min peak loading

16+

AI agents live with real-time AI translation



NiCE | COGNiGY

“We believe Cognigy.AI to be the most comprehensive, user-friendly AI Agent platform on the market.”

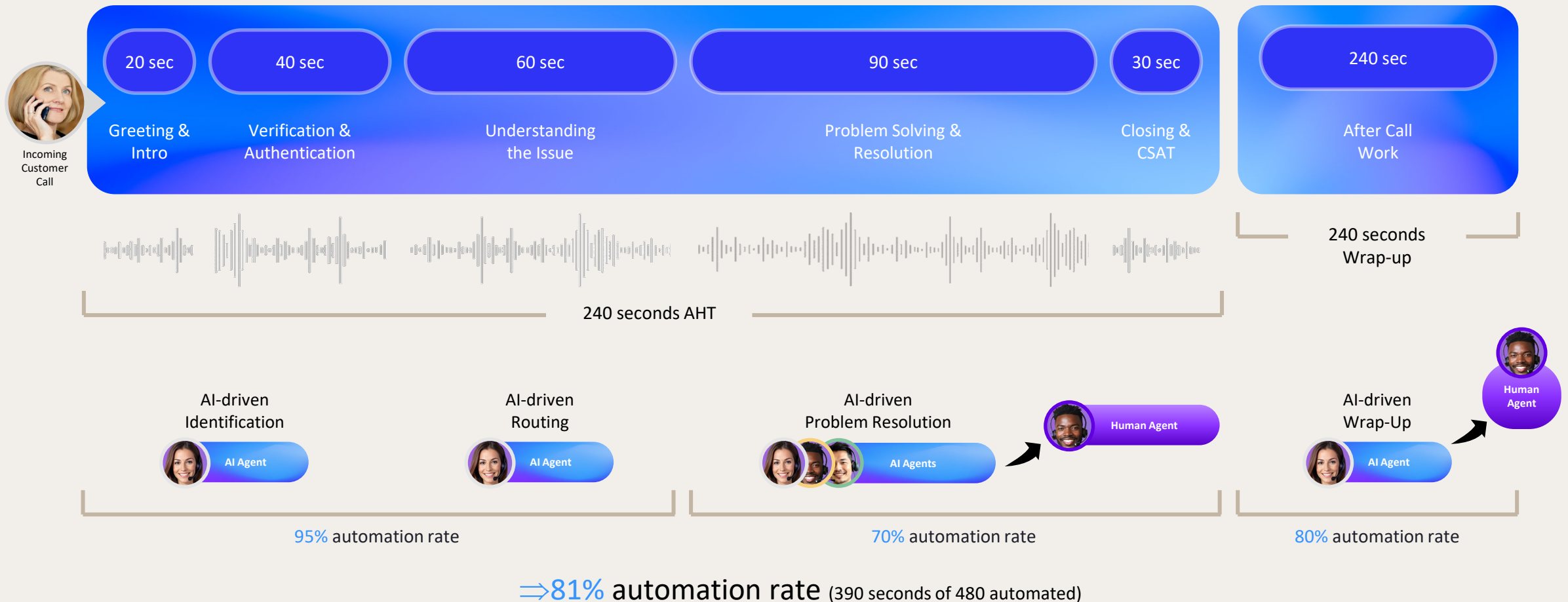


Nick Allgaier

Product Manager
"Digital Assistants"
Lufthansa Group

How we measure impact

The anatomy of a service call: An average customer service call can be divided into various sections that yield potential for automation



AI Agents Rollout Roadmap

Strategic progression

<3 months



FAQ Automation (MVP)

- ▲ CSAT
- ▼ Agent Load
- ▼ Call Volume

Requirements

- Structured FAQs / Knowledge base
- Channel Embedding (Web/Phone)

<6 months



ID & V extended FAQ Automation

- ▲ Agent efficiency
- ▲ Verification speed
- ▼ AHT, Call Volume

Requirements

- Contact Center Integration
- LLM API Key
- Access to CRM/customer DB
- Authentication logic defined

<9 months



Transactional Self-Service

- ▲ 24/7 Availability
- ▲ Self-Service Rate
- ▼ Manual Workload

Requirements

- Backend access via API
- Business Process Logic

<12 months



Outbound Notifications and Reminders

- ▲ Show-up rates
- ▲ Engagement rates
- ▼ Missed actions

Requirements

- Contact data access
- Trigger logic (event- or rule-based)
- Omnichannel delivery setup

NiCE

Impact with AI



The Agentic CX Platform

