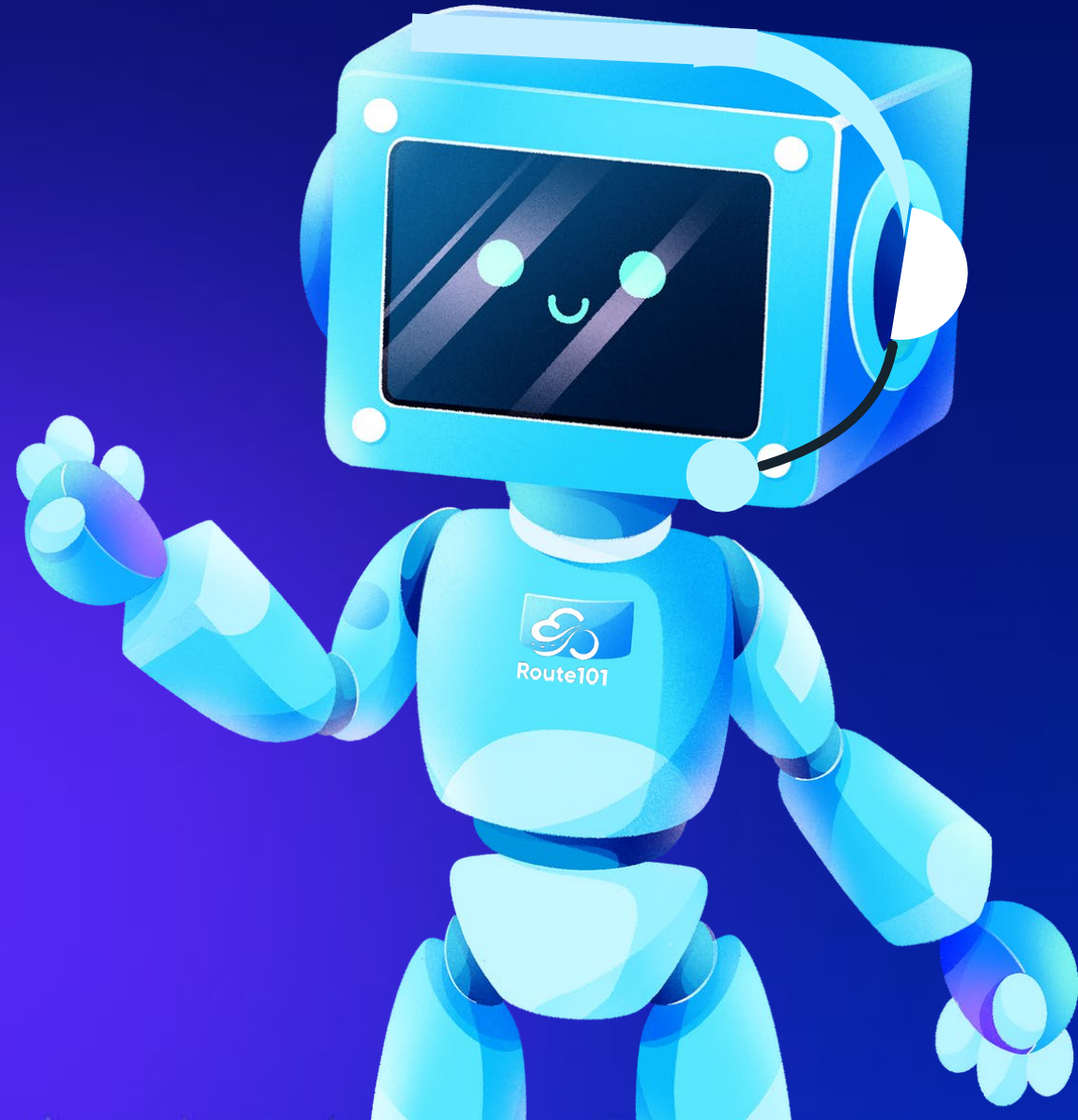


REDEFINING CX

IN THE AGE OF AI

Wi-fi: **W3lcom3!**

TUESDAY 19TH NOVEMBER 2024



THANK YOU TO OUR SPONSORS:



AND THANK YOU TO OUR SPEAKERS:



Laura Malinsky, Tom
Gunner, and Natalie
Wiggins, NICE



Jon Wells,
Carnival UK



Nicky Woods,
Carnival UK



Jo Causon,
The Institute of
Customer Service



Eric Jorgenson,
Zendesk



Sasha Burns,
Alliance Medical



Emily Merkel,
JCurv



Katy Forsyth, RED
Recruitment



Nicole Greer,
Teleperformance UK



Courteney Sheppard,
UCAS



Alison Muscutt,
Riverford Organic
Farmers

THE AIMS OF TODAY'S EVENT

We want you to leave feeling:



CONNECTED



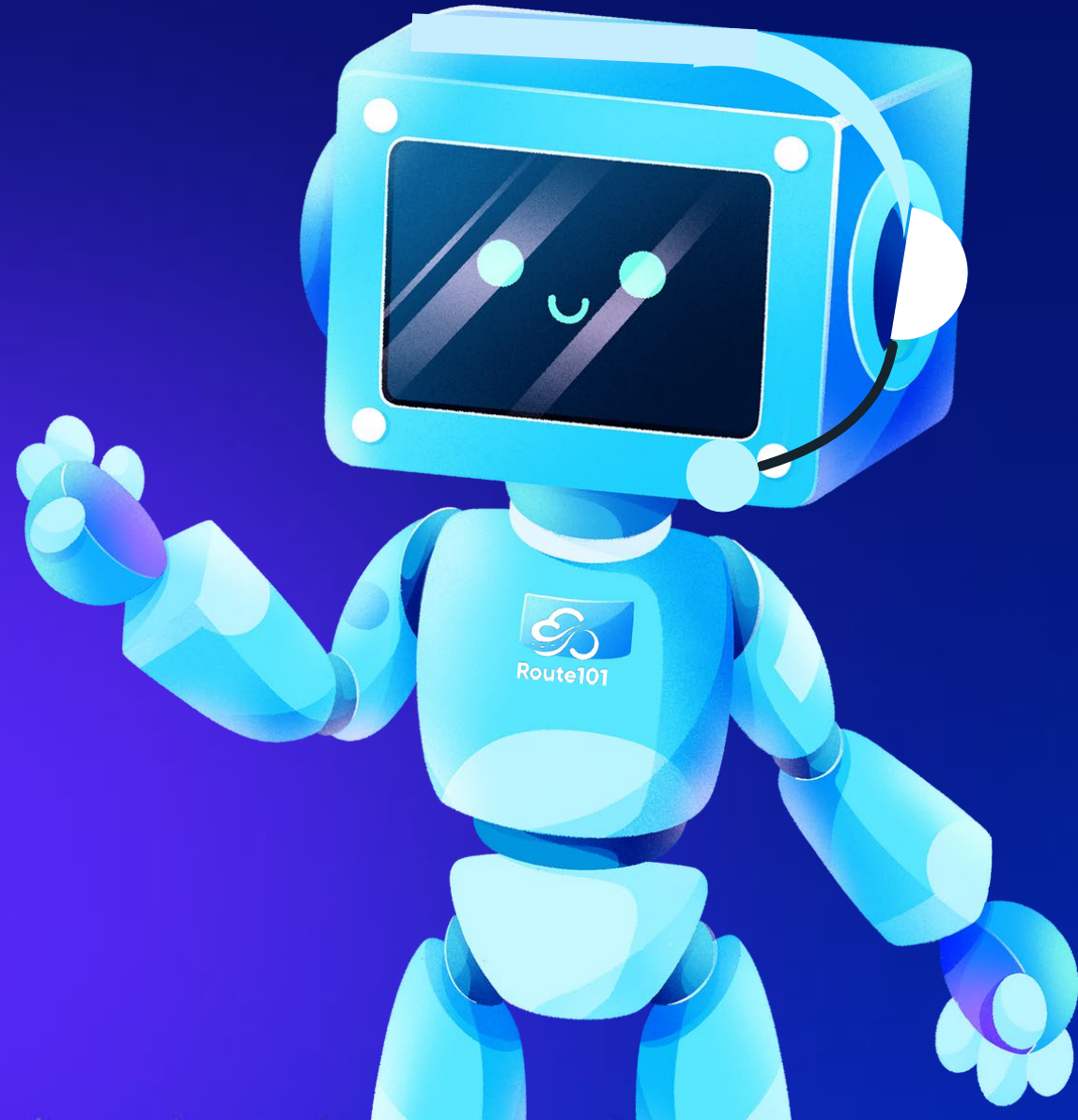
INFORMED



EMPOWERED

REDEFINING CX

IN THE AGE OF AI

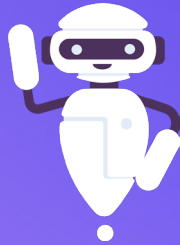


“THE FUTURE OF CX IS TECHNOLOGY-LED BUT PEOPLE- FOCUSED”

Whenever technology is deployed, it should be with the aim of improving the experience for the customer or for our colleagues.

That could mean a smoother, faster, more efficient experience, or a richer and deeper one – or both.

THE AI-POWERED CONTACT CENTRE

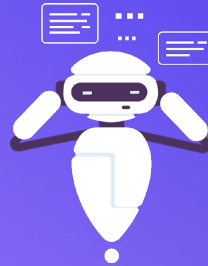


CUSTOMER EXPERIENCE

Conversational AI delivering self-service across Voice, Video & Digital Channels

Conversational Intelligence for Intent & Sentiment

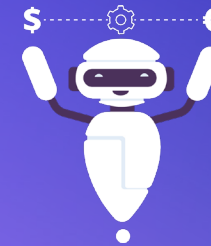
Proactive AI Powered Outreach



EMPLOYEE ENABLEMENT

Intelligent Content Surfacing
Conversational Coaching and Next-Best-Action (Co-Pilot)

Auto-Summarisation
Quality Management,
Wellbeing Management
Coaching & Training



OPERATIONAL EXCELLENCE

Provision of Personalised Support for Both Customer and Colleague

Real-Time Insights Surrounding Performance, Engagement and Areas for Focus

Adaptive Work Patterns and Processes

Spoiler alert..

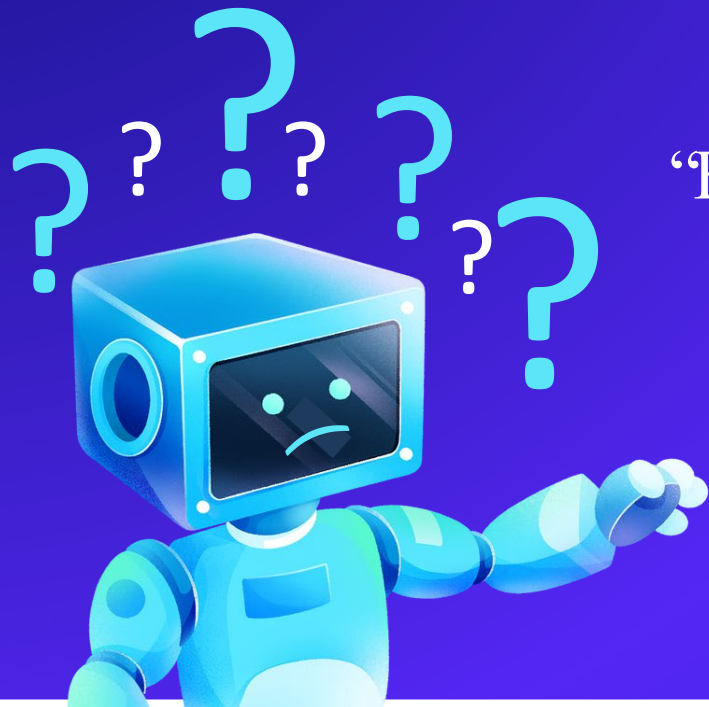
Don't forget the Brilliant Basics

“AI JFDI”

“Forgetting that Knowledge is Power”

Connecting the

“Losing the human touch..”



AI JFDI

“DELIVERED AT ALL COSTS?”

ACCORDING TO A STUDY BY PWC, 32% OF CUSTOMERS WOULD STOP DOING BUSINESS WITH A BRAND THEY LOVED AFTER JUST ONE BAD EXPERIENCE

ANALYSE CURRENT OPERATIONS AND PAIN POINTS

FOCUS ON HIGH IMPACT, LOWER RISK AREAS FOR
PHASE 1..

ALIGN AI INITIATIVES WITH YOUR BUSINESS
OBJECTIVES

APPROXIMATELY 73% OF
CONSUMERS PREFER TO
SWITCH TO A COMPETITOR
AFTER MULTIPLE BAD
EXPERIENCES.
(ZENDESK)

KNOWLEDGE IS POWER

“In the age of AI and automation, a well-maintained knowledge base is what separates good customer service from great customer service.”

Colin Shaw, Pioneer of Customer Experience and Founder of Beyond Philosophy



The most common reason for self-service failure is that **43% of customers can't find content relevant to their issue.**

(Gartner)



According to a Forrester study, customers prefer knowledge bases over all other self-service channels.



33% support cost reduction has been reported after knowledge base implementation

DEVELOP & MAINTAIN AN OMNICHANNEL STRATEGY

Connecting the

INVEST IN INTEGRATIONS

How will you manage transitions from bot to human without losing information/context for the interaction?



43% of organisational leaders say that creating omnichannel experiences is one of the most challenging tasks in improving customer experience.
([Forrester](#))

RETAINING THE HUMAN TOUCH

A circular infographic with a teal outer ring and a blue inner ring. The number '78%' is displayed in white in the center.

78%

- 78% of CS experts say AI/ automation helps them spend more time on the most important parts of their role and makes them more efficient, while 62% agree that these tools help them understand their customers better ([HubSpot](#)).

A circular infographic with a teal outer ring and a blue inner ring. The number '61%' is displayed in white in the center.

61%

- Employee productivity was the number one method (44%) when asked respondents to a [G2 survey](#) were asked how their organisation measures the ROI from its investments in AI software or AI-powered software.
 - 61% of surveyed consumers believe humans understand their needs better than AI ([SurveyMonkey Report 2024](#))
 - Within 3 years, the EU might mandate the “right to talk to a human” ([Gartner](#)).
-



REDEFINING CX

TECHNOLOGY-LED,
PEOPLE-FOCUSED
KNOWLEDGE IS POWER

INVEST IN SEAMLESS
SYSTEM INTEGRATION

AUGMENT NOT REPLACE

Thank you!

