



“Customers prefer
to help themselves”

“AI is the way of
the future”

“Step Back” “Progress Forward”

“We will always need
people”

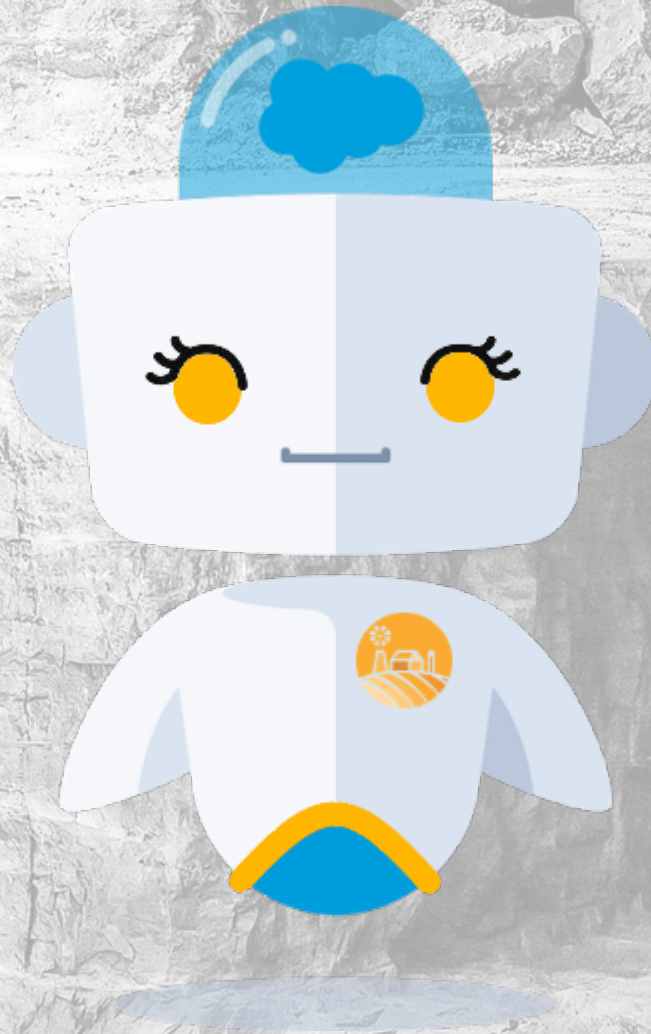
“Customers prefer
agent assistance”

A grayscale photograph of a rocky coastline. In the foreground, there are large, jagged rock formations. In the middle ground, a cave entrance is visible, with a large pile of rocks in front of it. The background shows a body of water and a distant shoreline with more rock formations. The overall scene is rugged and natural.

Stepping Back to Progress Forward

A dialectic in AI

“Sunny B was outstanding in resolving my issue. She is a great asset to your company!”



One of the better (if not best) chatbot experiences I've had in customer service!”

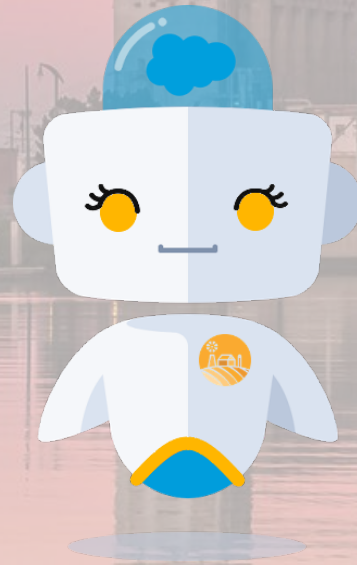
“Sunny B was frustrating; she was not able to capture specifics around that fact that two of my meals were damaged.

When I was put in touch with a human, my issue was handled quickly and completely.”

Vision for Digital Service Growth

< 3%

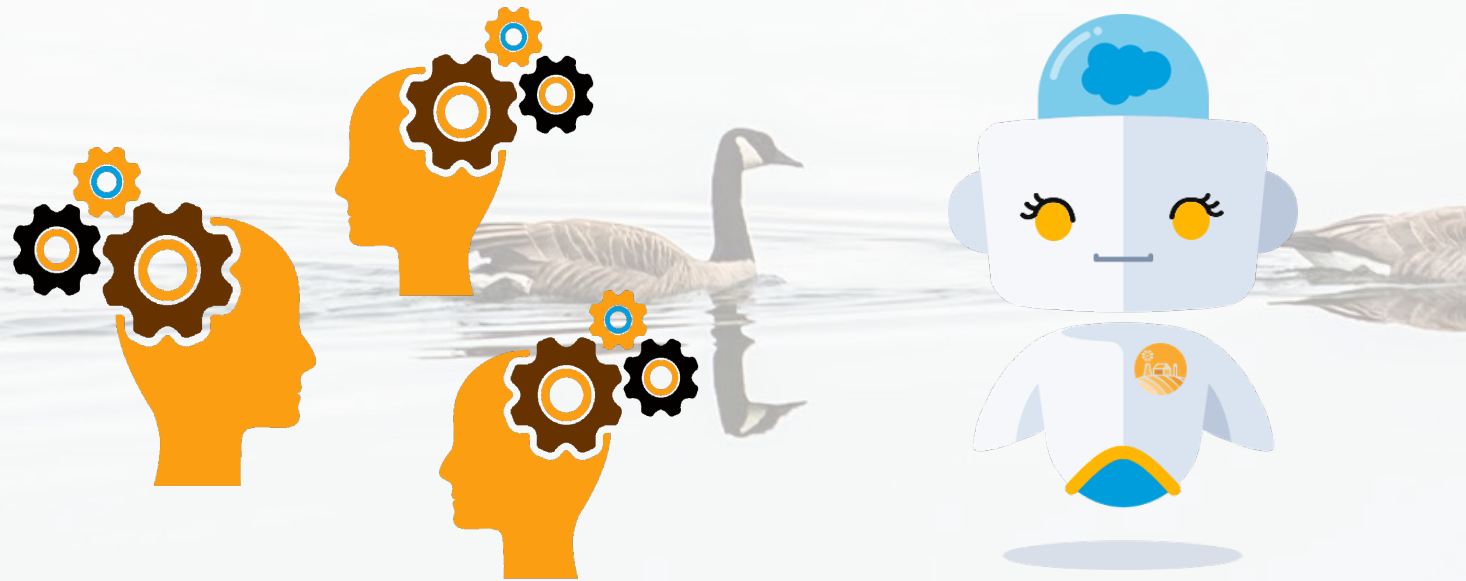
Dec
'17



63%

Dec
'20

2018 The Journey Begins



Cancel subscription

Why are you leaving?



Doesn't fit my budget



I was just trying it out



Problems with my Sun Basket



I didn't enjoy my recipes



Managing my deliveries is a lot of work



Moving

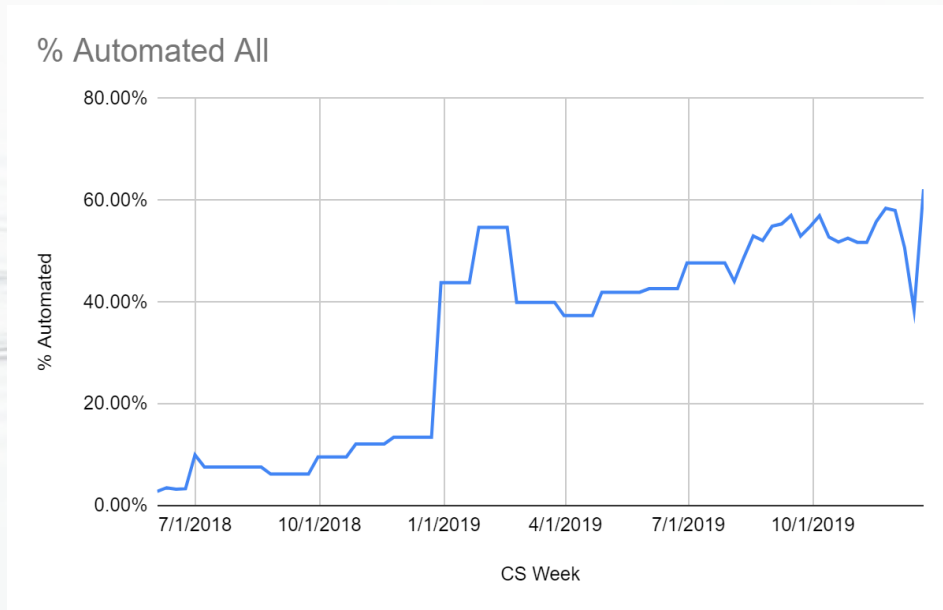


Too busy to cook



Doesn't fit my lifestyle

2018 -19 Making Waves



SUN BASKET HOME **SELF-SERVICE** ASK AN EXPERT CONTACT US

Easily resolve Order, Delivery, or Account issues

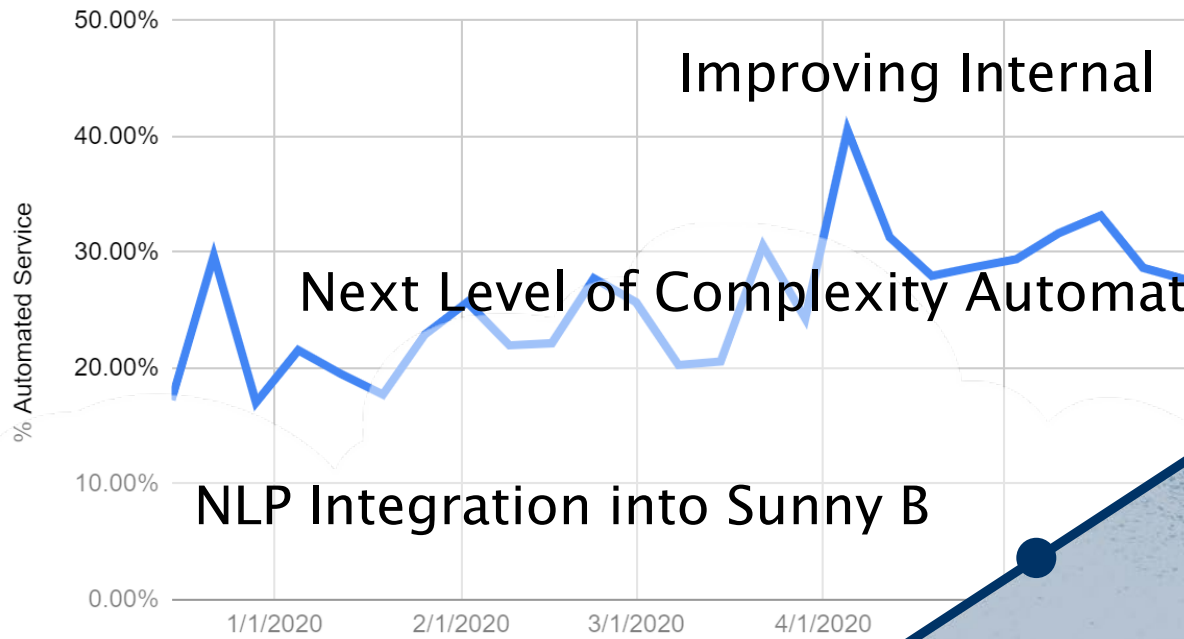
- MY ORDER**
Issue with your ingredients or food? Select My Order.
- MY DELIVERY**
Issue with the delivery of your Sun Basket? Select My Delivery.
- MY ACCOUNT**
For all other account related questions, select My Account.

Self-Service Now

2020 And beyond

Expanding Self Service Complexity

% Automated Service



Improving Internal Data Integration

Next Level of Complexity Automation

NLP Integration into Sunny B

SMS Automation

2020 Recognition

Simplr[®]
CXLife
Webinar

BOT OR NOT: WHEN AND WHERE TO APPLY AI TO YOUR CUSTOMER STRATEGY

Brett Frazer
Vice President of CS
Sun Basket

JUNE 24, 2020

As @SunBasketMeals' customer base doubled during the pandemic, they saw an uptick in support cases.

With the Salesforce Platform, they quickly met growing customer demands and adapted to the new normal.

Tune into #TDX20 ● LIVE to learn more now: <https://twitter.com/i/events/1273639171387559943>



Recognition & Giving Back – Response to COVID-19

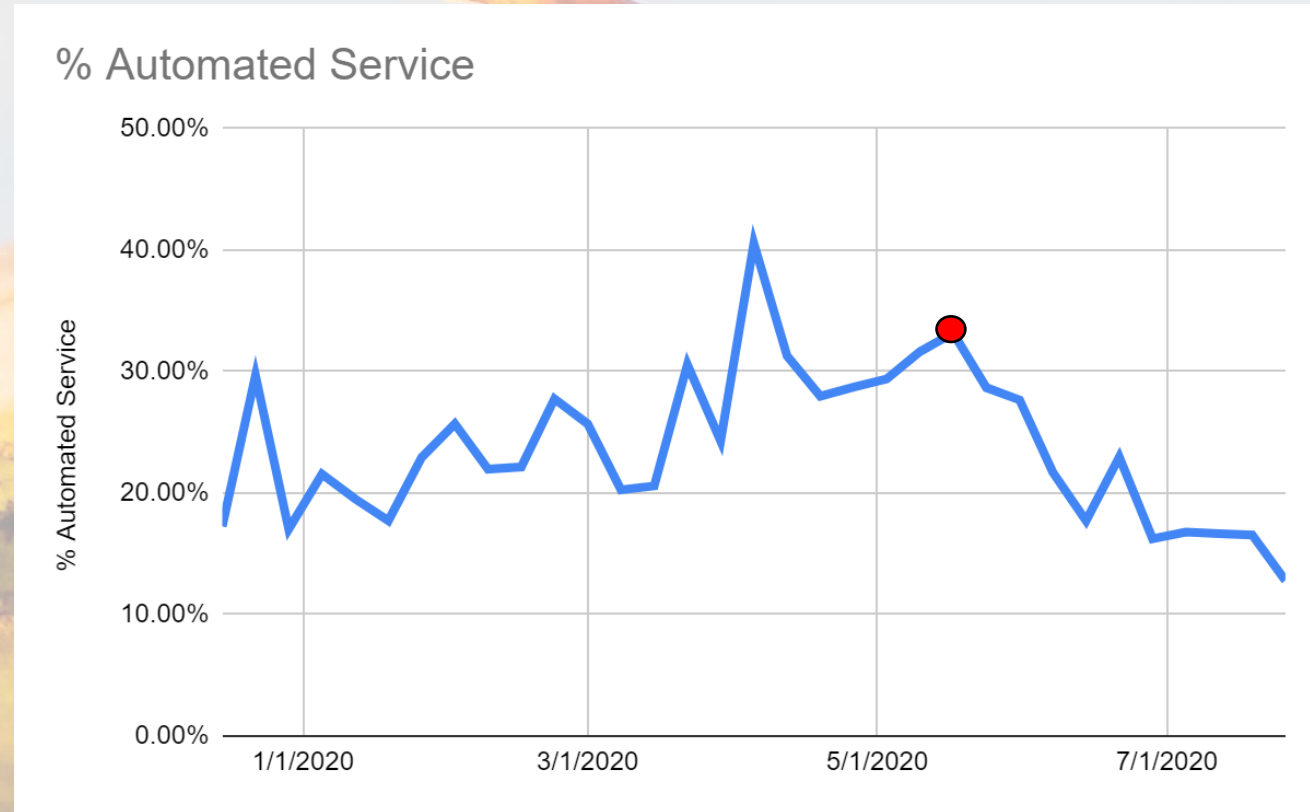
Meal delivery service [Sun Basket](#) has seen an influx in orders. To meet growing demand and continue to deliver quality meals, Sun Basket turned to Salesforce.

Sun Basket is onboarding new agents quickly and leveraging Salesforce to ensure customer answers fast – all while ensuring a smooth customer experience.

Join Brett Frazer, Vice President of Customer Service, Brett Frazer, to discuss how the

organization is leveraging technology to respond to the global pandemic; evolve its customer experience as it grows its operations; and create a positive impact in the communities it serves.

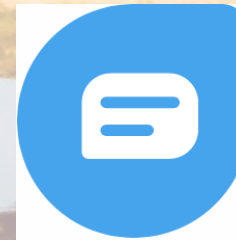
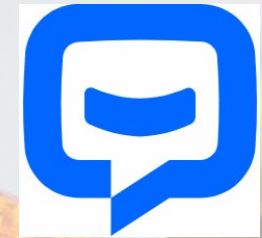
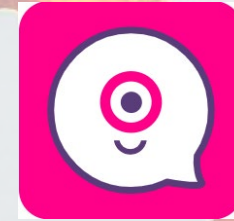
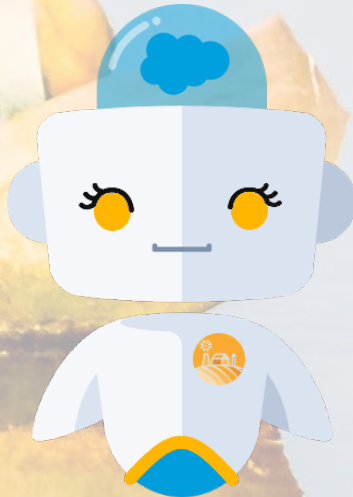
2020 Realization



“Sunny B is a great asset to your company!”

“Sunny B was frustrating!”

2020 Realization



No QA

No CX analytics

No Development feedback

Stepping Back



Progressing Forward, The New Path

Relaunch Sunny B to Chat with NLP Integration

Integrate Sunny B into SMS

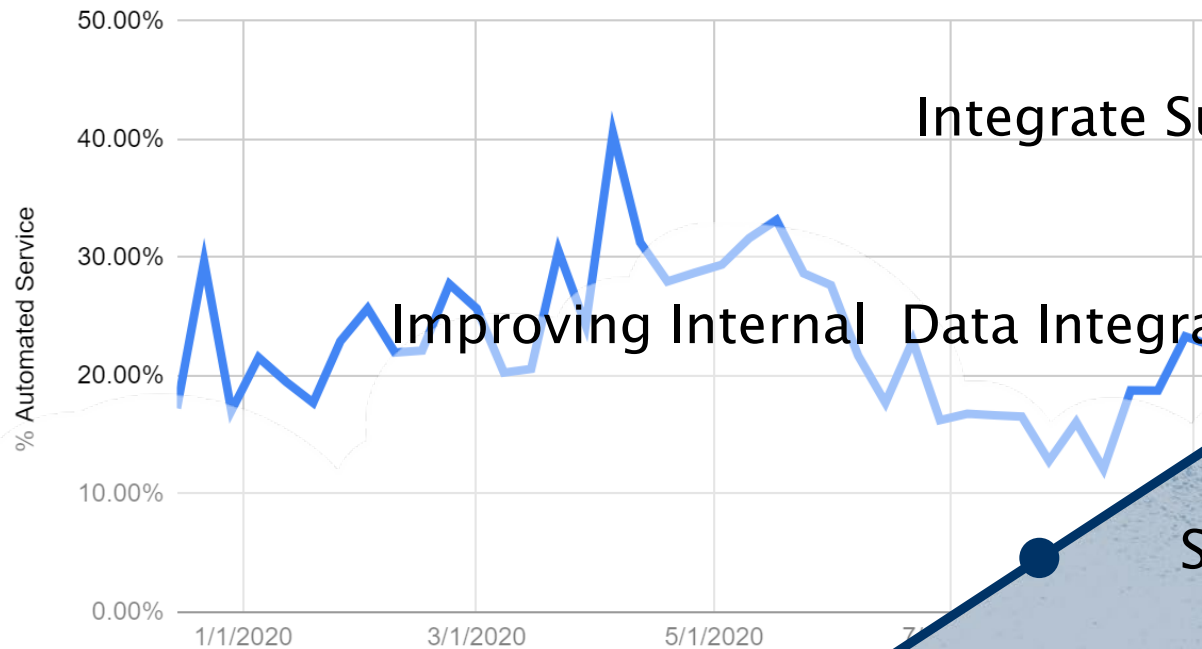
Improving Internal Data Integration

Stop "Non-performing" Automation Paths

Automation Quality Management

63%
Sept 7th '20

% Automated Service



Learnings

“Step Back to Progress Forward”

Budget and ringfence
continual improvement
resourcing into your AI staff
roadmap

Apply the same level of
experiential rigor to your AI
staff as you do you agents

Your customers continually
adjust their expectations with
your AI staff based on the
best AI experiences they are
having with other companies