"Customers prefer
to help themselves"

"AI is the way of
the future"

"Step Back" "Progress Forward"

"We will always need
people"
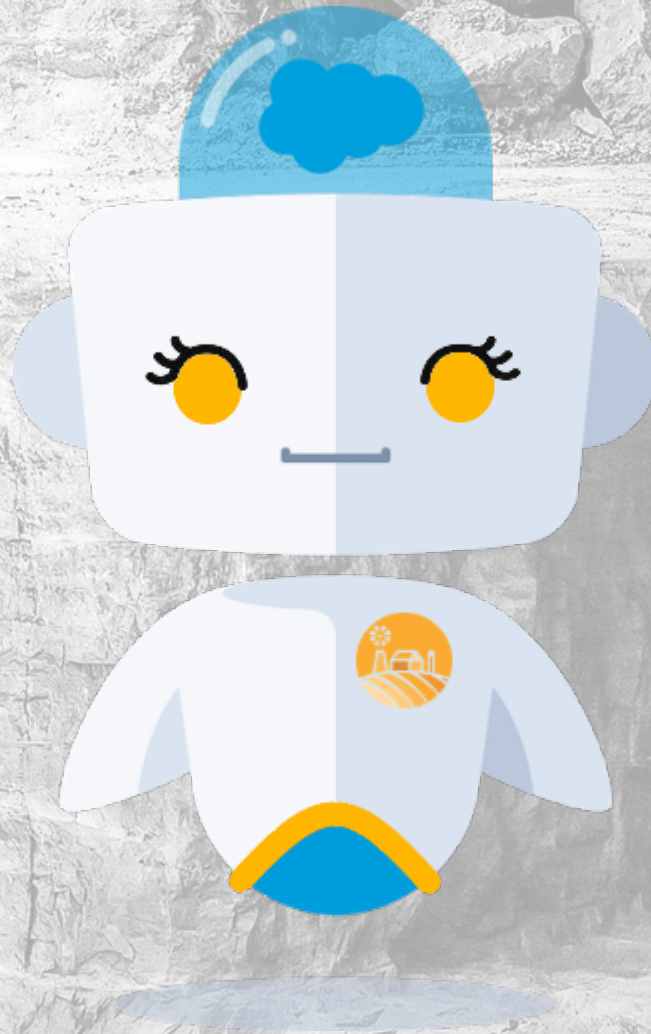
"Customers prefer
agent assistance"

Stepping Back to Progress Forward

A dialectic in AI

Vision for Digital Service Growth

<3%

Dec '17
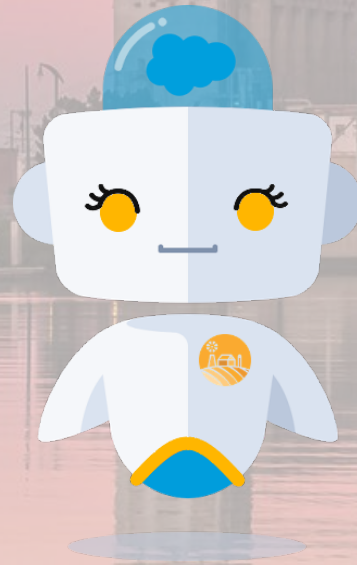
63%

Dec '20

2018 The Journey Begins

2018 –19 Making Waves

2020 Recognition

2020 Realization

"Sunny B is a great asset to your company!"

"Sunny B was frustrating!"

2020 Realization

No QA

No CX analytics

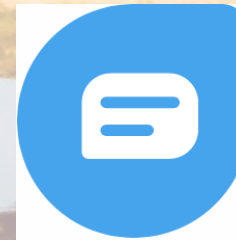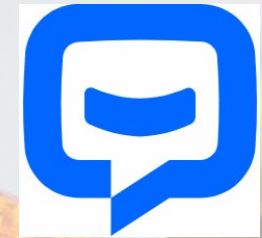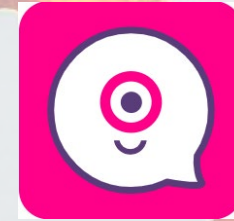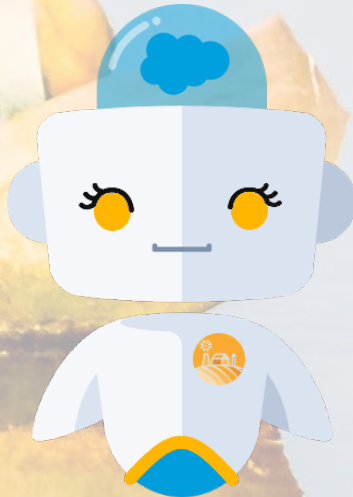No Development feedback

Stepping Back
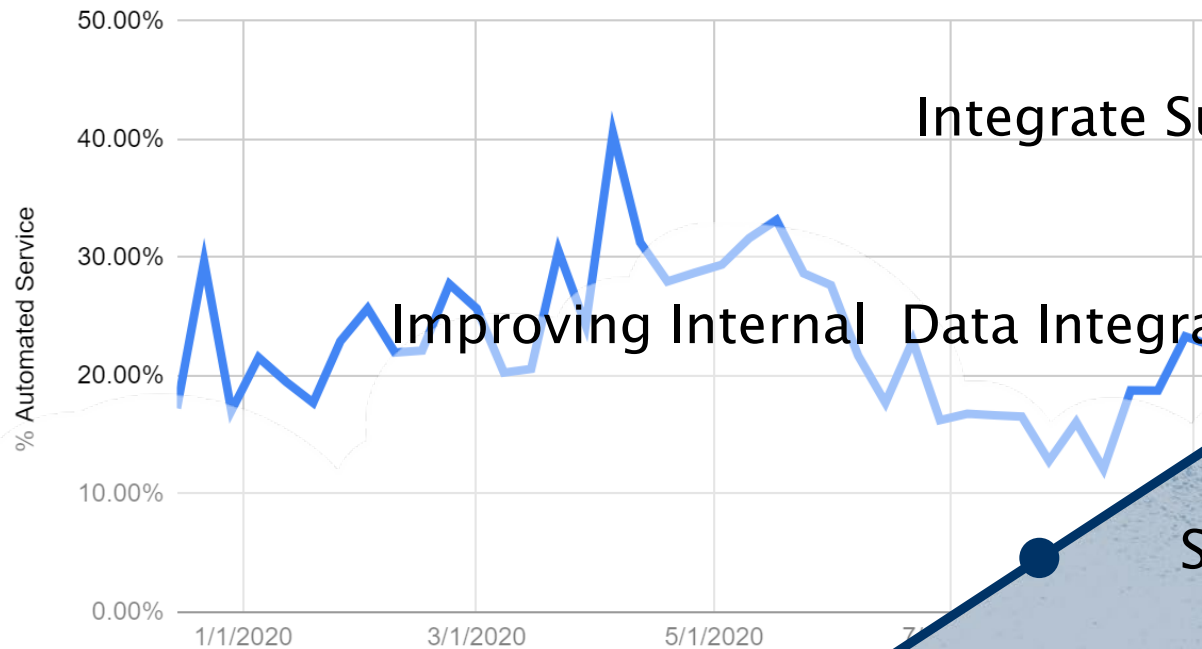
Learnings

"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