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Reality Doesn't Bite

Practical Strategies for Implementing Generative AI to
Improve the CX

A Tech Forum discussion on enterprise GenAI-enabled CX strategies

March 3, 2025



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Introduction

1 Welcome

Speaker introductions

2 Objectives

Practical strategies for enterprise GenAI implementation



The Reality Today

GenAI Landscape

Current state of generative AI technology

Enterprise Adoption

Challenges faced by businesses implementing GenAI

Industry Impact

How GenAI is reshaping customer experience

#1: Structured Implementation Drives Success

1

Begin with the End

Start with clear project objectives

2

Critical Difference

Successful vs. failed GenAI implementations

3

Timeline Reduction

Faster implementation through structure





#2 Process-First Design Delivers Measurable Impact

40%

Effort Reduction

Manual effort decrease with
process-first approach

2x

Customer Satisfaction

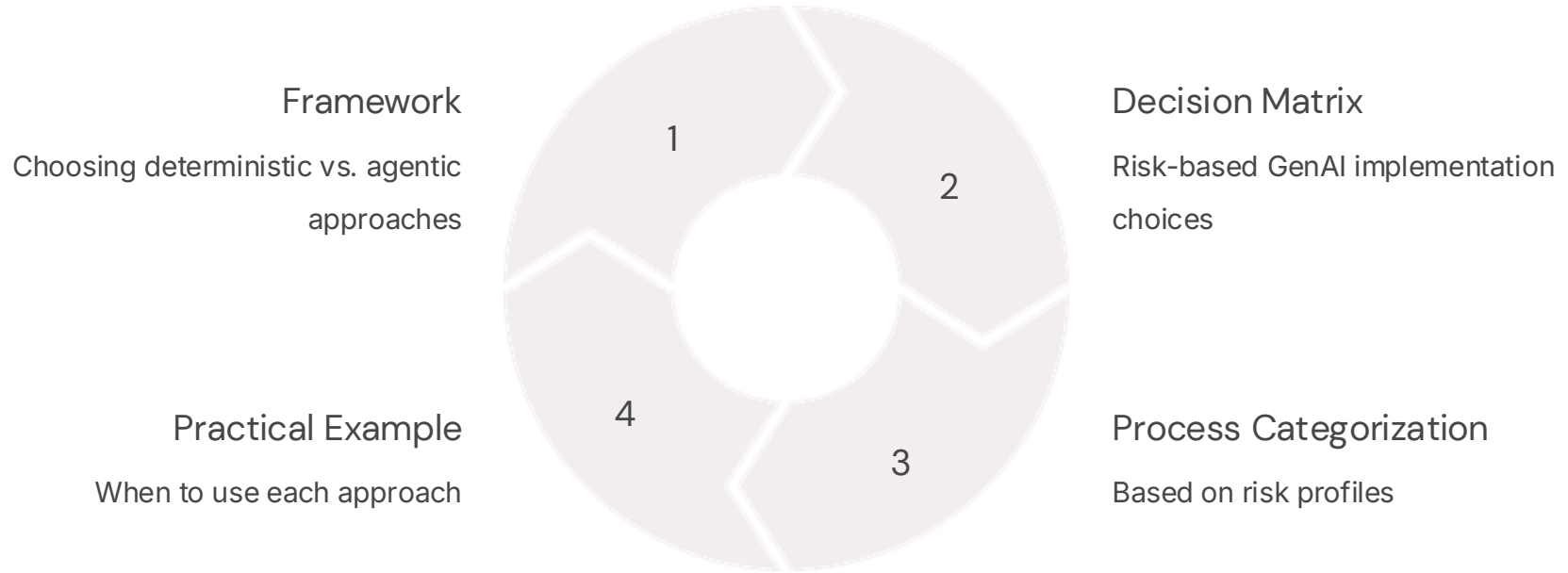
Increase correlated with process-
aligned implementation

1st

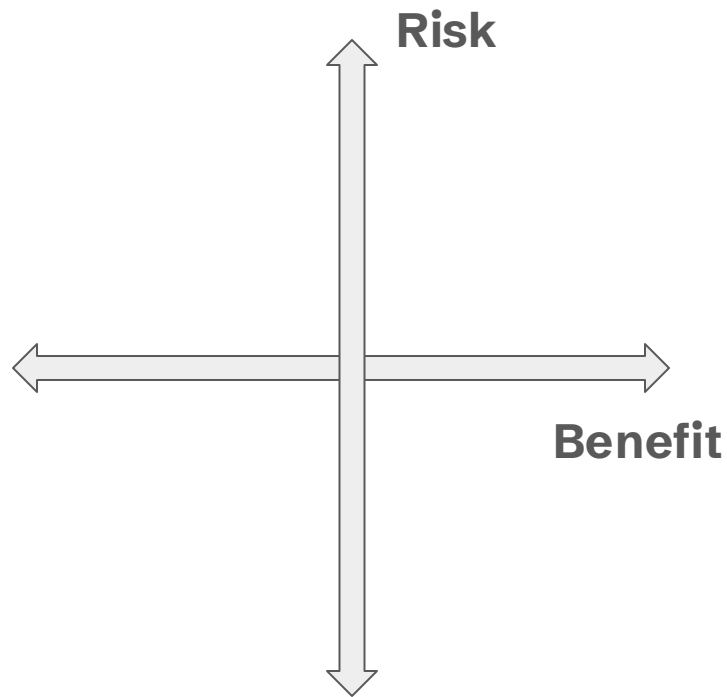
Insurance Example

Sector benefiting from process
mapping

#3: Choosing Correct Approach Reduces Risk



Group Activity



Group Activity Scenarios

- New customer onboarding
- Technical support troubleshooting
- Billing inquiries handling
- Product recommendations
- Customer feedback collection
- Returns/exchanges processing
- Account management
- Loyalty program administration
- Appointment scheduling
- Order status tracking
- Password reset assistance
- Product comparison guidance
- Shipping information updates
- Account verification
- Product feature explanation
- Subscription management
- FAQ response automation
- Warranty claims processing
- Service outage notifications
- Cross-sell opportunity identification
- Welcome sequence communication
- Renewal reminders
- Customer segmentation
- Complaint escalation routing
- Knowledge base article suggestions
- Abandoned cart recovery
- Customer onboarding tutorials
- Product usage analytics
- Churn risk identification
- Proactive service notifications
- Contract renewal negotiations
- Pricing exception handling
- Service upgrade recommendations
- Gift card processing
- Customer preference tracking
- Identity verification
- Customer health scoring
- Voice authentication
- Satisfaction survey analysis
- Personalized email content creation
- Special order processing
- VIP customer identification
- Product recall communication
- Billing dispute resolution
- Compliance documentation verification
- Customer journey mapping
- Multi-channel conversation history
- Language translation services
- Accessibility accommodation requests
- Customer lifetime value calculation



Next Steps

1

Starting Points

Initial steps for implementation

2

Specific Steps

Implement what we've discussed

3

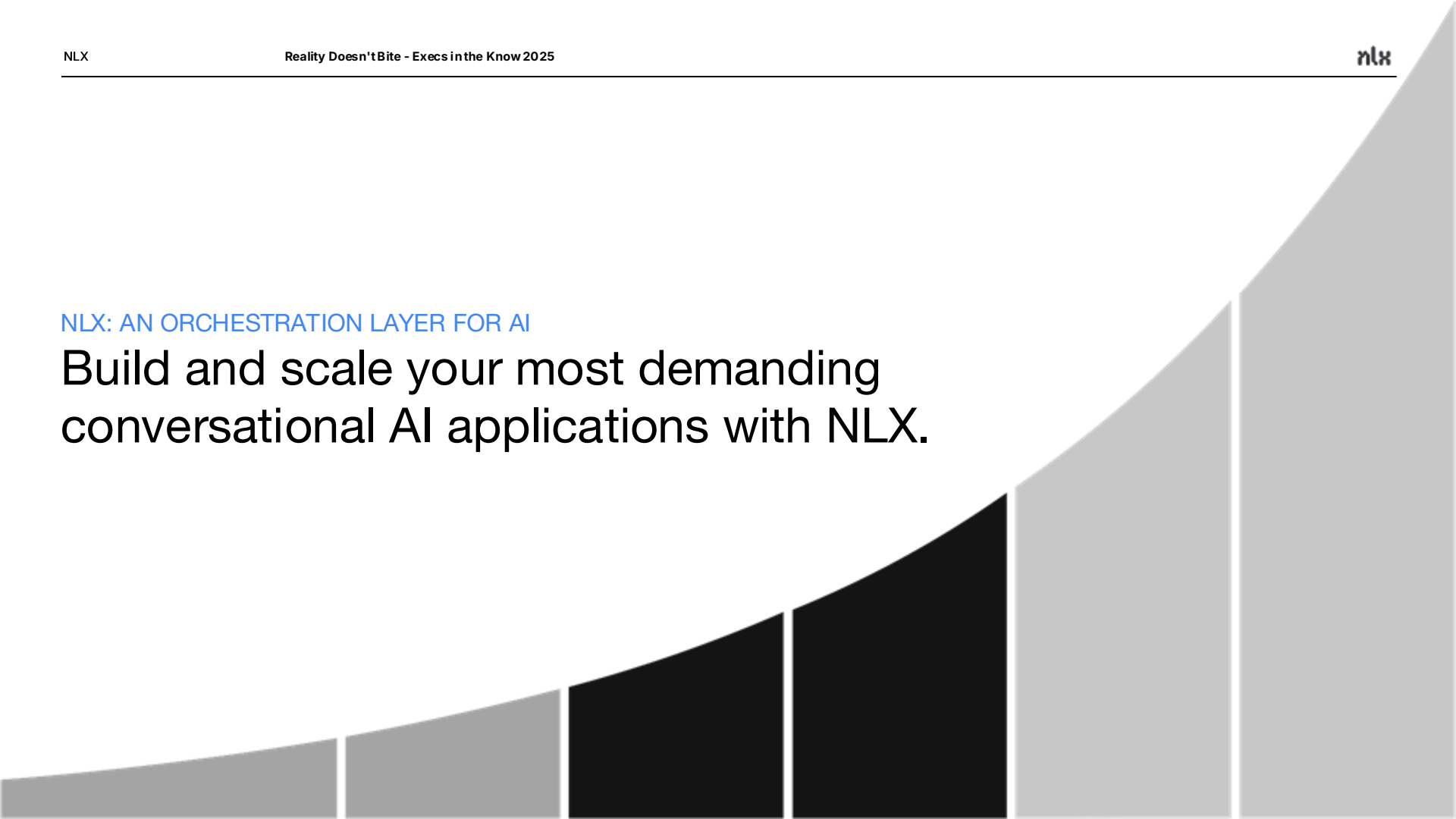
Contact

Follow-up opportunities



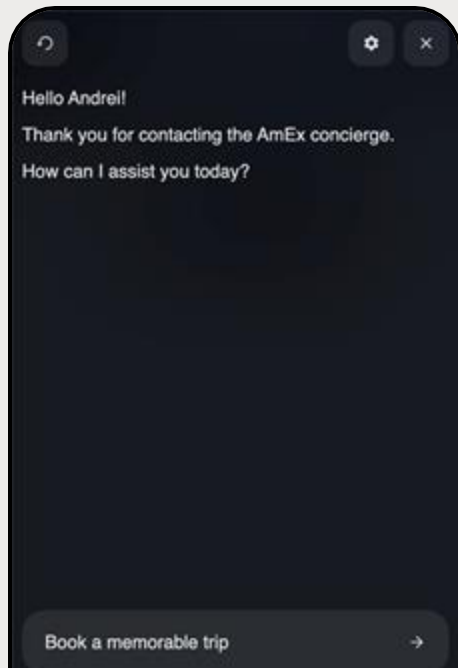
NLX: AN ORCHESTRATION LAYER FOR AI

Build and scale your most demanding
conversational AI applications with NLX.

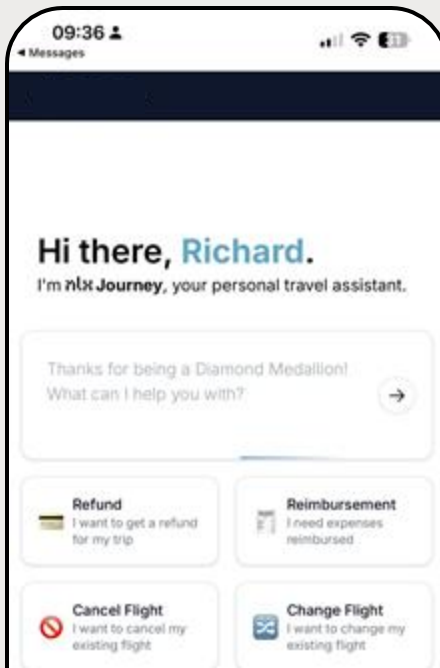


Messaging made conversational

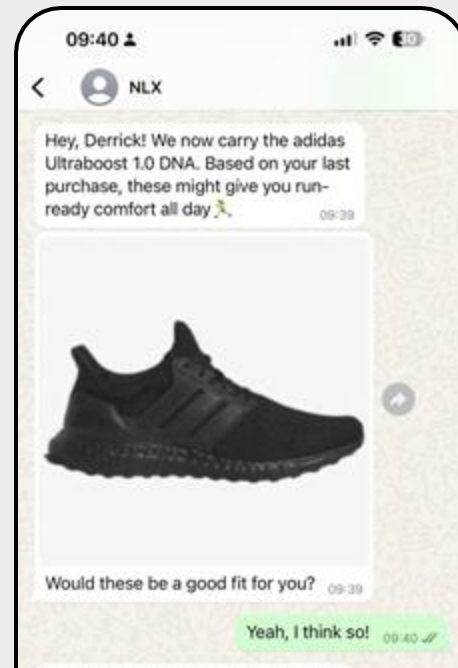
Personalized



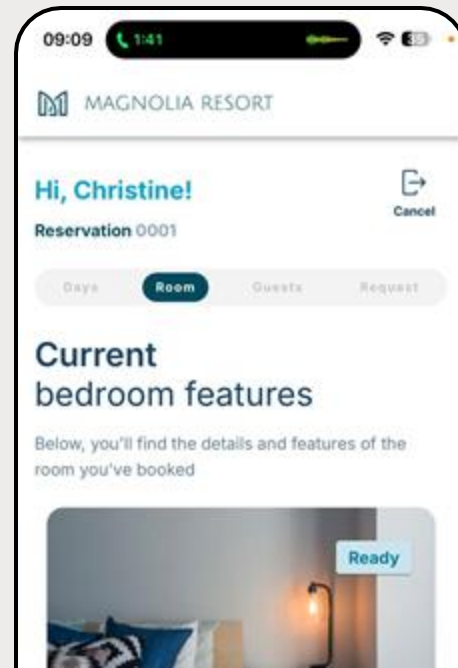
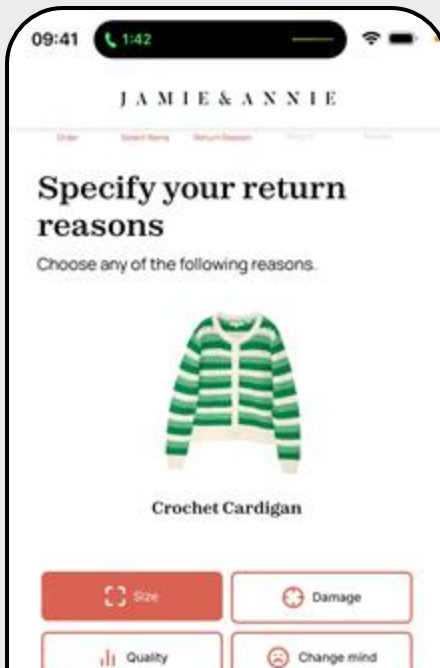
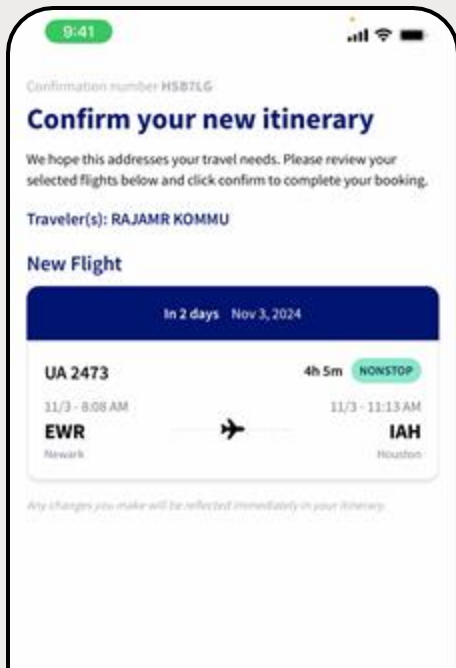
Generative Journey



Context Aware



AI-Powered Voice+ Guidance



BUILD: BEST-IN-CLASS CANVAS

BREAD &
BUTTER

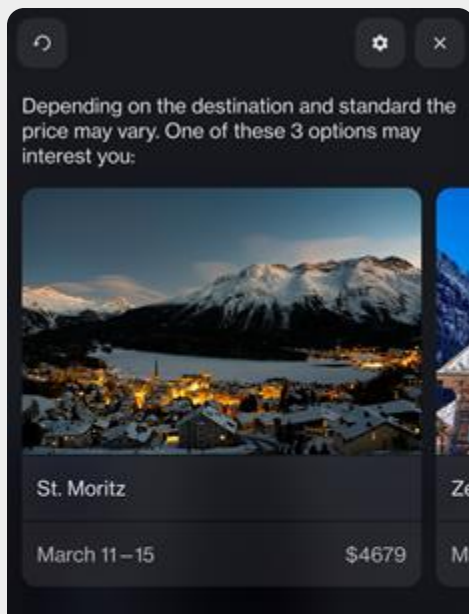
The focal point of the building experience in NLX



DEPLOY: TOUCHPOINT

NEW!

A rich, AI powered conversational interface that adapts to customers



BUILD: VOICE+

PATENTED

Bring real-time voice guidance to any digital experience.

