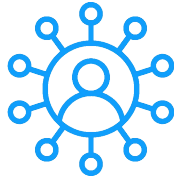


The Rise of Multimodal Customer Experience: *Are We Moving Too Fast?*

HOW WE GOT HERE



Call Center



**Contact Center /
Multichannel**



Omnichannel

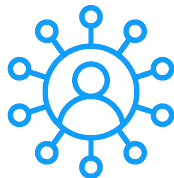


Multimodal

HOW WE GOT HERE



Call Center



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Omnichannel

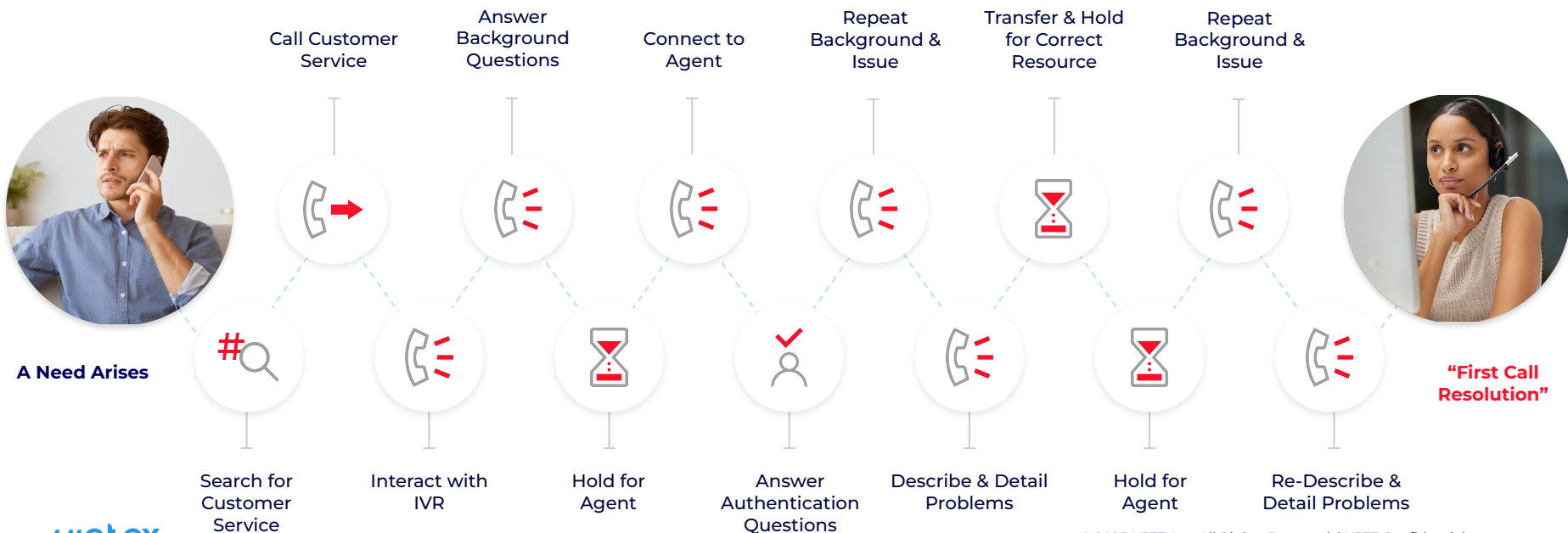


Multimodal

Deterministic AI, Generative AI, and Agentic AI... OH MY!

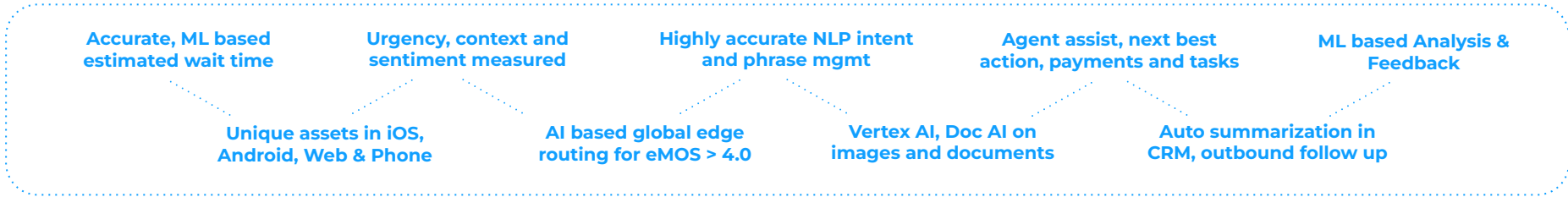
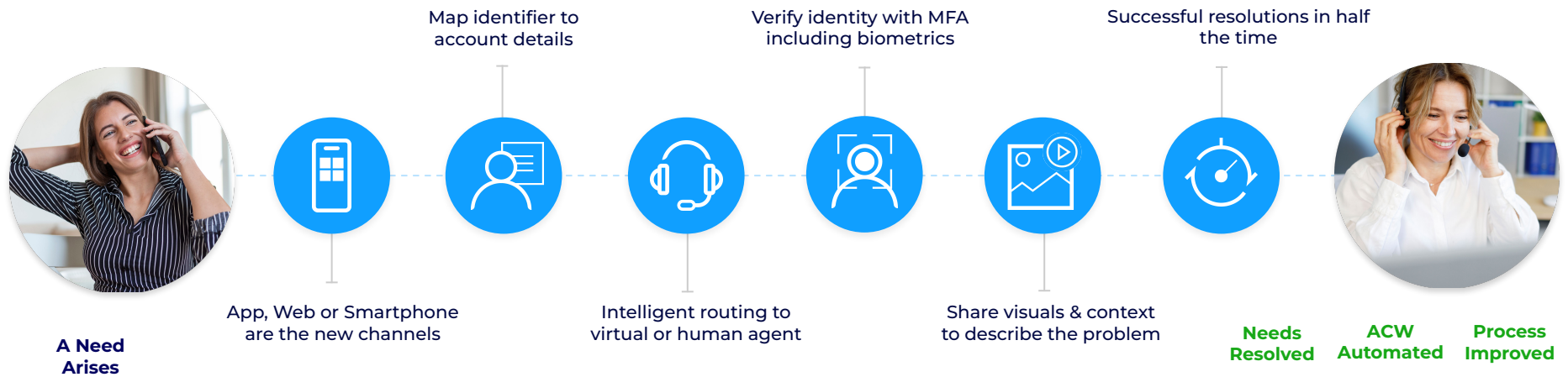
LEGACY CX DESIGN

Cloud hosting, mobile optimization, and AI overlays do not remove the friction and frustration



MODERN CX DESIGN

Intelligence, Automation, and Personalization at Scale with AI at every step of the journey



TODAY'S PANELISTS



Eli Federman

Vice President, Multi-Channel
Customer Systems

1-800-GOT-JUNK?



**Wayne
Ravenscroft**

Managing Director, Support
Delivery

Google



Jason Coats

Sr. Director of Customer Care

Choice Hotels International



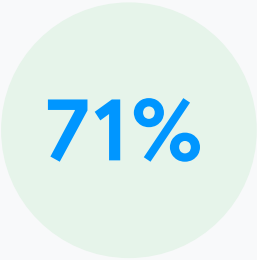
Debra Rhino

Director of Customer
Experience

**Charlotte Regional Visitors
Authority**

CUSTOMER EXPECTATIONS

Customers expect personalization



71%

Majority of consumers (71%) expect personalized experiences from brands and 76% are frustrated with a lack of personalization

Source: McKinsey

Customers expect channel flexibility



3.6x

Satisfied customers 3.6x more likely to buy additional products and services from brands that are invested in omnichannel CX

Source: Deloitte

Customers expect proactive service/support



13%

Only 13% of 6,000 customers reported experiencing any kind of proactive customer service

Source: Gartner

WHAT DOES OMNICHANNEL, MULTIMODAL, AND AI TRANSFORMATION LOOK LIKE IN PRACTICE?

THE COST OF FRICTION



96% of customers will cut ties with a company if they receive bad service *(Source: Shep Hyken/Forbes)*



Only 15% of consumers will forgive a “very poor” experience with a brand *(Source: Qualtrics)*



Cost of poor CX is incredibly high, estimate to cost companies \$3.7 trillion in losses annually *(Source: Qualtrics)*

***WHERE ARE THE EMERGING TOOLS AND
EXPERIENCES POTENTIALLY CREATING
FRICTION?***

***HOW DO YOU STRATEGICALLY
PRIORITIZE FOR EACH CUSTOMER
SEGMENT?***

PRACTICAL ADVICE FOR CX LEADERS NAVIGATING TRANSFORMATION

The Problem With CX Has Never Been Humans. [It's Tools.](#)

THANK YOU!

Connect with us at:

