THE IMPACT OF AI ADVANCES ON THE CUSTOMER EXPERIENCE

April 11, 2016
Microsoft deletes 'teen girl' AI after it became a Hitler-loving sex robot within 24 hours
TOP THREE TAKEAWAYS

- Personalize every conversation
- Effortless experiences are the key to customer loyalty
- Voice is not dead
PHONE SELF-SERVICE STILL PRIORITY

- 57% Begin Online
- 35% Use The Phone
- 8% In Person

Want to Self Serve

- 2/3

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About half of customers call when their issue is not resolved quickly.

### Issue Resolution

- 68% Phone
- 3% Email
- 3% Social Media

Source:
- 1 Gartner
- 2 Parature
- 3 Desk
- 4 Ameyo
- 5 Ovum
"Stop Trying to Delight Your Customers"
– Matt Dixon, Karen Freeman & Nicholas Toman, Harvard Business Review

The Customer Effort Score outperforms the Net Promoter Score and customer satisfaction measures in predicting behavior.
EXTINCT JOBS

Jobs that no longer exist due to technological advances

Elevator Operator
Milk Man
Phone Operator
Typesetter
Pre-Radar Listener
Bowling Pinsetter

SmartAction
Automating Calls, Intelligently
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- Customer Service Agent
The signs of exponential technology advancement are all around us.
AI INVESTMENTS

~300 VC Deals totaling $2.8 Billion into AI Companies in 2015 Alone
Artificial Intelligence is the Now of the Contact Center
People expect customer self-service to be automated & intuitive.
CUSTOMER SERVICE DELIVERY

Conventional Customer Service

SmartAction’s IVA® Solution

SELF SERVICE ($)

LIVE AGENTS ($$$

SIMPLE

MIDDLE TIER

ARTIFICIAL INTELLIGENCE ($$)

COMPLEX

LIVE AGENTS ($$$)
AI IMPACT ON CX

PERSONALIZED... and... EFFORTLESS

Do you know me?
Do you know what I did before?
Can you anticipate my needs?
AI IMPACT ON CX
HOW TO PREPARE

A fully customizable Intelligent Voice Automation system

LOWERS CUSTOMER EFFORT

45%* REDUCTION

GO LIVE IN WEEKS

Average Development Lifecycle of 70 DAYS

PAY A FRACTION OF THE COST

80-90%* SAVINGS

* Client Case Studies vs. Other Technologies
SmartAction
Automating Calls. Intelligently.