

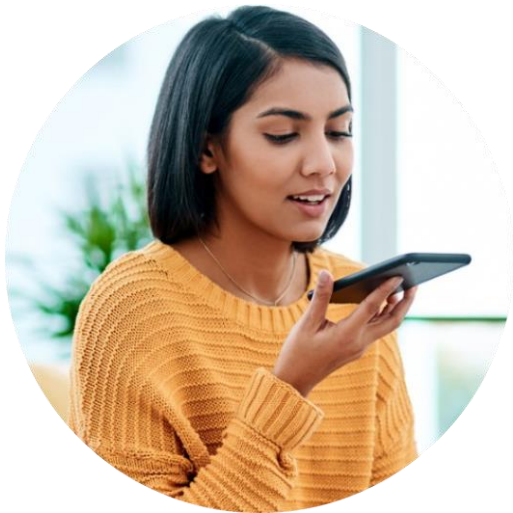
THE AI DISRUPTION

RETHINKING THE FUTURE OF CUSTOMER SERVICE

APCC International Conference 2023 · 17/05/2023

UNDENIABLE FACTS

ABOUT CUSTOMER SERVICE



Customers want to talk
on **any channel**



Customers expect personalised
and **high-quality service**



Excellent customer service
is a **competitive advantage**

WHAT IS AN **EXCELLENT** **CUSTOMER SERVICE?**



WHAT IS AN **EXCELLENT** **CUSTOMER SERVICE?**

- 1** **Fast response**
- 2** Reply in a **personalized way**
- 3** **Effectiveness**



CHALLENGE

But excellent Customer Service is **challenging**:

- **Expensive** and **hard to scale**
- Limited resources and **long waiting times**
- Plagued by **IVRs** and dumb chatbots
- **Frustration** of agents dealing with repetitive tasks
- High agent turnaround



Bad Customer Experience

So how can we improve
Customer Service?



It's all in the **AUTOMATION**

AUTOMATION DRIVER

TAKE 1 - IVRs systems

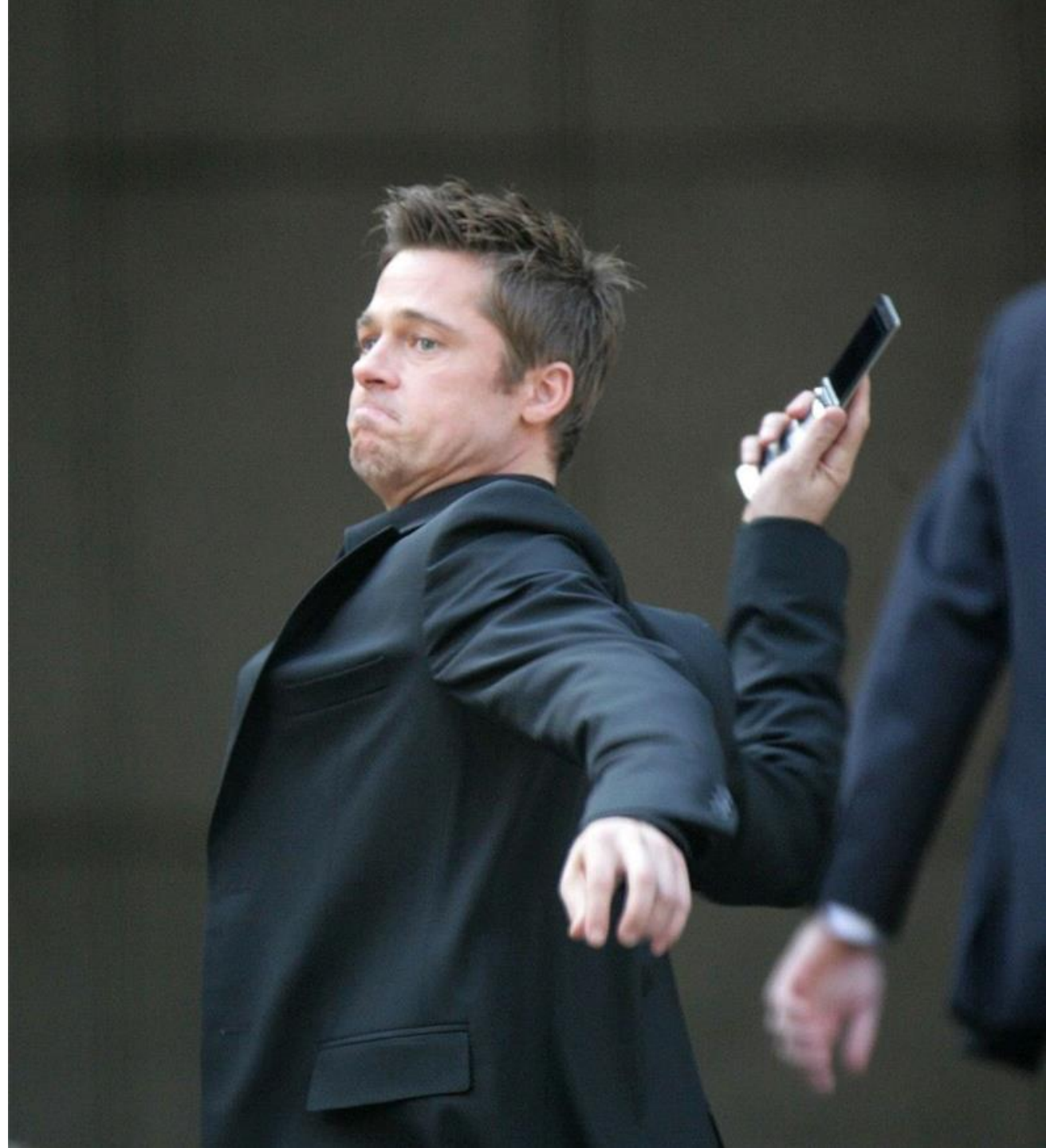
“Welcome!

Press 1...

Press 2...

Press 3...

(...)”







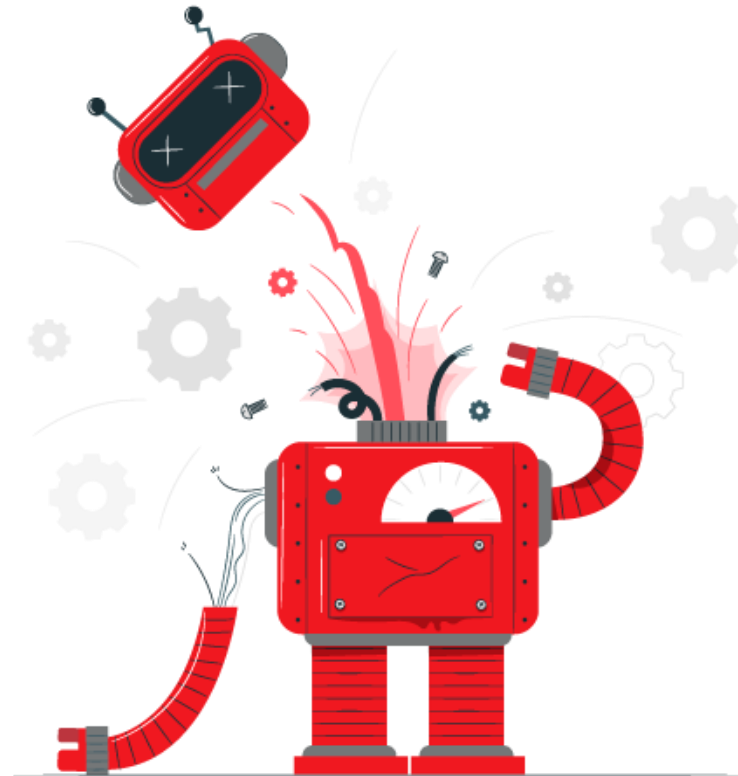
Over promising

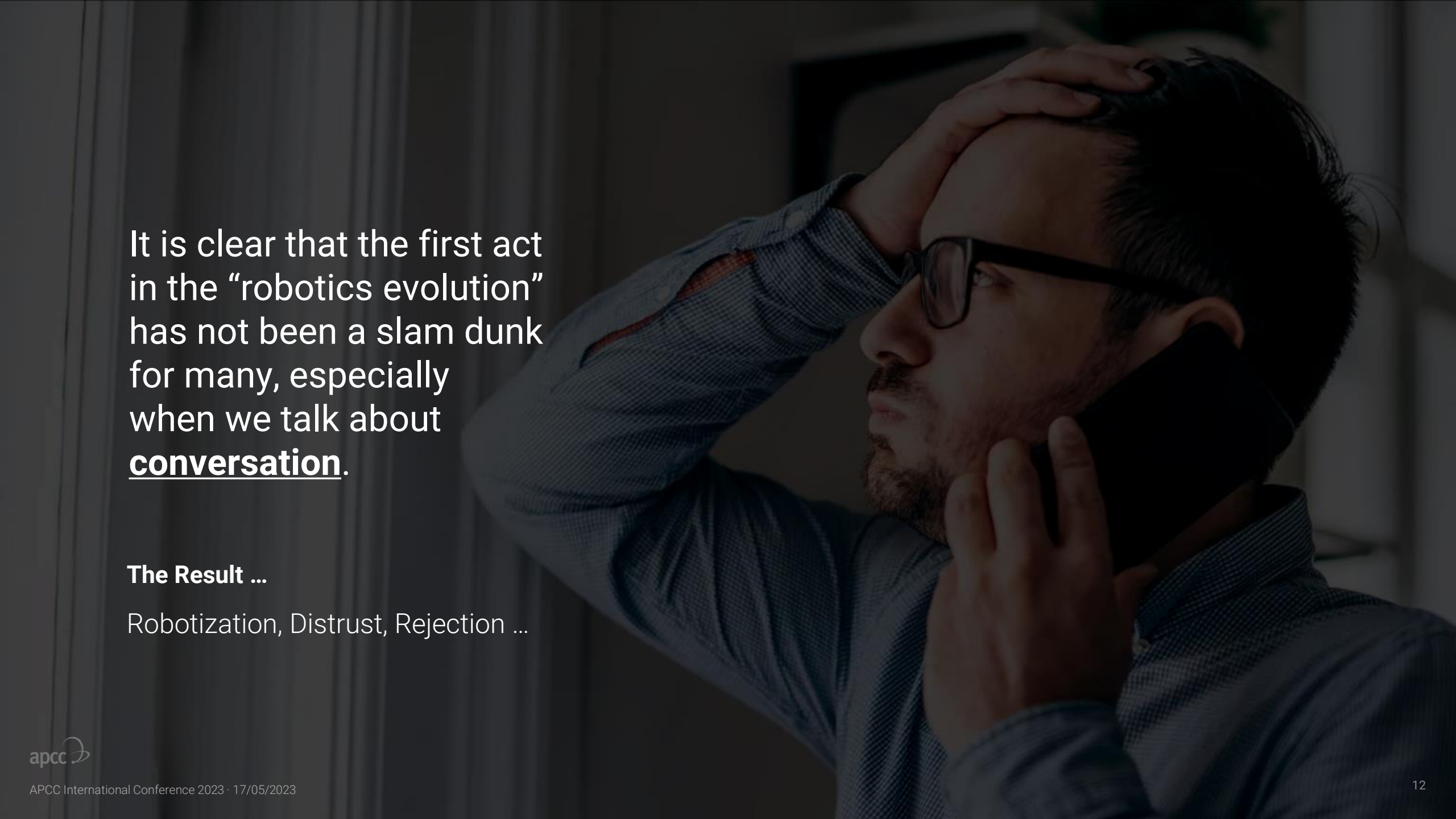
Under delivering

AUTOMATION DRIVER

TAKE 2 - CHATBOTS

“Sorry, I don’t understand that”





It is clear that the first act in the “robotics evolution” has not been a slam dunk for many, especially when we talk about **conversation**.

The Result ...

Robotization, Distrust, Rejection ...



It's all in the **AUTOMATION**



It's all in the ~~AUTOMATION~~
CUSTOMER EXPERIENCE





It's all in the ~~AUTOMATION~~
CUSTOMER EXPERIENCE

AI for **Customers**

AI for **Operators**

A man with a beard and sunglasses on his head is smiling while talking on a mobile phone. He is wearing a blue button-down shirt over a striped t-shirt. The background is a blurred office or home setting with a white wall and a small potted plant on a shelf.

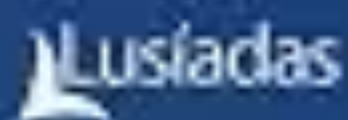
AI for **Customers**

CUSTOMER EXPERIENCE DRIVER



“Hi. I’m your digital Assistant.
How can I help you?””

Lusi - Assistente Digital Lusíadas Saúde



CUSTOMER EXPERIENCE DRIVER



“Hi. I’m your digital Assistant.
How can I help you?””

CUSTOMER EXPERIENCE DRIVER



Best Use of AI Intelligent Assistant 2022



Best Banking Project



Best Banking Project



Most Innovative Retail Banking App



Best Banking Digital Assistant

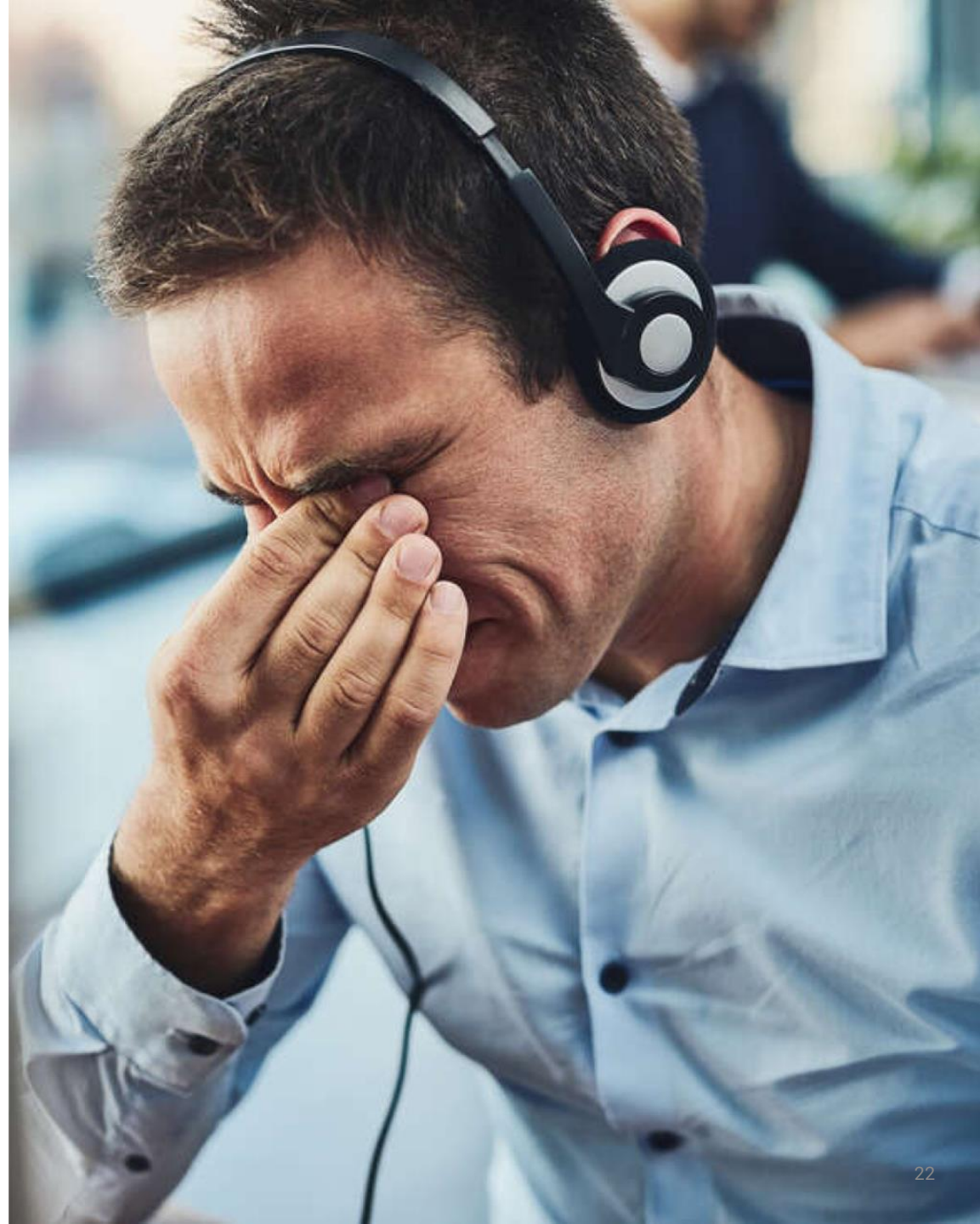




AI for **Operators**

OPERATORS **DIFFICULTIES**

- **Lack of context** from the caller.
- Information is **disperse**. (docs, CRMs, DB)
- **Time spent** searching for information.
- Services **changes** and **updates**.
- Training is **expensive** and **time-consuming**.
- **Turnover** management.

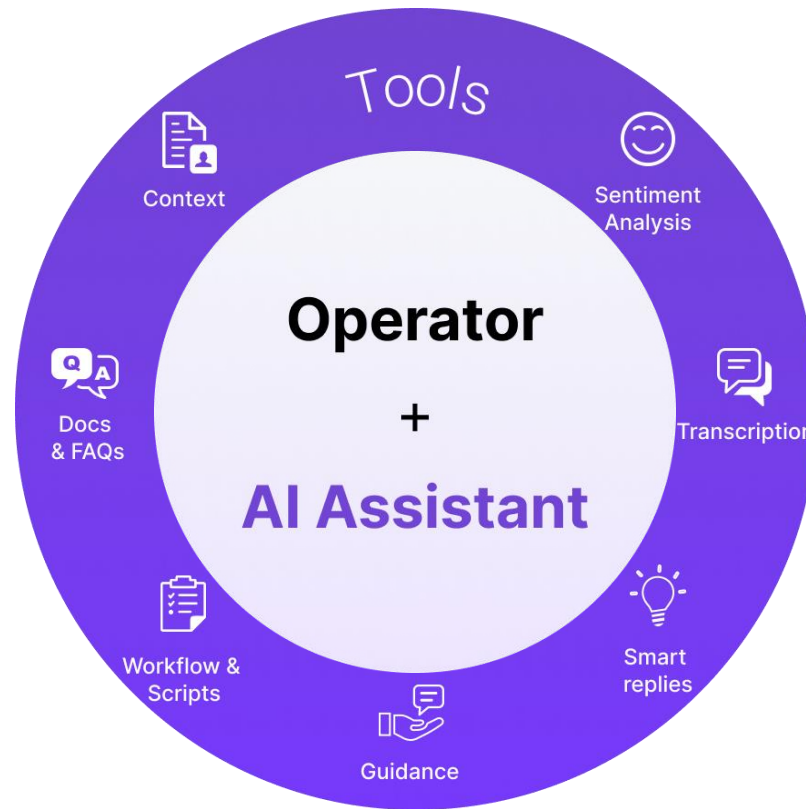


HOW CAN **AI HELP** FOR A **BETTER CUSTOMER SERVICE?**

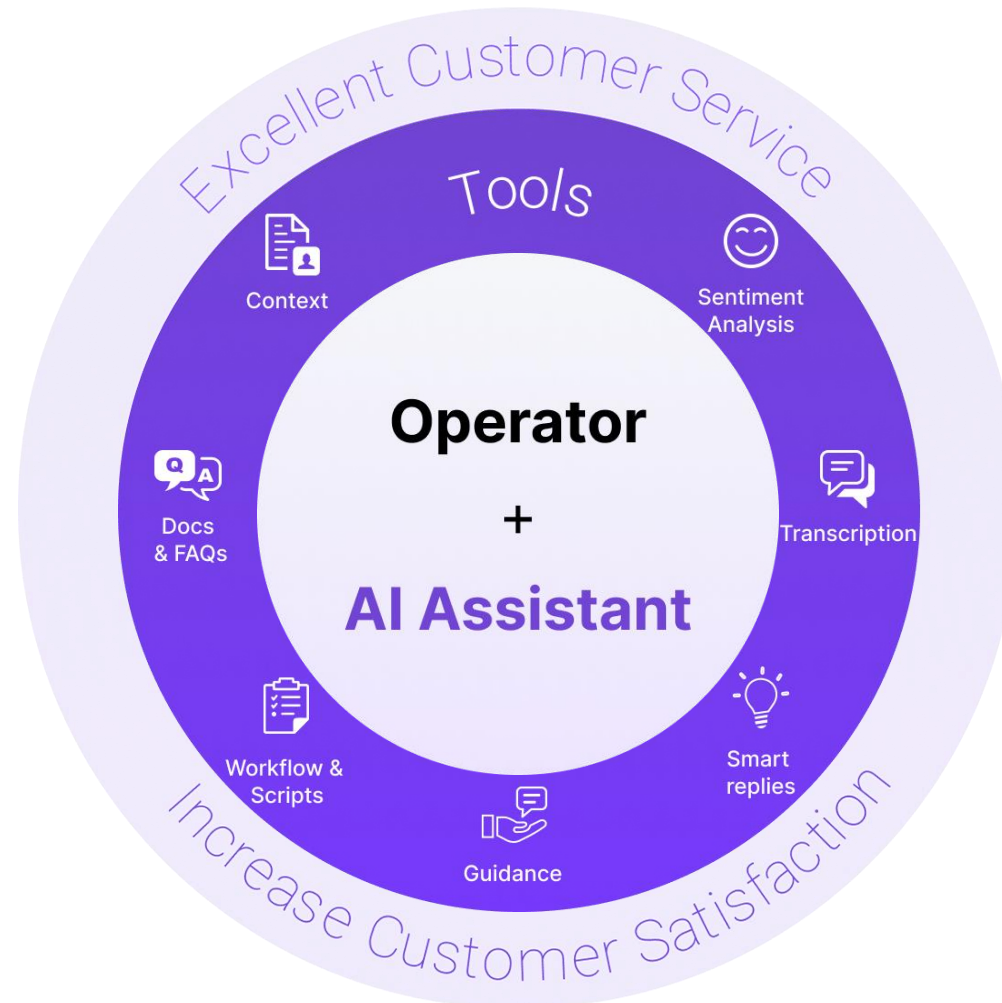
HOW CAN AI HELP FOR A **BETTER CUSTOMER SERVICE?**



HOW CAN AI HELP FOR A **BETTER CUSTOMER SERVICE?**

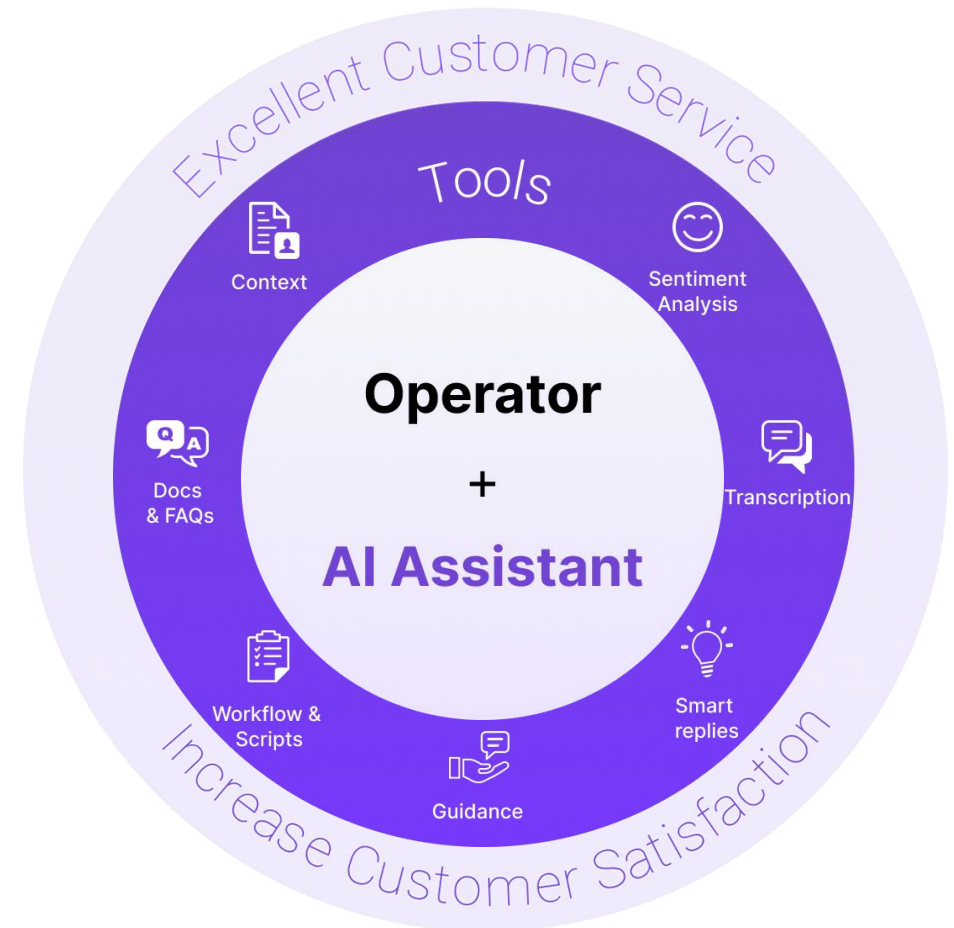


HOW CAN AI HELP FOR A **BETTER CUSTOMER SERVICE?**



HOW CAN AI HELP FOR A **BETTER CUSTOMER SERVICE?**

- **Increase** your operators **productivity**
- Ensures that all information is made available
- **Evaluate** and **improve** your service

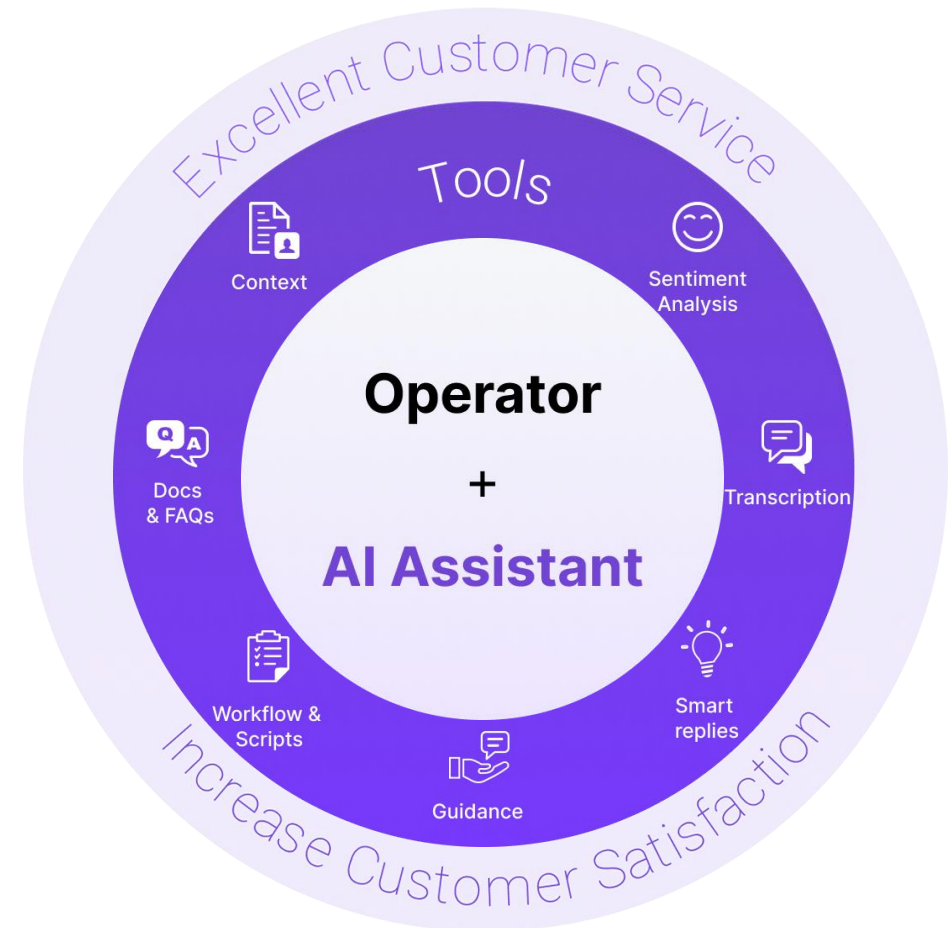


HOW CAN AI HELP FOR A **BETTER CUSTOMER SERVICE?**

Better experience of the operator



Better experience for customer



A NEW AGE FOR AI ASSISTANTS IS HERE

**NEW CAPABILITIES
SUDDENLY APPEARED...**

LLMs
(Take 3)

Already a lot of problems ...

LLMs RISKS

Probabilistic vs Deterministic

Hallucinated & Biased

LLMs RISKS

Black Box VS Explainable

Unable to explain. How do we fix it?

LLMs RISKS

Security

Sensitive data



PRO-TIP

How to avoid AI Risks (Financial, Legal, Reputacional)

- Beware of the hype, look for **PROVEN SOLUTIONS**.
- **Ask for a TRIAL** versions. Don't settle for demos.

Conclusion

CONCLUSION

AI for **Customers & Operators**

Humanized, Inclusive and Superb Experience



THE AI DISRUPTION

RETHINKING THE FUTURE OF CUSTOMER SERVICE

THE CX DISRUPTION

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RETHINKING THE FUTURE OF CUSTOMER SERVICE

Thank you!