



Breakout | The future of Customer Service

Community Forum

CX Rockstar – Some boring stuff but also some cool stuff



ROCKSTAR CX

Some boring stuff but also some cool stuff
James Dodkins, Pegasystems

**IF WE'RE NOT CAREFUL,
THE OBVIOUS CAN QUICKLY
BECOME THE OVERLOOKED.**

Outcome



Customer Journey

Outcome



Customer

Customer Journey

Easy

Reduce the number of customer steps in an experience



Fast

Achieve the desired outcome quicker than a competitor.



Convenient

Deliver the experience in the time and place that best suits the customer



Trackable

Give transparency of process and progress to the customer



Personalized

Make the experience unique



Predictive

Anticipate needs and problems then capitalize on or remedy them



What it means

MACHINE CUSTOMERS

**Companies have used chat bots etc
for quite a while**

Hey Siri...do a thing





>





(Smart Meter)

Gartner

**40% by 2025 and
1/5 of revenue**

P2P

P2M

M2P

M2M

New ones



P = Person
M = Machine

P2P

P2M

M2P

M2M

Holy Grail



P = Person
M = Machine

1 – Prep

1 – Prep

2 – Who owns it?

1 – Prep

2 – Who owns it?

3 - Double down on P2P

- 1 – Prep**
- 2 – Who owns it?**
- 3 - Double down on P2P**



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