

Shaping Beautiful Customer Experiences With Artificial Intelligence

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AUSTRALIA'S

THUNDER

FROM

DOWN UNDER



DESIGNS something special



OFFERS a strong employee experience



MODERNIZES with technology



BSESSES over the customer



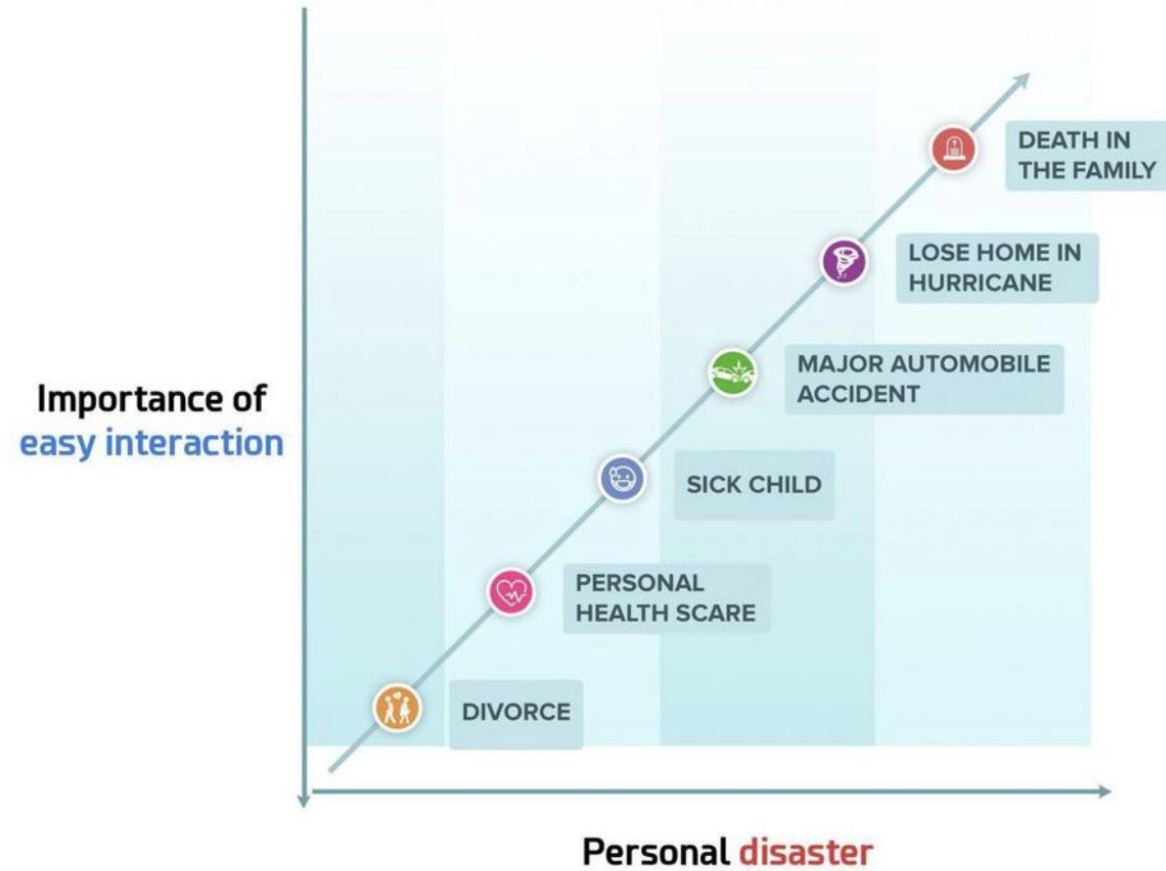
REWARDS responsibility and accountability



EMBRACES disruption and innovation



The CX Imperative



Non-human customer experiences brought to you by humans





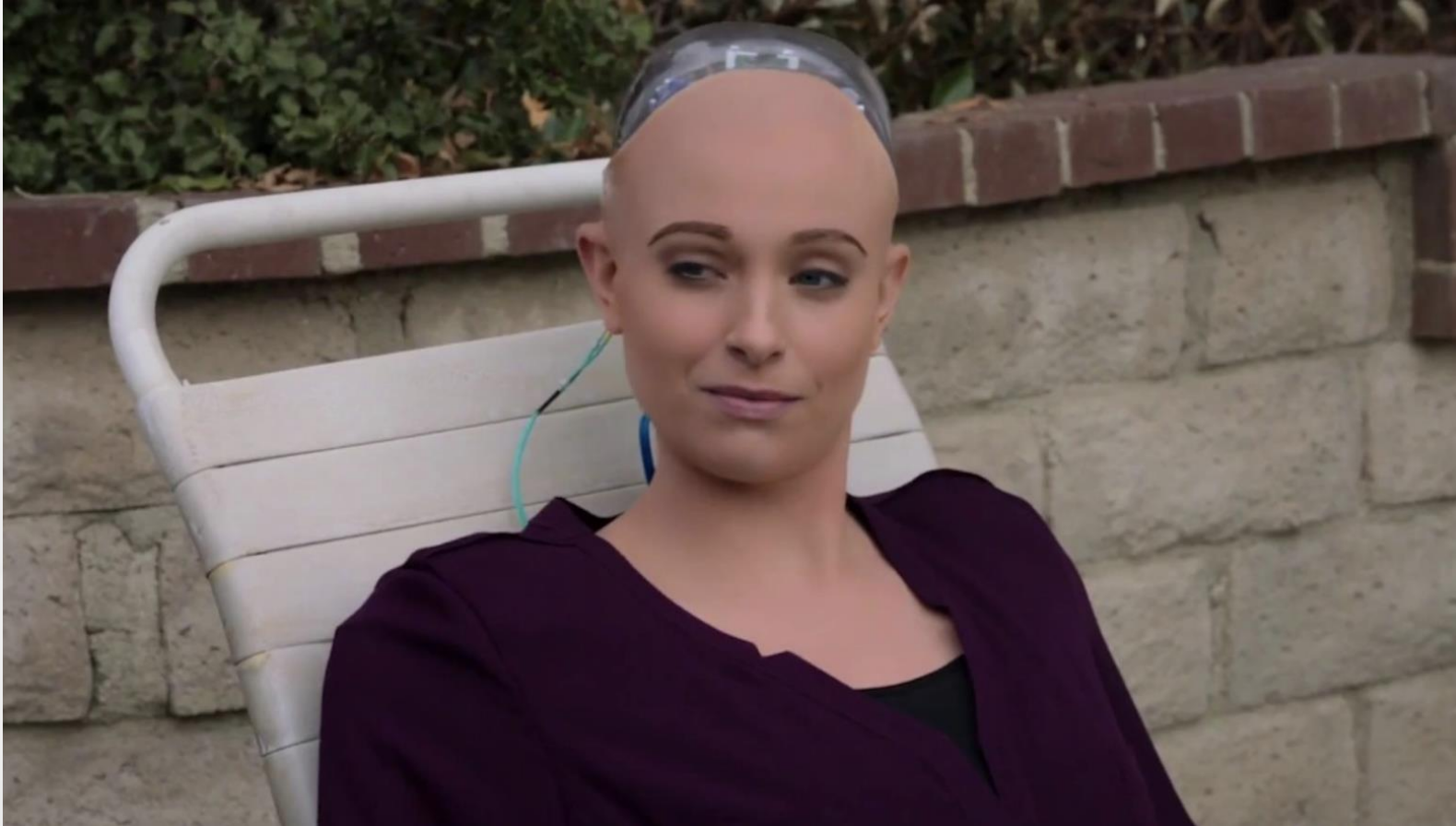
*The fantasy
that if we
automate,
the technology
will turn on us*



Agenda

- › ***What is it?***
 - › ***What are the benefits and***
 - › ***challenges?***
 - › ***Tips – where to start***
- A future vision of cx shaped with AI***

No one agrees about AI



An artificial version of a human being, what would it do?

Listen

*Know context and
act out of context*

Personalize

Work faster

Machines Can Now Learn and Problem Solve

- › Advances in computer power
- › Large amounts of data, and theoretical understanding

We no longer have to learn the language of machines, but rather machines are learning our language.

We're already using AI Every Day

- › *Boeing flights – only 7 minutes of every flight are handled by person*
- › *Gmail filters 99.9% of spam*
- › *Facebook tagging of photos*
- › *Waze gets you to work faster by looking at location data and analyzing the speed of traffic*
- › *Uber and Lyft minimize the wait time once you call a car*
- › *Discover playlists on Spotify*

The main attraction of AI and machine learning?

Plowing through millions of pieces of data and making connections among that data.

What is AI for Customer Experience?

1. Customer service – chatbots and virtual assistants
2. Personalization
3. Customer Insights

What should a good bot do?

- Fluid, natural like speech enabled by text mining:***
- Context understanding***
- Image recognition***

Recognize, Remember, Provide Relevant Offers

91% of consumers are more likely to shop with brands that recognize, remember and provide them with relevant offers and recommendations.

-2018 Personalization Pulse Check, Accenture

Personalization

Shift perspective from a channel-first mentality to a customer-first mentality

Can't first look at channels and then customers on those channels

Today the way we have budgets isn't conducive for personalization

Customer Insights





AI Challenges:

- › *Your data is siloed*
- › *You need to think about AI across the organization*
- › *Reskilling your workers*
- › *You aren't prepared with how your customers are armed with AI too*

Als have to be taught to ensure that their solutions do not cause other problems, further down the line, in areas beyond those which they are designed to consider.

TECH \ FACEBOOK

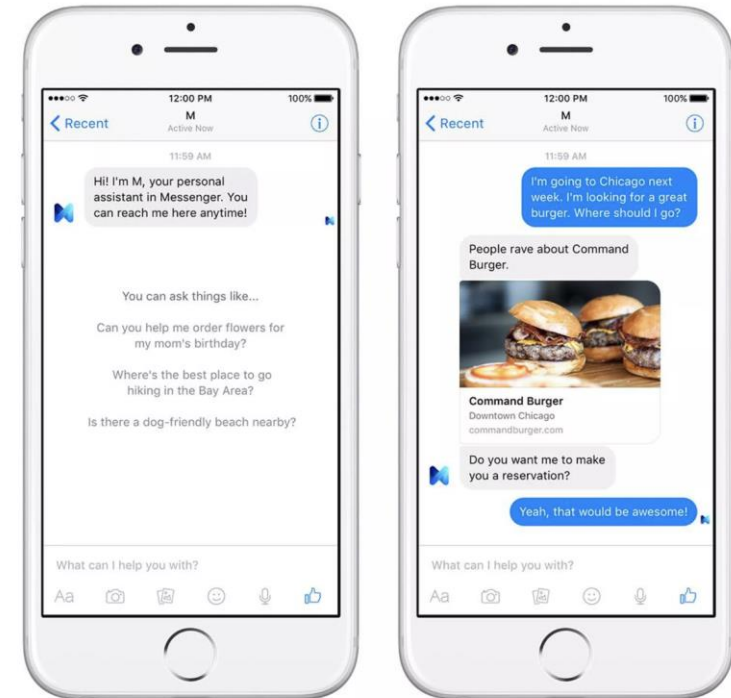
Facebook is shutting down M, its personal assistant service that combined humans and AI

4

'We learned a lot,' company says


By Casey Newton | @CaseyNewton | Jan 8, 2018, 1:00pm EST

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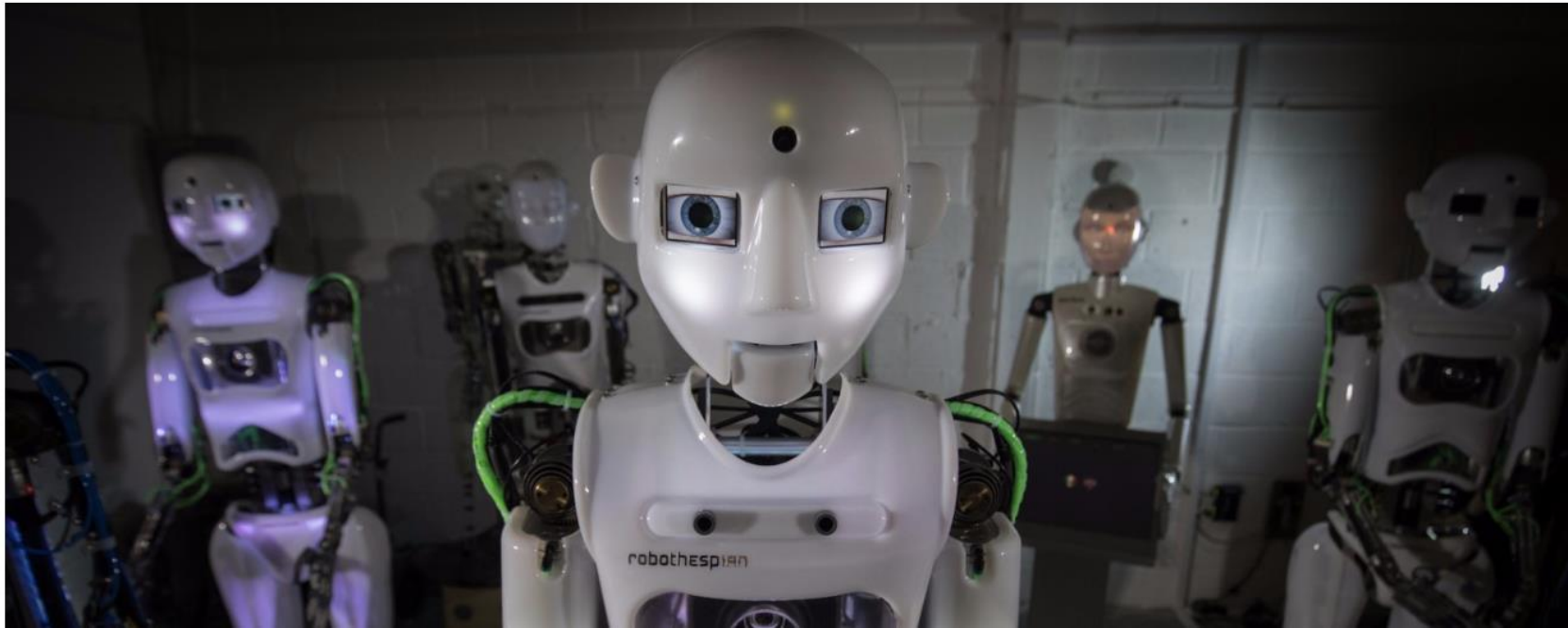


Credit card companies are quietly cutting back on an under-the-radar perk that people love — and robots are to blame

Alex Morrell  

May. 26, 2018, 8:24 AM  34,621

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Where to start?

- *What actually is your customer experience?*
- *What problem are you trying to solve?*

- ***Educate your employees on what is AI***
- ***Gather a smaller group that can identify the tools needed***
- ***Overcome silos enough to implement AI correctly***

- ***What do we need to achieve a particular task?***
- ***Where is our data?***
- ***What tools do we need to apply?***

***As you add more data –
you standardize,
simplify, and automate***

AI - Piecemeal or across the company?











A flywheel is a mechanical device specifically designed to efficiently store rotational energy.

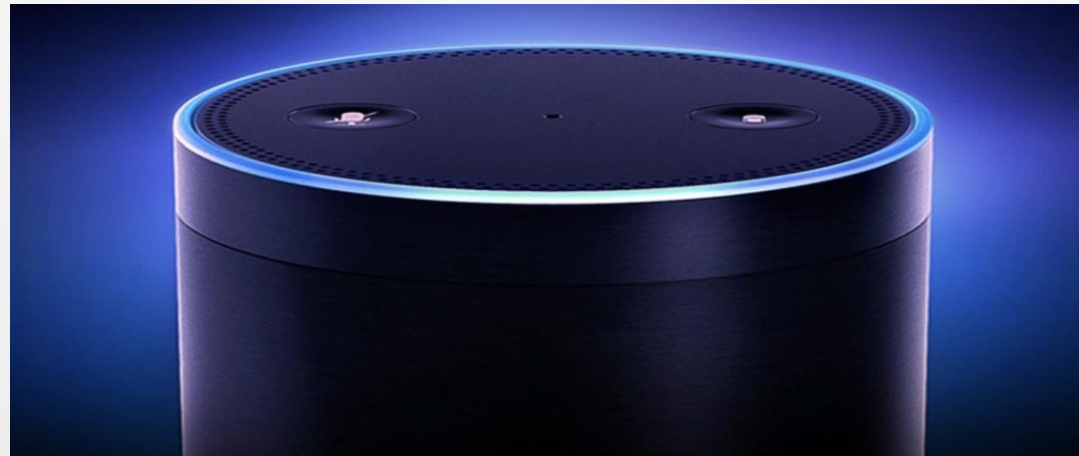
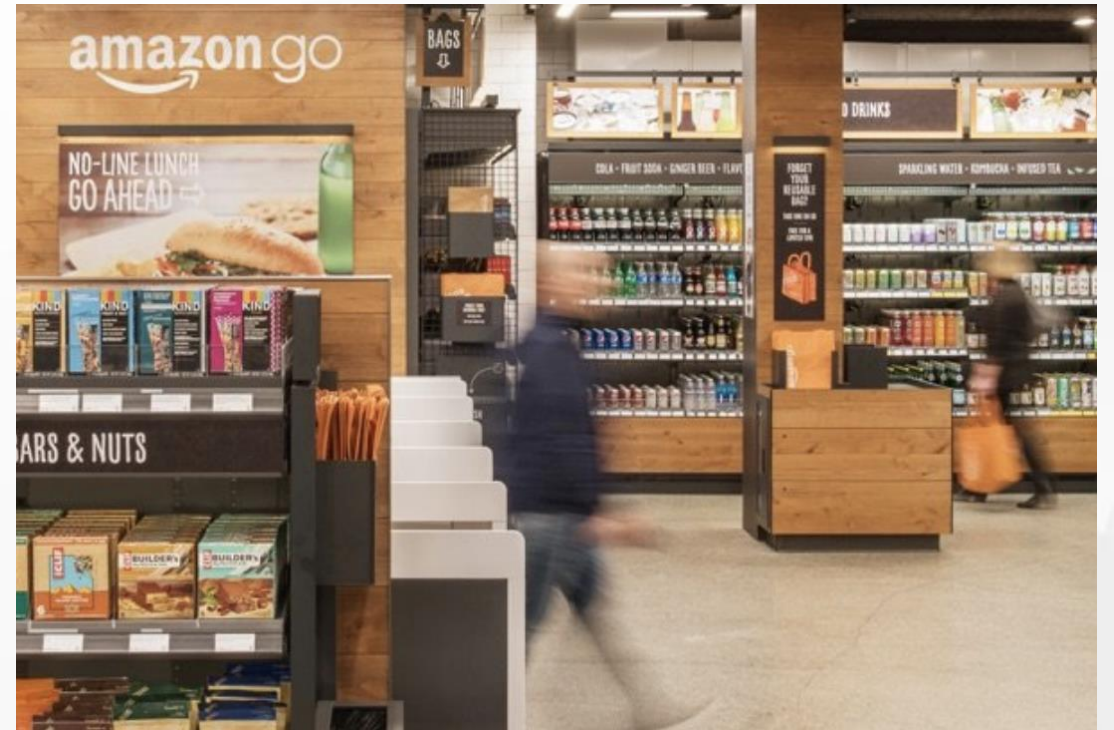
Machine-learning innovations in one part of the company fuel the efforts of other teams

Who in turn can build products or offer services to affect other groups, or even the company at large

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Recommended for you, Thomas

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Futurists Vision of CX With AI

As a customer

- › *You never have to contact customer service*
- › *No mass ads*
- › *No spam in your email, your mailbox, your phone*
- › *Any time consuming thing you hate doing is automated*
- › *Everything in your life is personalized*
- › *Voice activated everything including your house, your car and your appliances*
- › *Huge investments in cyber security*

Thank you!

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