



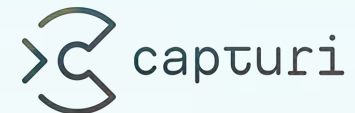
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The AI Wave

Customer service will take the center stage when it comes to AI

It will be viewed as one of the clearest positive impacts of AI

Because of tech, the general quality of customer service will meaningfully improve





The hype around generative AI will continue



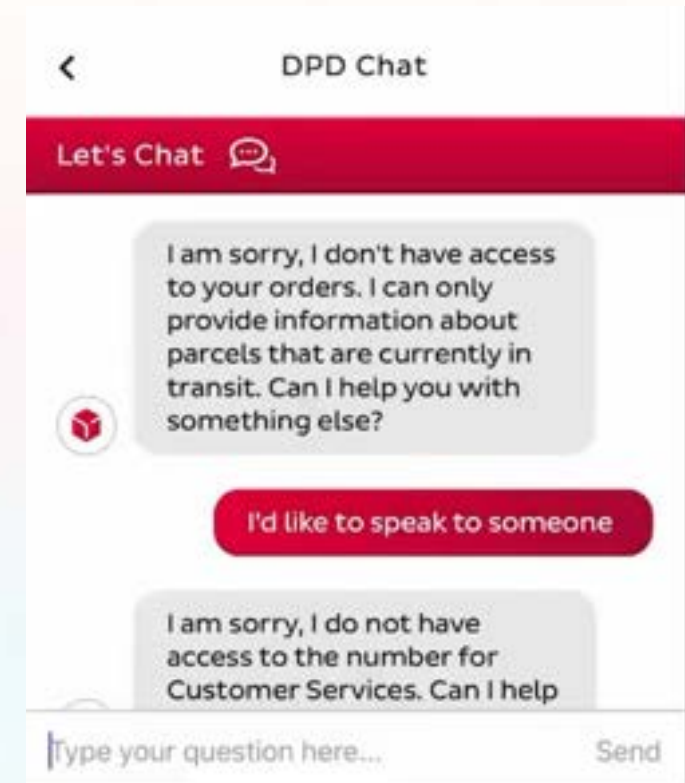
The knowledge gained from the establishment of generative AI use cases in customer centers will help solve challenges in other business areas

Today: Most experiences still have a lot to be wished for

Clunky, robotic experiences

Always out-of-date

Inferior capabilities





**Many organizations will struggle to prove the
RoI of their generative AI investments**

We have taken a step back and decomposed the
human-to-human interactions of today

It all starts with interactions – and any automation
should be informed from the present

Based on the analysis, a few key principles emerged

Humans for commercially important calls: Prioritize humans for handling , e.g., retention and sales calls

Customer Experience: Customer experience is key. Only automate “zero risk” calls

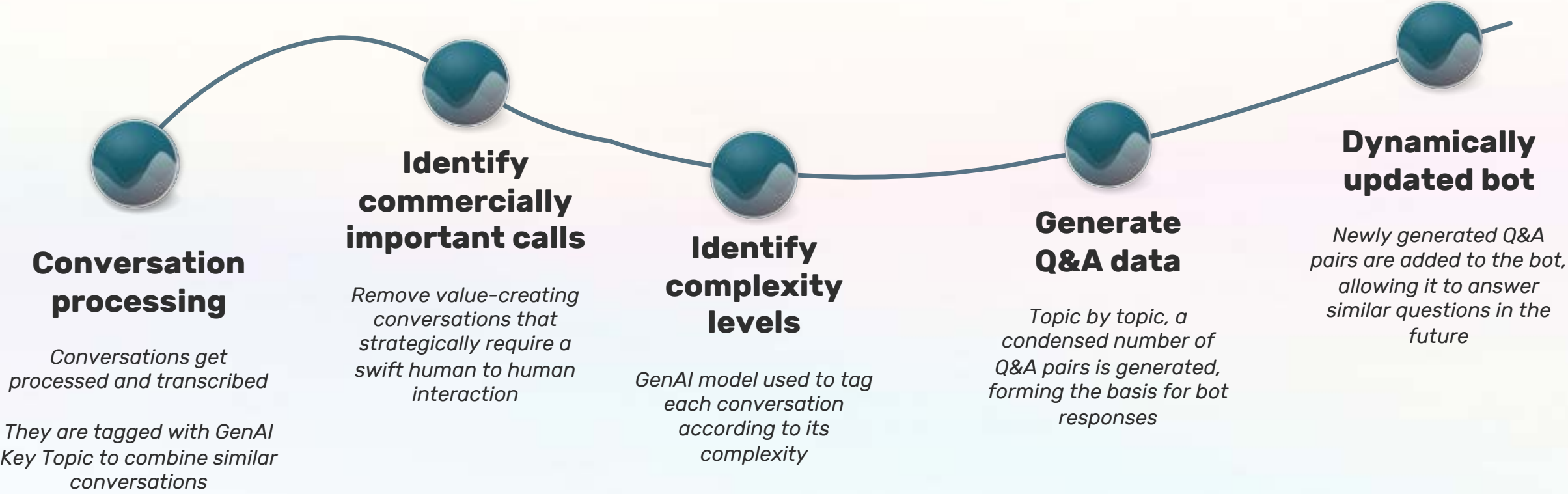
Low hanging fruits: Prioritize low hanging fruits first. Automate complex interactions later

When in doubt, route: If there are complications, forward to an agent sooner rather than later

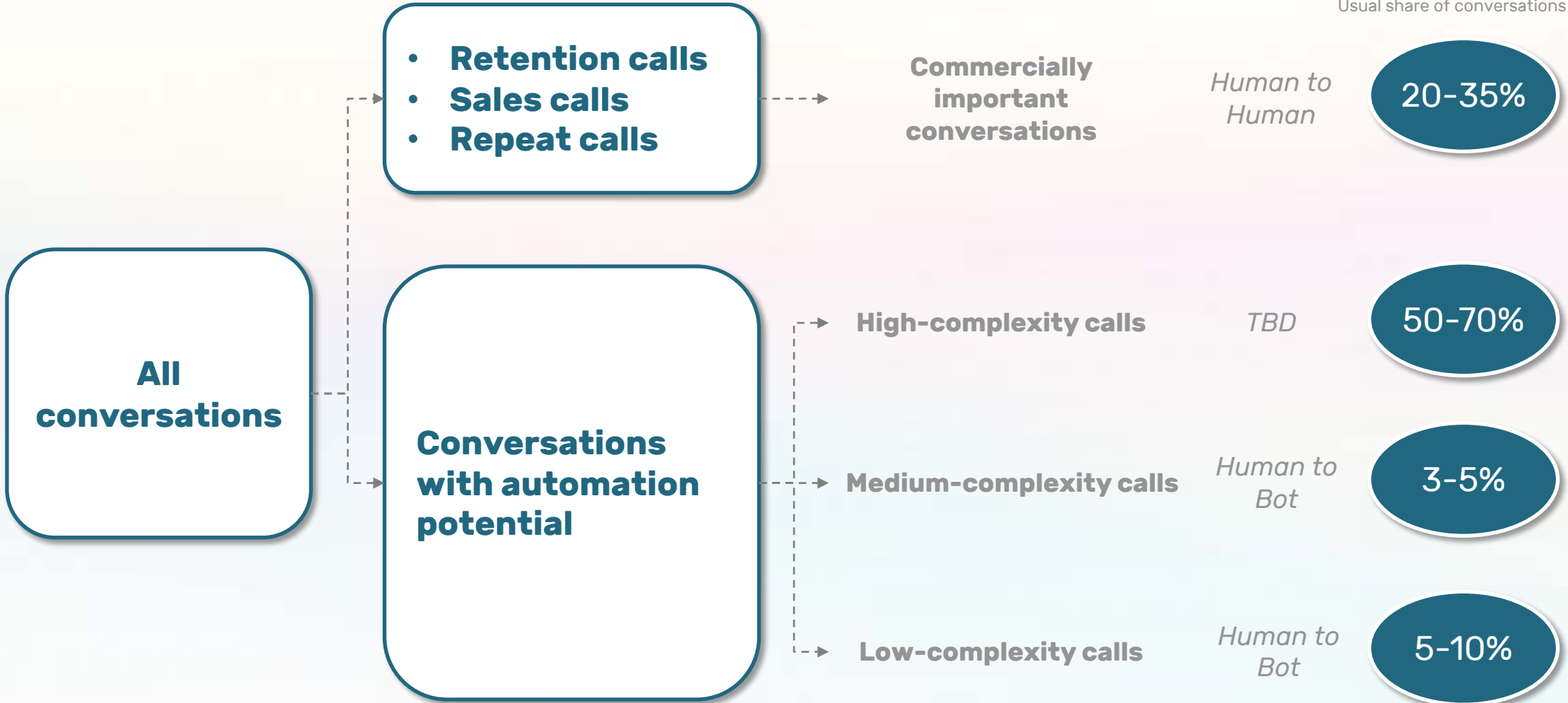
And now...

... to the analysis

Analysis: What did we do? From conversation to Q&A pair



Across 5 industries, this is how conversations are divided into complexity levels

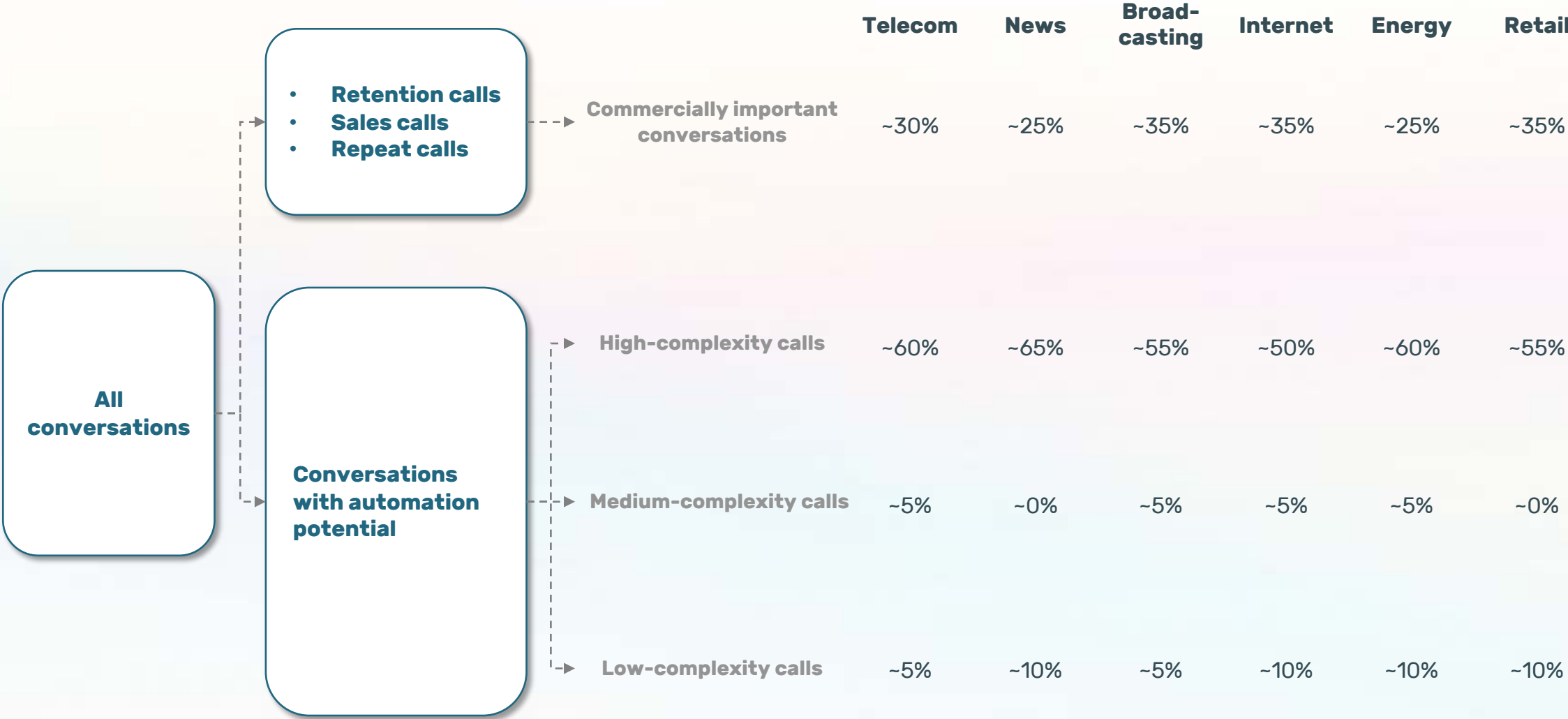


A photograph of three people sitting on a patio. On the left, a woman with long blonde hair, wearing a black sweater and grey pants, is laughing. In the center, a woman with short dark hair wearing a brown beanie and a light grey sweater is holding a mug and laughing. On the right, a man with a beard and a grey beanie, wearing a white long-sleeved shirt and light-colored pants, is holding a bowl of popcorn and laughing. They are all sitting on wooden chairs with white cushions. The background is a dark grey textured wall. A laptop is visible on the floor in the foreground.

Despite the excitement and possibilities surrounding generative AI, employee experience will remain the C-Suite's number-one priority

Across 5 industries, this is how conversations are divided into complexity levels

Typical share of conversations



We look at 2 metrics to identify which types of interactions to start with

System Identification

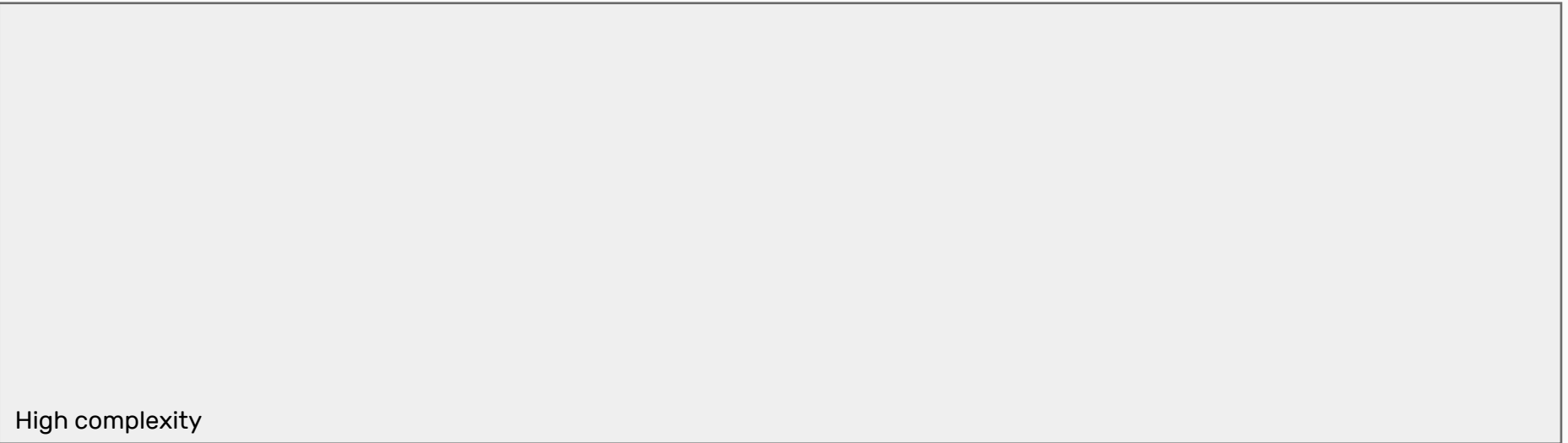
Determine whether the inquiry requires a system to resolve it. Inquiries that do not require system intervention are ideal for automation with Artificial Agents.

Conversation duration

Categorize interactions based on duration. Typically, shorter conversations can be efficiently managed by Artificial Agents, whereas longer ones tend to be more complex, especially from a customer experience perspective.

Categorization for Artificial Agents

Need for one or multiple system integrations



No need for system integration



Short conversation length

Long conversation length



Categorization for Artificial Agents

Need for one or multiple system integrations

Conversation length: 14:58

- Primær opkaldsårsag:
 - Flytning af aftaler
- Handlinger:
 - Gennemgik aftalerne
 - Opdaterede faktureringsadresse
 - Oplyste konti og forbrug

High complexity

No need for system integration

Conversation length: 02:47

- Primær opkaldsårsag:
 - Opsætning af router
- Handlinger:
 - Vejledning om opsætning af router
 - Instruktion om at indstille router til dynamisk IP-adresse
 - Anbefaling af at downloade en app til mobiltelefonen

Low complexity

Conversation length: 11:53

- Primær opkaldsårsag:
 - Problemer med at logge ind på hjemmesiden
- Handlinger:
 - Agenten vejleder kunden i at logge ind på hjemmesiden
 - Agenten hjælper med at finde den rigtige side på hjemmesiden
 - Agenten guider kunden til at opdatere adgangskoden

Medium complexity

Short conversation length

Long conversation length



What do conversations with no system integrations look like?

Topic	Example of customer inquiry	Share of all conversations	Share of no system conversations	Complexity level
<i>Email configuration</i>	<i>How do I set up my email on my smartphone?</i>	0.4 %	7 %	Low
<i>Login issues</i>	<i>How do I reactivate a deactivated account?</i>	0.3 %	6 %	Medium
<i>Router setup</i>	<i>What is the best place to put my router?</i>	0.3 %	6 %	Low
<i>Recovery of lost files</i>	<i>What do I do if I have accidentally deleted important files?</i>	0.3 %	5 %	Medium
<i>Updating software</i>	<i>How do I update the software on my computer to the latest version?</i>	0.2 %	4 %	Low
<i>Troubleshooting printer</i>	<i>What do I do when my printer won't connect to my Wi-Fi?</i>	0.2 %	4 %	Medium
<i>Improving PC performance</i>	<i>How can I make my computer faster?</i>	0.1 %	2 %	Medium

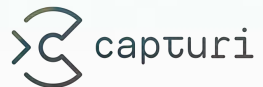
The truth is that the future (of customer experience) is always built in the present



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**Thank
you!**