



AI in CX

Dr. Jukka Hekanaho

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b.telligent in a nutshell



Industries & customers in Switzerland

Financial Services	Insurance	Retail
Basler Kantonalbank Vontobel Zürcher Kantonalbank	SwissLife ZURICH CSS ToaRe Europe SWICA Helsana	vitra. ORIS MIGROS
Manufacturing	Pharma & Chemical	Energy
NEUTRIK NUSSBAUM Schindler	schulthess klinik moderna amedes SYNLAB	aspo ALPIQ ebl swissgrid BKW
Media & Entertainment	Public Administration	Telecommunication
SRG SSR chmedia APG SGA Out of Home Media TX	HIGHTECH ZENTRUM AARGAU Schweizerische Eidgenossenschaft Bundesamt für Straßen ASTRA Kanton Basel-Stadt Stadt Zürich	swisscom Sunrise +500 clients

Development (Employees & Locations)

Year	Employees & Locations
2004	~10
2009	~20
2011	~50
2016	118
2018	~170
2020	261
2021	~280
2022	~290
2023	~300
2024	300+

Locations marked along the timeline:
 - 2009: + Zurich + Hamburg
 - 2011: + Dusseldorf
 - 2016: + Frankfurt
 - 2018: + Berlin
 - 2020: + Hanover
 - 2021: + Basel
 - 2022: + Cluj
 - 2023: + Vienna + Nuremberg

Topics

- Data Strategy
- Data Governance
- Analytics and data platforms
- Big Data
- Cloud
- Data Science AI/ML
- Visual Analytics
- Business Intelligence
- Performance Management
- Customer Engagement

Range of Services

- Check (Icon: Checkmark)
- Design (Icon: Lightbulb)
- Build (Icon: Network nodes)
- Run (Icon: Gear)
- Optimize (Icon: Magnifying glass with checkmark)

Partners

- AWS
- databricks
- Google
- IONOS by 1&1
- Microsoft Solutions Partner
- SAP
- snowflake

+ 50 partners



Why AI?



Why AI?



2023 was the year of Gen-AI. It, especially Chat-GPT, created a boost of enthusiasm and lead to a re-thinking in content creation, knowledge management, customer service, etc.

AI has the potential to change the way we work. 60-70% of the work activities of knowledge workers are affected.

AI affects a broad ranges of business areas. The most important are customer operations, marketing, sales, IT

Total economic impact of AI by 2030 estimated at \$15.7 trillion annually**

Future global economic impact of Gen-AI estimated at \$2.6 - 4.4 trillion annually*



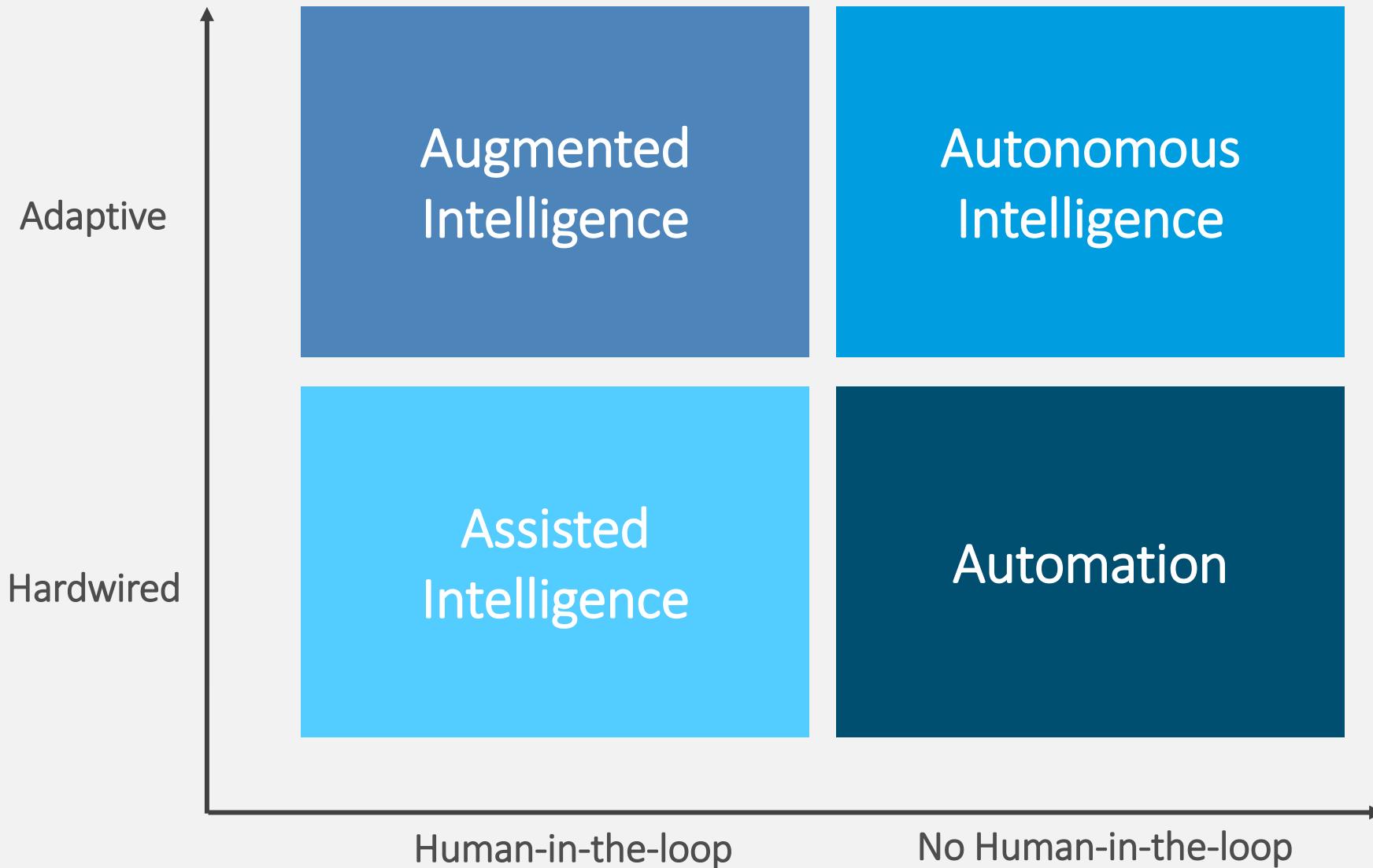
What has this to do with me?



With Generative AI and LLMs (Large Language Models) we can talk to systems and systems can talk to us! This makes the interaction between systems and us very intuitive and human.



AI can be used in different ways





AI in CX

Some AI use cases in different CJ phases



Awareness

- Generate marketing content around personas
- Consolidate customer research insights
- Detection of new topics from news articles and social media



Consideration

- Personalized emails and posts to boost conversion
- Data Enrichment e.g. by tagging of content



Purchase

- AI driven conversion and purchase process



Retention

- Personalized Chatbots in customer interaction, using past interaction history and style
- AI driven analysis of satisfaction drivers



Advocacy

- Generate unique media (including short-form videos for TikTok) to share
- Language driven NBA/NBO

Personalization

AI Use Cases for supporting knowledge workers, like CX professionals



A close-up photograph of a woman with curly hair, wearing a denim jacket, blowing a handful of colorful confetti from her hands. She has her eyes closed and a joyful expression. The background is blurred, showing what appears to be a city street at night.

Sometimes in CX magic happens and you are able to deliver great experiences

But for magic you need a magician.

For AI in CX, who is the magician?

Meet the magicians



AI does not just happen, and AI systems do not learn by itself. Enterprise level quality AI for CX requires:

- CX professionals to understand customer needs and to design and orchestrate new solutions
- Business analysts and process engineers to reshape the processes and data needs
- Data architects and data managers to define and maintain the data infrastructure
- Data engineers to prepare the data and to build the fluid data flows
- Data scientists to build the AI models
- ...

AI in customer interaction requires an orchestration of multiple factors



Personalized

Accurate

GDPR compliant

Omnichannel

Context relevant

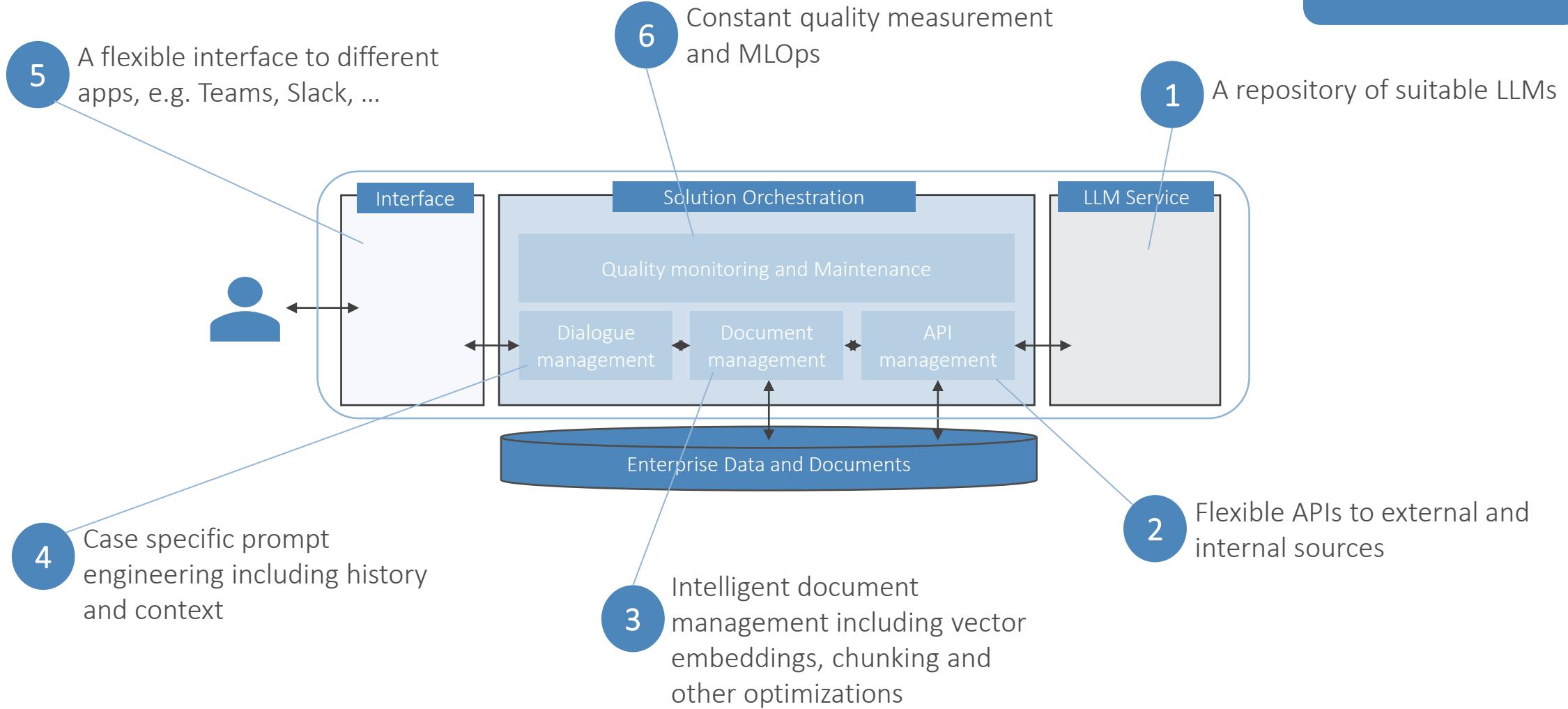
Contact history



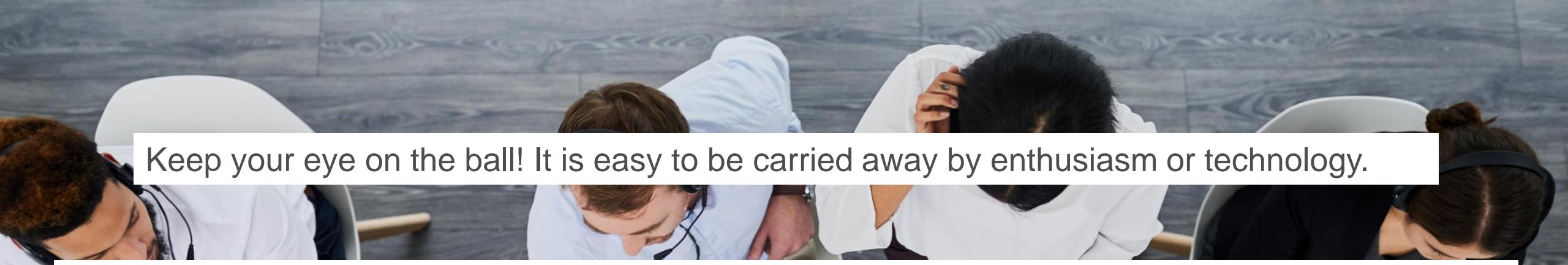
Operational, Enterprise Ready LLM Solutions Require an Orchestration of Services and Information



Example

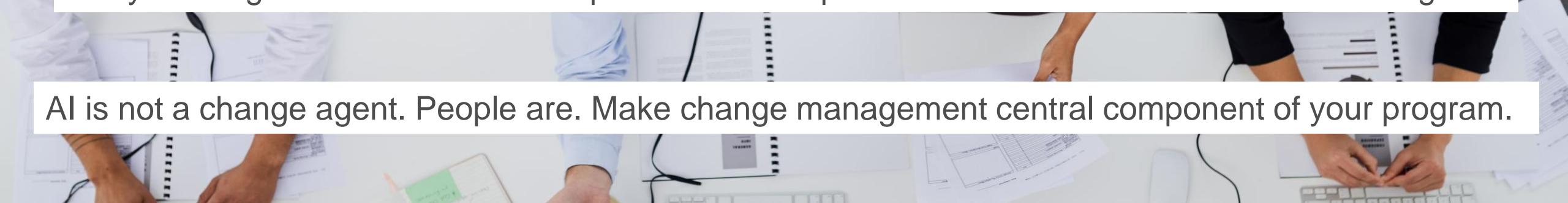


Implications



Keep your eye on the ball! It is easy to be carried away by enthusiasm or technology.

Get your magicians. You need multiple skills and capabilities to drive forward CX and AI change



AI is not a change agent. People are. Make change management central component of your program.

No Data, No AI.

AI does not just happen. It requires a context dependent fluid access to right data.





Thank you!



Discussion

