

# AI in CX

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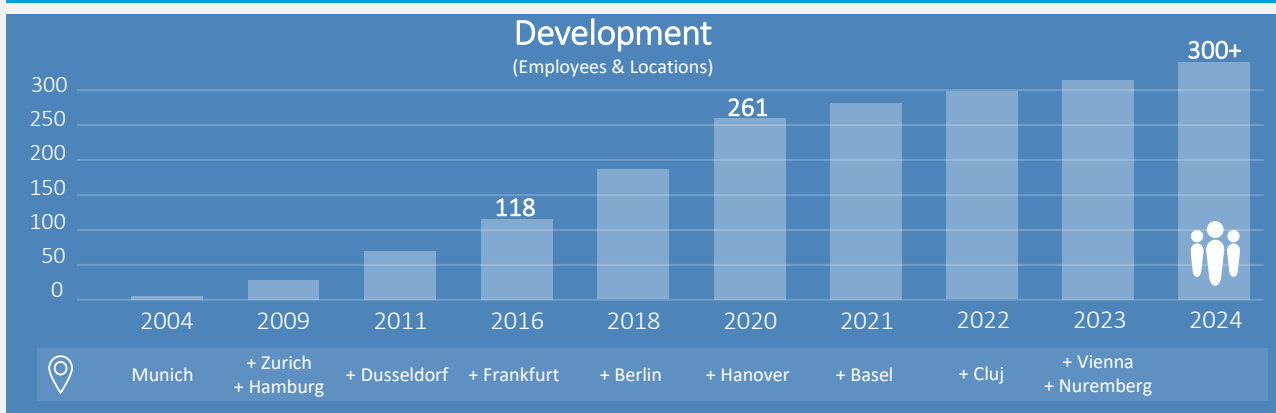




# b.telligent in a nutshell

### Industries & customers in Switzerland

<b>Financial Services</b> Basler Kantonalbank Zürcher Kantonalbank Vontobel Aargauische Kantonalbank	<b>Insurance</b> SwissLife ZURICH CSS GENERALI ToaRe Europe SWICA Helsana	<b>Retail</b> vitra. ORIS MIGROS
<b>Manufacturing</b> NEUTRIK NUSSBAUMRN Schindler	<b>Pharma &amp; Chemical</b> schulthess klinik amedes moderna SYNLAB	<b>Energy</b> azpo ALPIQ ebl swissgrid BKW
<b>Media &amp; Entertainment</b> SRG SSR ch media APGISGA Out of Home Media	<b>Public Administration</b> Hightech Zentrum Aargau Schweizerische Eidgenossenschaft Bundesamt für Strassen ASTRA Kanton Basel-Stadt Stadt Zürich	<b>Telecommunication</b> swisscom Sunrise +500 clients



- ### 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
  - Design
  - Build
  - Run
  - Optimize

- ### 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 led 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 range 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\*

\* McKinsey & Company: The economic potential of generative AI, 2023

\*\* PwC: AI analysis, sizing the prize report, 2023

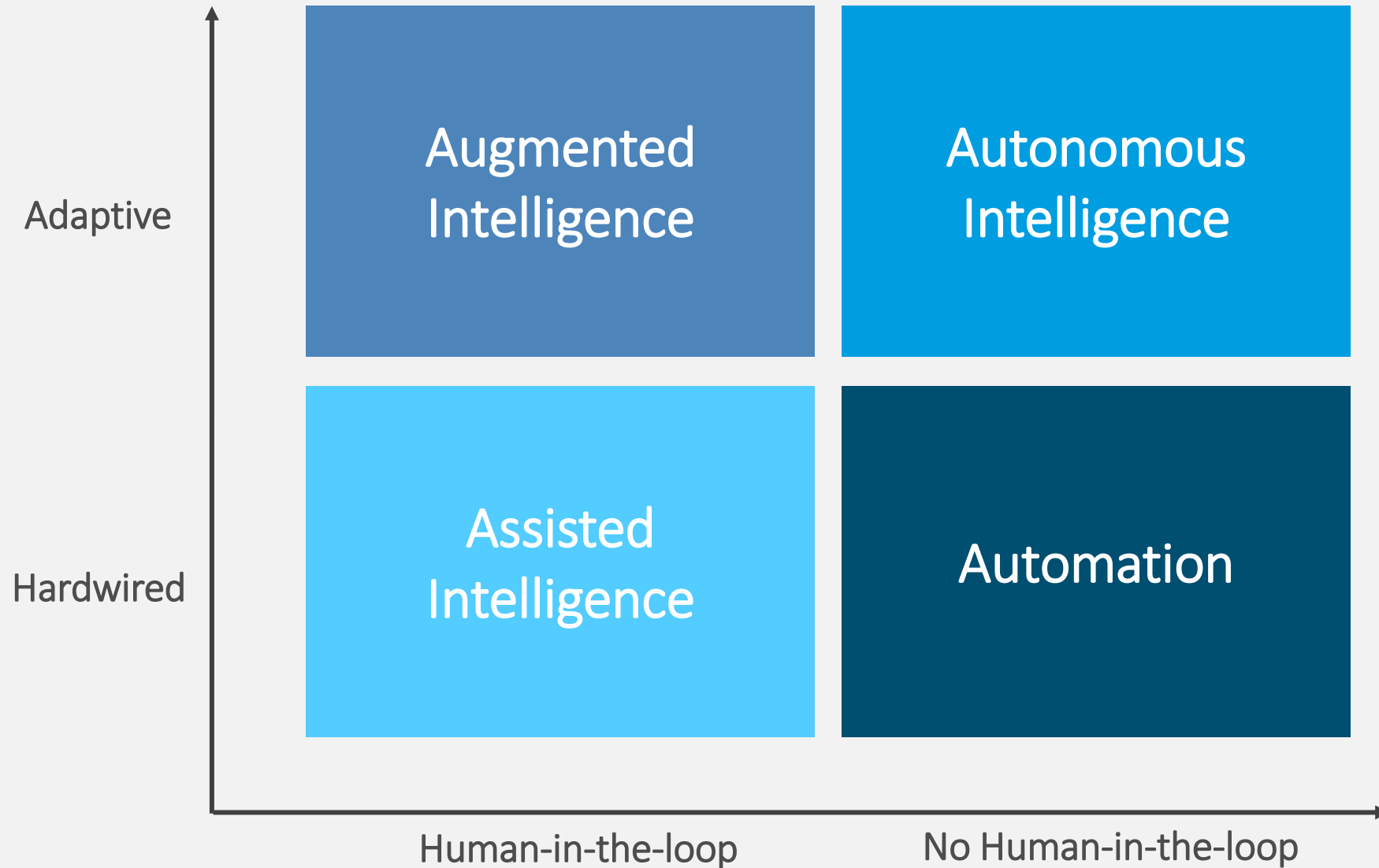


## What has this to do with me?



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 woman with voluminous curly hair is blowing confetti in a crowd. She is wearing a denim jacket and has her eyes closed. The background is a blurred outdoor setting with other people and a rainbow flag.

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

Omnichannel

Accurate

Context relevant

GDPR compliant

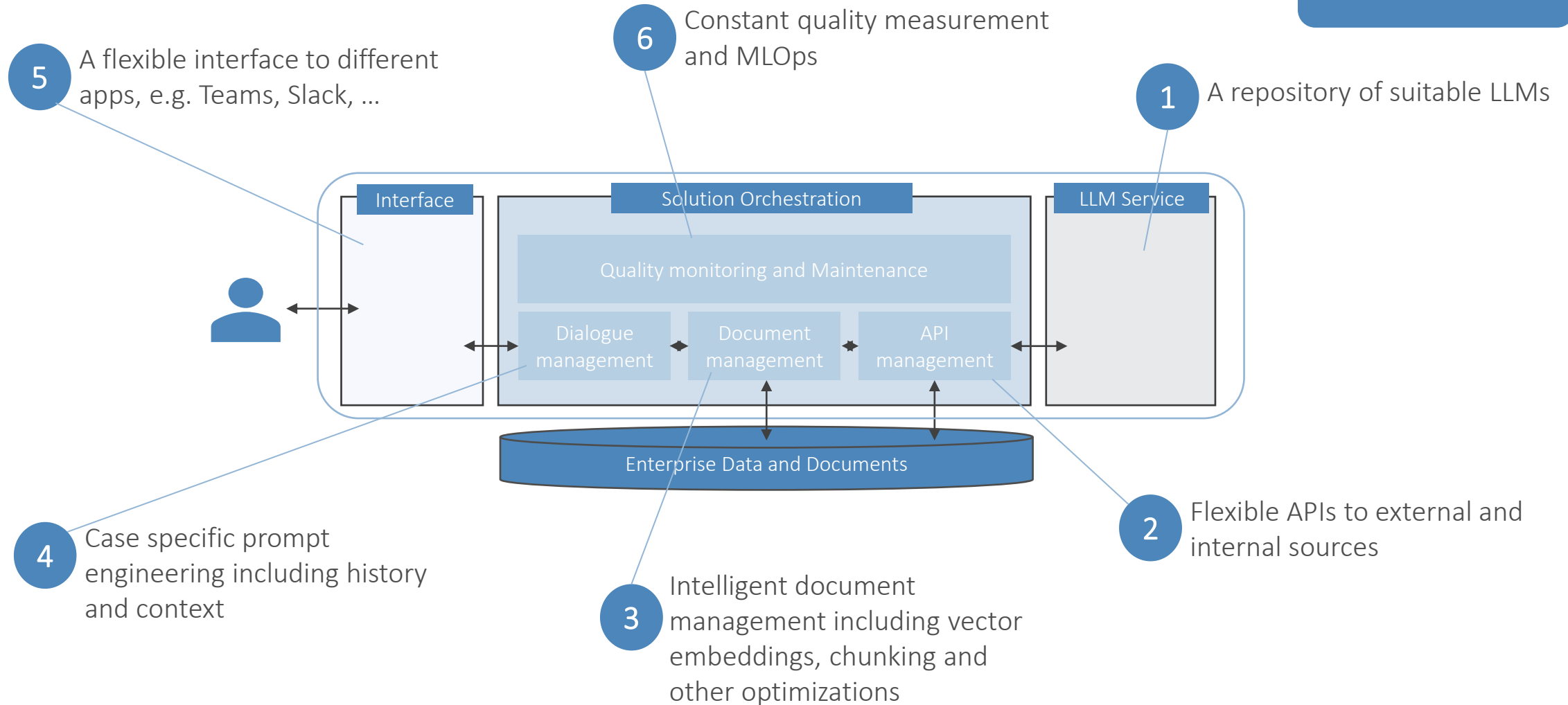
Contact history



# 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

