# IPsoft &
# Your AI Journey

# Customer Expectations

The world has changed

Customer's expectations are dictating how people communicate with businesses.

Companies that survive and flourish will be the ones who deliver the experiences individuals expect.

Customers today <u>dictate</u>:

| Omni-Channel | Personalised Service | Instant Service | Humanised Service | Advisory Services |

Companies cannot deliver to customer expectations without either:

**a significant, sustained investment**

or

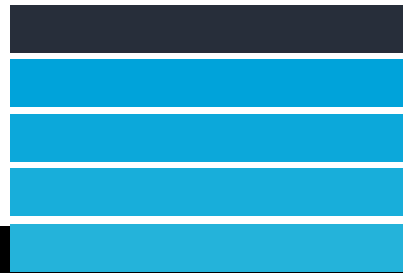**a different approach**

# Customer Experience

**3***
- ONLY MEET SLAs
- RULE AND PROCESS DRIVEN
- BASIC
- SILO'D
- COST COMPETITIVE

**5***
- KNOWLEDGE & ANALYTICS
- PERSONALISED
- INTEGRATED
- URGENT
- RETAIN THE CUSTOMER

**7***
- PROACTIVE
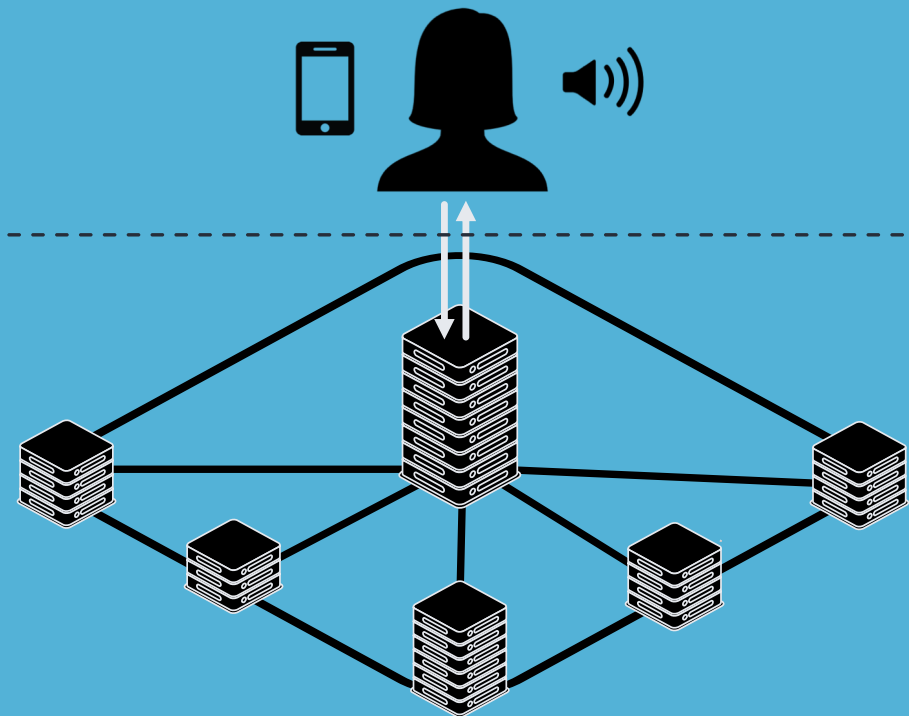- INSTANT
- ADVISORY
- TRANSPARENT
- FEELGOOD & HUMAN

WHY SETTLE FOR TECHNOLOGY DELIVERING LESS THAN A 7* CUSTOMER EXPERIENCE?

# Managing expectations

Turn a Customer's want, need and/or idea ……..

…into instant actionable results through full stack AI: Conversational AI, Automation, RPA
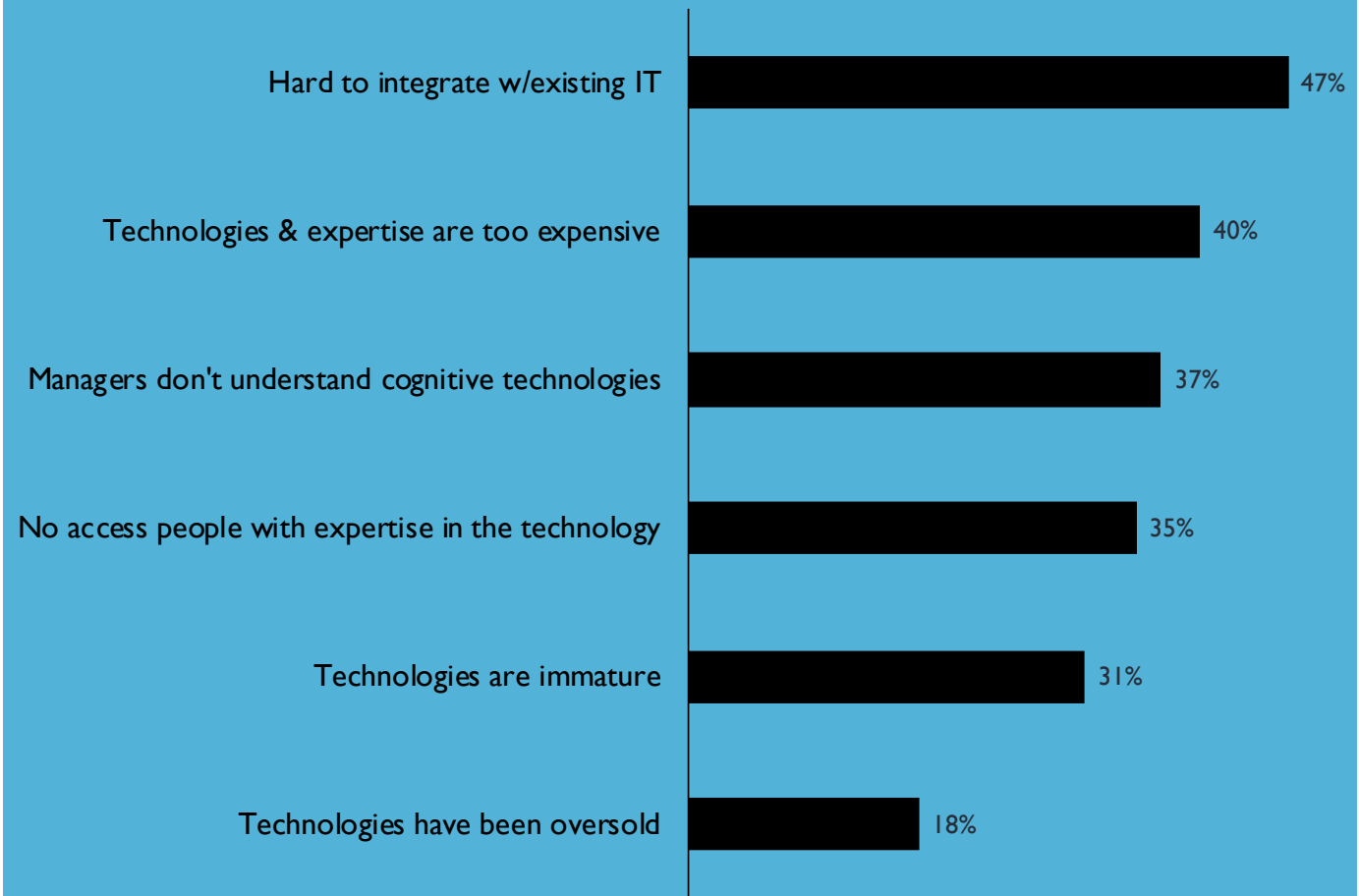
# Barriers of Entry

According to Deloitte, only 3% of organisations have scaled their digital workforce.

Why?

Because AI isn't a simple off-the-shelf purchase. There are barriers of adoption.

**Top Barriers of AI adoption**

| Barrier | Percentage |
|---|---|
| Hard to integrate w/existing IT | 47% |
| Technologies & expertise are too expensive | 40% |
| Managers don't understand cognitive technologies | 37% |
| No access people with expertise in the technology | 35% |
| Technologies are immature | 31% |
| Technologies have been oversold | 18% |

# AI is a Journey

AI adoption requires hard work and investment.

Don't expect to just adopt AI and see instant, scalable results:

That's not how AI works.

Be cautious of companies that tell you otherwise.

## | Requirements

- Cultural change
- New skills
- New / Revamped processes
- Time
- Investment

## | Advice

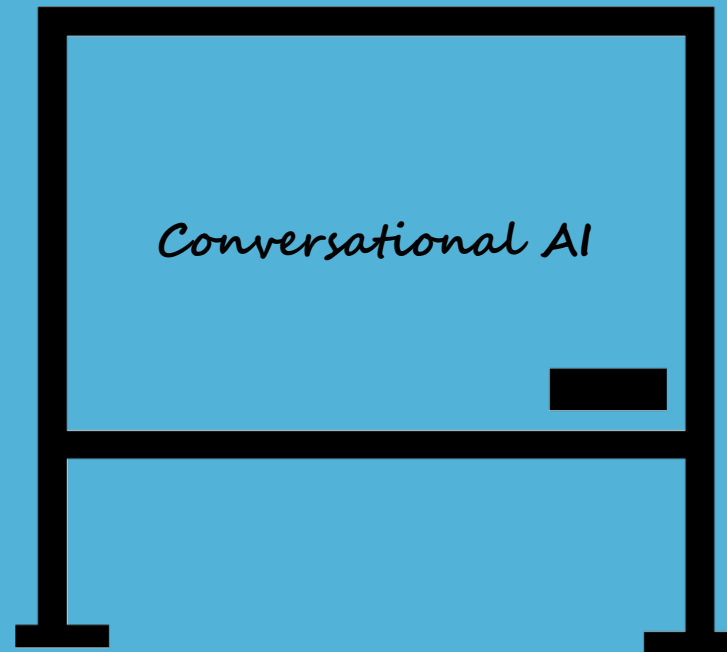- Don't expect the world…instantly
- Base investment decisions on company needs not the technology
- Expect some failure so fail fast
- Start small and scale-up as your capabilities and understanding grows
- View AI technologies as a first-generation adoption.: AI will learn and improve continuously.
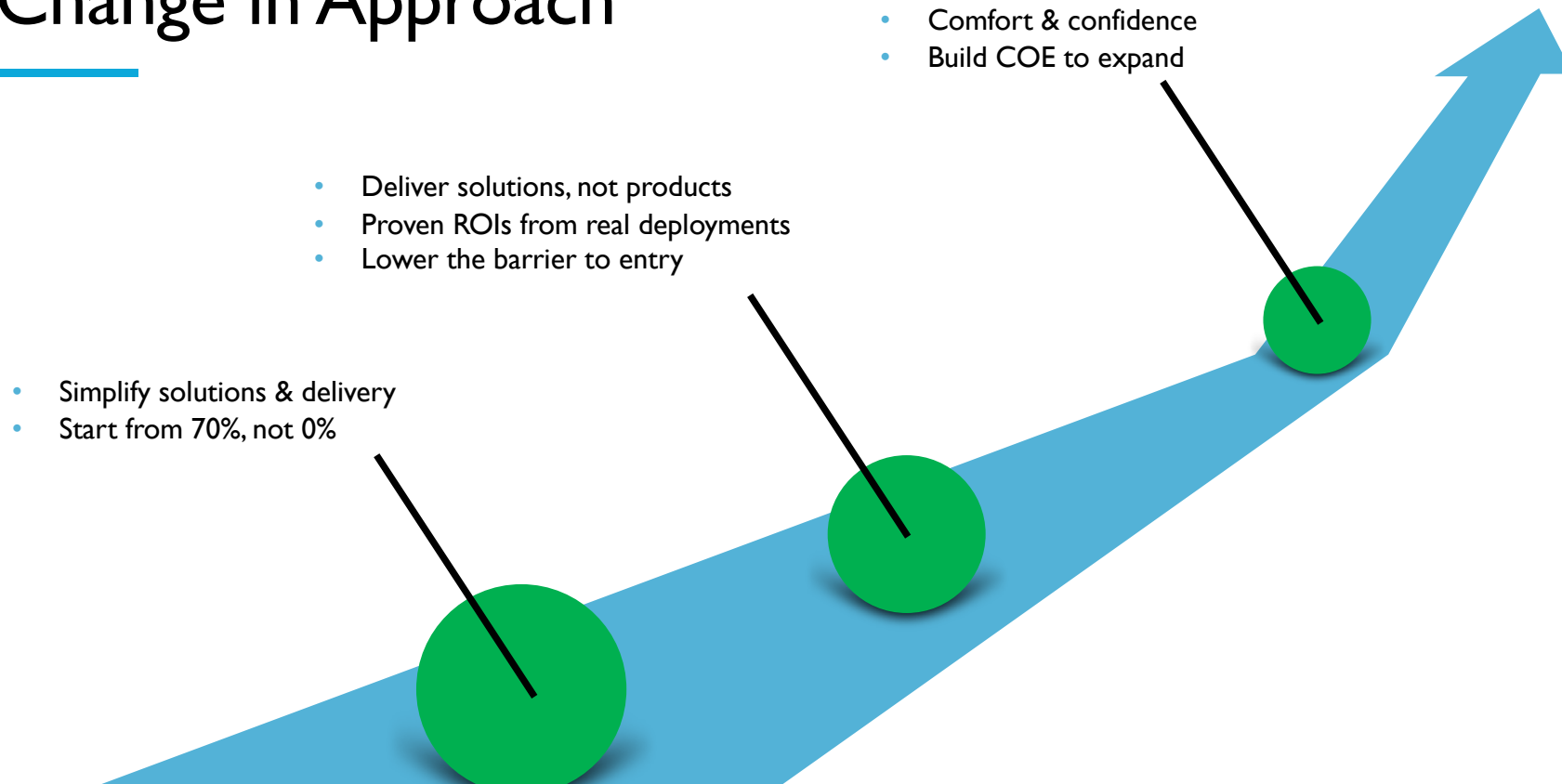
# Buying AI…

**Previously…**

Conversational AI like a blank whiteboard

You were sold this great whiteboard, but it was up to you what to write on it

# A Change in Approach

- Comfort & confidence
- Build COE to expand

- Deliver solutions, not products
- Proven ROIs from real deployments
- Lower the barrier to entry

- Simplify solutions & delivery
- Start from 70%, not 0%

RATHER BUYING A BLANK WHITEBOARD,  FOCUS ON SOLUTIONS WITH PROVEN ROIs:

GROW FROM THERE

# Our Products

Our technology knows the user.

Interacts with the user in natural language. Performs all the requisite steps in the backend as integral part of the full stack AI.

Our users don't need to know the technology behind the interface.

All they want and need is a great experience

## 1DESK

**The Age of the Employee**

The most human AI for

Employee Facing Shared Services (HR, IT, Finance, etc.)

## AMELIA

**The Age of the Customer**

The most Human AI for

Customer Facing Banking, Insurance, Healthcare Services

# Thank you