



DISRUPT

20
22



AI & AUTOMATION: HUMANS BEFORE BOTS



HOSTED BY





SERVICE ADVISOR ATTRACTION

What %
want a
career as
a service
advisor?



AGENT

ATTRITION

#1 MEGATREND*

*P.Sit gets worse....

 SABIO

DOESN'T
MEAN ITS
NOT
THERE..



OUR BIGGEST
CHALLENGE MAY BE
PRESENTEES

M

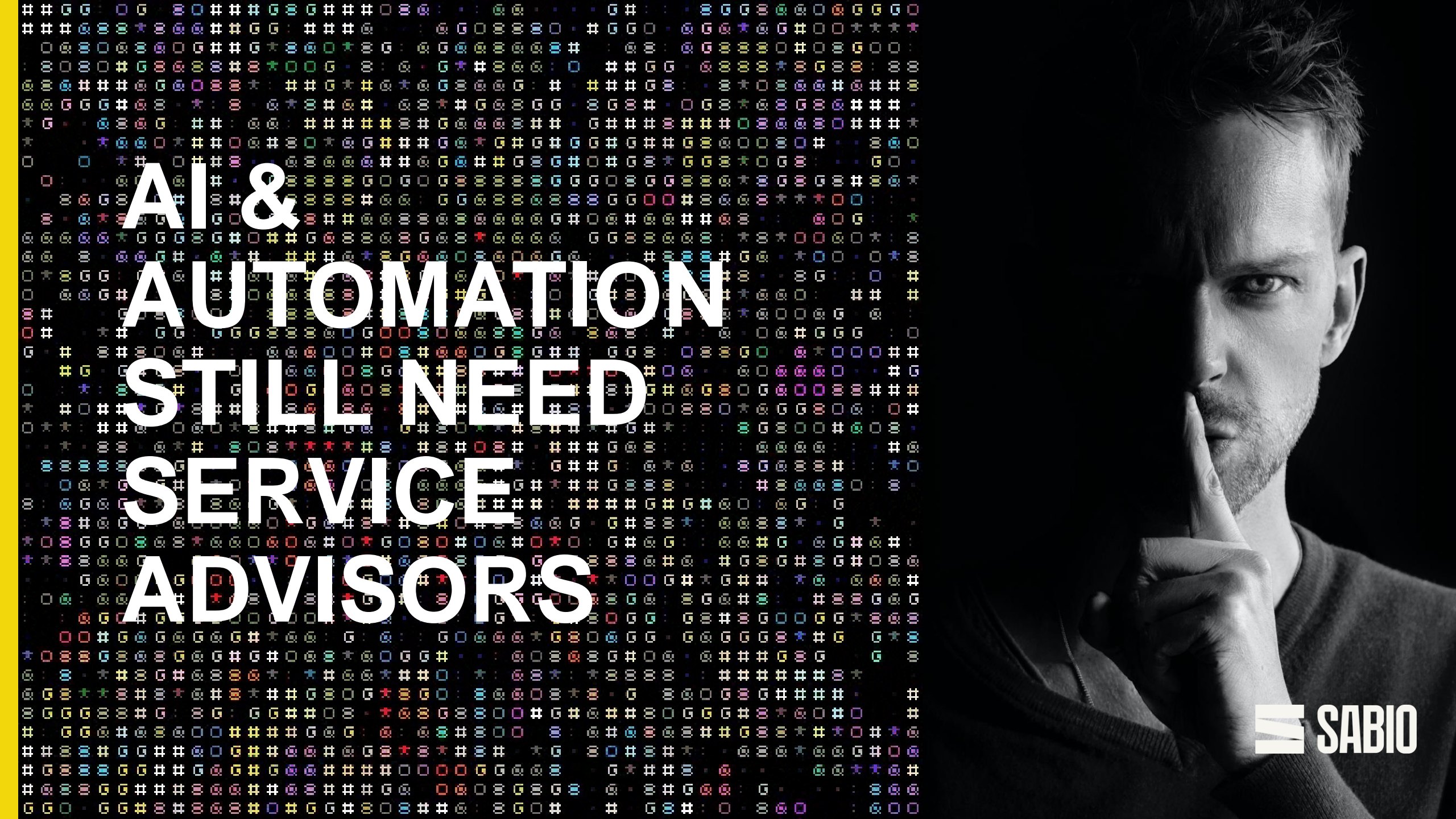
A photograph of a contact center with several employees sitting at desks with computers. The image is semi-transparent, serving as a background for the text. The employees are wearing headsets and appear to be working. The lighting is warm and the overall tone is professional.

CONTACT CENTRE IS LEADING AI & AUTOMATION INNOVATION

**WITH GREAT POWER
COMES GREAT
RESPONSIBILITY**

**AI model
discovered
40,000 potential
chemical
weapons...**





AI & AUTOMATION STILL NEED SERVICE ADVISORS

A PERFECT STORM... FOR SERVICE ADVISORS

The role of the service advisor is becoming more difficult. Hyper-Automation initiatives are reducing the number of simple tasks that the agent would normally handle. Customer interactions are therefore more likely to be complex, emotional or urgent.





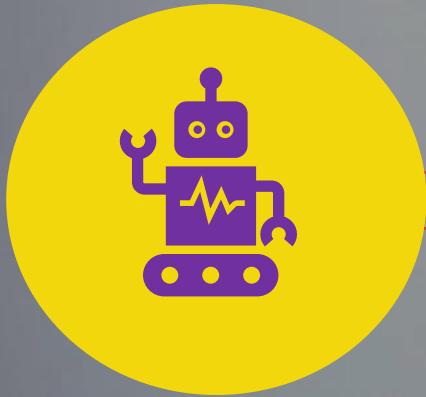
 **SABIO**

STAR WARS



"You want the impossible"

JAMES' 5 STEPS TO AI & AUTOMATION TRANSFORMATION



INVOLVE ADVISORS IN PLANNING
They know better than anyone!

UNDERSTAND YOUR CUSTOMER DEMAND
INTENTS define the journey/requirement

ADVISOR SHIFTS WILL NEED TO CHANGE
Mental Load is higher, AHT will increase

RE-TRAIN ADVISORS – DEMAND WILL CHANGE
Customer interactions require greater skills

THINK ABOUT 360 ADVISOR WELLNESS
We need them in our world!!



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**IS NOT A TICK
BOX EXERCISE!**

**IT IS OUR
RESPONSIBILITY**



THANK YOU

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