



DISRUPT

20
22



TECH TRACK



HOSTED BY



EVERYTHING

YOU NEED TO

KNOW ABOUT

AI & AUTOMATION

Klaus Failenschmid

Kevin McGachy



A photograph of a call center environment with several agents at their desks, wearing headsets and working on computers. The image is overlaid with a dark blue semi-transparent filter. The text 'VIRTUAL AGENT' is centered in white, bold, sans-serif font.

VIRTUAL AGENT

DO MORE, DO BETTER



**CUSTOMER
EXPERIENCE**

**CONTAINMENT
SUCCESS**

WHERE TO BEGIN?

A top-down view of a business meeting on a wooden table. A person's hands are visible, holding a tablet displaying charts and pointing at a large printed report. The report features a world map, bar charts, and line graphs. A laptop is open on the right side of the table, also displaying data. The scene is brightly lit, suggesting a professional and collaborative environment.

**IVR
SELECTIONS**

**DISPOSITION
CODES**

**DEMAND
ANALYSIS**

**IVR
SELECTIONS**

**DISPOSITION
CODES**

**DEMAND
ANALYSIS**

Report an Issue

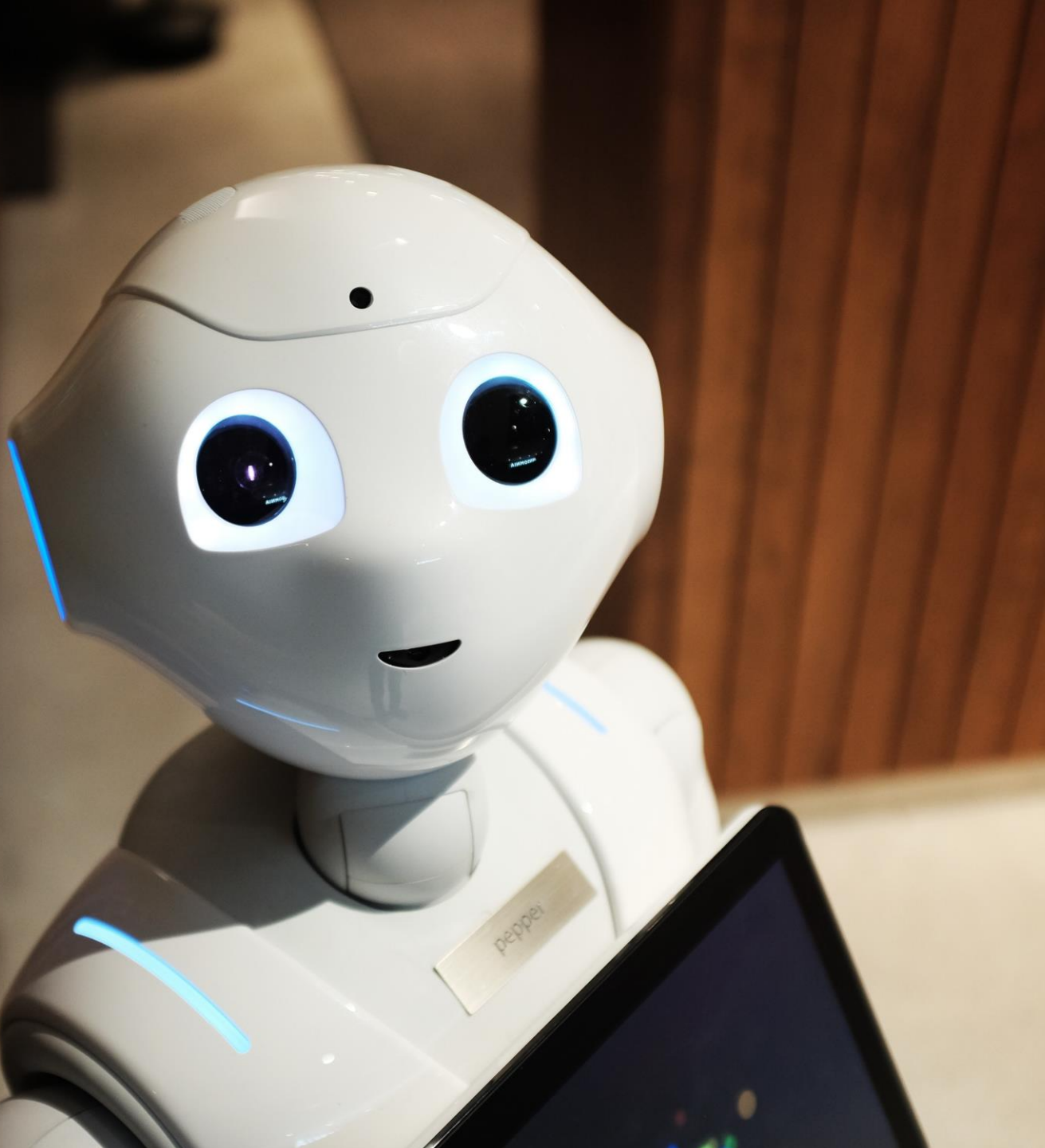
Warranty Query

Appointments

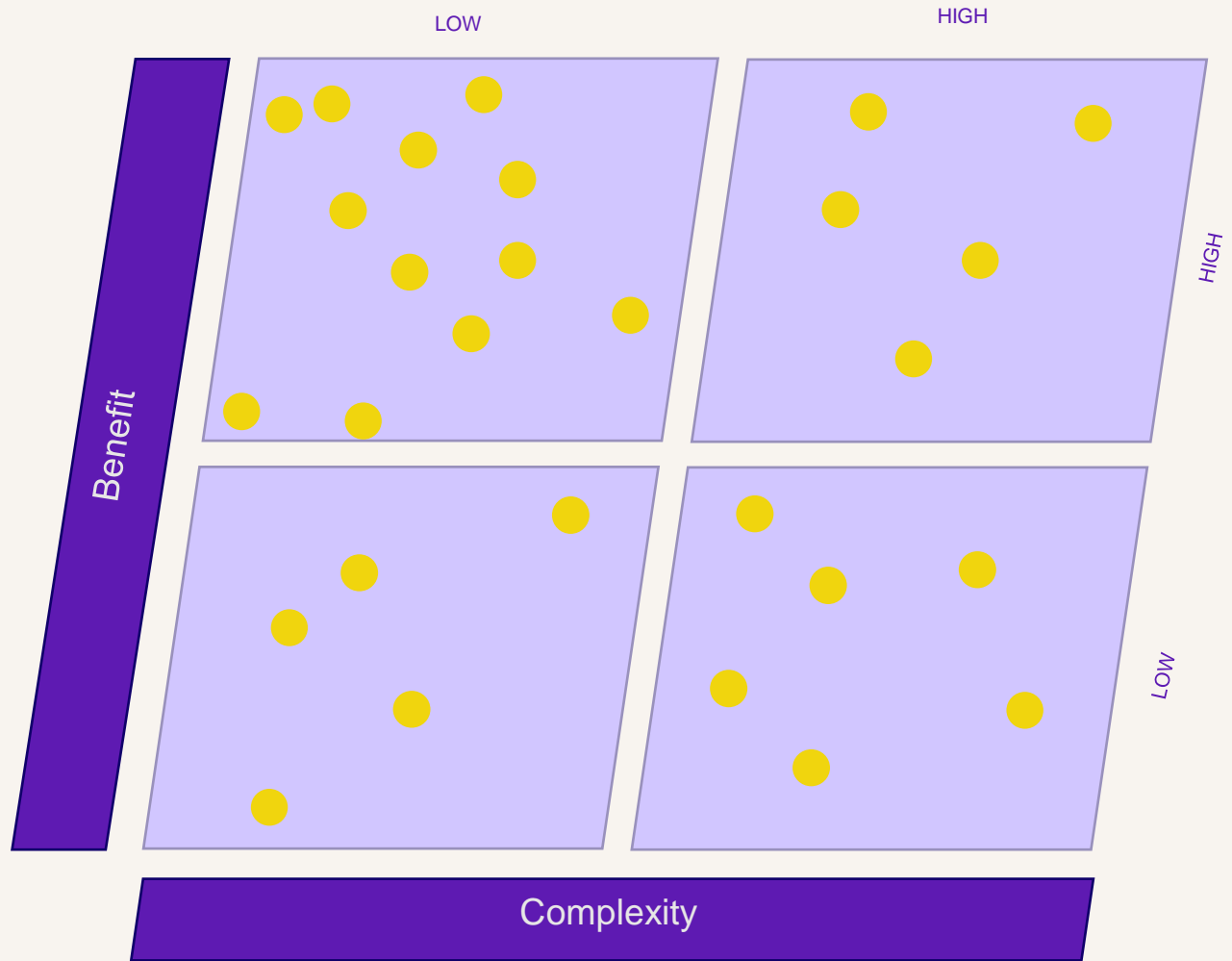
Product Info

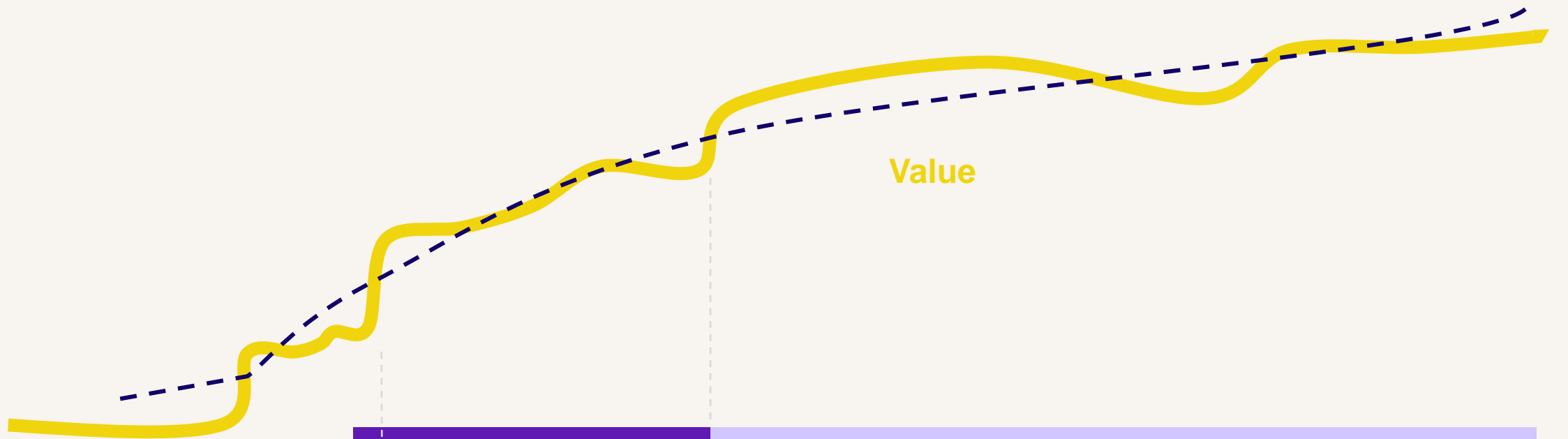
Parts

“Other”



- report issue / washing machine / leaking
- warranty / fridge / renew
- warranty / vacuum / extend
- appointment / book / new
- report issue / washing machine / error 301
- product info / oven
- appointment / existing / time check
- product info / dishwasher
- report issue / washing machine / not spinning
- report issue / fridge / leaking
- warranty / fridge / cancel
- product / cooktop
- parts / order / fridge
- report issue / washing machine / lights flickering
- report issue / rangehood
- parts / order / dishwasher
- appliance advice / operating
- warranty / vacuum / information
- parts / order / rangehood





Value

Create

Optimise

Create

Optimise

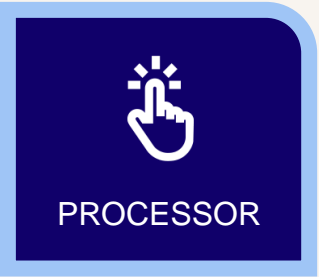
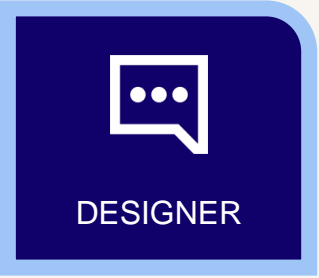
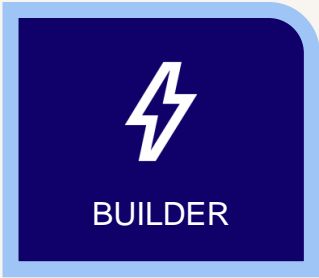
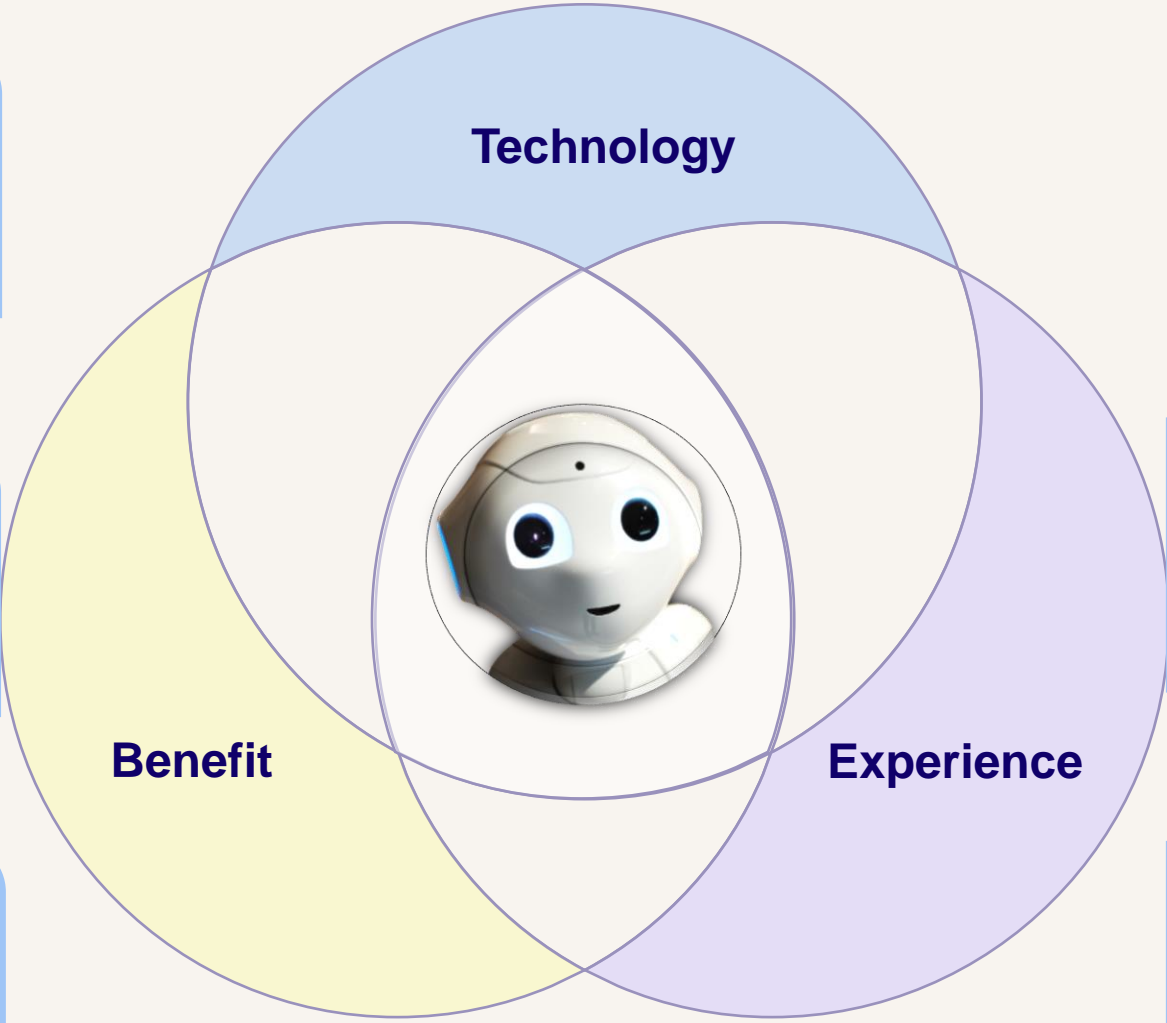
Create

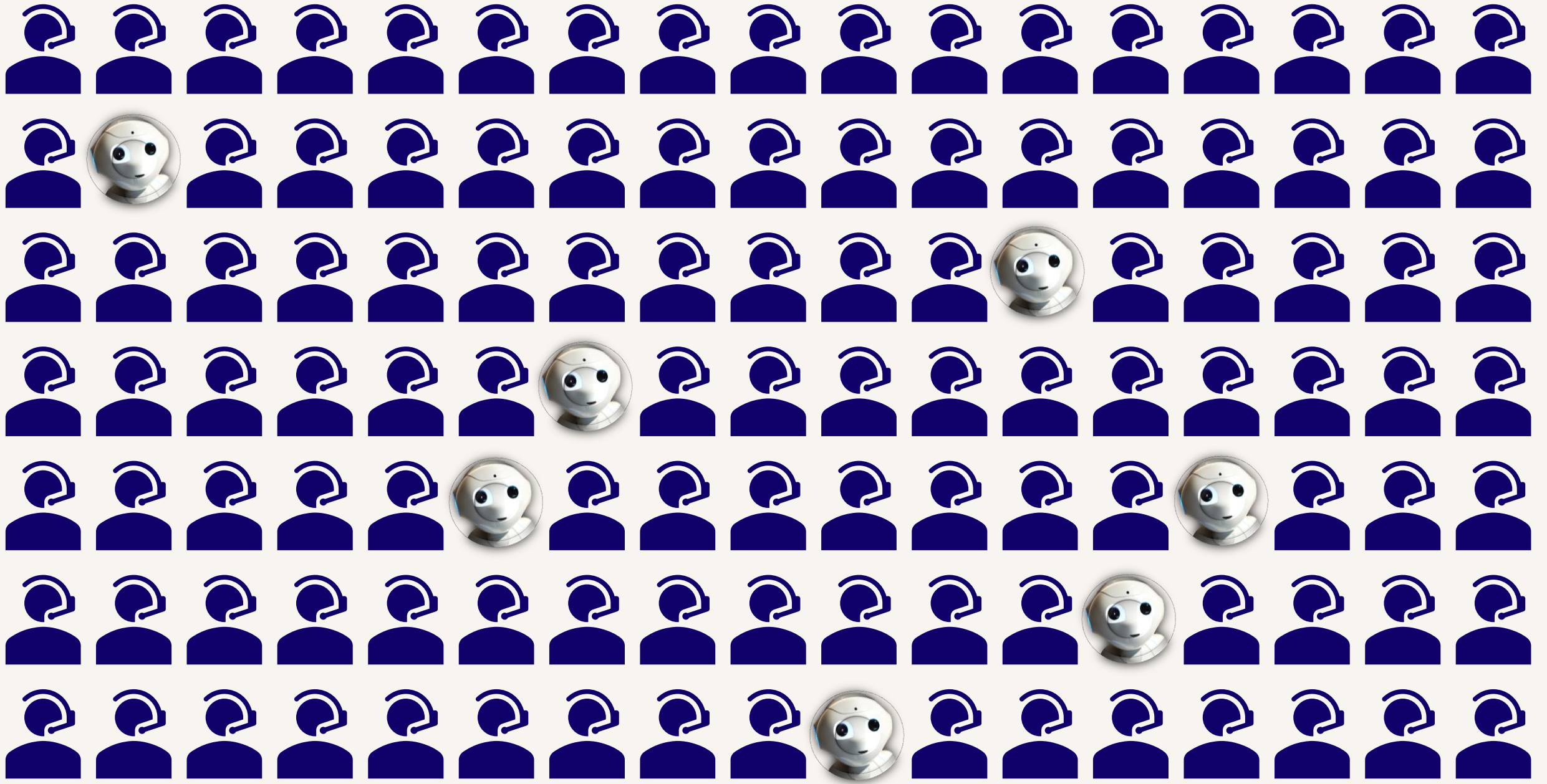
Optimise

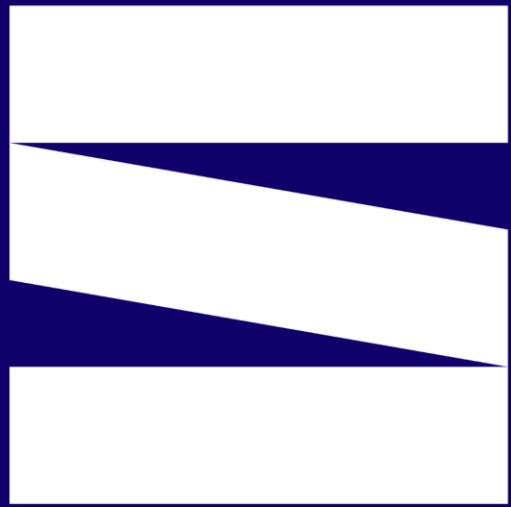
VIRTUAL AGENT STRATEGY



THE ART OF CX







CONSCIENCE



CONSOLE

**KNOWLEDGE
MANAGEMENT**

ANALYTICS

**AI &
AUTOMATION**

INTRODUCING:
 **CONSOLE**

