



Utilizing Disruption

The Role of Cloud & AI in Customer Experience (CX)

Tim Hanrahan – Strategic Partner Manager

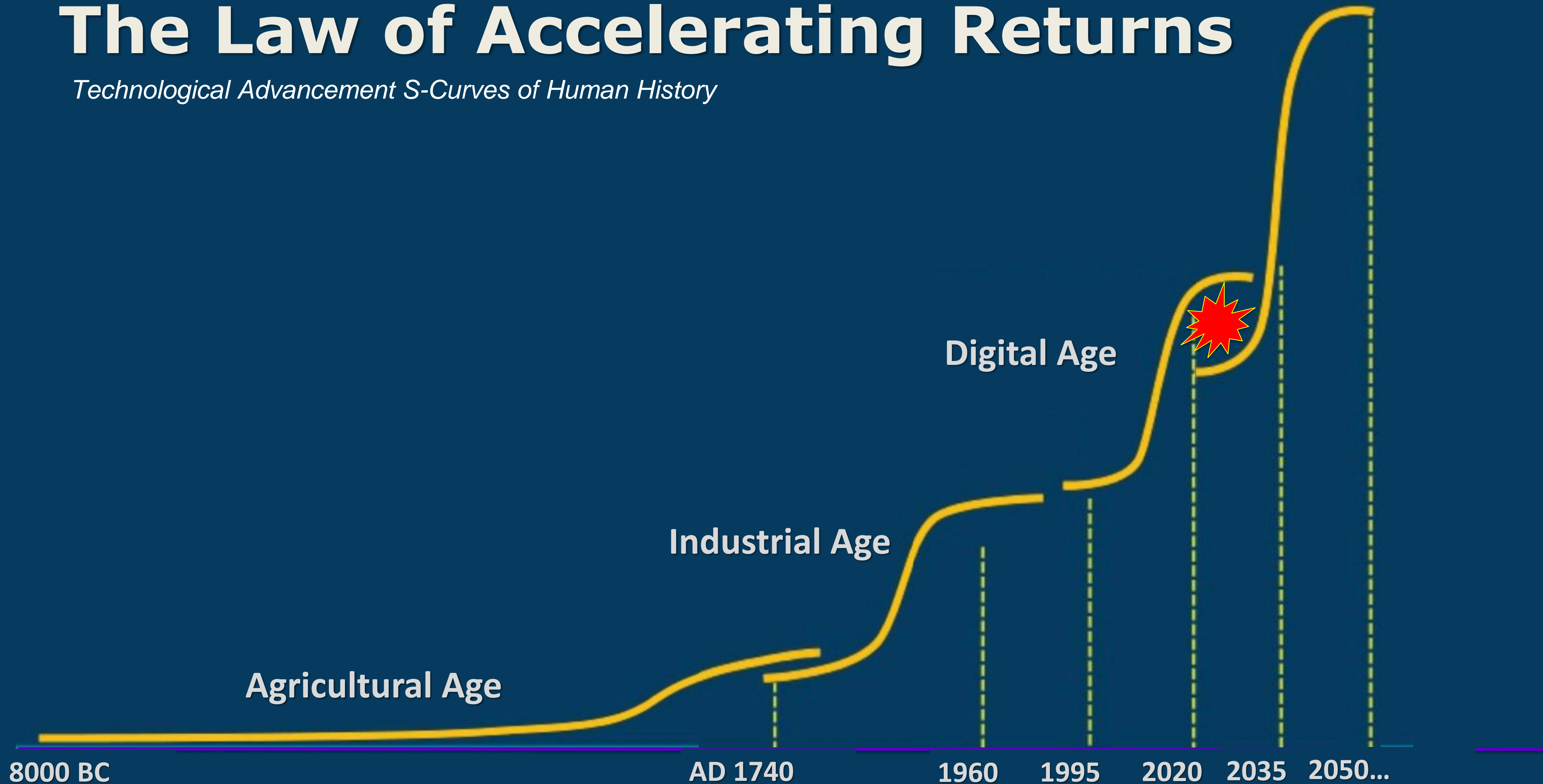


64th Square???

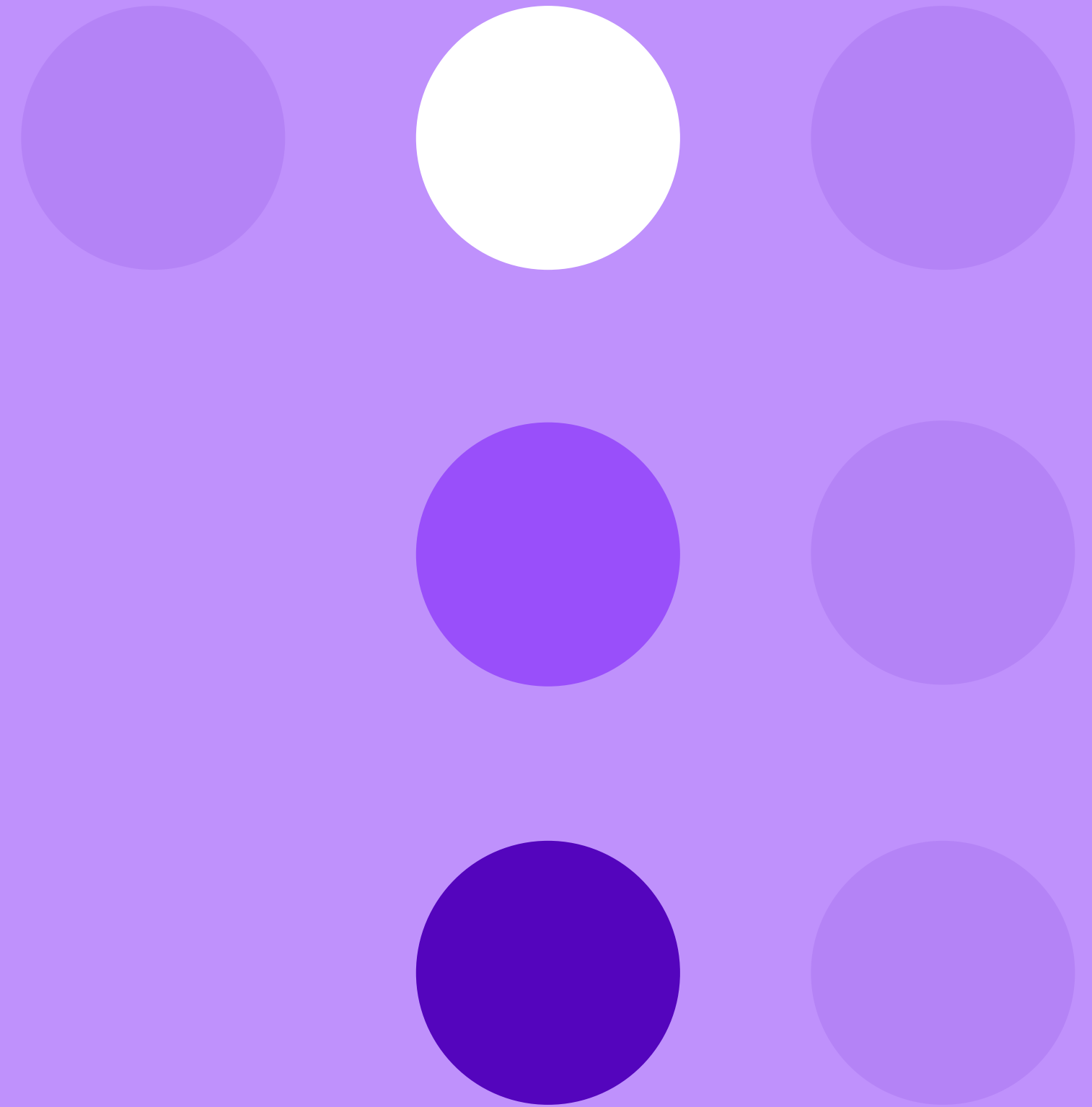
18,446,744,073,709,551,615

The Law of Accelerating Returns

Technological Advancement S-Curves of Human History



AI Driving Change








Technology Driving Change: Last 20 Years



Technology Driving Change: TODAY

What do they have in common?

▲ Name	▲ Market Cap
 Apple AAPL	\$2.659 T
 Microsoft MSFT	\$2.129 T
 Alphabet (Google) GOOG	\$1.553 T
 Amazon AMZN	\$1.291 T
 Tesla TSLA	\$947.61 B



Let's Not Forget Local Presence

Amazon Investing \$100M In North Carolina

The e-retail giant will create 500 jobs at its new import processing center in Smithfield, NC.

May 12, 2021

Google announces cloud engineering hub in Durham

© March 18, 2021 North State Journal Staff Article, Business



Signs for Google are seen on its campus during an opening for a new building in Kirkland, Wash. (AP Photo/Elaine Thompson)

DURHAM — Google announced plans Thursday to create a hub in Durham for hundreds of engineers working on its Google Cloud products.

Microsoft keeps Carolina with

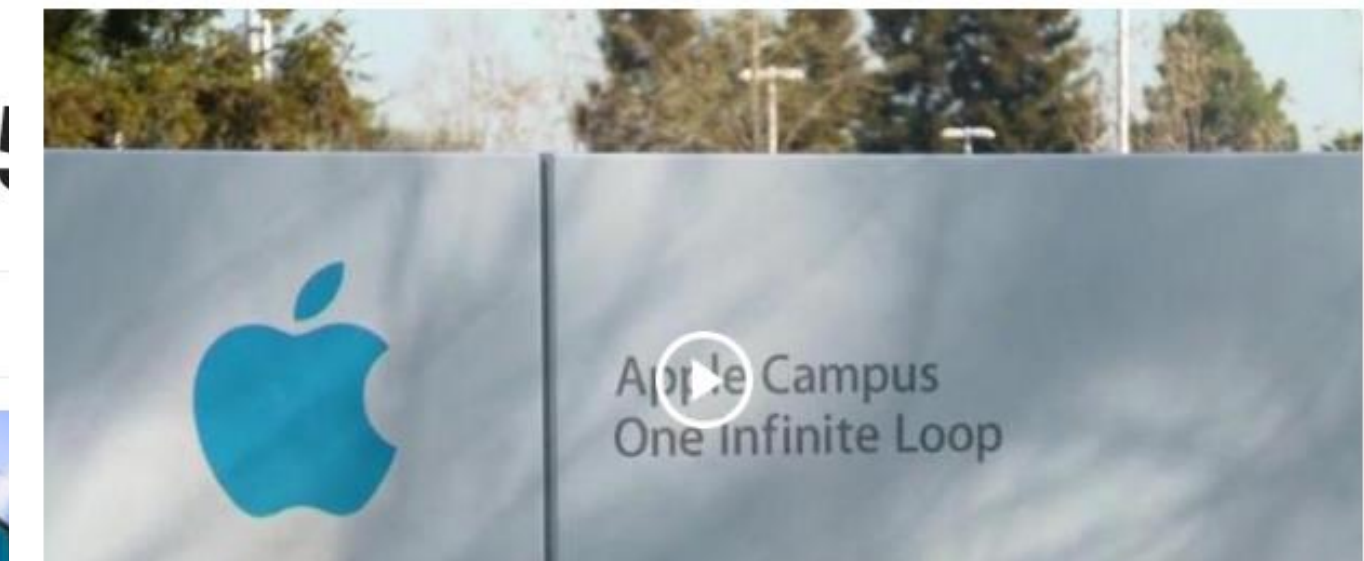


Apple picks Triangle for \$1 billion campus, thousands of high-paying new jobs

Tags: Apple, jobs, WRAL TechWire

Posted April 26, 2021 7:36 a.m. EDT

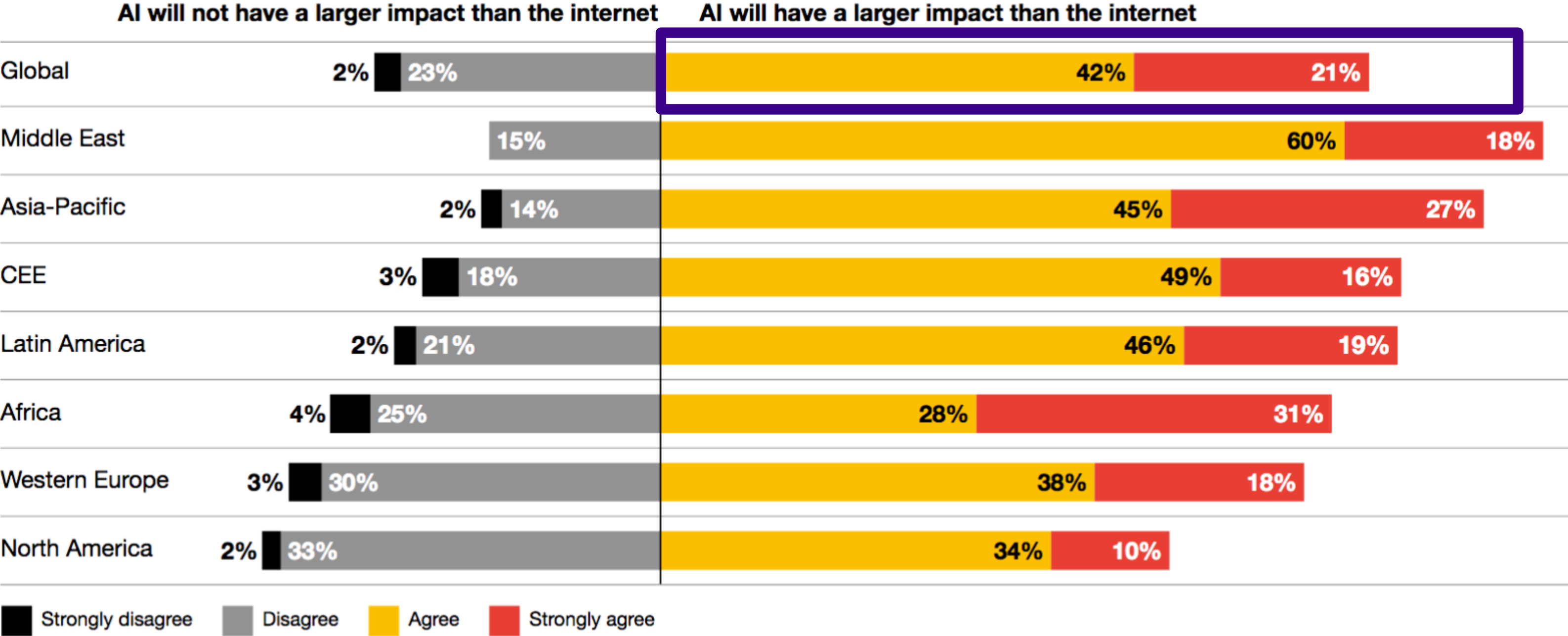
Updated April 26, 2021 6:01 p.m. EDT



According to CEOs

Will AI have a larger impact than the internet?

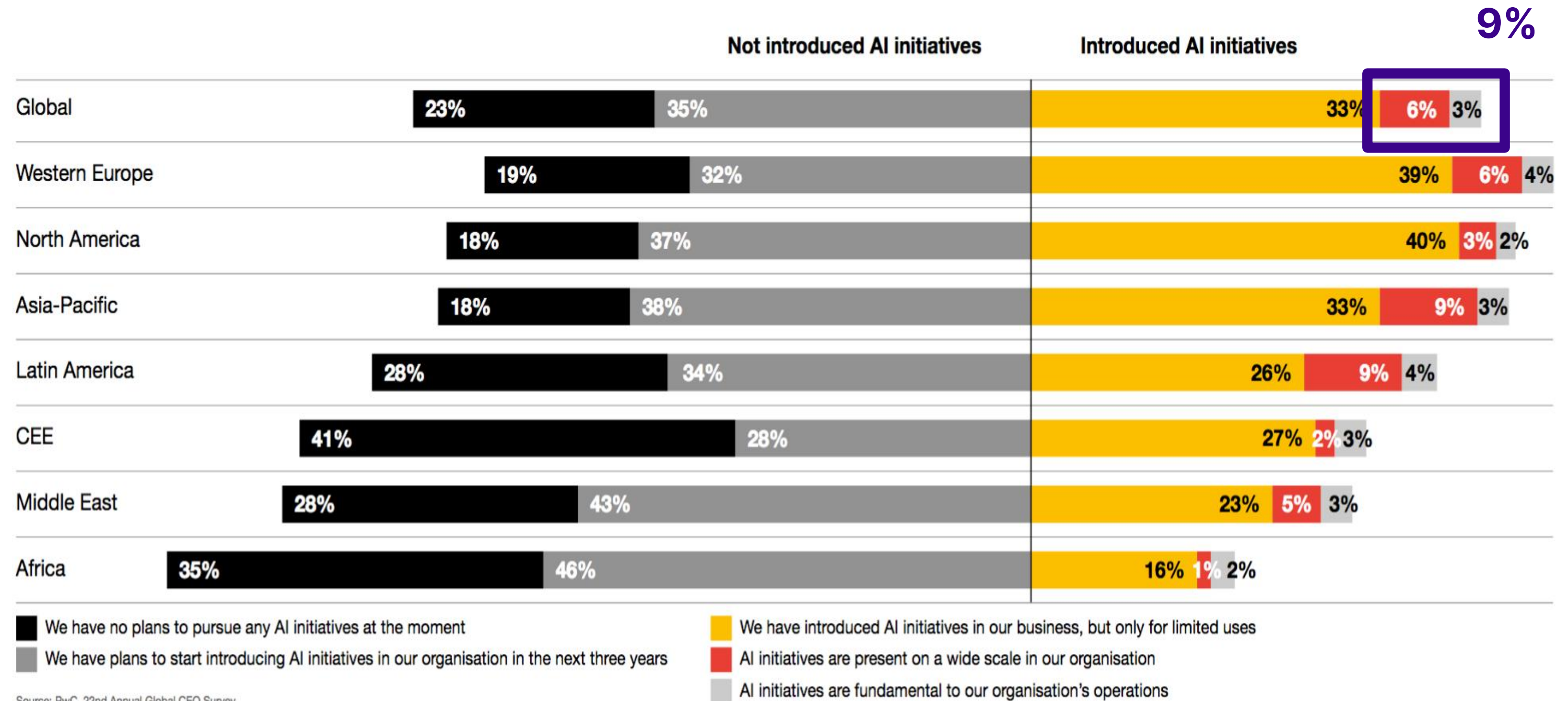
63%



Source: PwC, 22nd Annual Global CEO Survey
Base: All respondents (2019=1,378)

According to CEOs

Have you introduced wide-scale AI initiatives?

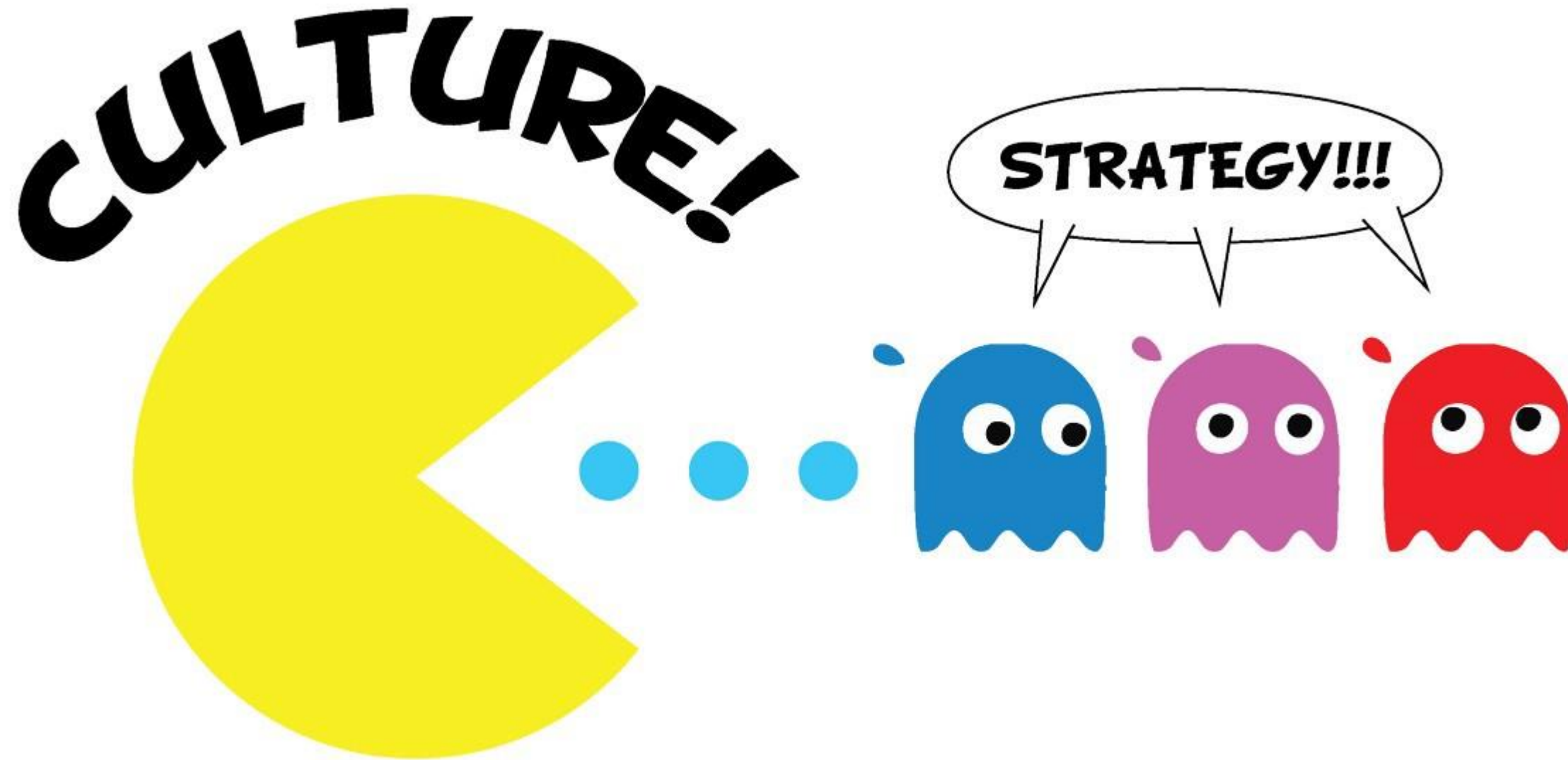


Source: PwC, 22nd Annual Global CEO Survey
Base: All respondents (2019=1,378)

AI Adoption

What is the biggest challenge?

- Perceived Talent Gap - In 2020 AI eliminated 1.8 million jobs globally...
 - BUT created 2.3 million new jobs

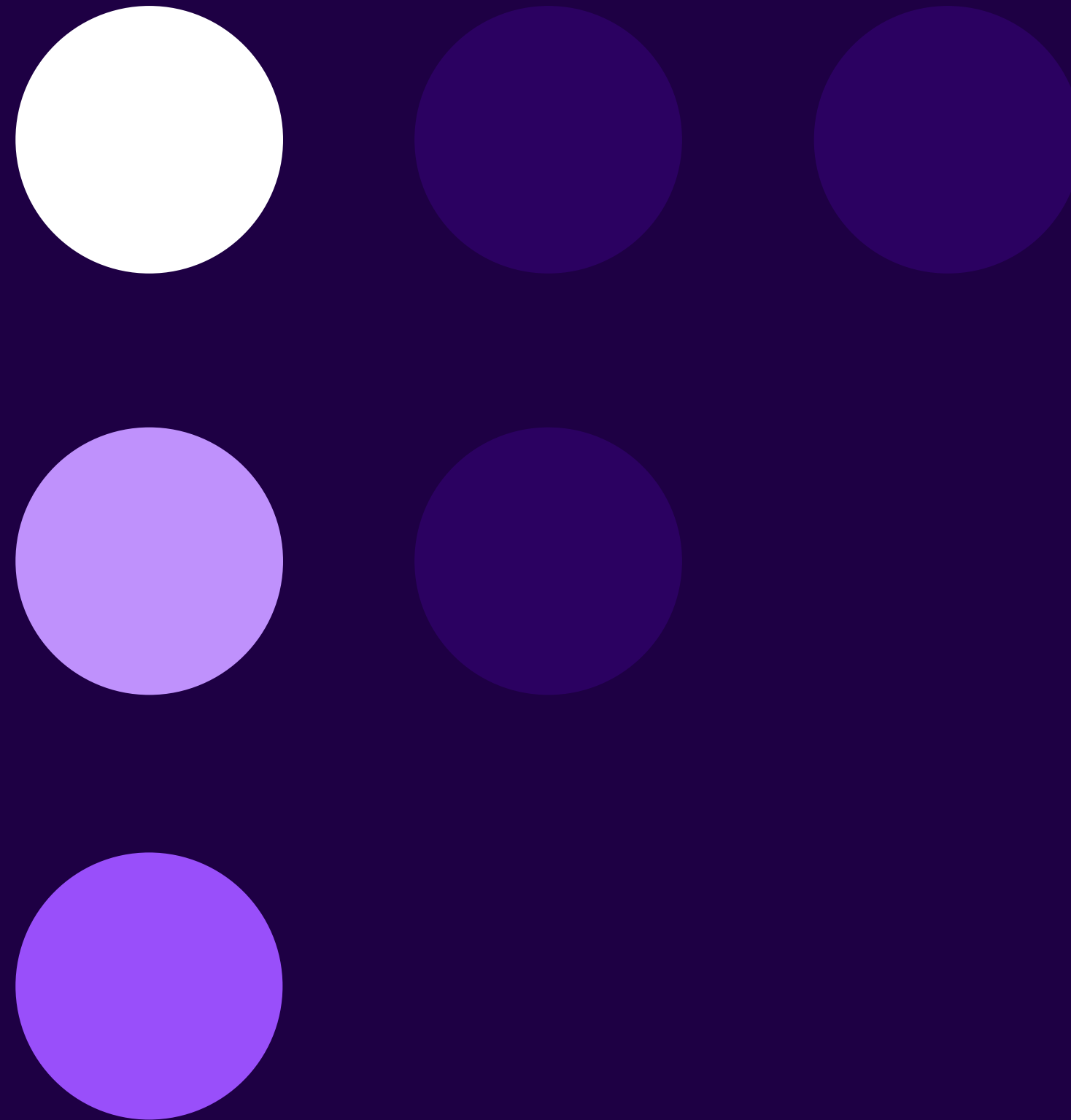


AI Adoption

What is the biggest challenge?



Talkdesk Makes AI Easy





Myth #1:

AI is expensive





Myth #2:

Training AI is slow

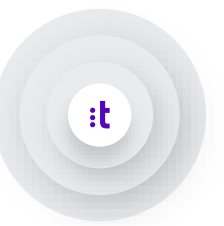




Myth #3:












AI can recognize
your spouse is mad
at you

CONFIRMED



Talkdesk AI for every day advantage.

Automating every step of the customer journey giving customers better answers, faster.

Customer Self-Service AUTOMATION	Agent Empowerment AUTOMATION	Fraud & Authentication AUTOMATION	Operationalizing AI AUTOMATION	Hybrid Workforce AUTOMATION
<div> Virtual Agent Automated voice and digital self-service experiences</div> <div> Self-Service Portal Self-service KB and content for automations</div>	<div> Agent Assist Automated assistance for agents</div> <div> Knowledge Management KM for teams to orchestrate information to power automations</div> <div> QM Assist Automated quality assurance for agent coaching & improvement</div> <div> Interaction Analytics Automated issue discovery, speech search & real-time assistance</div> <div> WFM Automated staffing and scheduling decisions</div>	<div> Identity Quickly authenticate and connect customers to agents with voice biometrics, reducing handle time and eliminating fraud</div>	<div> AI Trainer A no-code AI model training tool for better automation using human-in-the-loop technology</div>	<div> Guardian Starter Gain visibility and control of your remote workforce</div> <div> Guardian Automate compliance and protect the contact center from unpredictable WFH network performance</div>

Key capabilities.



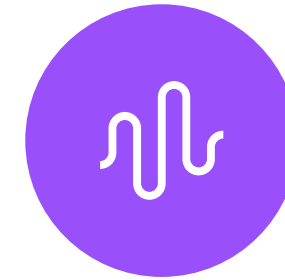
Call Transcription

Transcribe calls using advanced speech-to-text and natural language processing (NLP) technology.



Search

Search for keywords or phrases within call transcripts to further investigate issues or emerging trends.



Keyword Trends

Search for problem areas, mentions of competitors, or any other keyword to visualize how many times it got mentioned on calls through time.



Sentiment Analysis

Understand how a caller is feeling by analyzing their tone and keywords during the conversation.



Reporting & Dashboards

Track performance, discover insights, and develop best practices using prebuilt and custom dashboards.

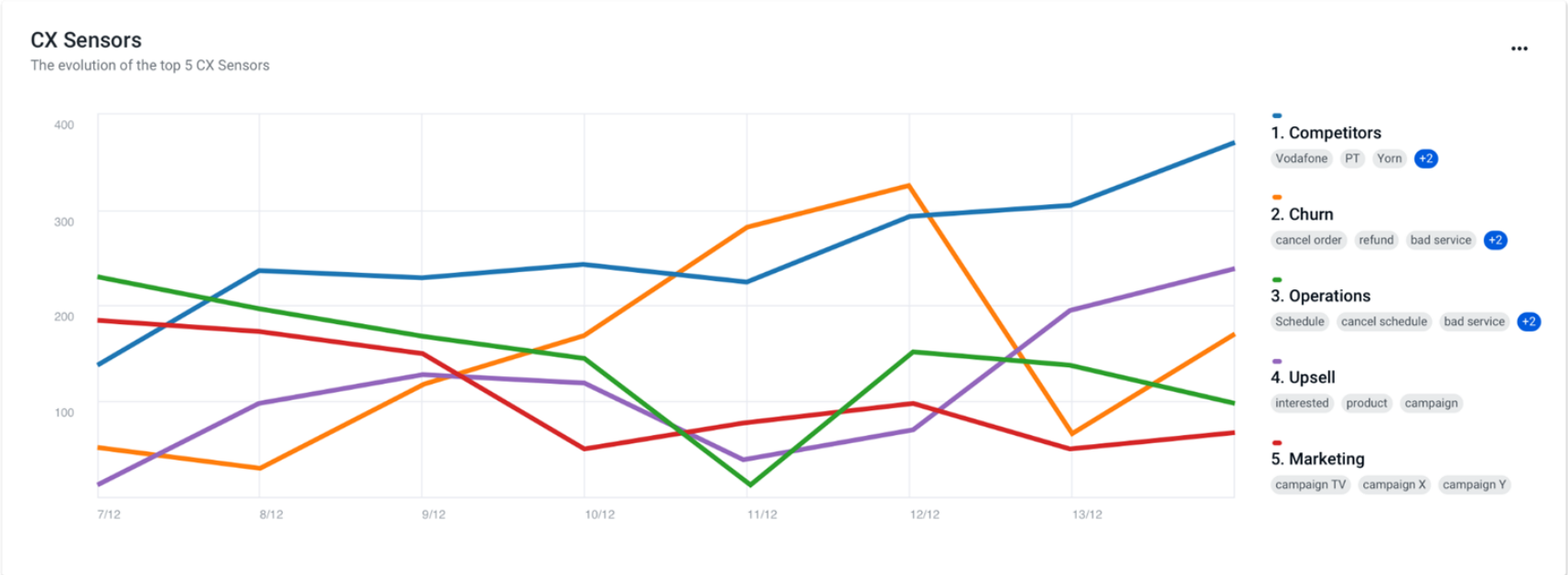
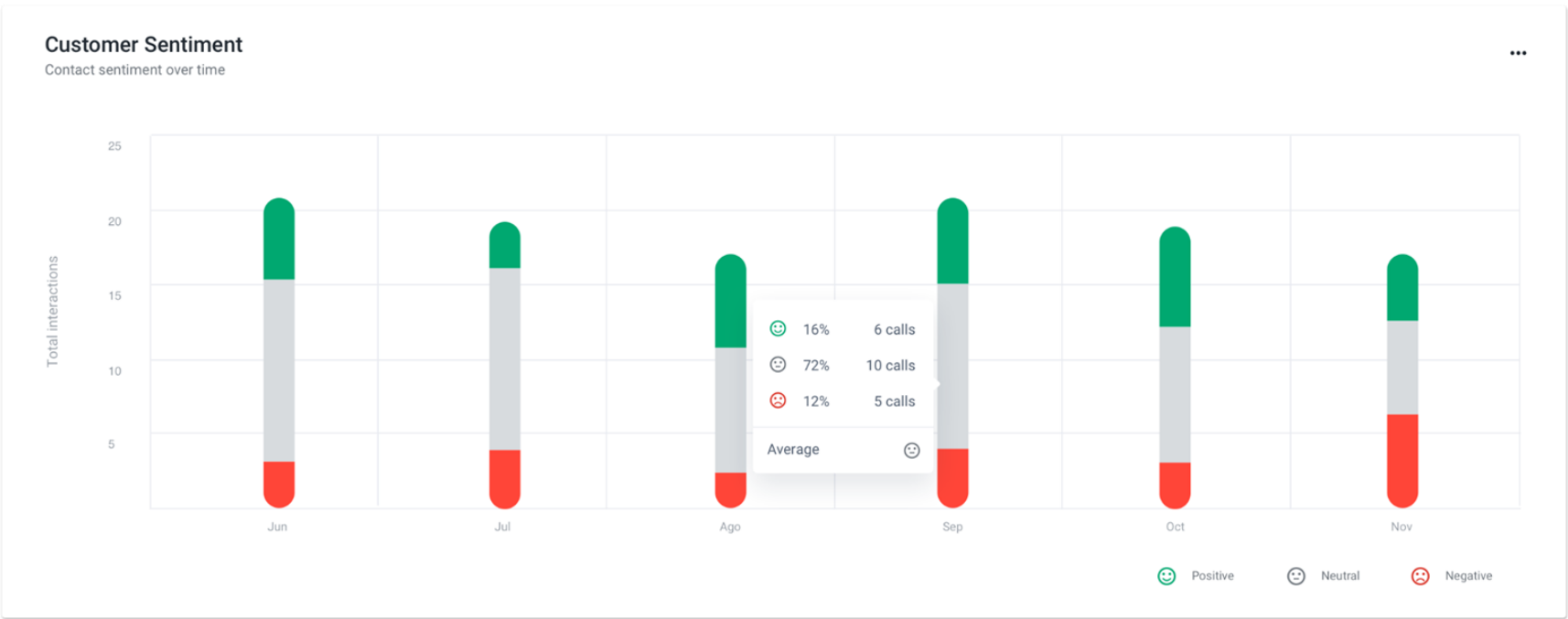
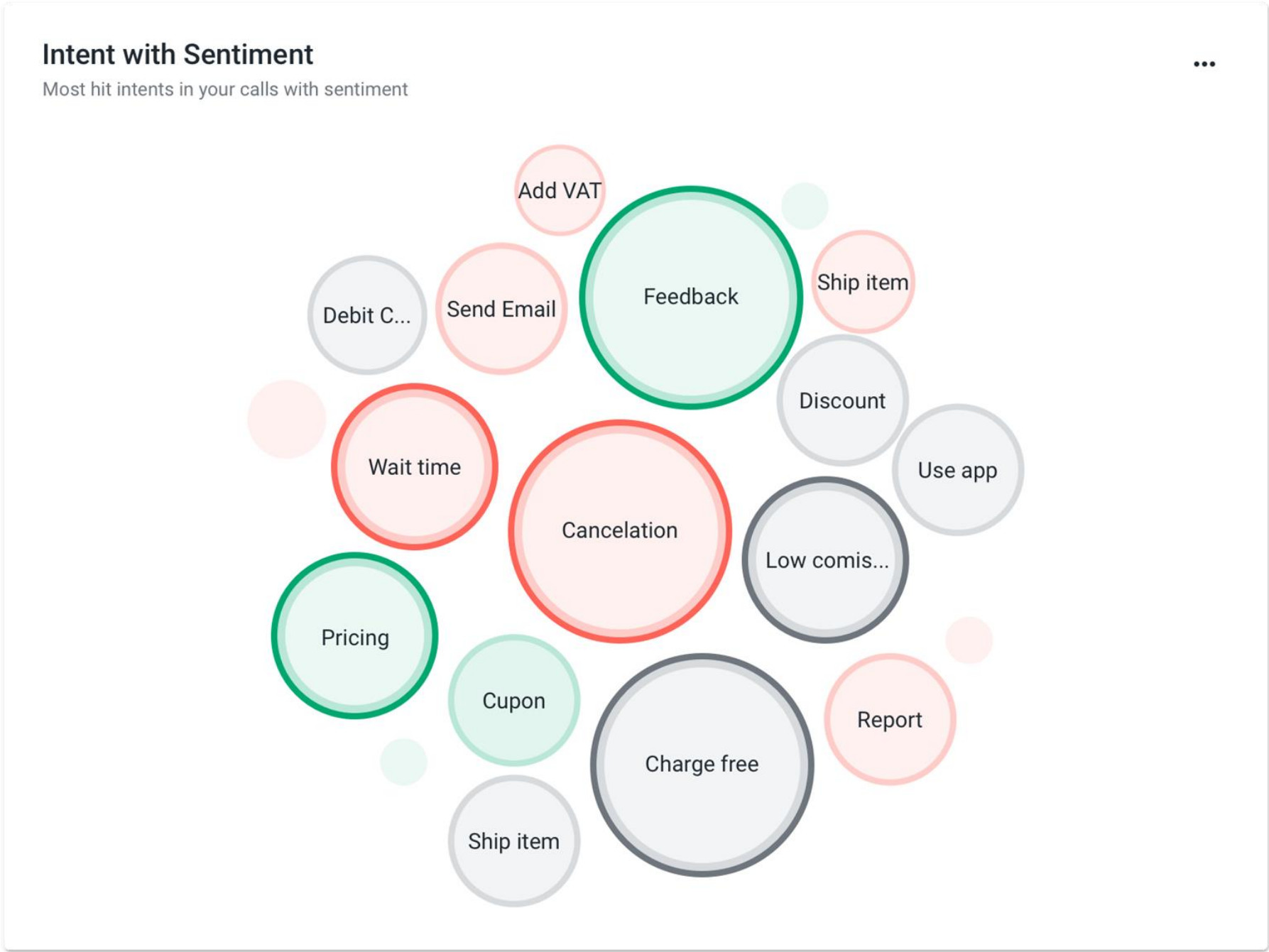


CX Sensors™

Trigger real-time intelligent alerts when specific behaviors occur so you can stay in control and take quick action.

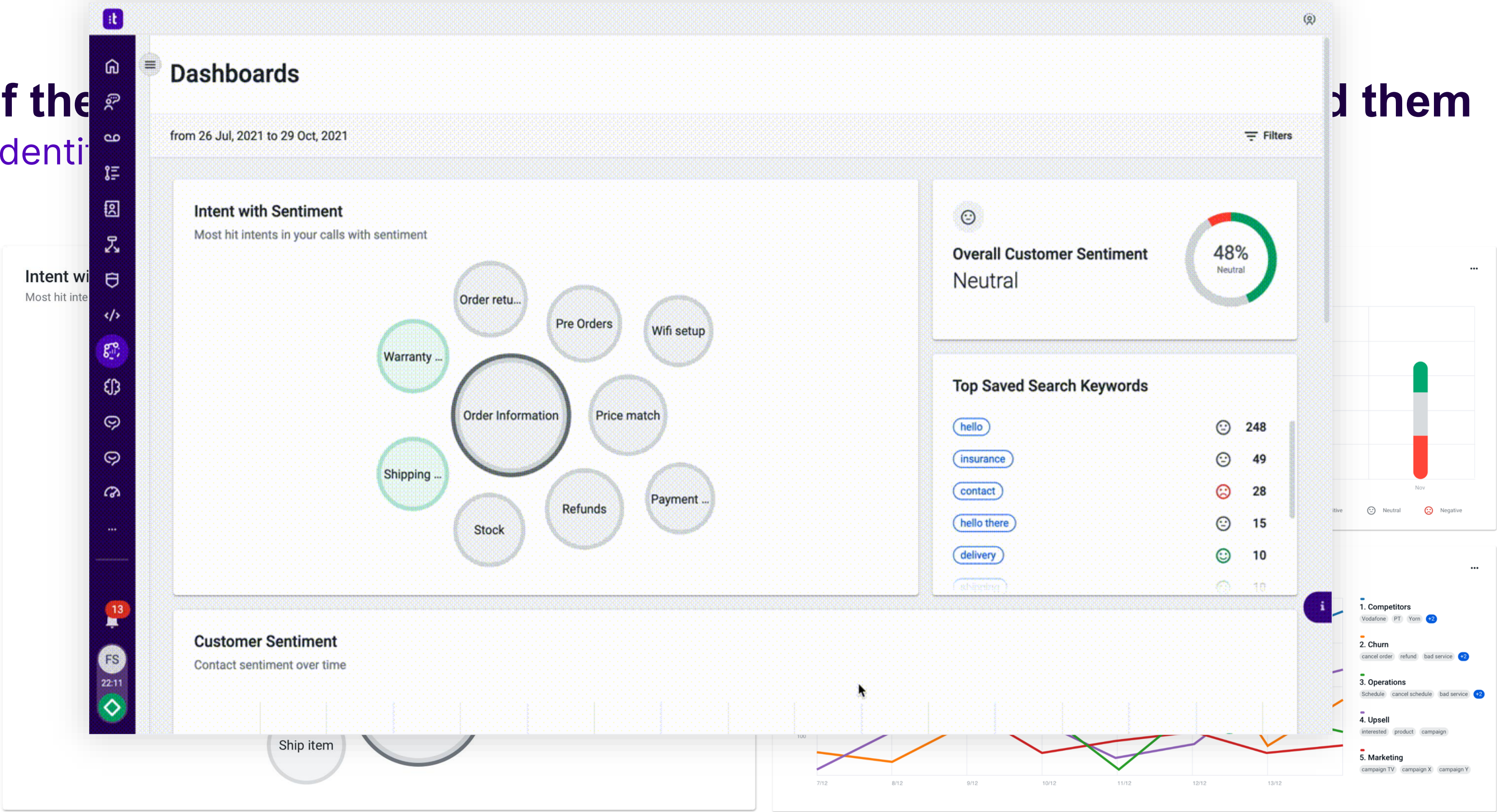
If there are patterns to be found, Interaction Analytics will find them

Identify causes of customer issues

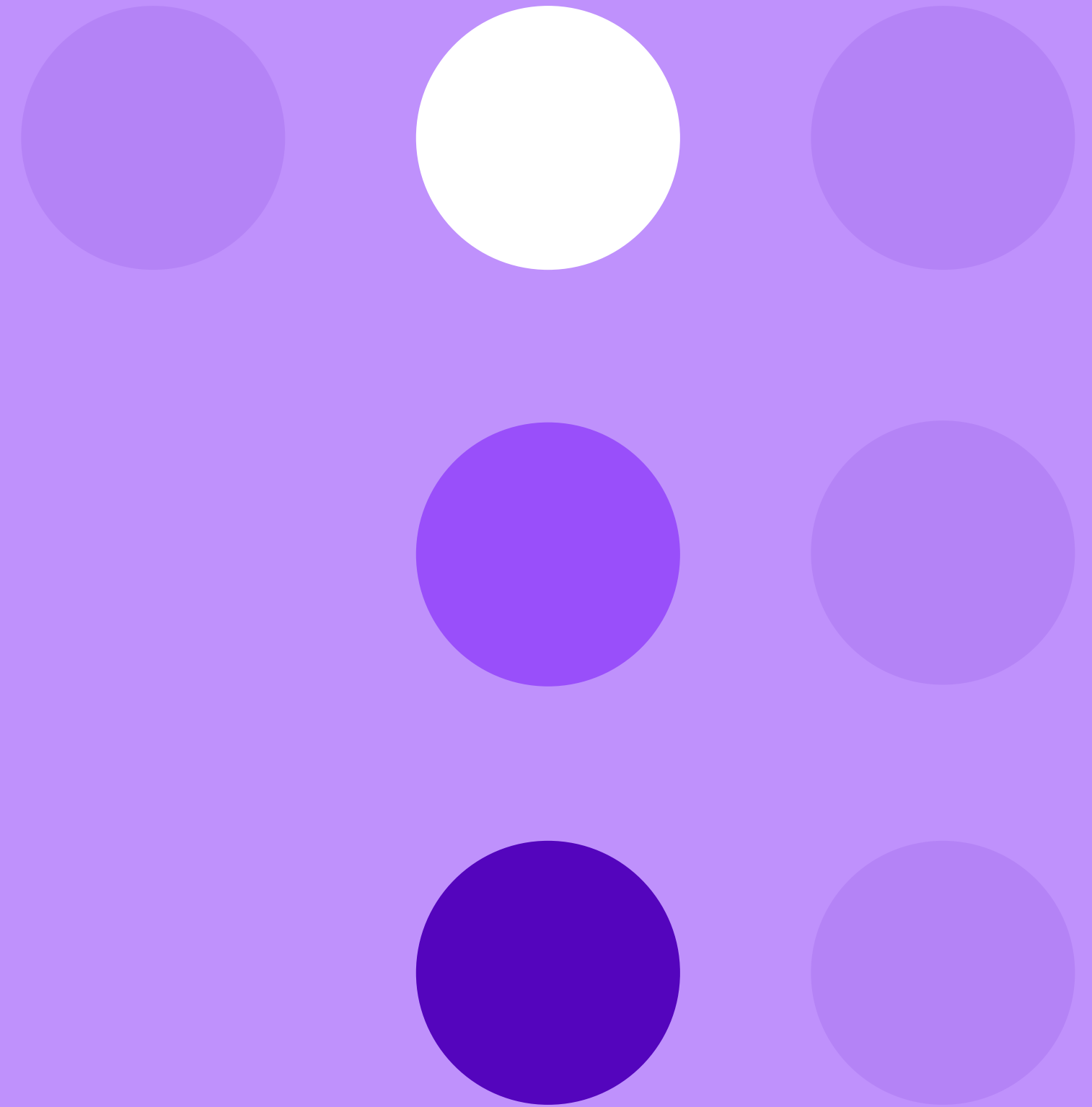


If the
Identifi

d them



Big Wrap Up!



**“Disrupt yourself your business
before someone does it for you.**

You need to experiment, constantly,
experiment, constantly and your business
Constantly experiment, constantly
experiment; constantly learn.”

David Reibstein, Ph.D.

Professor of Marketing, The
Wharton School, University of
Pennsylvania





Thank you!