



WHY THE MOST EFFECTIVE USE OF AI IS CUSTOMER EXPERIENCE



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THE TRANSFORMATION
"GREAT GOD! CAN IT BE!!"

W. H. RAY
PITTSBURGH
CHICAGO
CINCINNATI
COLUMBIA

4th Industrial Revolution: Convergence of Digital, Physical & Biological Worlds*

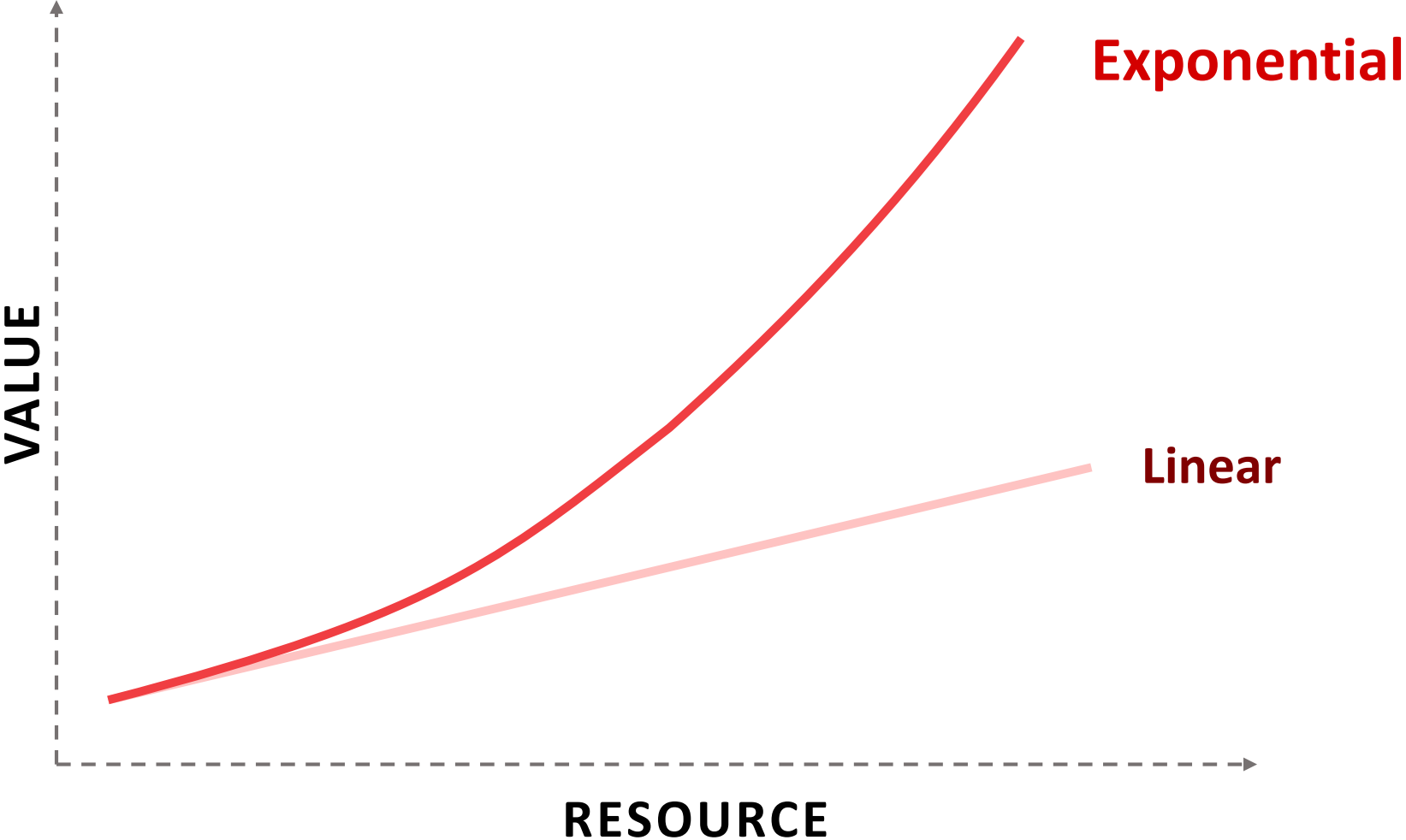
Our bodies will be so high tech it will be difficult to differentiate what is real and what is not

This revolution will not only change what we are doing, it will change us

*World Economic Forum



NON LINEAR



TOP TRENDS THAT WILL DRIVE CUSTOMER EXPERIENCE IN 2019



**CHATBOTS
WILL BECOME
MATURE**



**INTEGRATION OF
THE CONTACT
CENTRE WITH
THE LARGER
ENTERPRISE WILL
GAIN
MOMENTUM**



**MESSAGING WILL
GROW IN
IMPORTANCE**

- The growth of channels
- The growth in number of users
- The growth of voice as a channel

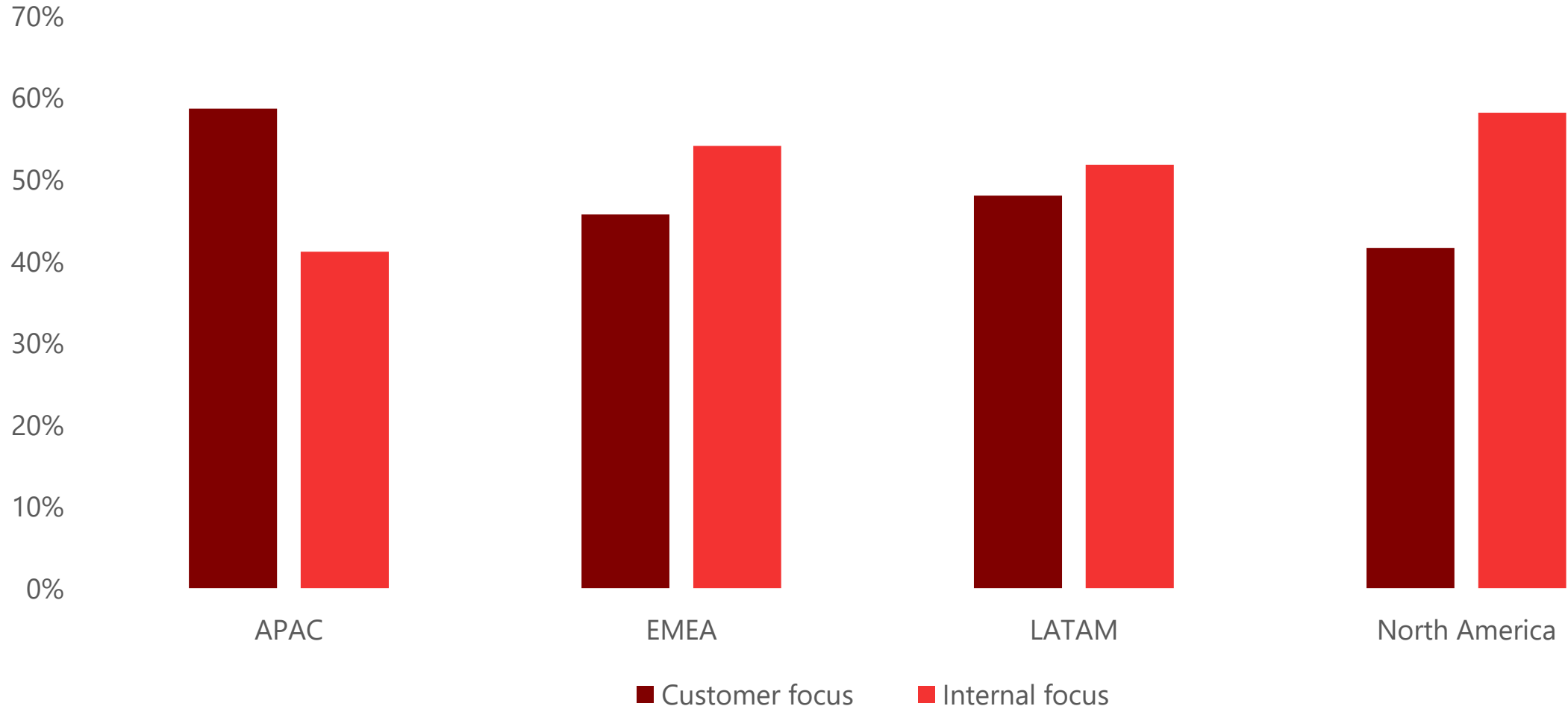


**MORE ASIAN
COMPANIES WILL
POC
INTEGRATION
WITH ALEXA AND
GOOGLE HOME**



**CLOUD FIRST
WILL GIVE WAY
TO ONLY CLOUD
AS THE NORM
FOR CONTACT
CENTERS**

ASIA PACIFIC BUSINESSES ARE FOCUSING AI ON THE CUSTOMER



N=1,234

WHERE TO START WITH AI IN THE CUSTOMER EXPERIENCE

Walk through each step of the customer journey, and ask yourself a question:

Would This Experience Improve If We Can:



FANS INSTEAD OF CUSTOMERS, CHEERLEADERS INSTEAD OF EMPLOYEES

- Estimated **5%** of people will switch religions.
- How many British football fans will switch from one team to another? **Closer to 2%.**



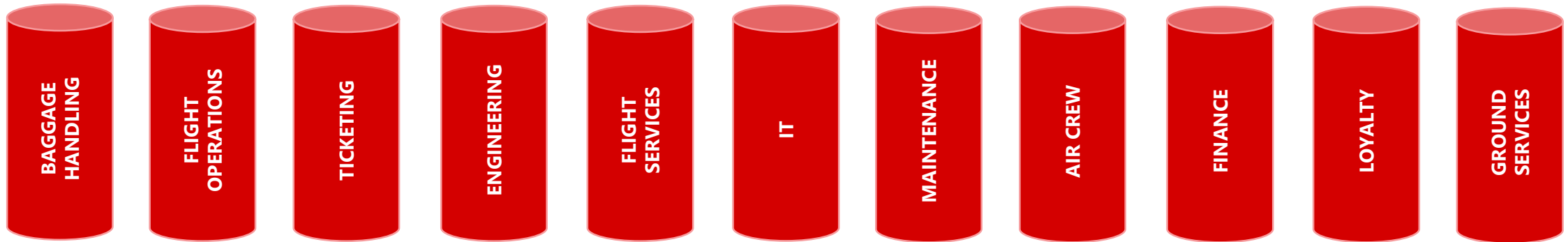
1. PURPOSE

“Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”



2. FOCUS ON OUTCOMES

How airlines organise themselves

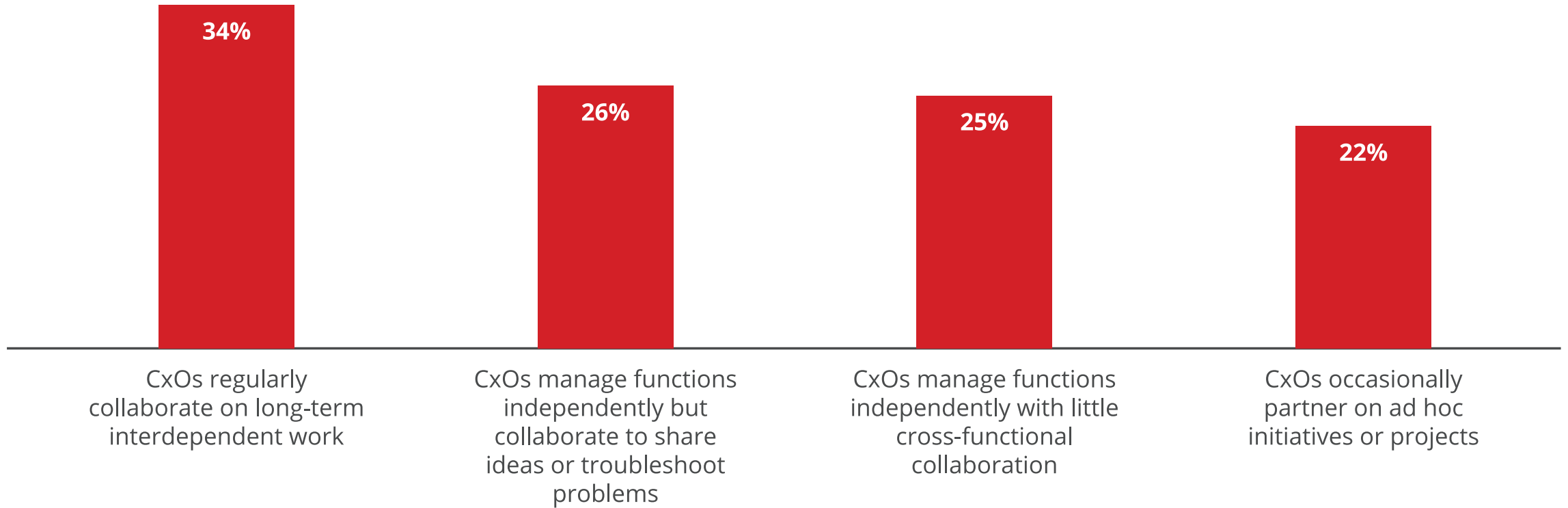


How customers view their air travel experience



3. THE C SUITE SYMPHONY

SHARE OF EACH COHORT EXPECTING GROWTH OF 10% OR MORE IN THE NEXT YEAR



Degree of C-Suite collaboration

n = 11,070
Source = Deloitte Global Human Capital Trends survey, 2018

3. C-Suite Symphony

- a. Enable Business to buy IT – Democratise IT Spend
- b. Every Business Unit Leader owns a Customer Journey



4. INTEGRATE NEW BUSINESS MODELS

- a. Personalisation N=1
- b. Pay-as-you-go – Product as a Service
- c. Co-creation of value; Platform Play



5. COLOSSEUM



6. RITUALS, TRADITIONS & SHARED EXPERIENCES



...ACHIEVE FINANCIAL INDEPENDENCE TO ACHIEVE THEIR AMBITIONS



SoFi PRODUCTS BENEFITS RESOURCES AT WORK COMPANY LOG IN GET STARTED

Welcome to a new kind of finance company.

Student Loan Refinancing LEARN MORE >

Mortgage Loans LEARN MORE >

Personal Loans LEARN MORE >

Wealth Management LEARN MORE >

Life Insurance LEARN MORE >

Save, invest, and earn with SoFi

A screenshot of the SoFi website's hero section. The background is a woman with long dark hair looking at her smartphone. The text "Welcome to a new kind of finance company." is overlaid in white. Below this is a horizontal menu with five items: Student Loan Refinancing, Mortgage Loans, Personal Loans, Wealth Management, and Life Insurance, each with a small icon and a "LEARN MORE >" link. At the bottom of the hero section, the text "Save, invest, and earn with SoFi" is visible.

SoFi PRODUCTS BENEFITS RESOURCES AT WORK COMPANY LOG IN FIND MY RATE

A finance company that can help you get ahead.

That's SoFi.

FIND MY RATE CONFIRMATION #

Checking your rate will not affect your credit score.*

SEE PRODUCTS

A screenshot of the SoFi website's hero section. The background is a woman with long brown hair smiling. The text "A finance company that can help you get ahead." is overlaid in white. Below this is the text "That's SoFi." in a larger white font. Underneath are two buttons: "FIND MY RATE" and "CONFIRMATION #". A small disclaimer "Checking your rate will not affect your credit score.*" is visible below the buttons. At the bottom right, there is a "SEE PRODUCTS" link with a downward arrow.

VOLVO – INTEGRATING CX, EX, AI AND PURPOSE

S90 the new HR Manager

1. Leverages technology

- Pedestrian recognition
- Speech technology

2. Assesses

- Technical skills
- Cognitive skills
- Motivation



LOOKING FOR TECHNICAL AND EMPATHIC TALENT

SUMMARY

01.

Digital First –
Paranoid about
Digital & AI;
Assign some work
to machines

02.

Is it Delivering
Non-Linear
Growth?

03.

Business Led
Symphony-
Customer
Journeys and
Democratisation
of IT

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e c o s y s t m

THANK YOU

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