

Conversational AI

A Gateway to Business AI & Continuous Improvements

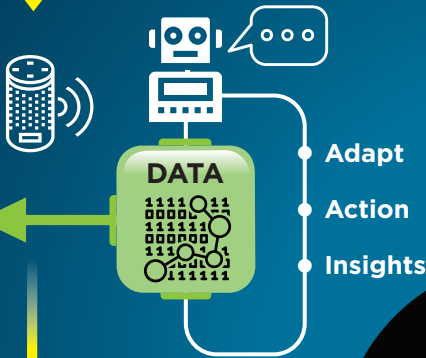
Improving the customer experience as a main objective can drive further organizational performance:

CUSTOMERS



CX

BETTER CX



CONVERSATIONAL AI USE CASES

Most promising use cases



BUSINESS PROCESSES



CX

Outer loop

- Almost as a side product valuable data is collected through chatbots and usage logs.
- The collected data can be put into the traditional AI loop of:

Data->Insights->Action->Adapt to provide a better CX.

ADAPT

ACTION

INSIGHTS

Inner loops

- Within the organization sub processes can be driven for improvement with their own AI loops.
- Instead of improving processes for the sake of optimization, customer focused changes that matter can feed into the heart of the business.

CRM



Happy customer

METRICS + DATA

- ↓ Churn (KPI)
- ↑ Value to customer
- ↑ Relevancy to customer
- ↑ Loyalty (KPI)
- ↑ Retention (KPI)
- ↑ Profit (KPI)
- ↑ Growth (KPI)

DATA

