



# The Future is Now... Welcome to the Era of the Digital Employee

Joe Gagnon, Chief Customer Officer.....Consumerist

September 18, 2017

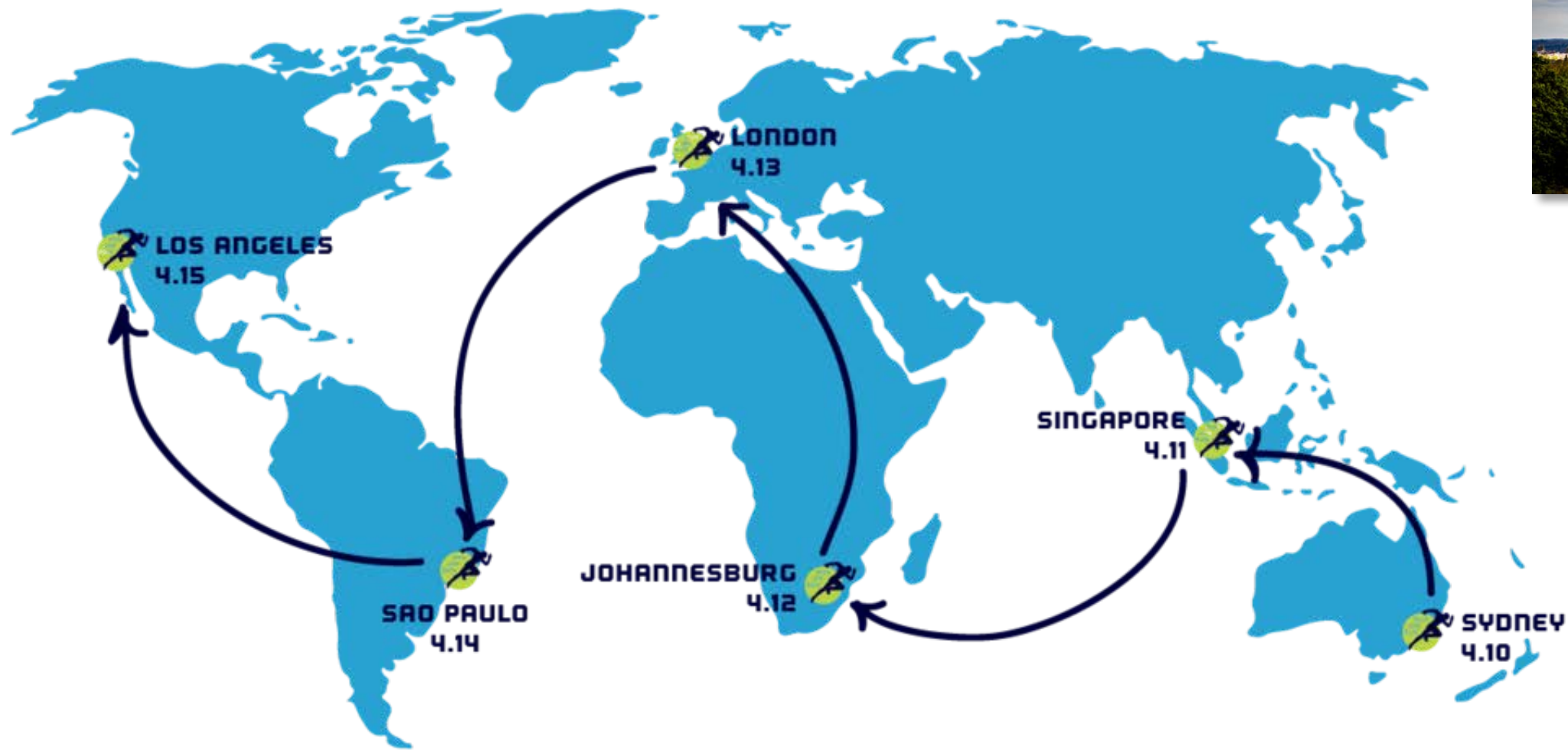


*What I did on my.....*

# **Summer Vacation**

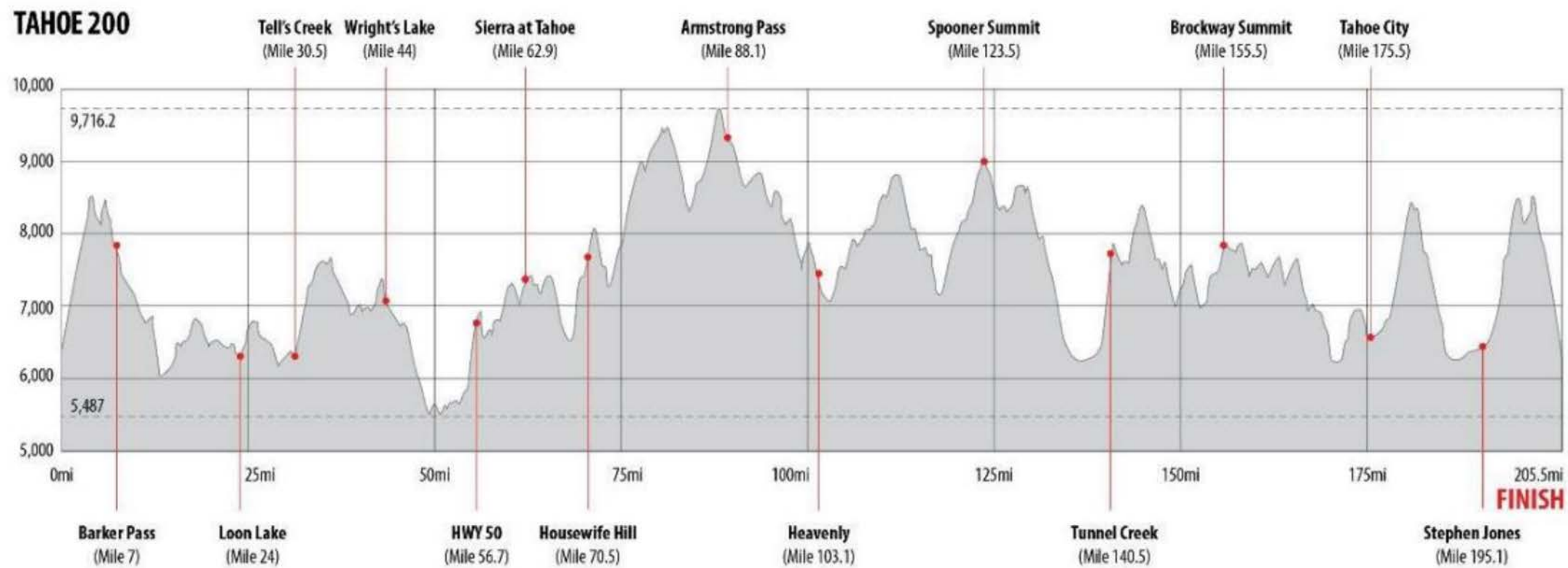


# The Six Continent Challenge | April 10-15, 2017





# A Crucible Event | 90 Hours – 205 Miles – 40,000 Feet





*We all too often tell ourselves that we "Can't" do it*

*And from this thought comes opportunity.....*

# CONSUMER ENGAGEMENT FAST FORWARD



# THE VIEW OF A TRANSFORMED SOCIO/ECONOMIC LANDSCAPE

- 1990 – Detroit’s big three automakers totaled \$250B in revenue and had 1.2 million employees
- 2014 – Silicon Valleys’ top three companies had \$247B of revenue and had 137k employees
- 46% of jobs today in the US are expected to be replaced by robotics and AI in 20 years
- By 2040 all workers will have their own “shingle”
- Millennials will change jobs every two years
- Companies in vastly different industries are being pitted against each other – who would have imagined Ford competing with Google?

# THE CONSEQUENCE OF A TRANSFORMED ECONOMIC LANDSCAPE

*Mega-corporations that defined 20<sup>th</sup> century commercial life are confronting new business and technological changes.....*

*We are, as such, recasting the idea of work, industry, and business across America*



THE FUTURE IS HERE  
**FOR THE TAKING**

““

The concept of an 'average American' is gone, forever.



““

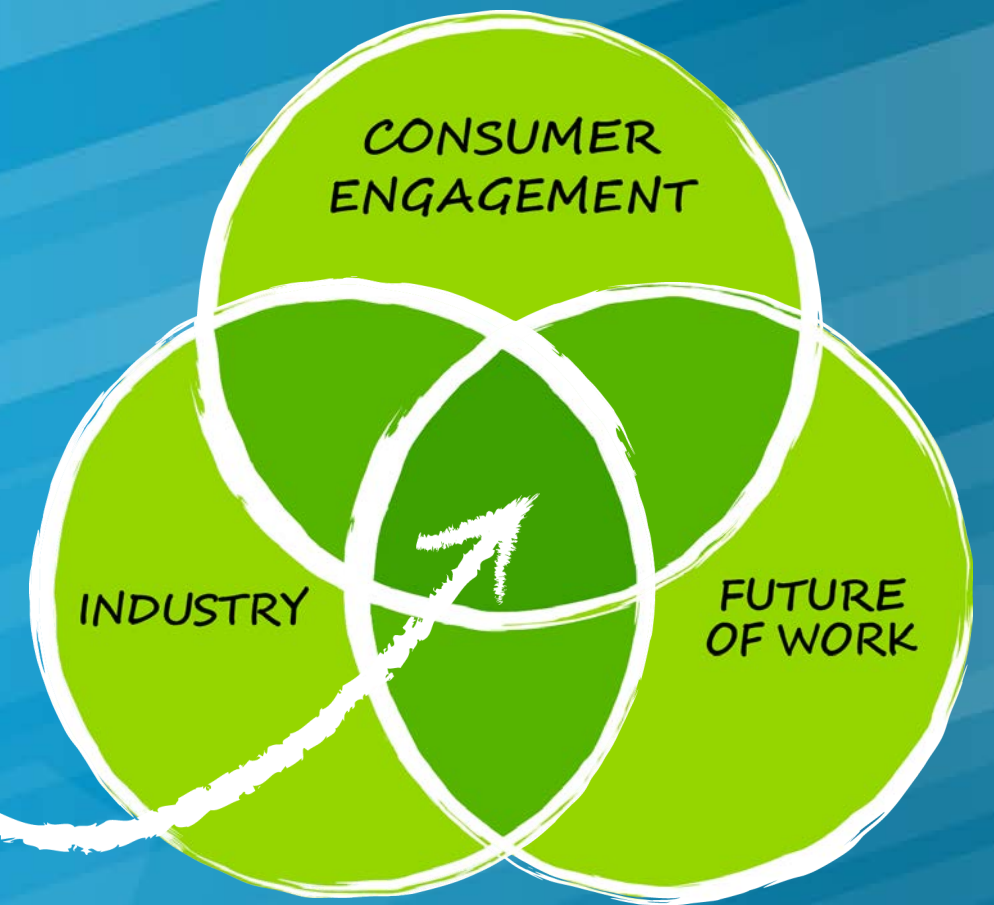
The concept of an 'average American' is gone, forever.

The average American has been replaced by a complex, multidimensional society that defies simplistic labeling.

””

- **Peter Francese**  
demographics expert

~~CONVERGENCE IS CREATING~~  
**SIGNIFICANT OPPORTUNITY**  
~~FOR COMPANY & CUSTOMER~~





# SOCIO-ECONOMIC TRENDS



**WE SPEND BIG \$ IN  
CUSTOMER SUPPORT  
ROI IS SUB-OPTIMAL**



**CONSUMERS WANT  
TO BE ENGAGED**



**FREELANCE  
ECONOMY IS ON  
THE RISE**



**UBIQUITOUS  
TECHNOLOGY  
LANDSCAPE**



# HAVE IT YOUR WAY...

People don't like one-size fits all service.





# TIME FOR ACTION



# MILLENNIALS



GET READY FOR

**GENZ**

# GEN Z

73 MILLION IN THE US



# MILLENNIALS

VS.

# GEN Z

Tech Savvy: 2 screens at once

Communicate with text

Curators and sharers

Now focused

Optimists

Want to be discovered

Independent  
Focused  
**PRODUCT OF**  
**GEN X**  
Fiercely competitive  
Give it a go  
house  
talent  
Problem solvers

HOW TO BREAK

# Zoom™

# GET OFF Z

*and have an in person meeting.*



# 2015

- Know me
- Make it mobile
- Let me do it
- Make it social
- Fit into my life
- Save me time
- Make me smarter
- Help me discover

2017

**MINIMIZE  
CUSTOMER  
EFFORT**

IT'S TIME TO  
**BUILD**  
RELATIONSHIPS





What is your open  
the car door

**MINIMIZE  
CUSTOMER EFFORT**



I found 10 tax  
documents you need  
for your tax filing

**EVENT DRIVEN/  
LIFE STAGE**



The last time we spoke  
you requested a text,  
is that still ok?

**MAKE IT  
PERSONAL**



“Hi Mr. Smith, your flight is delayed, don't worry you will make your connection”

**CONVERSATIONAL**

“Midnight in Hong Kong – we can get you that package by tomorrow”

**ALWAYS ON**

“Did you know you could save \$200 a month with a different energy plan”

**ADVISORY**





- 
- Bring CX innovation to local government – use a chatbot to reduce cost and increase revenue by simplifying bill-pay
  - Citizens can ask ~ 40 questions around utility bills, and pay utility bills via SMS



Mercedes-Benz

- 
- A new way to serve prospective Mercedes buyers and drivers
  - Respond to questions instantaneously on Messenger, for marketing Voice of the Customer, Sales, and Service





- 
- Edward became part of the staff
  - 60% of all guest requests go to Edward
  - NPS +13 points
  - 65% of all guests use Edward on the weekend



# FUTURE OF WORK



**WORK IS CHANGING**





**MOVE WITH CERTAINTY.  
NOT URGENCY.**



# OUR NEW WORLD



**WORK  
FOR HIRE**



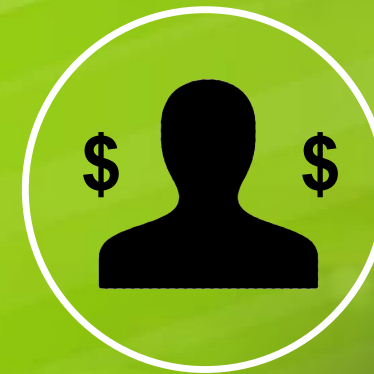
**LABOR  
CLOUDS**



**20 HOURS  
A WEEK**



**MY  
CAREER**



**CUSTOMERS...  
PAY THEM!**



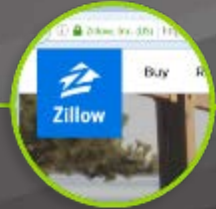


# YOUR DIGITAL EMPLOYEE

- A virtual agent taking responsibility for a digital customer interaction channel
- Understands natural language requests for customers or employee service



Meet Lee



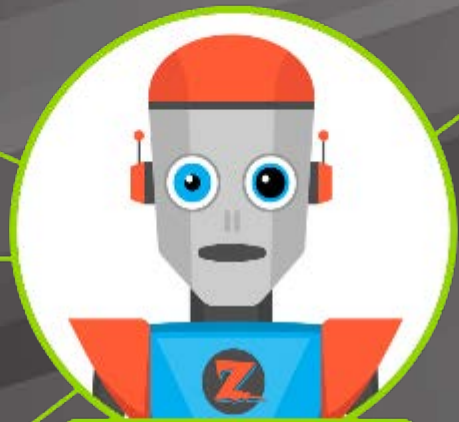
Hi, I am Eva







Hi, I'm Eva



Hi, I am Ziggy



WOW!

That was easy

I am moving soon!





**WFM**



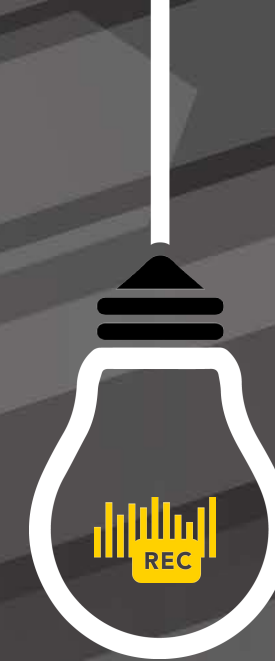
**DYNAMIC  
SCHEDULING**



**AGENT  
CAREER**



**PERFORMANCE**



**QUALITY**

# **WFX**

## **IMPLICATIONS**



# WHAT DID WE LEARN?

**We believe that if men have the talent to invent new machines that put men out of work, they have the talent to put those men back to work.**

*John F. Kennedy*





**Agents get onto  
a career path...  
not just a job**

**Learn, for real,  
what customers  
need**

**Less effort  
for your  
customers`**

**Customer  
promises are  
actually achieved**

**Growth happens  
because focus moves  
to "the hard stuff"**

**Harmony between  
employees and your  
Ziggy**

# THANK YOU

JOE GAGNON | GM CLOUD, CHIEF CUSTOMER OFFICER, ASPECT