

Drive better CX with AI.
Give customers what they want.

Edwin van Bommel, Chief Cognitive Officer IPSOFT



Cognitive technologies are changing the face of CX



A human assisting the AI
to (learn to) drive the car



AI driven CX pays off



A global digital platform linking drivers and passengers





Market value  \$70 bln
Revenue  \$6.5 bln



A global digital platform steering vendors and buyers





 \$448 bln
 \$136 bln



Physical outlets where people buy daily needs, supported by technology



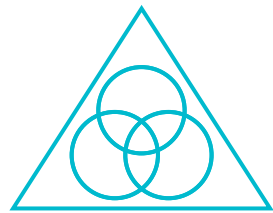
 \$235 bln
 \$435 bln

Three building blocks to boost CX with AI



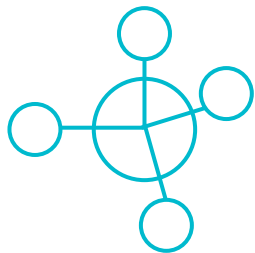
Innovative /
smart team

- Data analytics driven
- Managed on ambitious outcomes
- Set business rules for the company
- Focus on automation



Managing
core platform

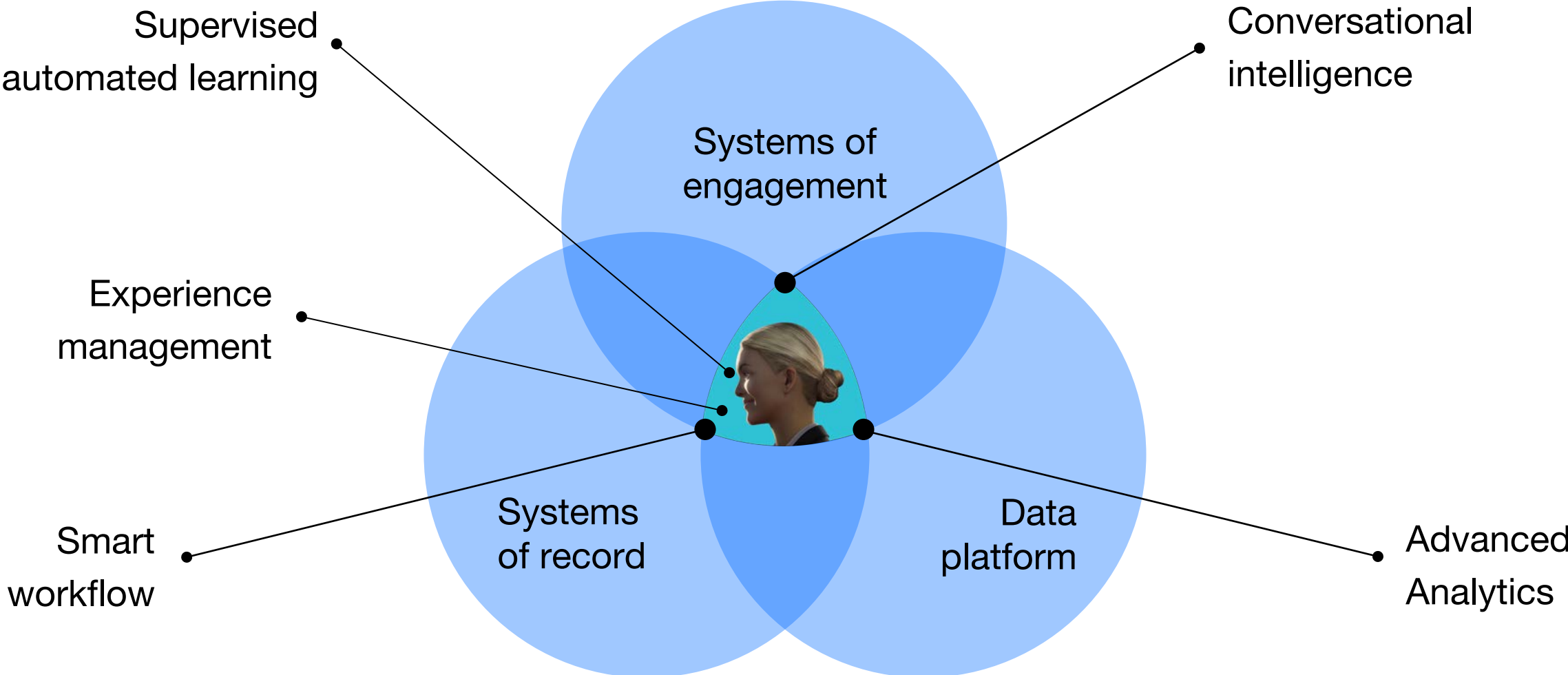
- Systems of engagement
- Systems of record
- Data platform
- AI



Supporting
and running

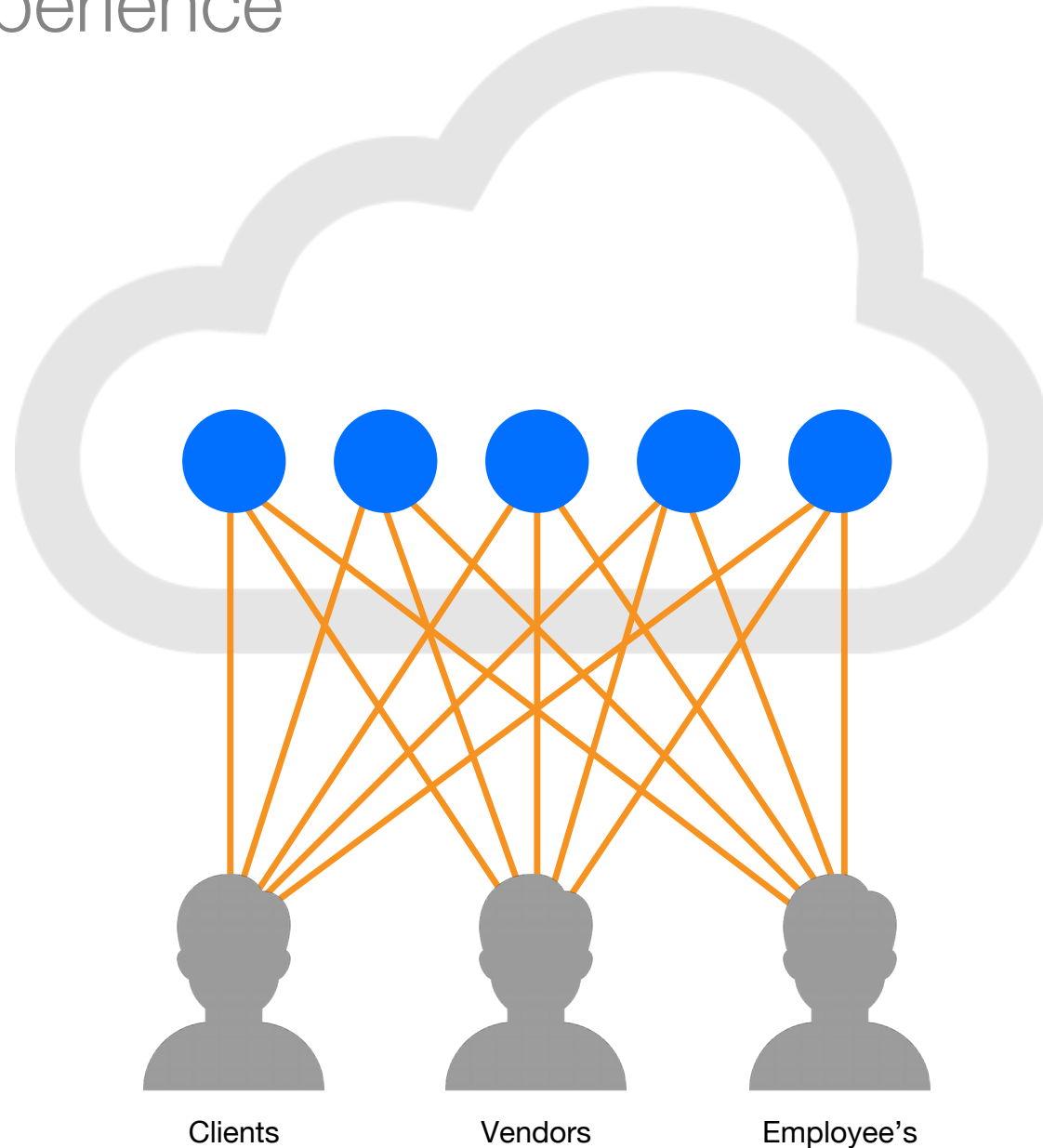
- Day-to-day decision making
- Customer interactions
- Fulfilment
- Employee to-do lists

Amelia, being the most human AI, is designed to transform CX



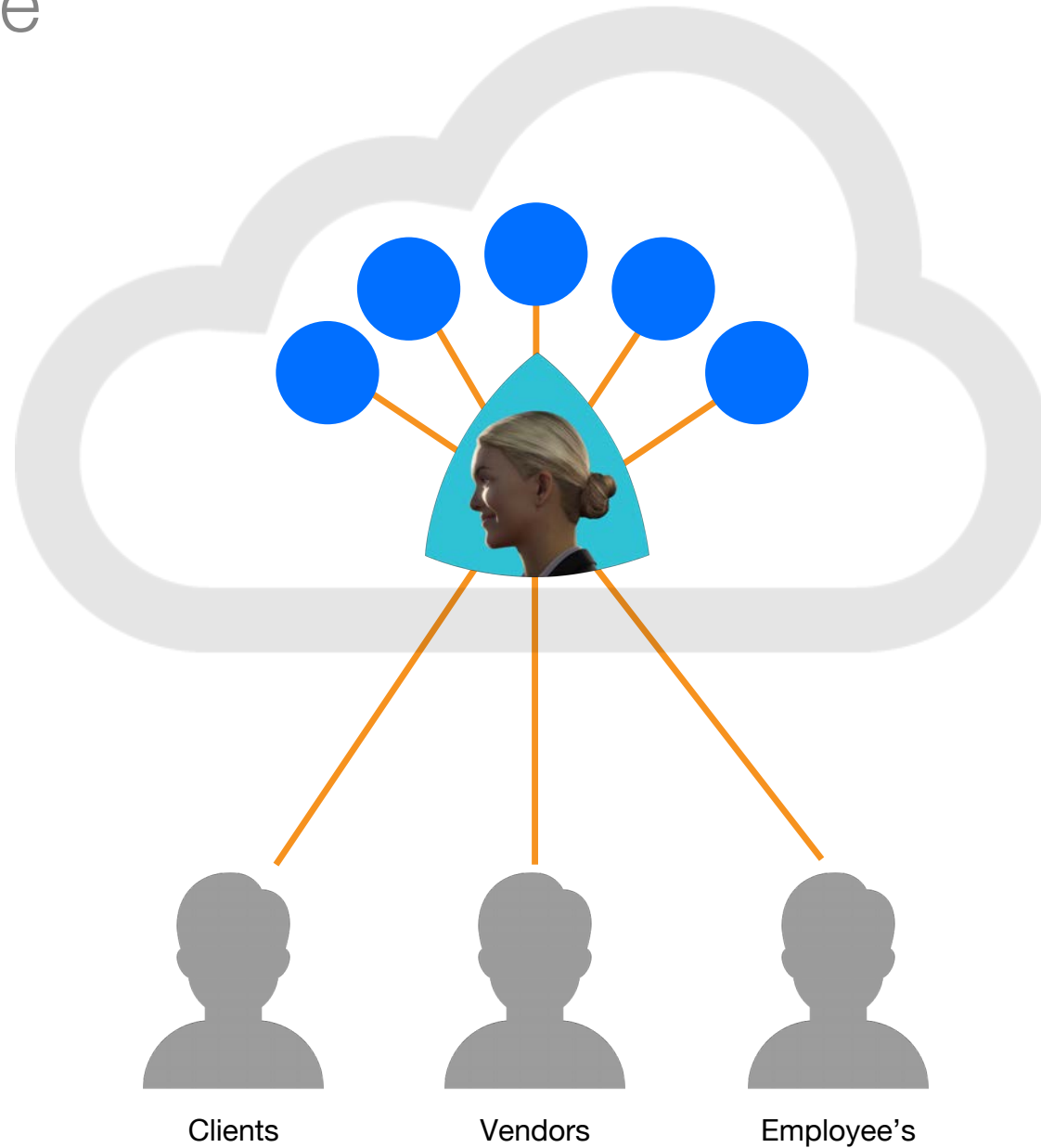
From: typical experience

User has to traverse multiple interfaces and conversations to get to desired outcomes



To: AI experience

Presents a single interface that adapts to context

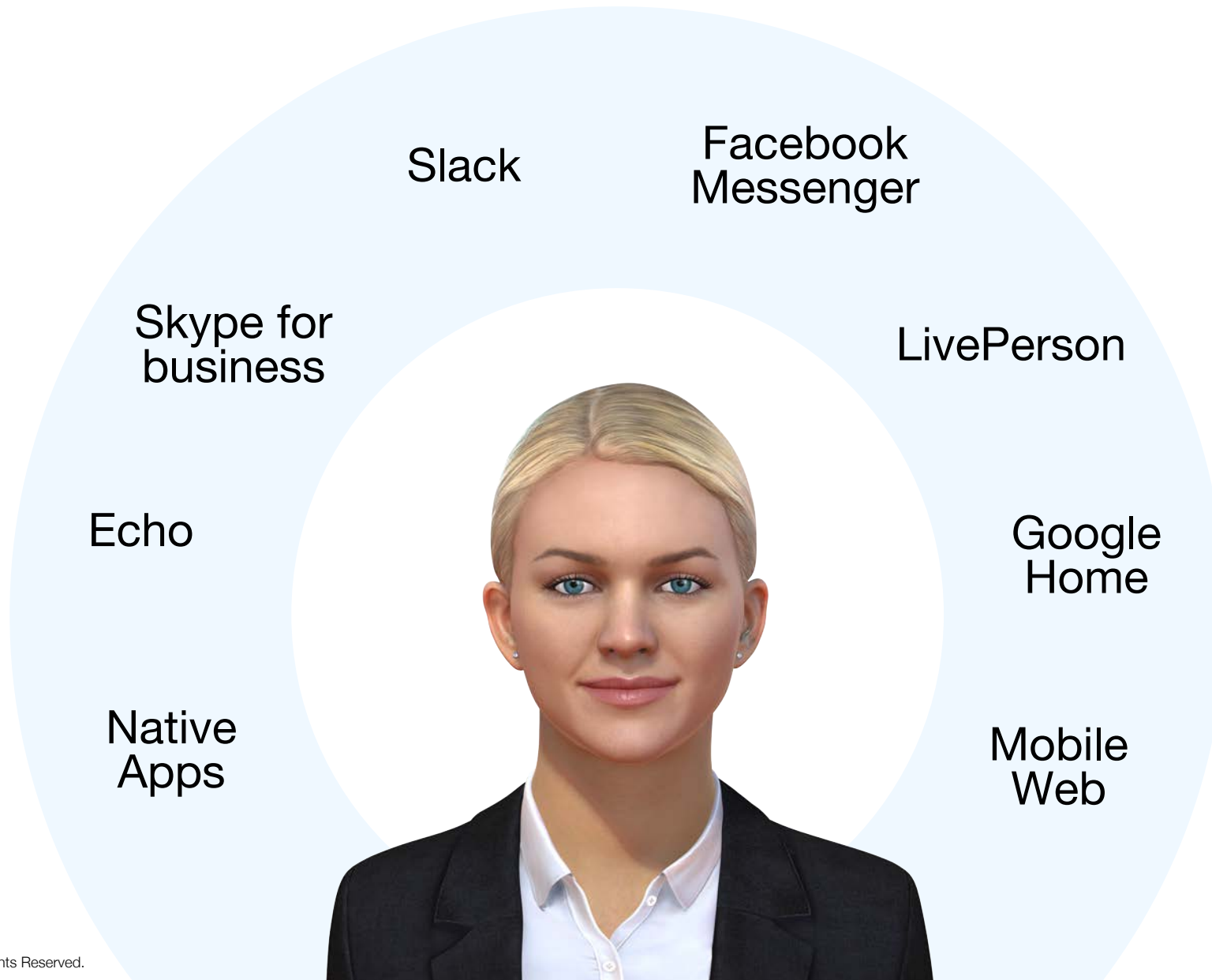


Clients

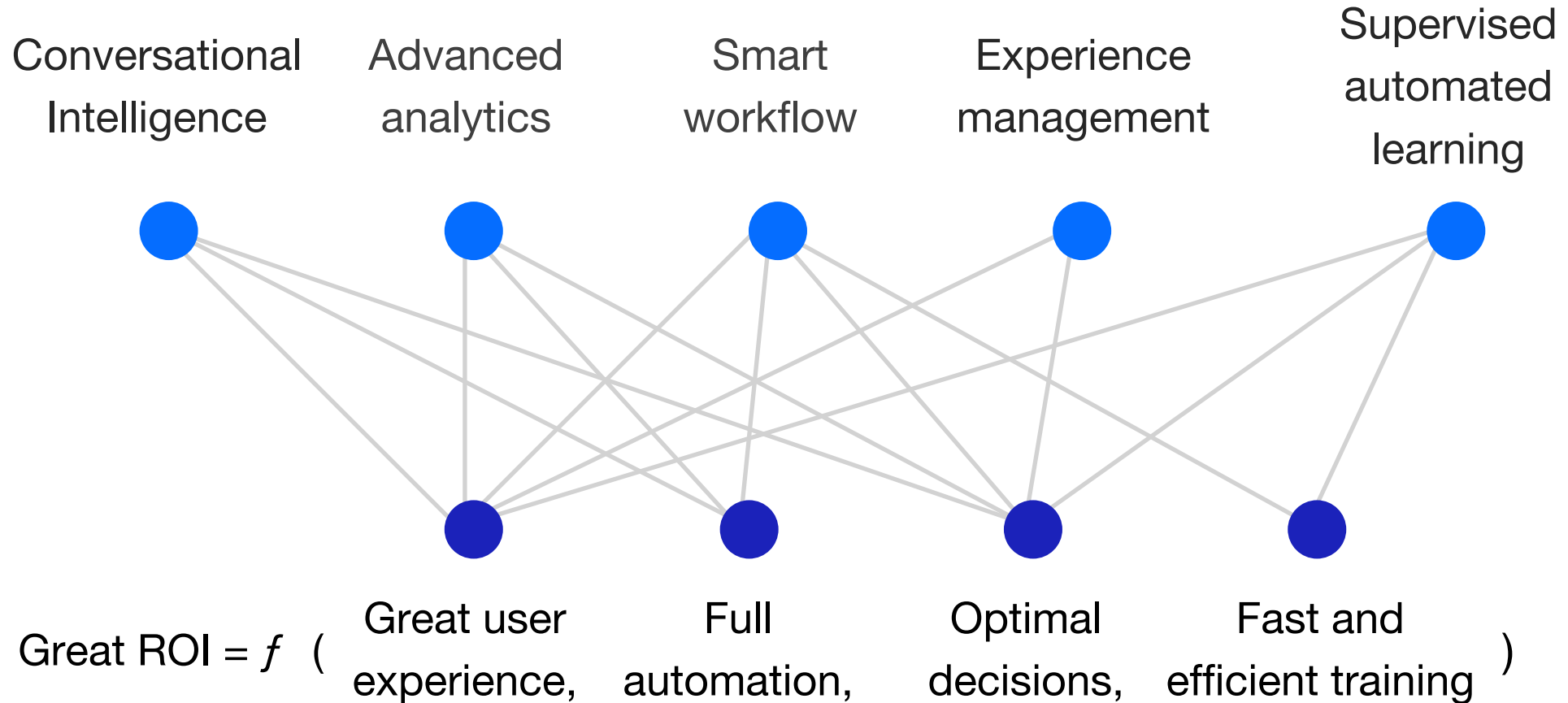
Vendors

Employee's

Cross channel customer experience is crucial



Amelia has realized significant business benefits



Amelia has experience in over 50 client situations and has proven to cover over 60% of client request, over 90 percent accuracy and customer satisfaction of over 88 percent



Thank you