



# Conversational Commerce Conference

NEW YORK October 8, 2019

# Welcome

# Conversational Commerce Conference

October 8 | Hyatt Regency Jersey City

Hosted by



# Housekeeping

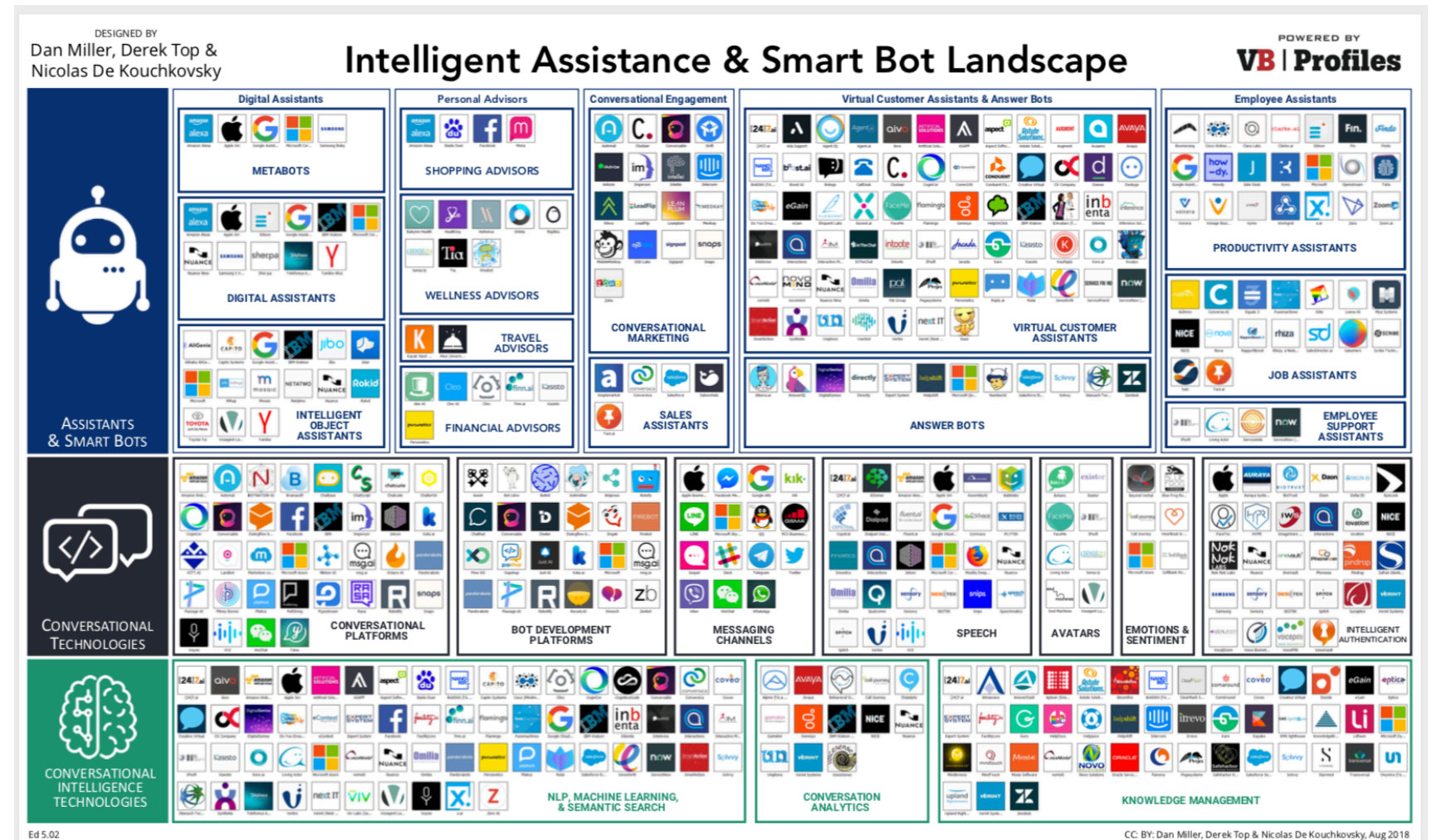
- All breaks & networking reception held in Sponsor Showcase in ballroom foyer
- Encourage Q&A, interactive conversations
- WiFi: @Hyatt\_WiFi  
(#C32019)

# What to Look For @ C3

- Panels & Presentations
  - Gauge the arc of an industry
  - Share experience
  - Discuss business outcomes
- Networking Opportunities
  - Meet solution providers or potential partners
  - Build a vision

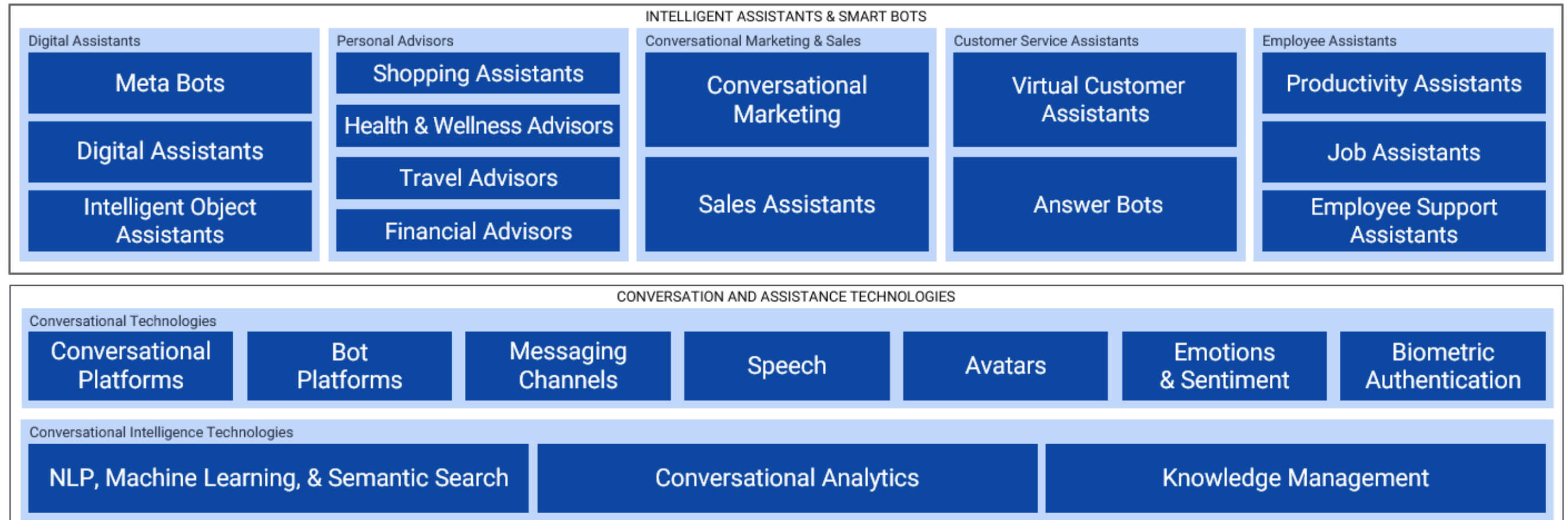
# What is “Conversational Commerce”?

- 400 firms on the IA & Bot Landscape
  - Will drive \$20 billion spend
  - Conversations are Ideal CX
  - Leveraging investment across Contact Centers, CRM, RPA, Automated Speech, Analytics



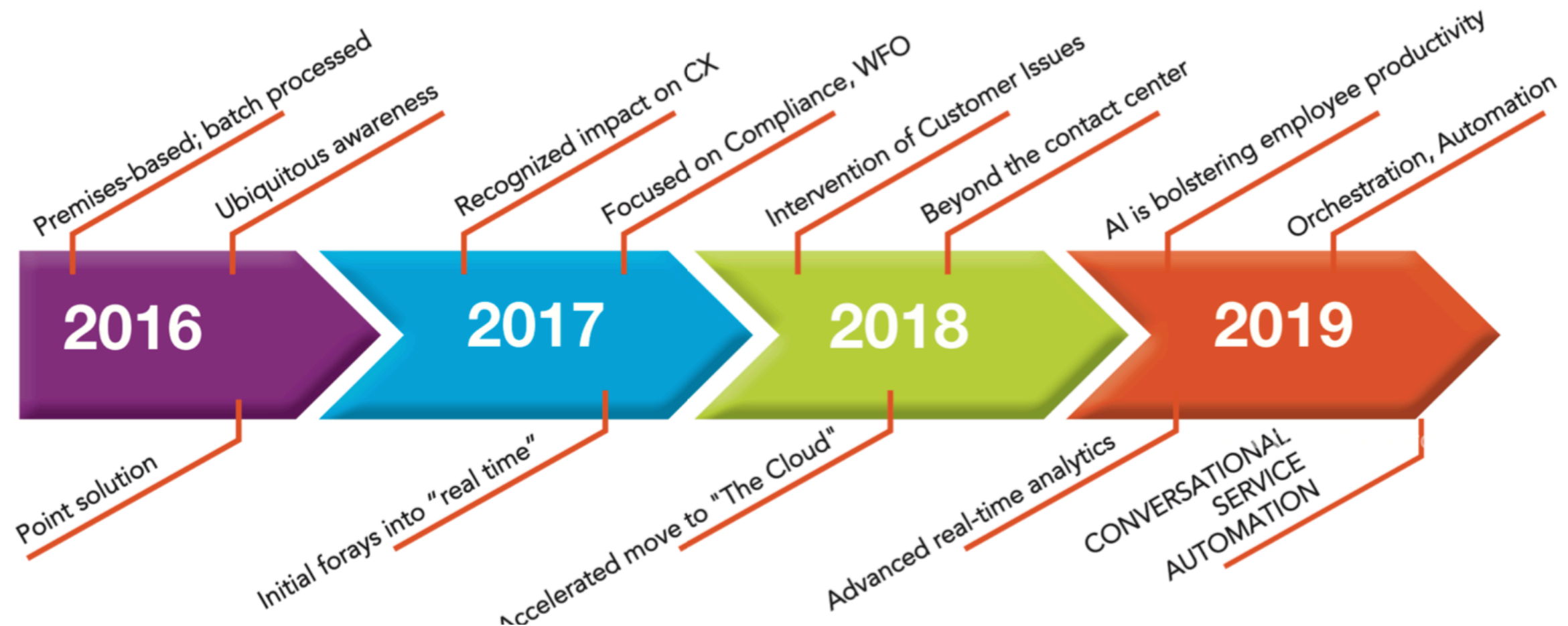
# From a Technology Blueprint

## Intelligent Assistance & Smart Bot Technology Blueprint



# Starts with Conversational Analytics

Validated by a 4-year Tracking study



# How Will It Come Together?

- Focus on what's valuable
  - Improved CX and UX
  - Employee productivity
  - Accelerated time to close
  - Larger average sales
  - Longer customer retention