



Conversational Cloud Conference

NEW ORLEANS November 10-11, 2022

- Welcome
- Foundations of the Conversational Cloud
- Minding the Gaps:
 - Plenty of data, not enough action
 - Enterprise Conversational AI adoption is comparatively low
 - Implementation gap
- Getting the most out of C3

Pillars of the Conversational Cloud



Self-Service+ Natural Language Process and Automated Speech

Recognition, AL and ML, Enterprise Intelligent Assistants (voice/chat)



Application Integration and Automation Workflows Service Creation

(low/no code and “pro code”), Connectors, API Libraries, RPA



Interaction Processing and Intelligent Routing Telephony, Contact

Center, Multiple Channels, Task Routing, App Marketplaces



Conversational Intelligence Data, Dynamic Knowledge Management,

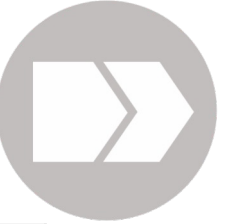
Analytics, CRM, CDP, Systems of Record

Self-Service



<i>Then...</i>	Now
<i>Statistical NLU models</i>	Complex multi-turn conversations with slot fulfillment
<i>Limited Language Support</i>	Multi-language support with flip of a switch
<i>Anonymous, untailored dialogs</i>	Personalized, authenticated dialogs
<i>Synchronous, silo'd conversations</i>	Multi-modal, asynchronous conversations
<i>Labor intensive callback recording and transcript analysis</i>	Machine learning, Conversational Intelligence can be applied to 100% of customer engagements

Application Integration & Automation



<i>Then...</i>	Now
<i>Professional Services dependency</i>	Citizen-programmers: Low code/no code
<i>Closed systems</i>	Interoperable APIs and RESTful APIs
<i>Every app was a “one-off”</i>	Zero-Day capabilities and Centers of Excellence
<i>Exclusive realm of Hyperscalers</i>	Room for RPA, BPO and specialists
<i>Automation for Cost-savings</i>	Automation to augment workflows

Interaction Processing



<i>Then...</i>	Now
<i>Agent Cost Savings</i>	Automation and Opportunistic Sales by agents
<i>On-prem call centers</i>	Distributed agents communicating over cloud
<i>Mundane agent tasks</i>	Agents optimizing IVR and IA
<i>Finance, Telecom, Retail, Healthcare were early beneficiaries</i>	Any customer service vertical is well supported with best-in-class solutions
<i>Unconnected bot to agent transfer</i>	Seamless switching between agent and bot
<i>Bespoke connectors between platforms</i>	App marketplace for easy connections of services

Conversational Intelligence



<i>Then...</i>	Now
<i>Static, FAQ-like sources</i>	Natural Language search of diverse knowledge repositories, Dynamic and deep integrations of back-office processes, including bookings and checkout.
<i>Call recordings and transcripts</i>	Conversational Intelligence is the Real Voice of the Customer.
<i>Data and Tableau imports</i> <i>Applied CI</i>	Real-time dashboards and alerts with low code/no code connectors to analytics platforms, etc. Support, sales, marketing

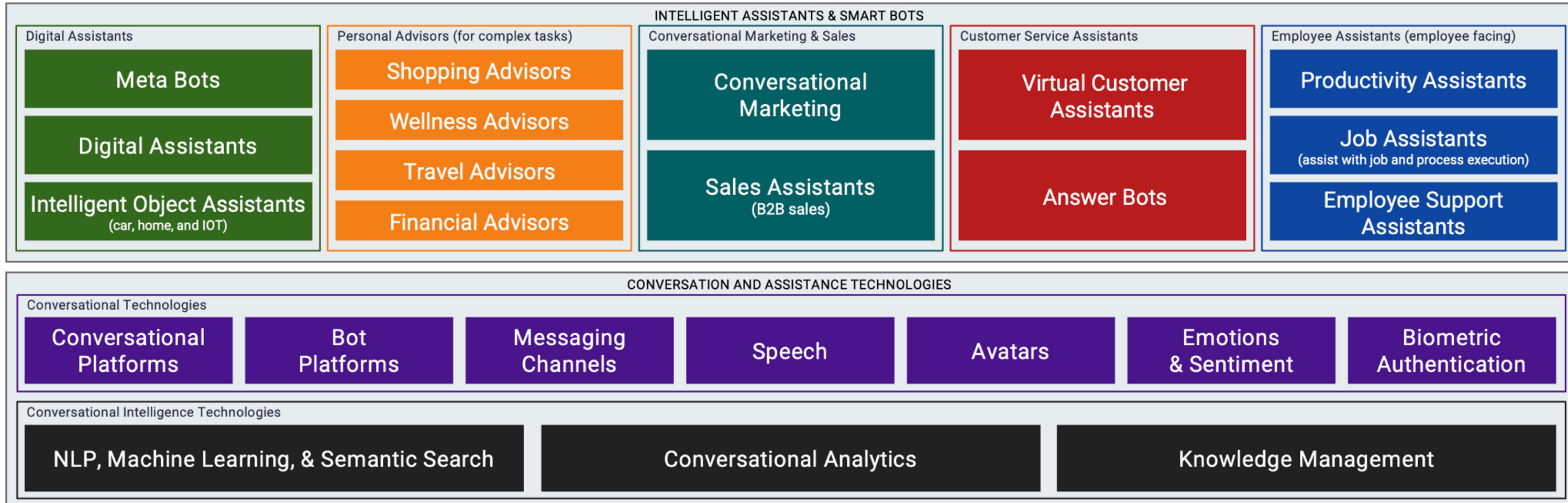
Conversational Cloud, in your Words

NICE: Make Experiences Flow. Build relationships that last.

VONAGE: Enable next generation communications that are more flexible, intelligent and personal-empowering our customers to do what's next and stay ahead

OneReach.AI: Conversational AI isn't going anywhere – it's going everywhere.

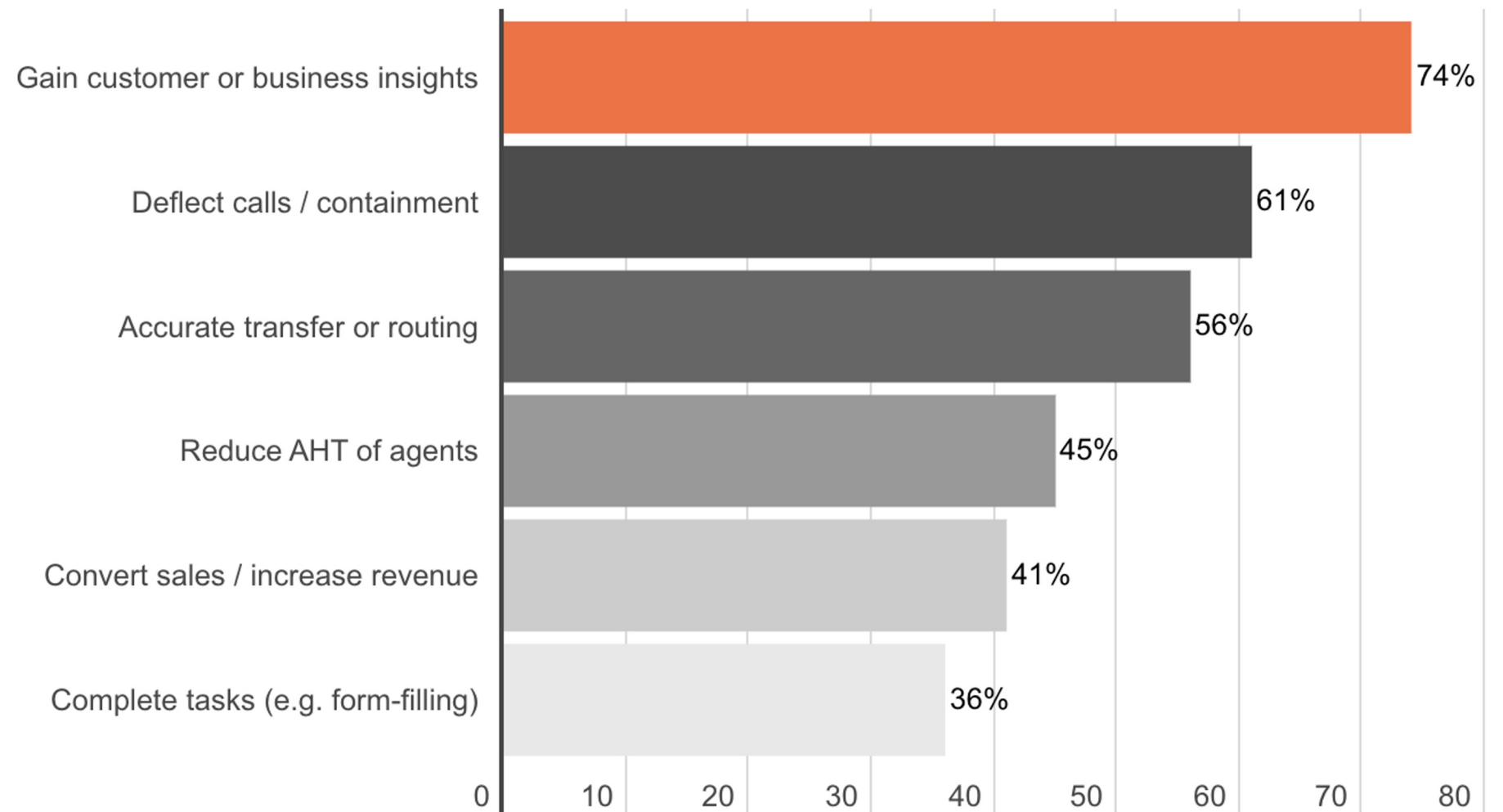
Addressing Specific Challenges





Opus EIA Survey 2022: Implementation

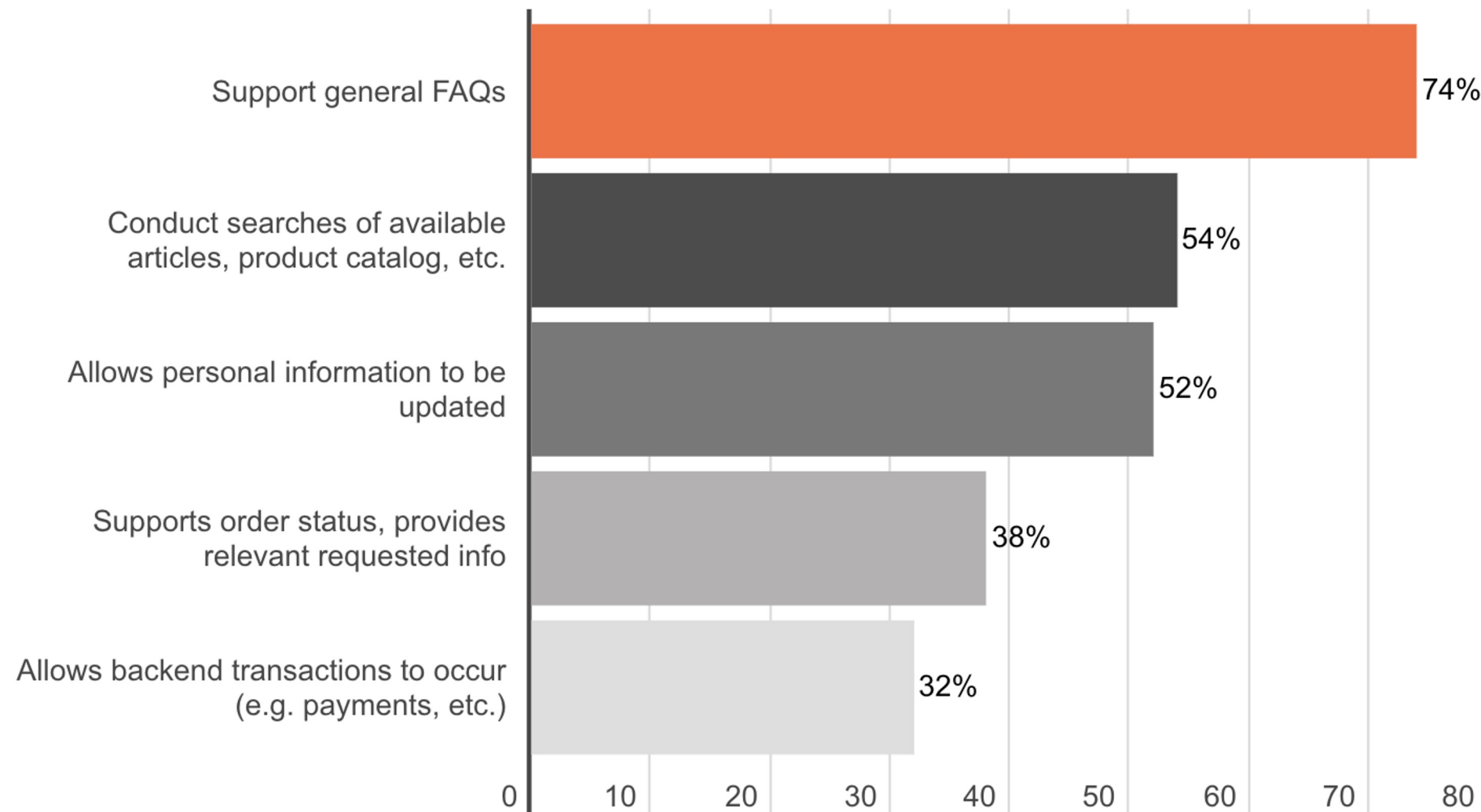
Reasons your business implemented enterprise intelligent assistants





Opus EIA Survey 2022: Function Support

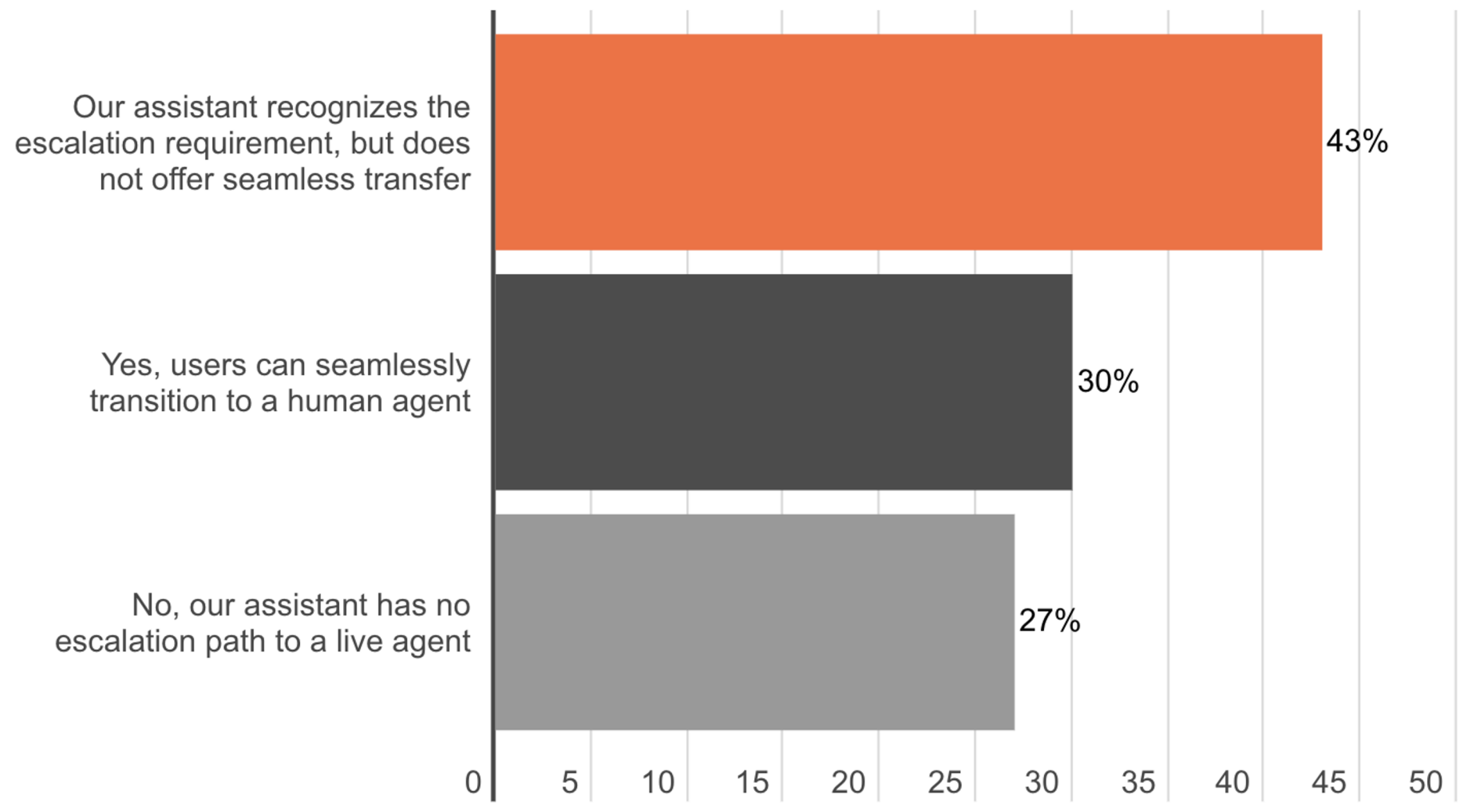
Functions supported by
enterprise intelligent
assistants





Opus EIA Survey 2022: Live Agent Hand-Off

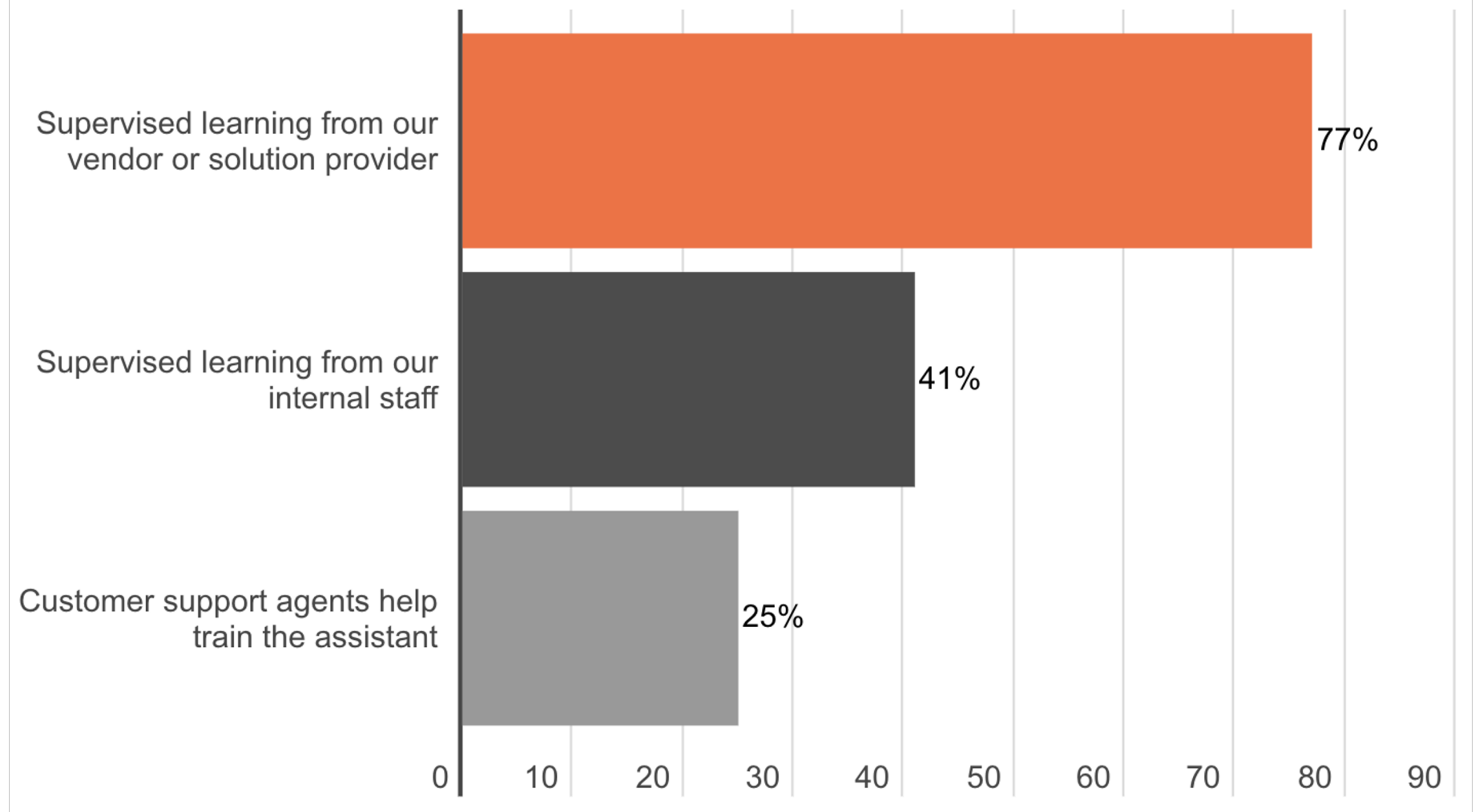
Enterprise Intelligent
Assistant support for live
agent handoff





Opus EIA Survey 2022: EIA Training

Which method(s) does your organization use to train intelligent assistants?



In Summary: Macro Trends

- Conversational AI is a commodity
- Conversations replace contact centers
- Search starts all conversations
- Conversational Intelligence is the voice of the customer
- Automation drives ROI and Vice Versa

It's all Incremental Improvement

C3 Housekeeping

- Let's get interactive!
- Taking Breaks
- Presentations will be available for download
- Reception tonight, right outside this conference room
- 1/2 day tomorrow, don't forget your boxed lunches

Next up...

9:45 AM-10:15 AM

Real-World Experience for Intelligent Self-Service

10:15 AM-10:45 AM

An Actionable Path Forward to the Emerging Conversational Ecosystem

10:45 AM-11:15 AM

AM BREAK

11:15 AM-11:45 AM

Case Study: How Brands Are Leveraging Conversational Intelligence

11:45 AM-12:15 PM

Case Study: The Broken Promise of Conversational AI?

12:15 PM-1:30 PM

LUNCH

1:30 PM-2:00 PM

Intelligent Search: New Conversation Starter

2:15 PM-3:00 PM

Making Sense of Conversational AI: Lessons Learned from Real-World Experience

3:00 PM-3:15 PM

PM BREAK

3:15 PM-3:45 PM

Case Study: No Training Required

3:45 PM-4:30 PM

Executive Panel: What's Next for the Conversational Cloud

4:30 PM-6:00 PM

Conversational Cloud Conference - Reception