



Customer service agents- AI's greatest strength

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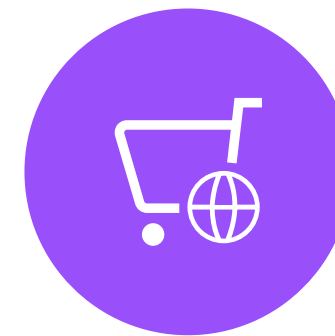
2020- 2021
A memorable year
created memorable
digital experiences.



**Working from
home.**



Online schooling.

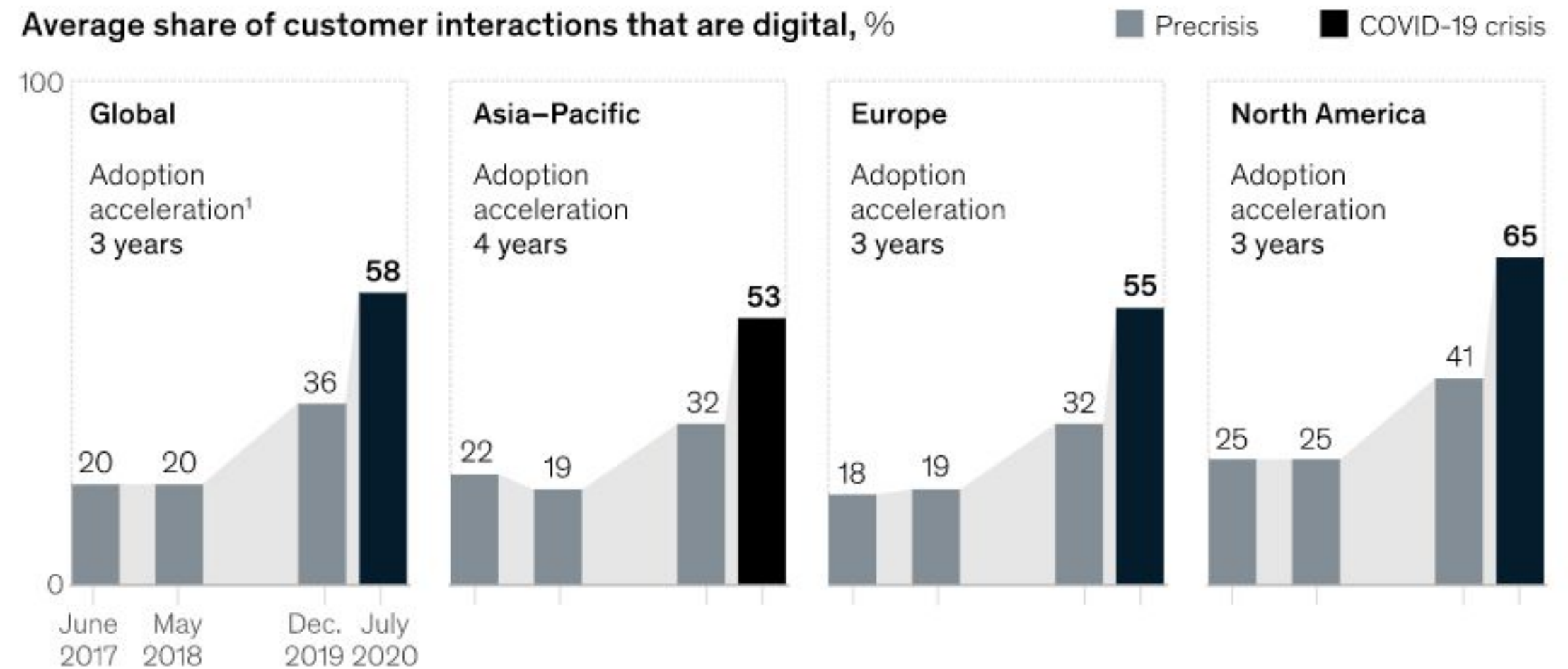


Online shopping.



**Digital
entertainment.**

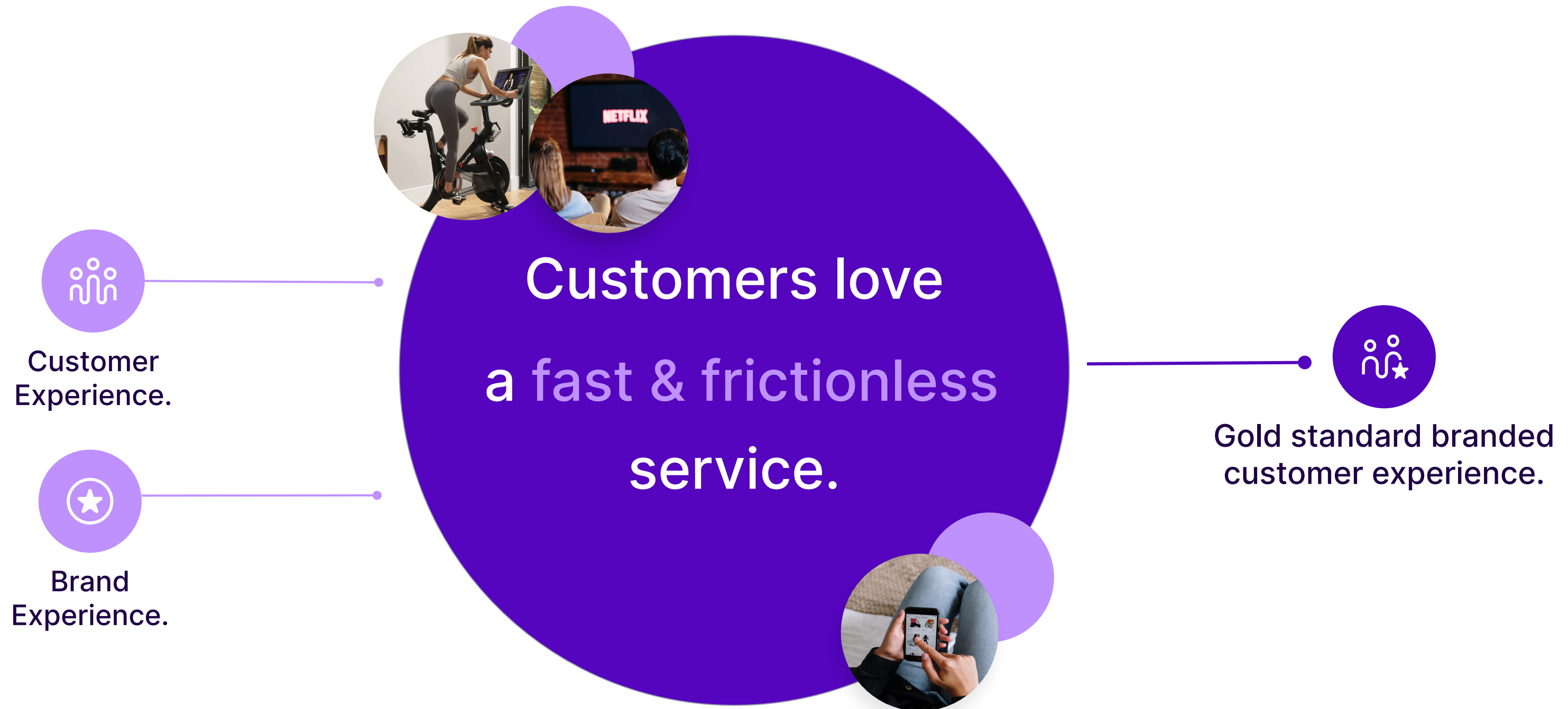
Globally, 2020 accelerated the digitization of customer interactions.



¹Years ahead of the average rate of adoption from 2017 to 2019.

MCKINSEY SURVEY, OCT 2020 "HOW COVID-19 HAS PUSHED COMPANIES OVER THE TECHNOLOGY TIPPING POINT AND TRANSFORMED BUSINESS FOREVER"

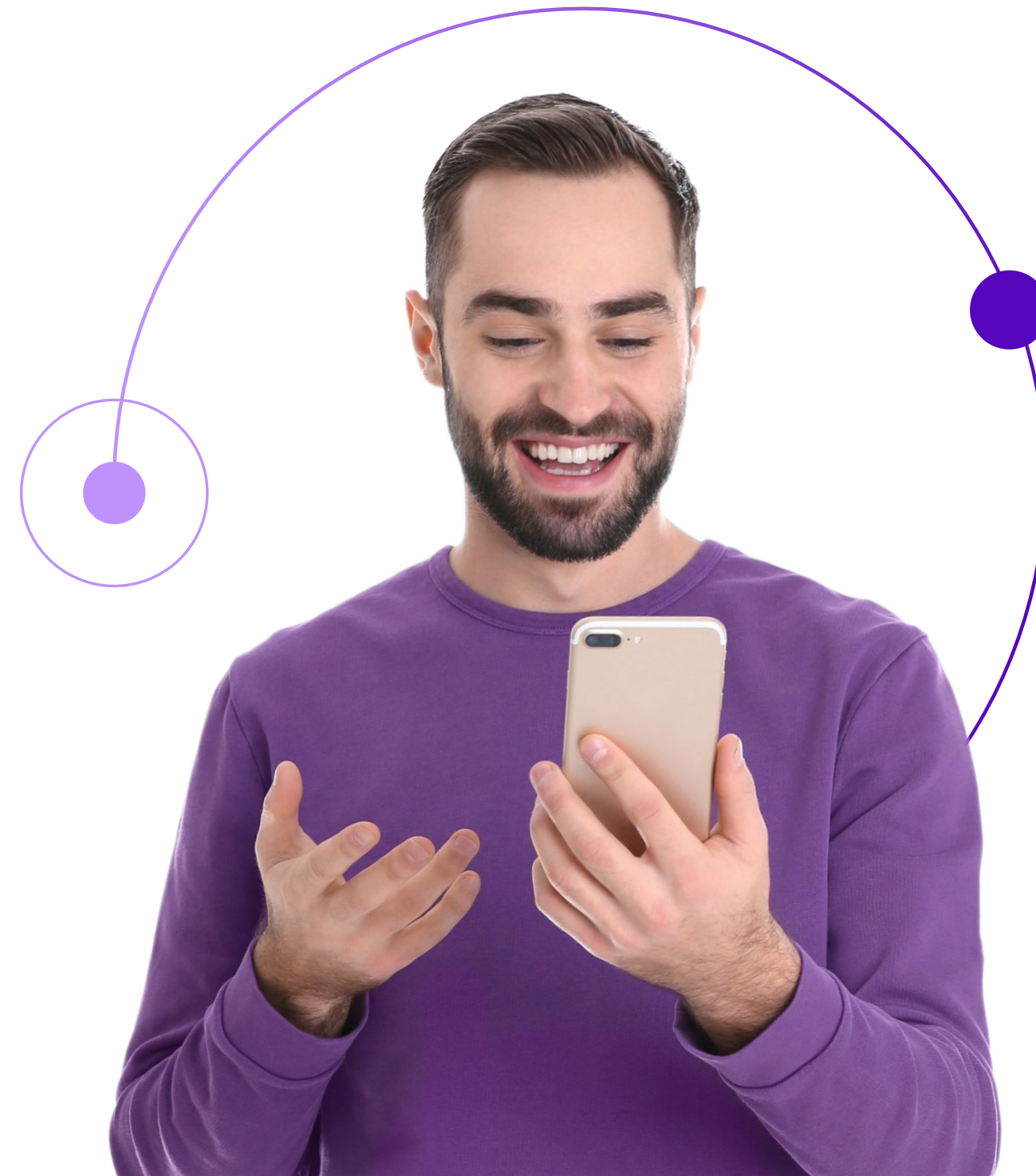
Digital-first brands raised the bar for gold-standard customer experience.



AI-powered automation will drive faster and frictionless customer service.

Faster
customer
service.

Frictionless
customer
service.





But the accuracy of an AI model can rapidly decline **by as much as 20%** in a live environment.

However, keeping AI models accurate and adaptable is a challenge worth solving.

Current barriers

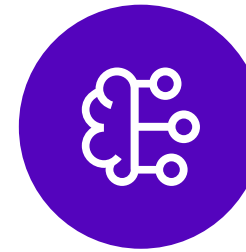
- Data Scientists are scarce.
- High IT and professional services costs.
- Businesses cannot afford long turnaround times to train AI models.



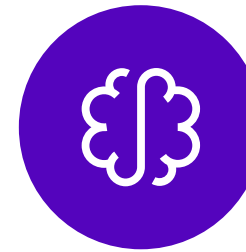
Lowering the barrier to AI adoption is critical.



high levels of accuracy



Training AI models
without data scientists



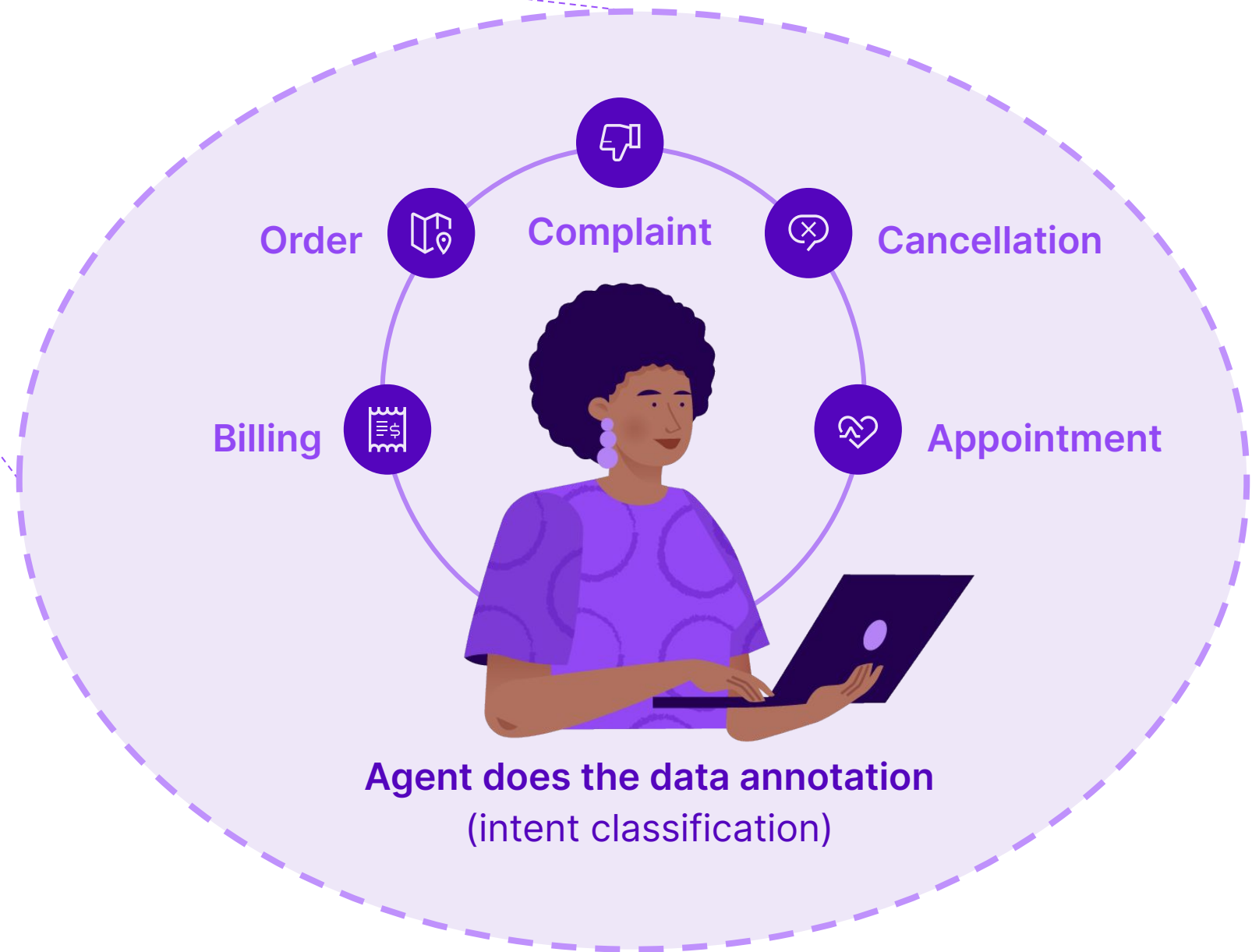
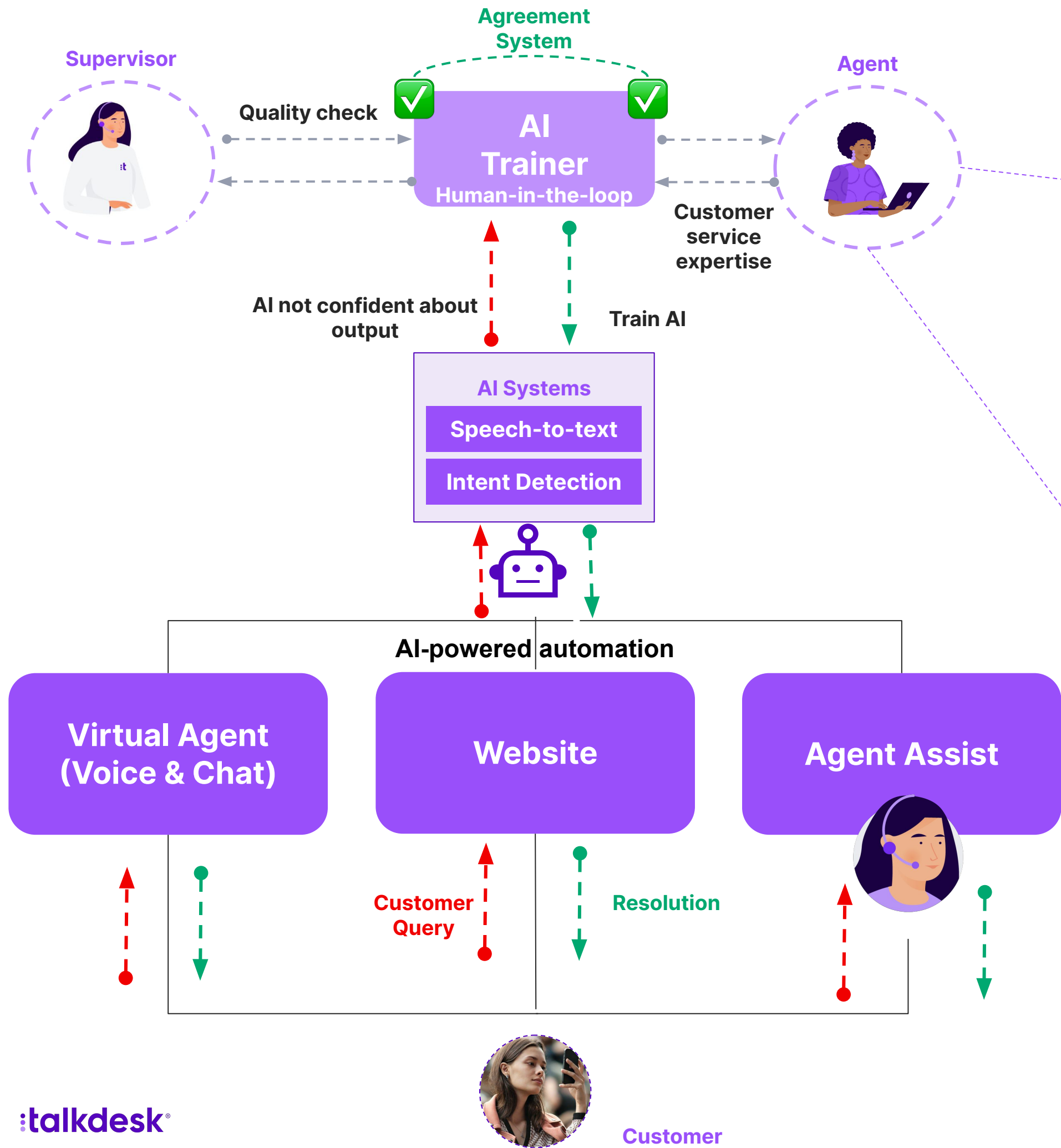
Operationalizing AI training
into everyday workflow

A breakthrough technology for contact centres: “Human-in-the-loop” means agents can train AI models.

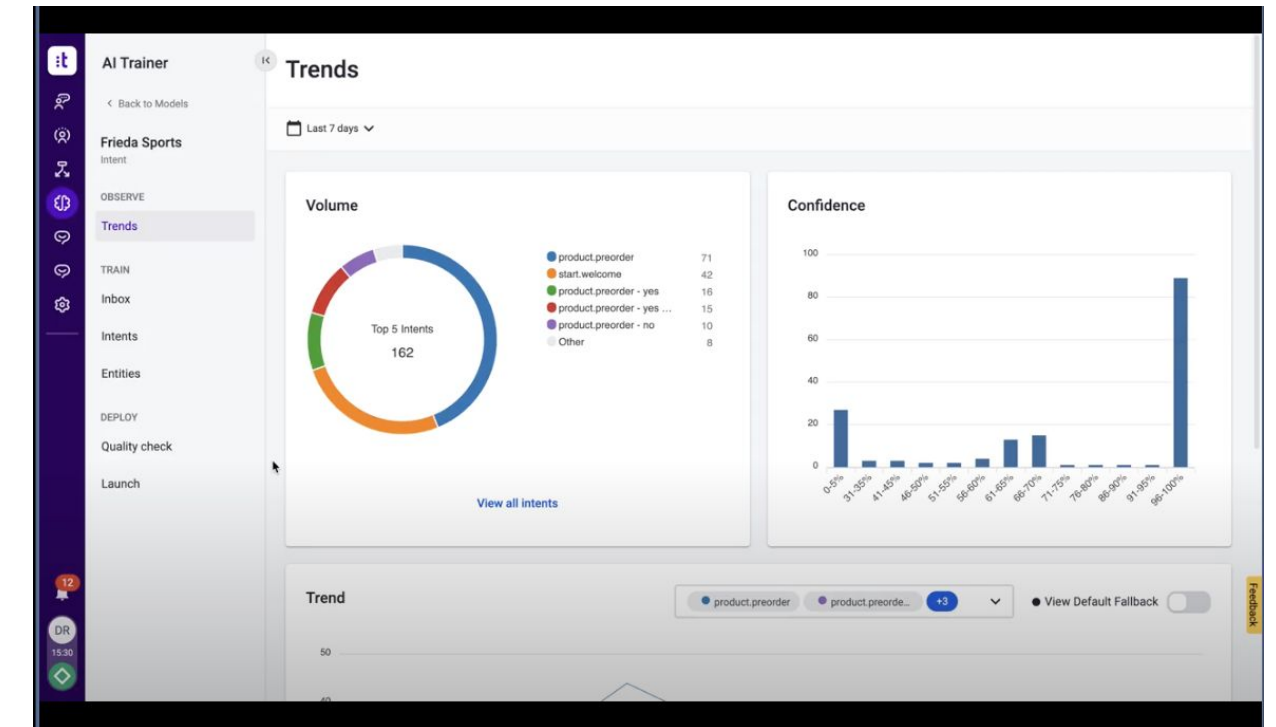
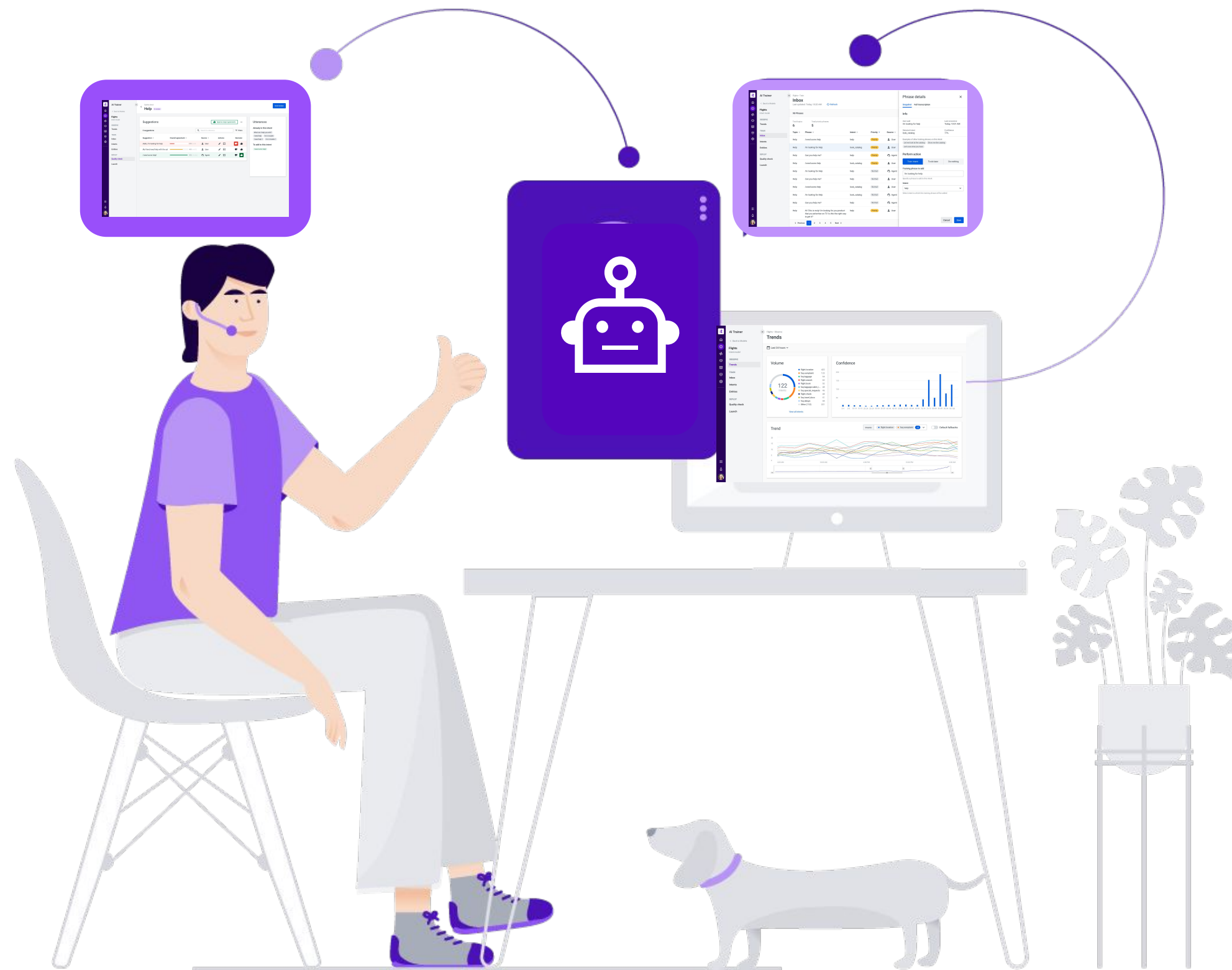
- Agents can fine-tune AI models without coding
- Reduce professional services costs
- Ensure a high level of AI accuracy for automation.



Making AI training part of everyday operations.

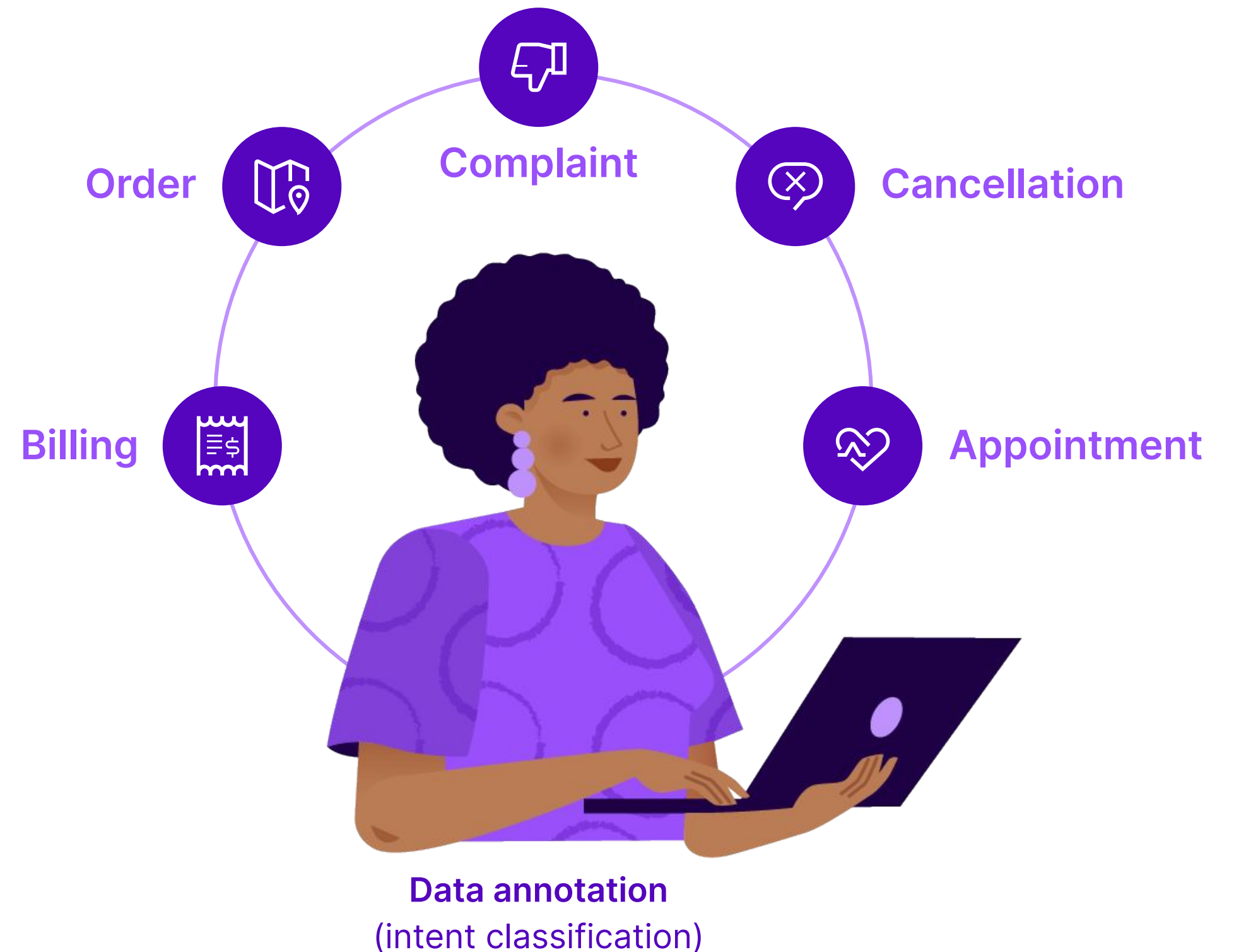


The agent trains “the bot” - simple and fast.



Labelling AI training data needs human action, but not a task for data scientists.

Contact centre staff can label data.



A new role in the contact centre?

Job Description.

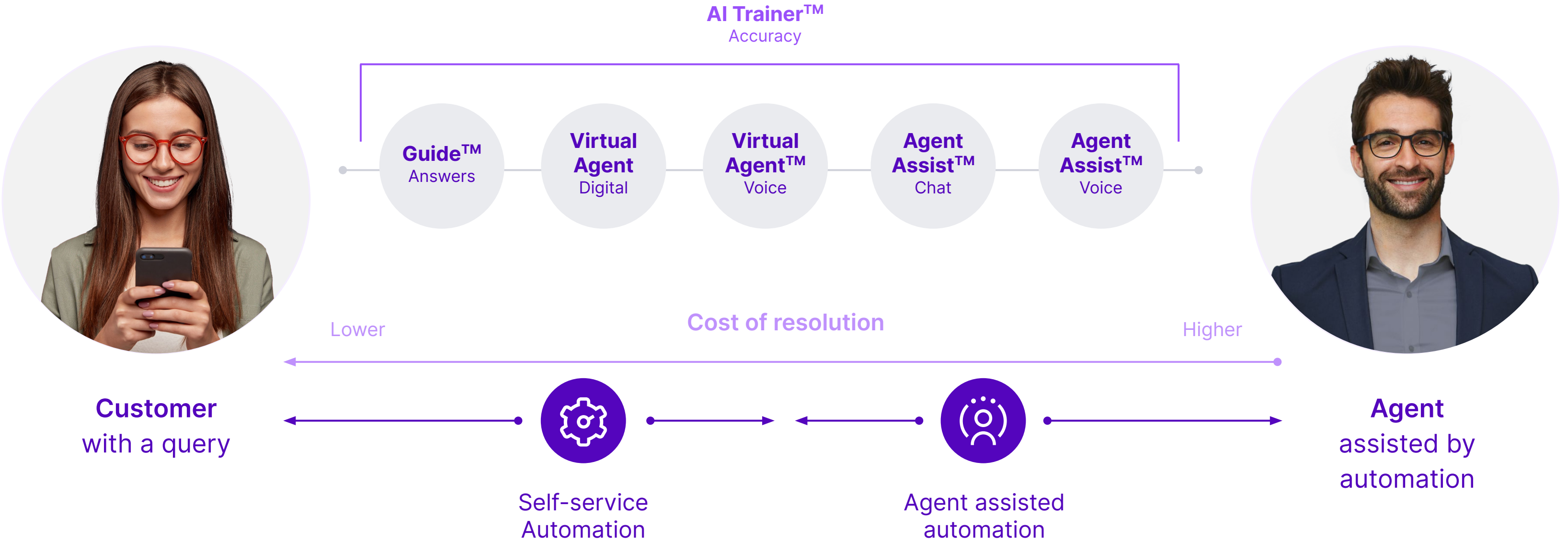
As a customer service specialist, your job will include:

- ☐ Use customer service expertise to train AI bots.
- ☐ Curate AI data set.
- ☐ Add new AI training data.
- ☐ Improve accuracy of AI.
- ☐ Recognise training data gaps.
- ☐ Fast data labelling.
- ☐ Work with supervisors to agree on data labelling suggestions.
- ☐ Manage continual AI training in contact centre workflow.
- ☐ Reduce AI professional services cost.
- ☐ Answer calls.



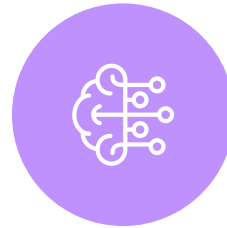
Customer service
AI bot trainer

Agents and AI are the ultimate power couple in the contact centre.

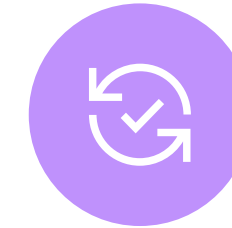


Turning AI into ROI - training AI a better way.

Lowering the barrier to AI adoption...



Training AI models
without data scientists



Maintaining high levels
of AI accuracy



Operationalizing AI
training into everyday
workflow

...will drive more value from automation.



Increase the amount of
automation.



Increase the success rate
of automation.



Resolve more cases
through automation.

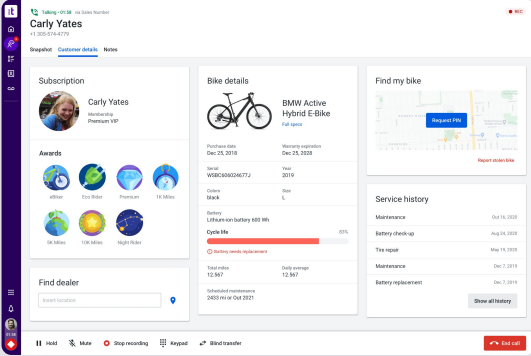


Decrease cost
per case.

Helping you innovate a better way to great customer experience.

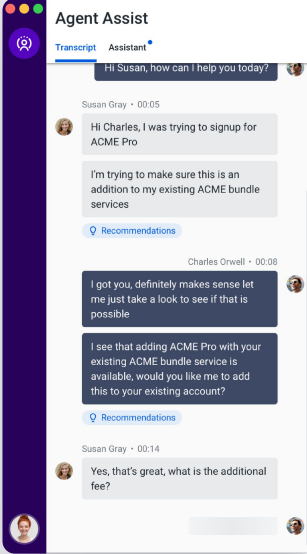
End-to-end

- Broadest suite of native apps
- One unified platform
- One user experience



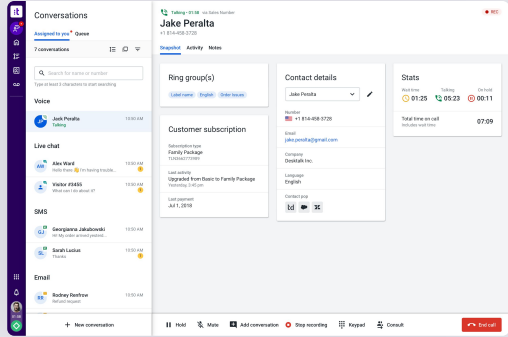
AI-infused

- Automation
- Intelligent engagements
- Operational efficiency



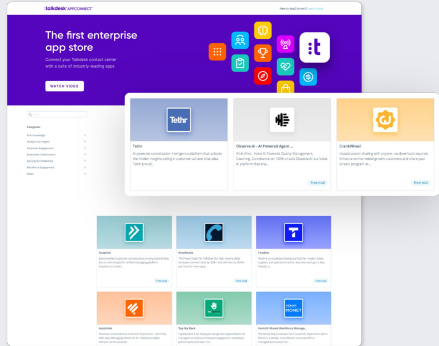
Adaptable

- Flexible to change with your business
- Customizable Workspace
- “Clicks not Code” administration



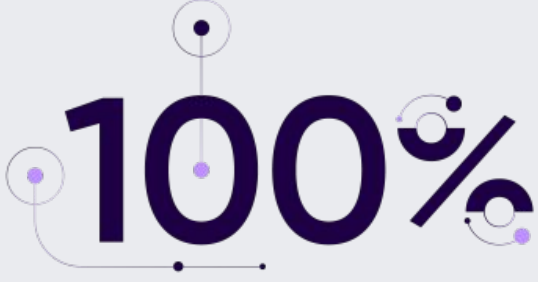
Integrated

- 60+ pre-built integrations
- Easy custom integrations
- AppConnect app marketplace



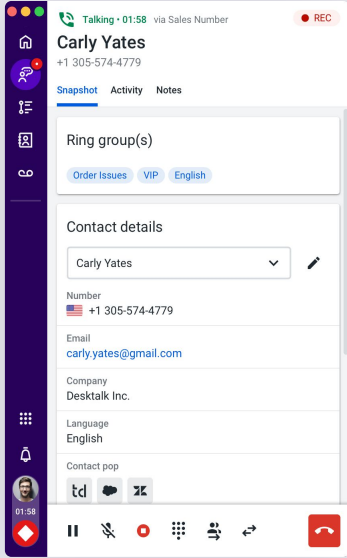
Trusted

- Enterprise scale
- 30+ security certifications
- 100% uptime SLA, global call quality



Intuitive

- Fast deployment
- Fast onboarding
- Fast time to value



Talkdesk is a leader in the 2020 Gartner MQ for CCaaS.



“Talkdesk demonstrates a strong commitment to the four pillars of great customer service with a good vision for analytics-driven engagements for both the customer and the employee.”

Gartner



Gartner Magic Quadrant for Contact Center as a Service, Steve Blood, Drew Kraus, Pri Rathnayake, 9 November 2020. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

Thank you!

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability. Talkdesk CX Cloud™ is an end-to-end customer experience solution that combines enterprise scale with consumer simplicity. Over 1,800 innovative companies around the world, including IBM, Acxiom, Trivago, and Fujitsu partner with Talkdesk to deliver a better way to great customer experience.

Learn more and request a demo at www.talkdesk.com



Experience. A better way.