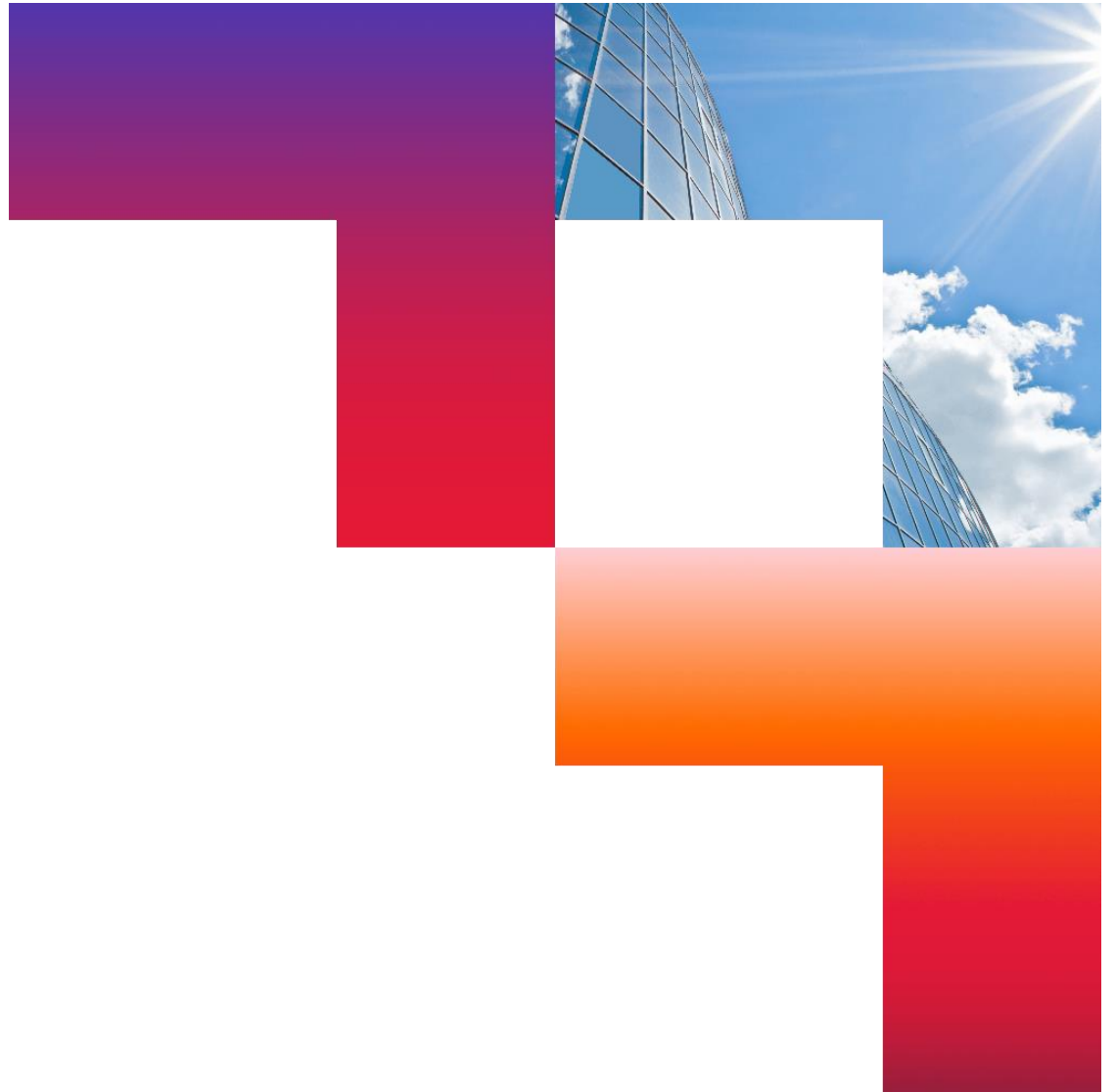


Augmented Customer Experience

Gary Cook, Head of Product Innovation

CGI



The powershift

Business-centric to Customer-centric.

Customers demand an experience on their terms – and expect an ROI.

The expectation bar is high – a single, barrier-free journey with a successful resolution.

Many who have a poor experience will never return – and are more likely to socialise a bad experience.





Technology to the rescue?

Voice recognition, chatbots, intelligent agents etc. have been designed to help, but have they?

Poorly implemented technology merely transfers the pain points.

Linear, limited choices, only serve to frustrate the customer.

So who has this technology really helped?

Customer-centric

Place the customer at the heart of the story.

Make conversations real, meaningful, and natural – the technology exists!

Make first interaction resolution your mission.

Provide a return on your customers investment.

When price points are indistinguishable, experience is everything.



Augmented Customer Experience

Conversational Voice AI Demo