



Garantire la miglior CX

AI Applications



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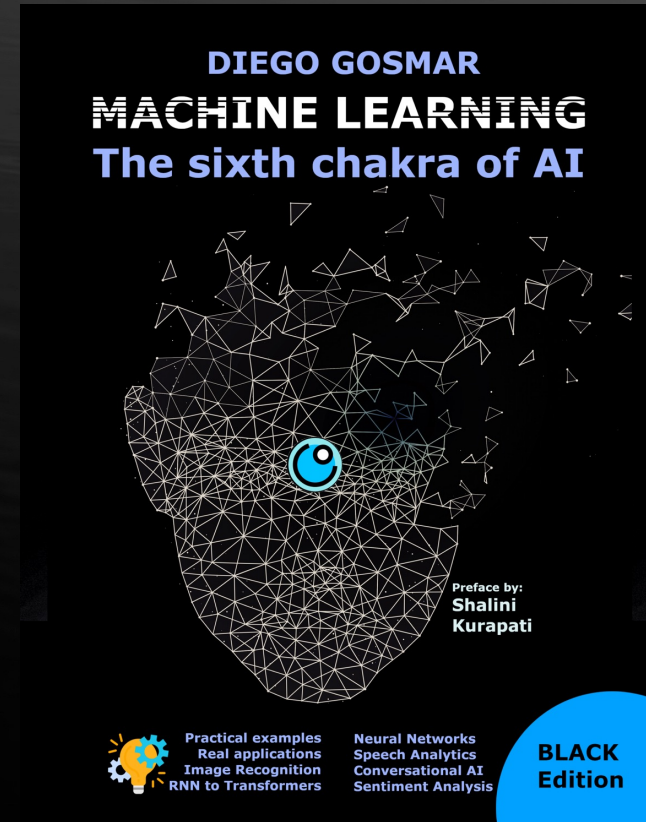
HEAD of INTERNATIONAL OPERATIONS



Start-up incubator mentor

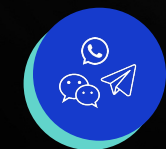



AI passionate WRITER and Blogger



About INGO Benefit Company

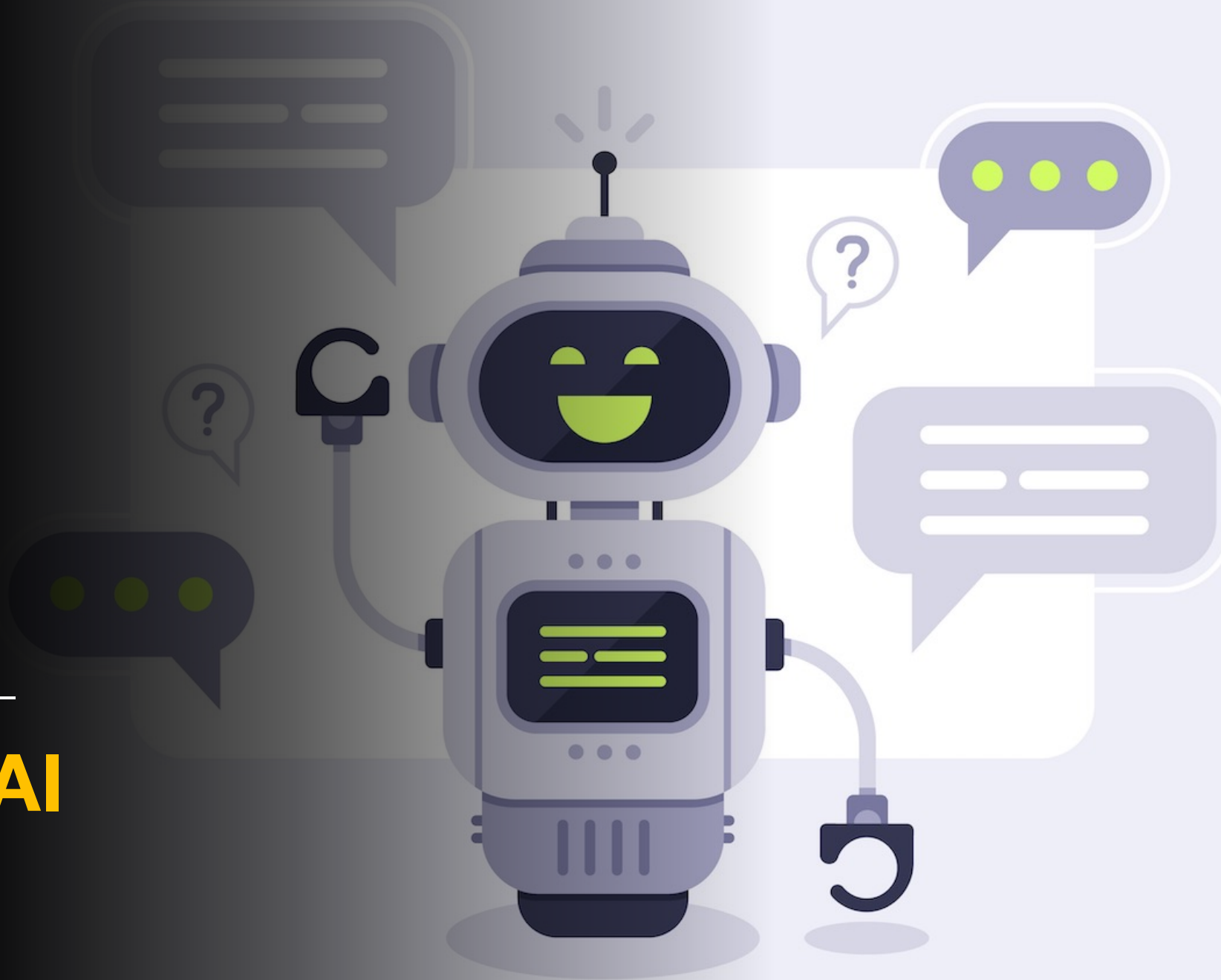
Sustainable
Omnichannel
Customer Care
Automations

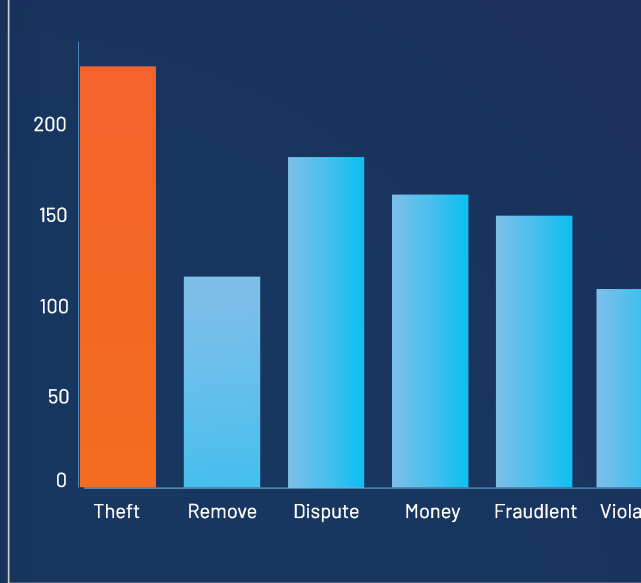




AI applications for CX (1)

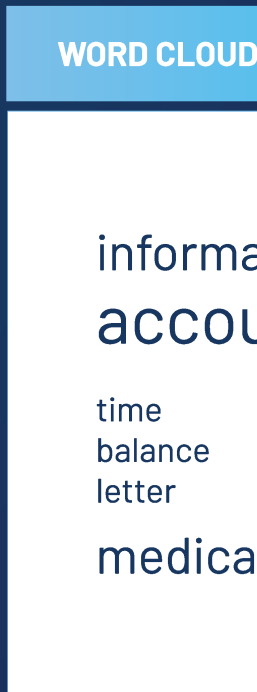
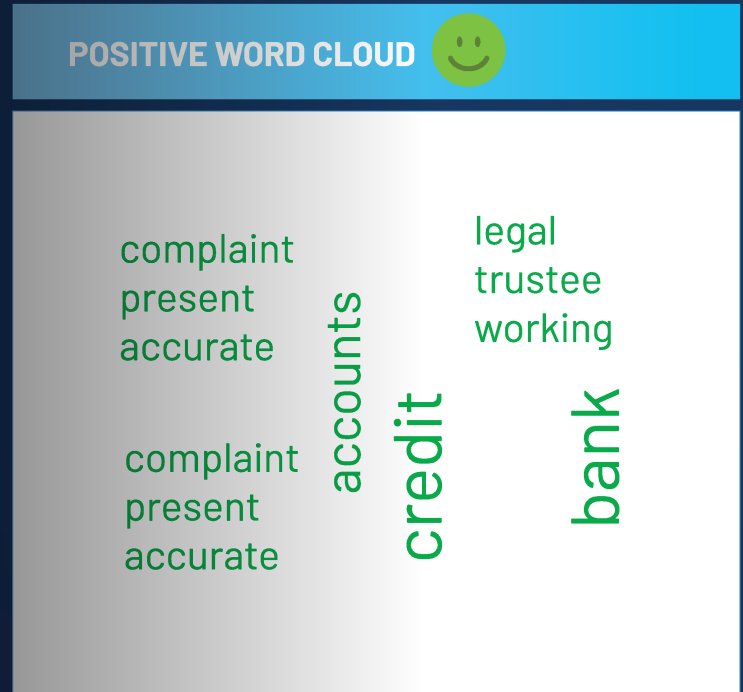
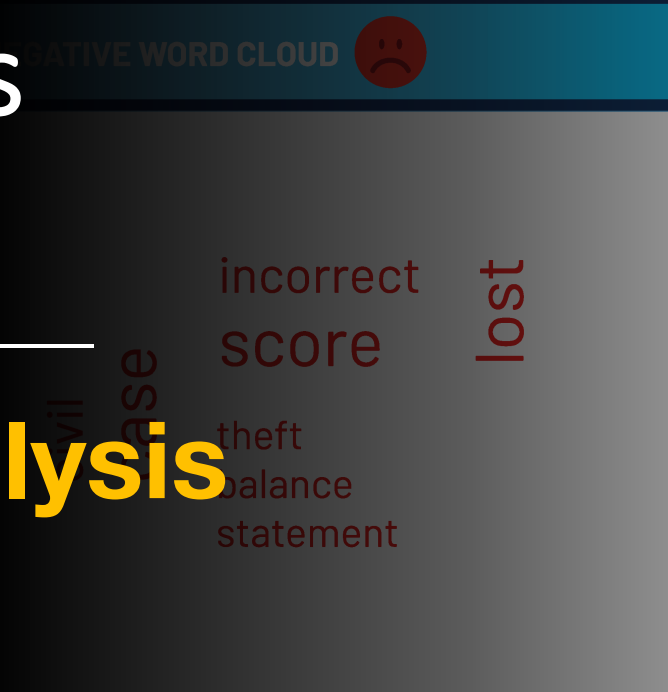
Conversational AI






AI applications for CX (2)

Sentiment Analysis





AI applications for CX (3)

CX Agent Recommendations



Conversational AI market

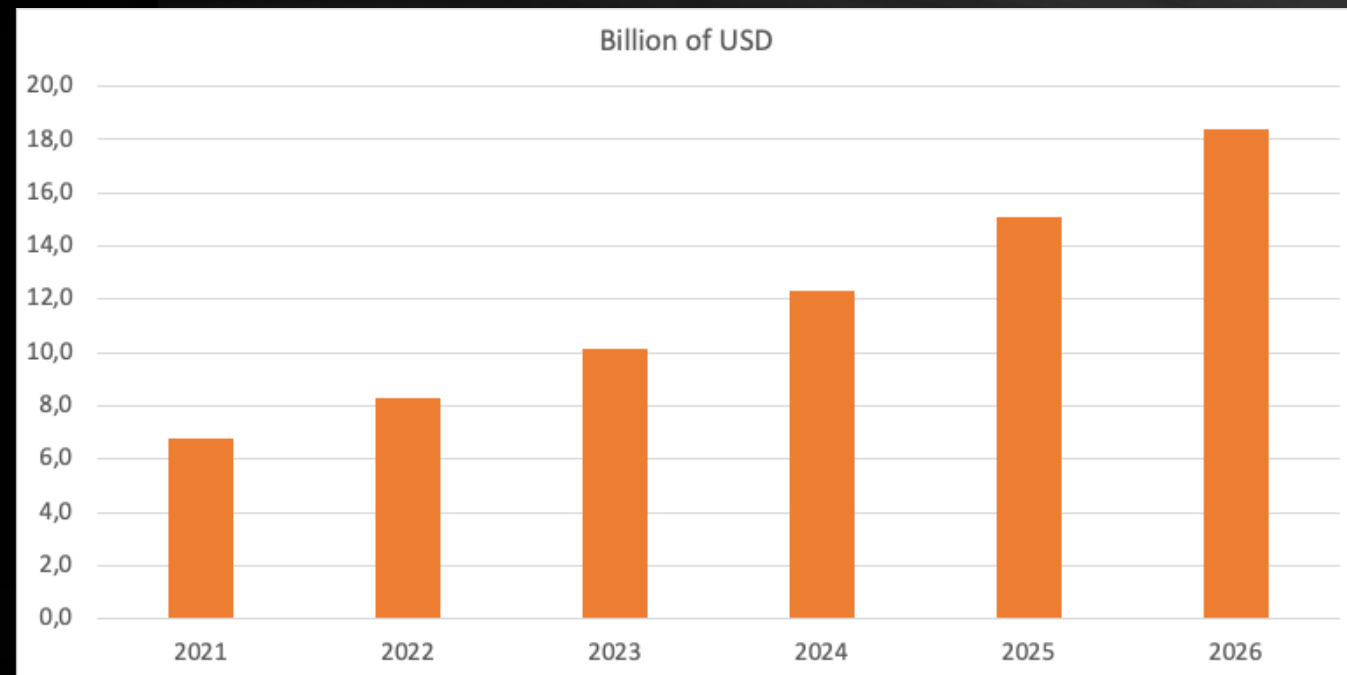
The global Conversational AI market size is expected to grow from USD 6.8 billion in 2021 to USD 18.4 billion by 2026.

It means a Compound Annual Growth Rate (CAGR) of 21.8%

Source: MarketsandMarkets 2021

The **Global Artificial Intelligence** market is projected to grow from \$47.47 billion in 2021 to \$360.36 billion in **2028** at a **CAGR of 33.6%** in forecast period

Source: Fortune Business Insights 2021



Conversational AI

Use Cases



Order management: check order status, modify, cancel orders etc...



1° Level Technical support (i.e. check a ticket etc...)



Payment management: infos about invoices, request refunds etc...



Booking: scheduling appointments, change them etc...



Outbound services related to reminds, specific campaigns etc...



Account management: change addresses, request RMA etc...





Sustainability

Secure AI

Explainable AI



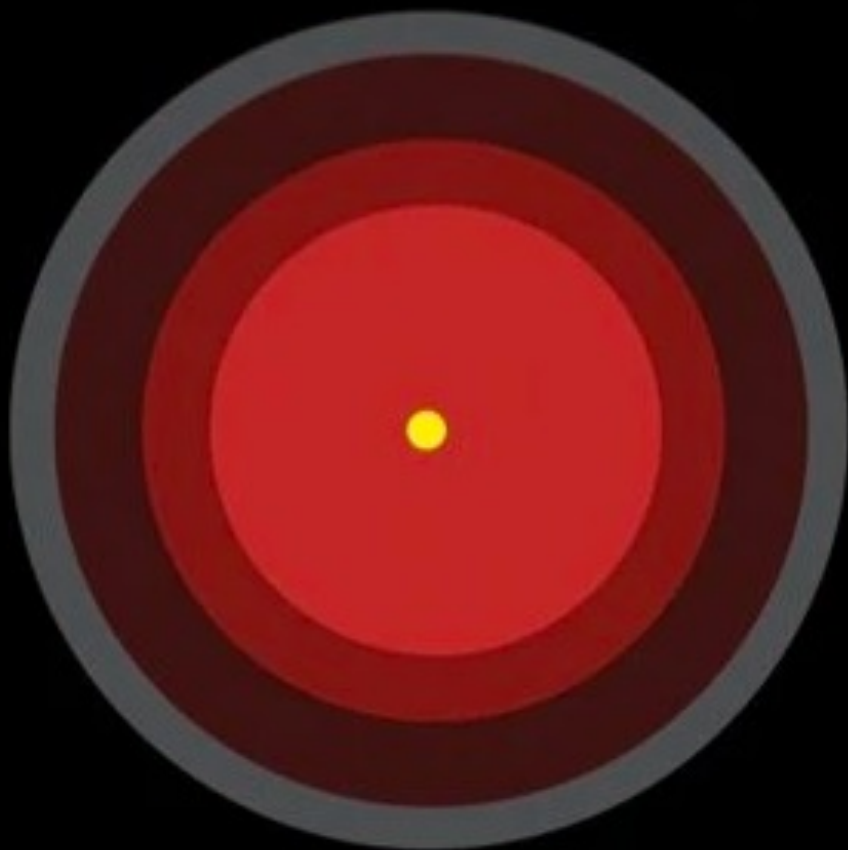
Technological Singularity



“ A **point**, conjectured in the development of a civilization, where **technological** progress accelerates **beyond** the ability to **understand** and **predict** of **human beings** ”



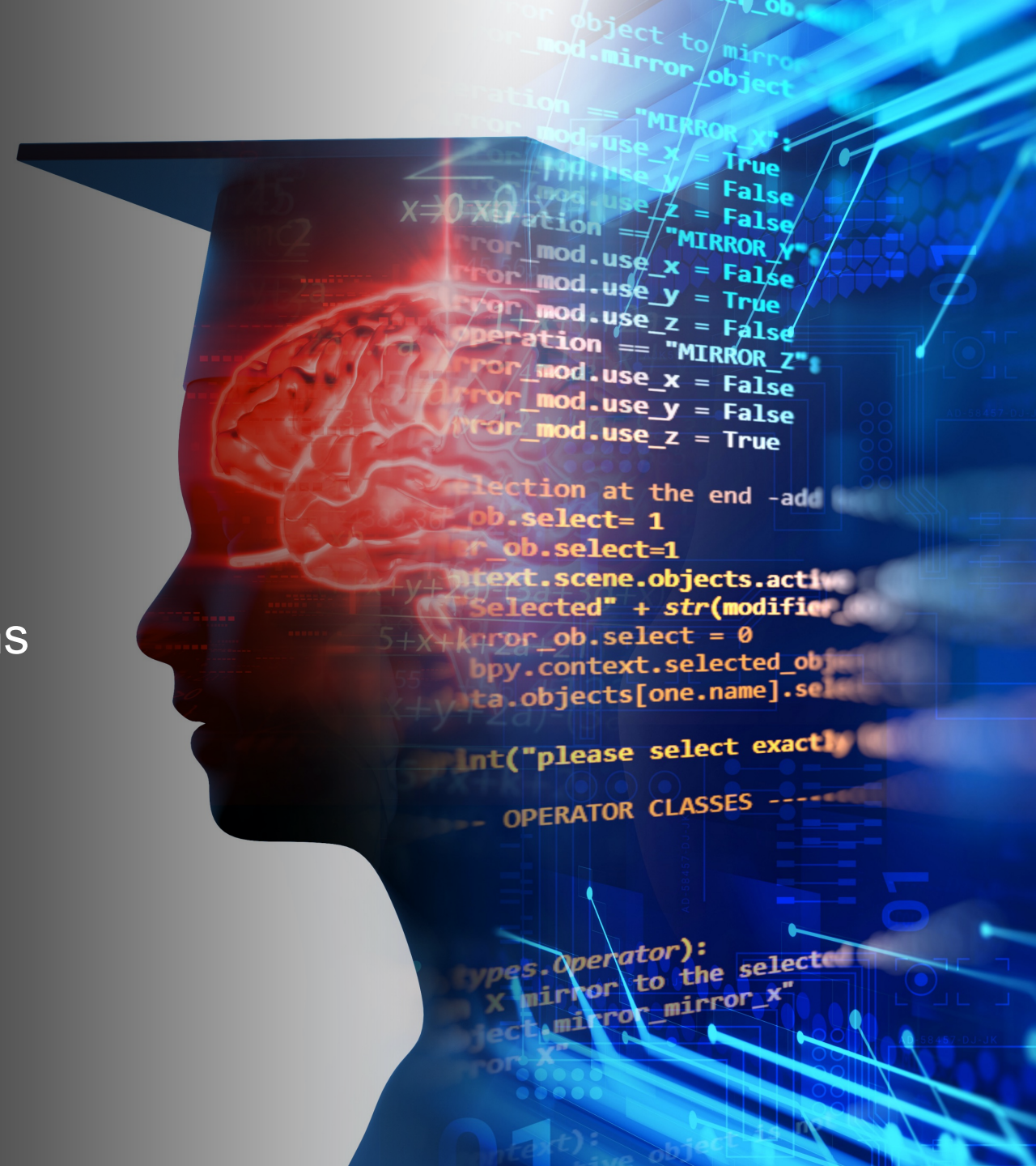
Human, Singularity AI



Challenges

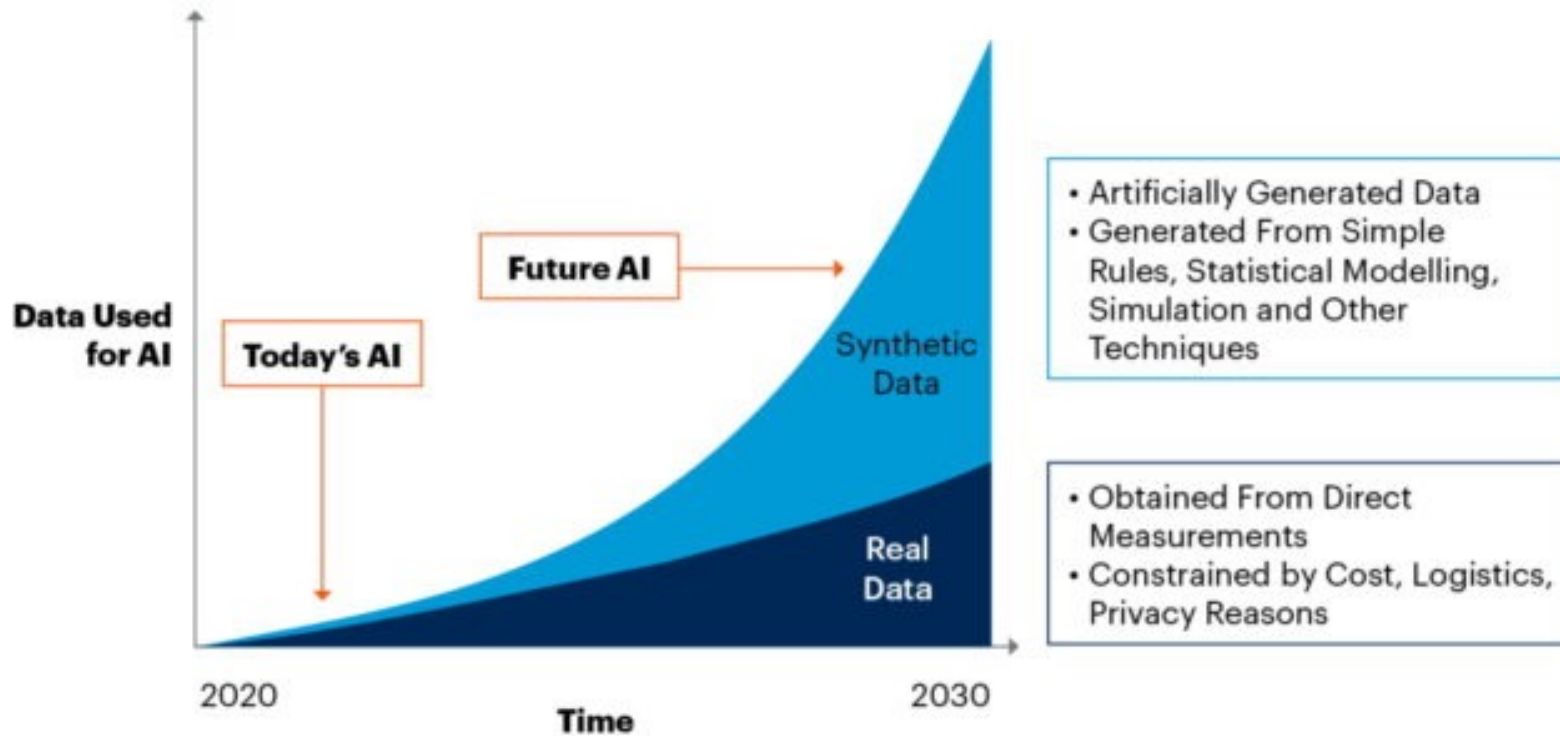
DATA

It's not who has the best algorithm that wins
It's **who has the most data!**



Where can we get DATA?

By 2030, Synthetic Data Will Completely Overshadow Real Data in AI Models



Source: Gartner
750175_C

Gartner.





Challenges

Beyond Voice

The most important part of our communication is **NON-VERBAL!**



Beyond verbal

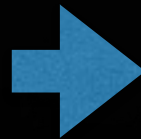
MULTIMODAL UNDERSTANDING

EMOTIONAL UNDERSTANDING

Human language relies on **more than just words** to communicate context and intent.

1. Tone of voice
2. Gestures
3. Facial expressions
4. Other communication nuances

Key: identify signals that help to clarify the **conversational context** and **intent**.



Improve natural language recognition
Use AI and Machine Learning for **video** communications





Challenges

People

AI applications require
New Skills!

CRISP-DM PM

Data Engineers

Data Scientists

Conversational Designer (CxD)...





“It’s a Wrap-up”

CX and AI applications for CX: examples, benefits, case studies, challenges

www.xcally.com

