



How Humans and Virtual Agents will Propel the Hybrid Workforce and Change the Future of CX

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Moderator



Barry Canty

VP, Marketing at TaskUs

Responsible for overseeing global lead and demand generation strategy. Barry holds a Business degree from Wake Forest University.

Agenda

How AI Drives Organizational Change

Automating Customer Support

Customer Sentiment & AI

Agents + AI Creating Powerful Outcomes

Crisis Creates Opportunity

CX + AI Best Practices

Audience Q&A

Speaker Bio



Vasco Pedro

CEO and Co-Founder of Unbabel

Delivering human-quality translations powered by state-of-the-art AI. Vasco holds a Ph.D. in Language Technologies from Carnegie Mellon and is a faculty member of Singularity University.

Speaker Bio



Charley LeMaster

SVP Sales & Business Development at TaskUs

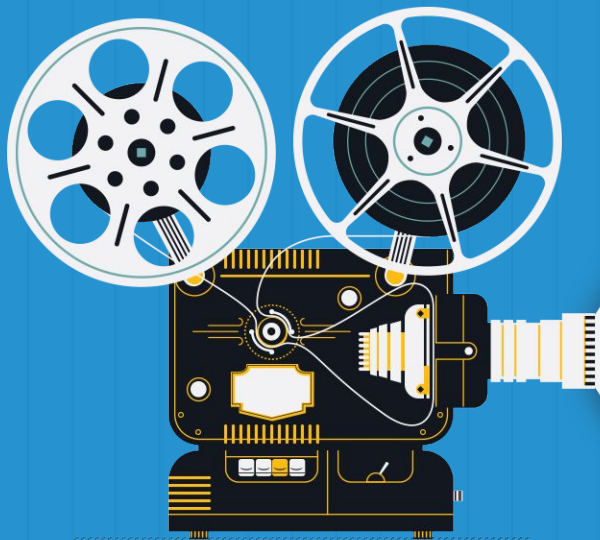
A global next-gen CX BPO provider serving some of the most innovative and fastest growing brands across multiple industries.

Scott Gamester

VP, Data Science at TaskUs

Scott has deep expertise transforming data into information and delivering advanced analytics and visualization. Scott holds an MBA from Northeastern University.





TaskUs



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Recording and slides emailed post-webinar

Poll #1



Making every business an AI driven business

How can AI drive organizational change?

Vasco Pedro

CEO and Co-Founder, Unbabel



AI is here

A woman with dark hair in braids, wearing a black top and a red and black patterned skirt, is pointing at a laptop screen. A man with a beard and glasses is looking at the screen. In the background, another person is working at a desk. The scene is set in a modern office environment.

Generation AI

650 million members

A person is lying down, eating popcorn from a bowl. The scene is dimly lit, with a blue tint. The person's hands are visible, one holding a remote control. The word "NETFLIX" is overlaid in white, bold, sans-serif font.

NETFLIX

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The laptop screen is visible on the left, showing a document with some text and a menu bar at the top. The background is out of focus, showing another monitor and some papers. The word "GRAMMARLY" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

GRAMMARLY



***“AI is definitely not eliminating jobs,
it is eliminating tasks of jobs,
and creating new jobs.”***

A woman with dark hair tied back, wearing a beige blazer over a floral top, sits at a table and smiles at a man. The man, wearing glasses and a blue shirt, is seen from the side, looking at a laptop. The laptop screen shows a calendar or scheduling interface. The background is a blurred office setting with a potted plant and a brown leather sofa.

Job Interviews

In-store operations

A photograph of a Starbucks coffee shop interior. Two employees are visible behind the counter. The employee on the left is wearing a green apron and a black cap, looking towards the right. The employee on the right is wearing a red apron and a black cap, looking down at the counter. The background features a menu board with various coffee and food items, shelves with Starbucks cups, and a brick wall. The text "In-store operations" is overlaid in the center.

A photograph of a call center environment. In the foreground, a woman with dark hair is wearing a headset and looking at a computer monitor. She is sitting at a desk with a keyboard and a mouse. In the background, other call center agents are visible, also wearing headsets and working at their desks. The image has a soft, slightly blurred quality, and the text 'Automating Customer Support' is overlaid in the center in a large, white, sans-serif font.

Automating Customer Support



Human in the loop

An aerial night view of a city skyline, likely Hong Kong, with a blue tint. The image shows a dense cluster of skyscrapers and buildings, with a large body of water in the foreground. The text "Unbabel" is prominently displayed in the center, with "The World's Translation Layer" below it.

Unbabel

The World's Translation Layer



“A spike in demand, until recently, would have meant trying to recruit and train in a native language.

With Unbabel, we’re able to use resources from the spare capacity in the English queue, which means we can mobilize in hours, rather than weeks or months, to meet the demand. “

James Cross

Digital and Service Senior Strategy Lead, **Microsoft**

A photograph of a man and a woman sitting at a bar. The man, in the foreground, is looking down at a smartphone in his hand. The woman, in the background, is also looking at a smartphone. A glass of iced coffee with a straw is on the bar counter. The scene is dimly lit, typical of a bar environment.

**Smartphones are already
human extensions**

***“Our brain
produces enough
data to stream
4 HD movies
every second.”***

Mark Zuckerberg, 2017







AI can help humans
make **more efficient**
and **transparent decisions.**



Thank you

Vasco Pedro

CEO and Co-Founder, Unbabel

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Poll #2



How Human Agents + AI Create Powerful Outcomes

Charley LeMaster
SVP, Sales, TaskUs



A Look at AI in CX

The application and adoption of AI in customer service organizations continues to vary across the market.

Top Responses for Using AI

- 58%** Improve ability to use data more intelligently in customer interactions
- 40%** Empower employees with insights they can use to do their jobs
- 37%** Decreasing labor costs through automating certain activities
- 19%** Reduce inefficiencies related to manual processes
- 5%** Maintaining pace with competition

Source: Aberdeen

A Look at AI in CX

Factors impacting adoption:



Culture



Consumers



Resources



Platforms



Governance

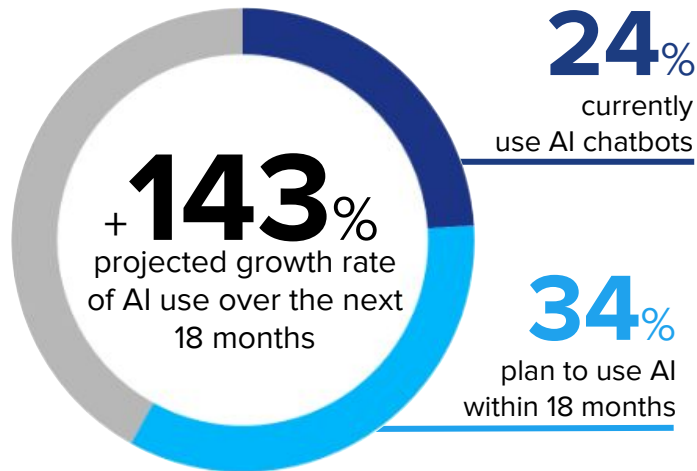
A Look at AI in CX

While relatively nascent, AI is poised for exponential growth.

According to Gartner

- The AI market will grow to **\$2.8B** in 2020
- **25%** of CX providers are applying AI today
- **40%** of CX providers will apply AI by 2023
- By **2021**, companies will invest more in AI than in mobile apps

Use or Planned Use of AI



Source: Salesforce

Customer Sentiment

Human agent interaction is still preferred,
but consumer acceptance and preferences are evolving.

Would you prefer to converse with chat bot
or human for your customer service needs?



9%

Chatbots



36%

Humans



46%

Human, but would pick
chatbot if I know it could
solve my problems faster



9%

Neither, I find both lacking
for customer service needs

Source: Zingle

26%

Equal

25%

AI/Bots

49%

Humans

Which do you
consider more
time efficient?

While 1-in-3 prefer humans to AI, nearly **half** reported
they would pick AI if it meant I could solve my issue faster.

Common Misconceptions



My customers prefer speaking to a person

- Deployed Bots = Deployed Agents
- Agent productivity is elevated as bots immediately interrogate basic needs
- In a complementary model (Agent+Bot), CSAT results proving higher vs agent-only



AI is not ready, it's still too technical and expensive to deploy.

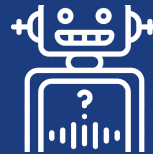
- AI platforms are pioneering AI-As-A-Service
- Supporting journey modeling, intent trees, workflow and deployment push
- Bots can learn and dynamically update smart intents for continuous tuning

Common Misconceptions



Should I be concerned AI will replace my job?

- AI helps provide fast service for transactional, traditionally self-service issues
- Live agents remain paramount for resolving more complex customer needs
- AI's contextual handoff to agents enables faster, more complete resolutions



AI is primarily used as a customer-facing technology.

- Buzz is focused on chat bots, but big gains available behind the scenes
- Automate backend tasks that allow your agents to focus on higher-value work
- Seek automation opportunities that allow you to “efficiently scale” your team

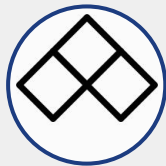
Much More Than Client-Facing Chat Bots



Web Transcription

ML platform reviews and posts partner-data for QA and upload to client's commerce site

50% cycle time reduction



Workforce Mgmt

RPA+AI dynamically reconciles and plans agent work/leave schedules across WFM platforms

Reduced prior manual process time by **80%**



Virtual Teammate

AI-bot analyzes and responds to standard emails, with workflow routing to agent if intervention required

30% auto-resolution, with accelerated TTR



Tender Processing

RPA+AI solution scans emails/docs, posts pre-accepted tenders for QA and upload to client site

60% cycle time reduction

Agents + AI Creating Powerful Outcomes

Service organizations leveraging AI are seeing positive feedback from customers and agent populations.



80% of CX professionals agree AI works best in augmenting rather than displacing agents

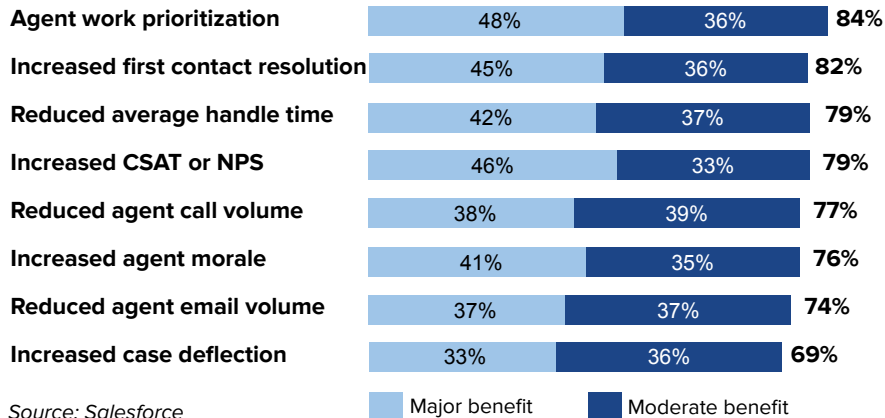
70% of agents agree automating routine tasks allows them to focus on more complex work

Source: ZDNet

Agents + AI Creating Powerful Outcomes

Service organizations leveraging AI are seeing positive feedback from customers and agent populations.

Service Professionals with AI Who Report the Following Benefits



Crisis Creates Opportunity

The current challenge is forcing us all to rethink how we interact.

Dynamics

- Pivoting to WFH
- Many aren't prepared for remote ops
- Online consumerization burgeoning
- Creating strain on CX orgs



Considerations

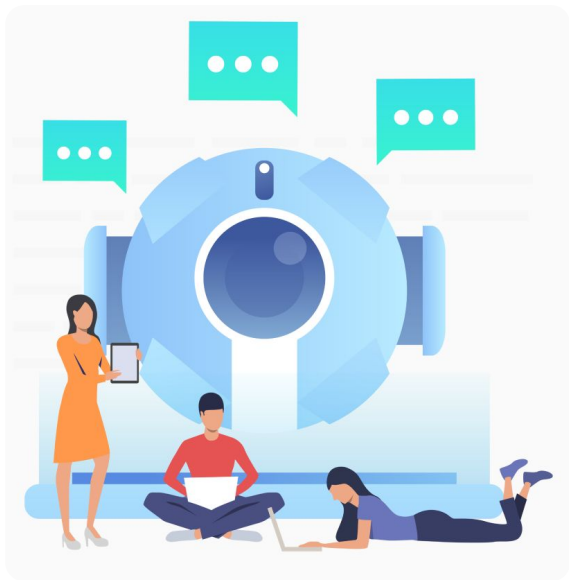
- Communicate service changes
- Transition consumers to digital channels
- Take advantage of AI platform offers
- Unique opportunity to trial, learn & refine



AI offers your consumers (and service teams) an always-on, immediate response channel as you reposition and complement your operation to address the new realities of support.

CX + AI Best Practices

AI has and will continue to become an increasingly important enabling capability in the call center of the future.



- 1 Keep your audience in mind, focus on customer *and* agent
- 2 Start slowly and improve over time
- 3 Augmentation not substitution
- 4 Align conversational context with agent personality profiles
- 5 Request feedback from the people who use it

Thank you!

**For more information,
visit taskus.com**

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Poll #3

Q&A



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Thank you!

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