

Artificial Intelligence & Customer Experience: Will the technology surpass its creator?

Pierre Mallia – Founder and CEO



Who are we?

- Specialist firm focussed on Customer Experience, Data Science & Analytics.
- **Our Mission.** To assist organisations to acquire digital agility & amplify the impact of their people our knowledge & solutions.
- **Our Team.** A highly trained, certified and experienced group of advisors & implementors with a blend of skills in technology, business, customer service, marketing, sales, AI, data science and advisory services.

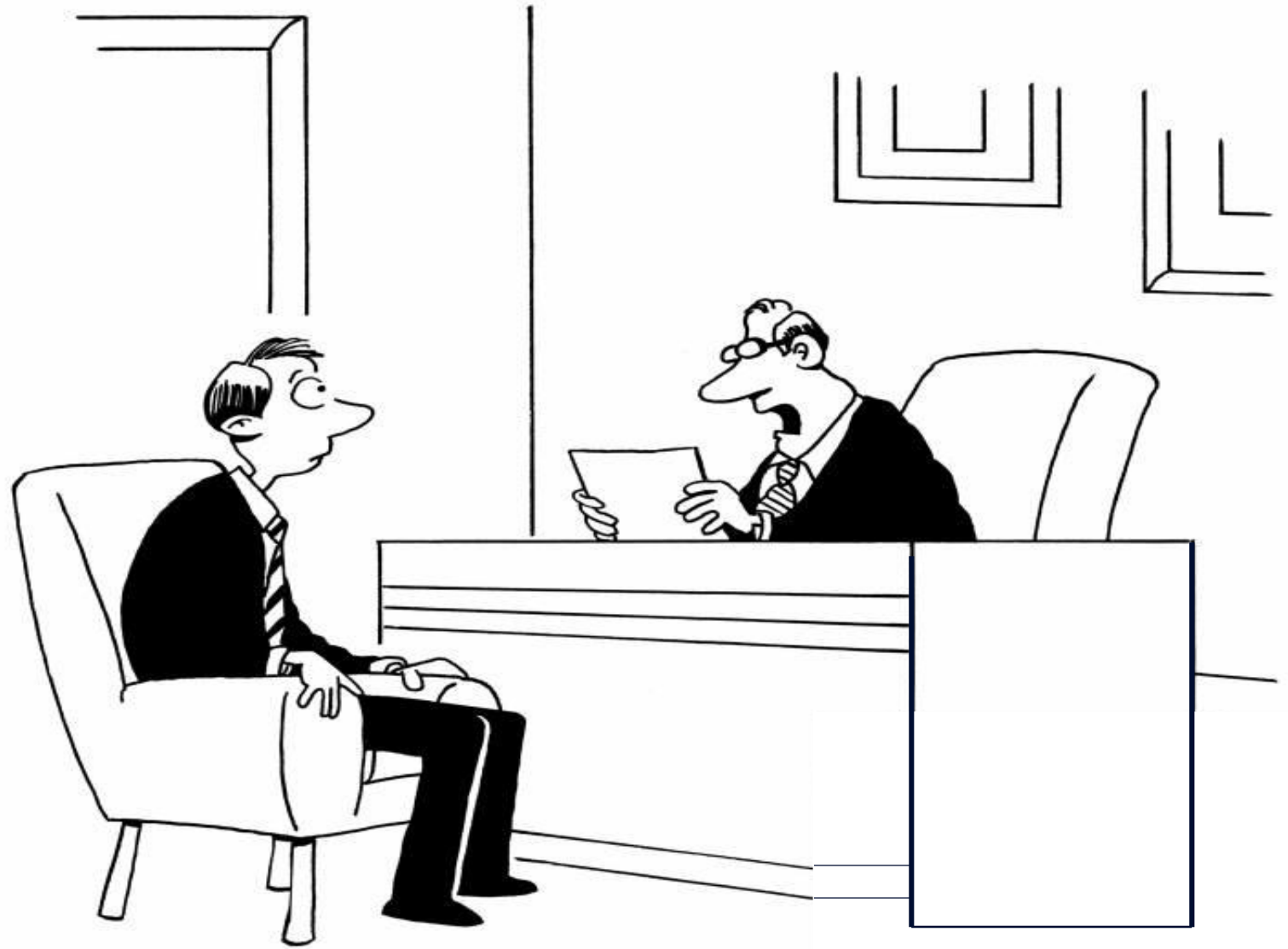
“The development of full artificial intelligence could spell the end of the human race.”

Stephen Hawking

**Funds run by computers that follow rules set by humans
account for 35% of the US Stock Market,
60% institutional asset equities,
60% of trading activity.**

**New AI are also writing their own investing rules, in
ways their human masters only partly understand.**

Has the
time
come?



"We're looking for someone with your exact qualifications, but a mechanical version."



You taught
me language
and.....

1. Deep learning systems – mimicking the layers of neurons in the human brain and crunching vast amounts of data, teach themselves to perform some tasks – from pattern recognition to translation – almost as well as humans can and in an increasing number of cases even better.
2. DeepFace from Facebook, in 2014 was already 97% accurate facial recognition.
3. Crucially these capacities so far are still narrow & specific.

What are some of the issues around AI becoming part of our daily life?

- Many AIs are a black box – virtually impossible to test & predict every outcome.
- It's the first-time humanity is deploying something that in specific scenarios can outthink and outplay us.
- Privacy issues –
 - e.g. Home speaker hacks and taps, state surveillance
 - e.g. Uighurs in China, facial recognition.
- The AI arms race – handing over control of the tools of our own extinction?
- Bias (in training data) can cause unwelcome outcomes
- Legal liability when the AI makes “mistakes” ?



£80,000 IS A BIT STEEP!
HAVE YOU GOT ONE WITH
A LOWER IQ?



Not all AI was
created equal!

The AI In Customer Service Landscape

The spectrum of AI technology is broad, with **simple rules-based or semantics bots** that flatter to deceive, and do not live up to the expectations set by **Hollywood AI**, that promises technology that is years away, if it ever comes to pass'

*Scripted, Rules-based
bots*



Practical AI

DigitalGenius
ChatCreate

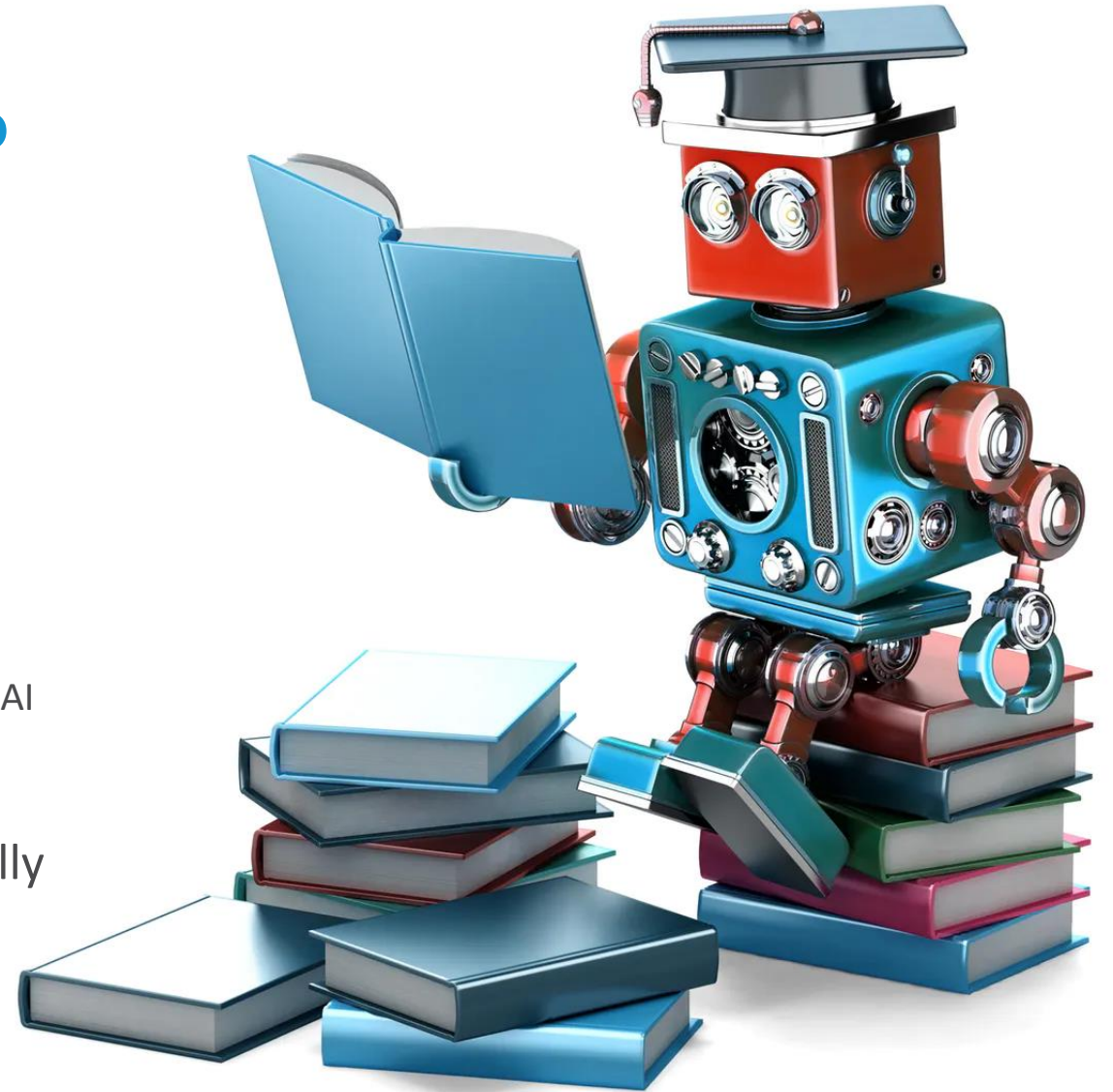
Hollywood AI



Today, businesses must focus on **Practical AI**, bringing the power of AI & Machine Learning to solving tangible and narrow use cases but drive real, measurable value.

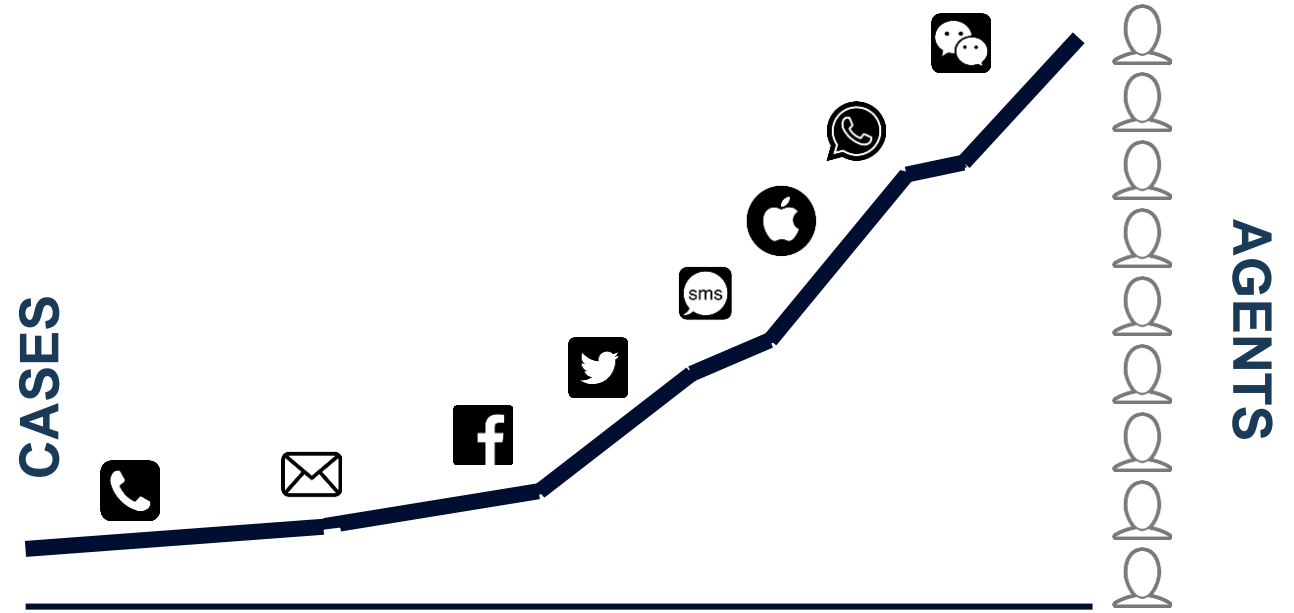
What are the basic ingredients to introduce AI in Customer Service?

- Depends on the kind or level of AI you wish to introduce, but at a basic level you need the following:
- A clear plan and understanding what it is you are setting out to achieve (core goals) and properly set expectations, whether:
 - Accuracy of response
 - Expected outcomes of AI/Human interaction
 - Expected % of customer service interactions to be handled by the AI – this will initially be low , but will improve with time, interactions and increase in the underlying data set.
- A curated data set to teach the AI (neural net/ML) – usually these are customer service tickets and responses;
- A CRM or customer service platform;
- A scenario where there is a strong degree of repetitive requests/interactions which can be automated.



The Case for AI in Customer Service?

Growing **volumes** are increasing customer service **costs**, at a time when customers demand a **seamless experience** in the channels they choose.



Between 2018 and 2021 the share of customer service interactions worldwide handled entirely by AI will rise fivefold to **15%** and by the end of this year (2019) at least **40%** will include an element of AI.

Gartner Group

When to use AI in Customer Service



AI & Automation

- Structured conversations
- Repeatable use cases
- Consistent approach
- Process driven
- Quick handle time

General information
Looking for resolution
Seeking personal answers



Human Agents

- Unstructured & unpredictable
- Emotional
- Requiring judgement & empathy
- Opportunistic
- Creative

Unhappy
Challenging
Nuanced



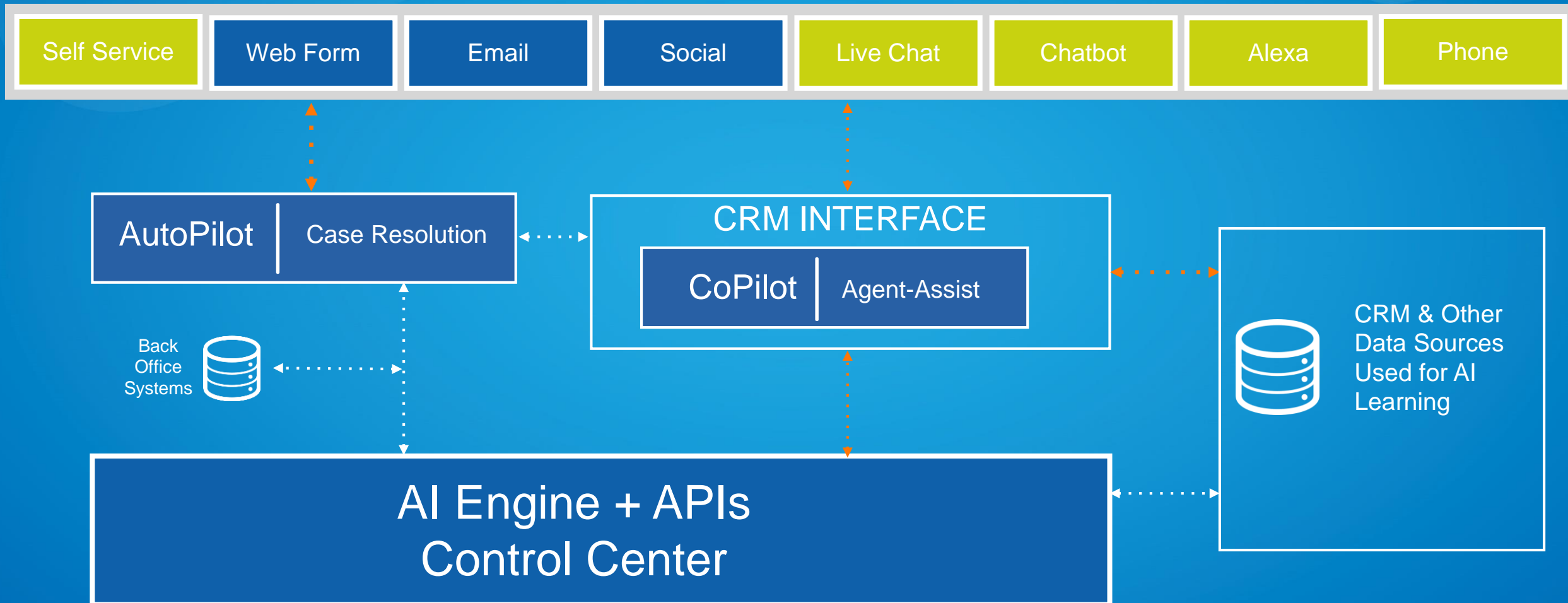
Optimum
Application

Customer
Disposition

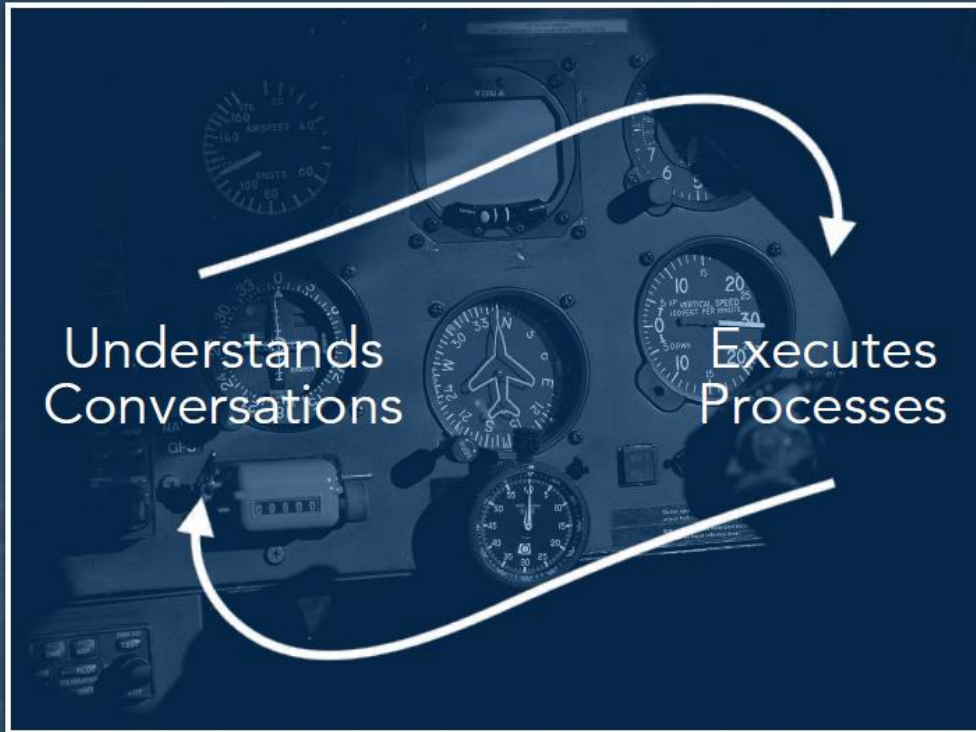
Typical
Channels

What's Under The Bonnet?

How your customers contact you



AutoPilot



Automated answers &
full case resolution



DigitalGenius

CoPilot



- + Predict Case Fields
- + Automatic Routing
- + Suggest Answers
- + Prefill Case Data
- + Recommend Actions

Reduce average handling time (AHT), improve employee efficiency and satisfaction

So is AI really ready to take over?



Let's be careful what we wish for 😊



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Thank you

Premier Solutions Provider for:

ChatCreate

DigitalGenius

 Planday

Qlik 

 salesforce

 snowflake®

 + a b l e a u

 talend


zendesk

Our Services In Summary



CRM & AI

Sales Automation - Marketing Automation - Customer Service Automation - CRM Strategy – Artificial Intelligence



Data Science, Analytics & Big Data

Visualisation - Data integration - Data management - BI Strategy



Mobility Solutions



Integration

Bringing together traditional line of business apps and enabling the enterprise with our solutions



Training, Advisory, Project Management



SaaS Connectors

Our Partners

Our technology partners have been strategically selected based on the following:

- Recognised by Gartner as Leaders within their respective fields.
- The strategic nature of our relationship which in most cases extends beyond simple “channel models”.
- Emerging & disruptive technology.



Some organisations we have worked with:

BUSINESS SECTORS

Financial Services | Automotive Sales | Education | Telecoms | Cloud Services & Hosting | Business Planning
iGaming | Professional Services | Transportation | Retail | Investment promotion/business support (public sector)
Manufacturing | Local Government (UK) | Distribution & Wholesale

SOME KEY CUSTOMERS



Our long-term aspiration

- To continue to develop as a thought leadership company in “*all things customer & data*”, especially CRM as a key part of our practice.
- To leverage our international experience and deep expertise for the benefit of our customers.
- To continue to provide strong value add to our customers and help drive their bottom line through innovation and re-engineering core business operations.





In late 2015, grocery giant Tesco—a company that serves 79 million shopping trips per week across the world—realized it needed a more efficient way to manage internal technology issues and queries for its 460,000 employees located across 9 countries, including India and Thailand.

Use Cases:

Handling Communication with :

- Suppliers.
- People Services.
- Security Operations.
- Data Privacy & GDPR.

Agents
3,900
Light Agents
3,500
Avg. IT Ticket Volume/Week
40,000
Avg. Tickets Resolved in One-Touch
79%

iMovo:

- Build multiple integrations with vendors such as NCR, Verizon, Zebra, Wincor Nixdorf, xMatters, etc.
- Custom apps on top of target platform.
- Training/Knowledge Transfer to engineering team.



England's Surrey County Council provides a range of services to over 1.1 million residents—from the renewal of a library book, to adult and children's social care, to transport. They're also revolutionizing the way people interact with government authorities through a desire to provide a better customer experience.

Use Cases:

- Handling multichannel communication with Citizens.
- Integration of CRM with Line Of Business Apps such as Highway Management.
- Customer 360 view.


Average Ticket Volume/Month
60,000+
Industry
Government
Headquartered in
UK

iMovo:

- Implementation of multi-channel citizen service platform.
- Integration with LOB & GIS.
- Development of middleware layer between CRM & LOB.
- Single “desktop” UI.
- Scalable architecture – “Beast From The East” tested.

Liquigas Malta was set up as a joint venture between Liquigas SPA of Italy & Multigas Limited. As part of the global gas conglomerate Air Liquide is responsible for the distribution of LPG for both the consumer and bulk market. The company launched green initiatives such as its LPG for vehicle conversion service.

Use Cases:

- Handling sales for bulk & consumer segments.
- Intelligent dispatch & delivery schedule.
- Customer 360 view.
- Loyalty scheme.

iMovo:

- Implementation and customization of Sales Cloud.
- Integration with financial management system.
- Implementation & customization of Service Cloud.
- Training.
- Support.



Betsson is a leading iGaming firm with a significant base of operations in Malta. Its HQ is in Stockholm Sweden. The company serves thousands of players daily, through a number of different branded websites. A key component of these players are considered VIP customers and Betsson has several processes in play to manage their relationship with these customers through different reward mechanisms etc.

Use Cases:

- Segmentation of players.
- Customer 360 view.
- Reward qualification & tracking.
- Reward procurement, shipping and allocation.

iMovo:

- Implementation and customization of Service Cloud for VIP Customers.
- Integration with financial management system.
- Integration with procurement & inventory & shipping.
- Training.
- Support.