



# TALKDESK

## FUTURE OF CONTACT CENTRES IN 2025

Toussaint Celestin – Principal, AI Product & Industry Marketing

December 05, 2024

The information contained in this document is property of Talkdesk and can only be used by the intended recipients.  
The reproduction or communication of information in this document without Talkdesk approval is forbidden.



Customer loyalty **can disappear** in an instant

CUSTOMER EXPECTATIONS



SWITCHING COSTS

# Contact Centers Struggle to Keep Up

Limited resources to meet customer expectations

Not meeting them can lead to customer churn & damaged brand

Agents burdened with repetitive & manual processes

High resource costs, limited effectiveness & agent attrition

Undue time spent on achieving bare minimum results

Missed revenue opportunities

Dated, unintegrated or complex technology

Higher maintenance costs & wasted time

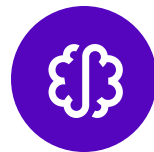
**:talkdesk®**

# Generative AI

The Superhero Revolutionizing Customer Experience



# The role of AI in the contact center.



## Automate

---

Resolve more interactions through **self-service**.



## Empower

---

**Help agents** serve customers quickly and accurately.



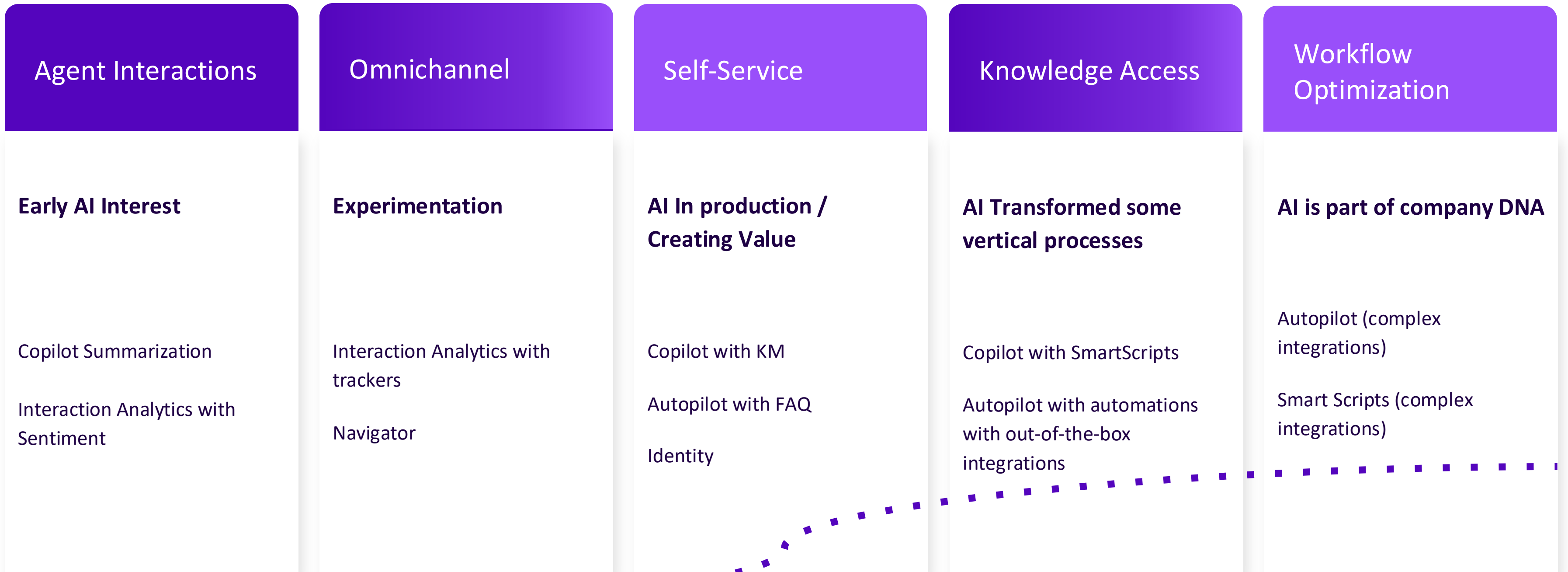
## Deliver Insights

---

Extract **valuable insights** from every interaction.

# AI Maturity Model

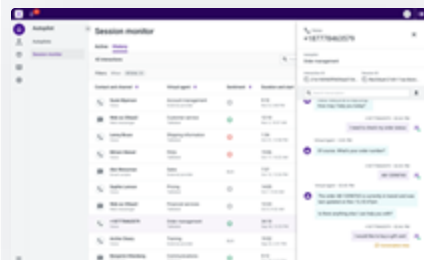

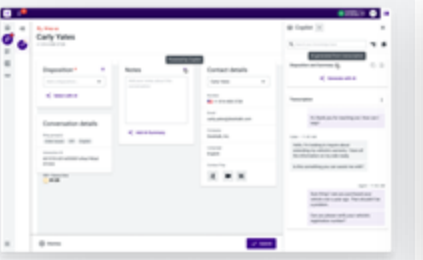
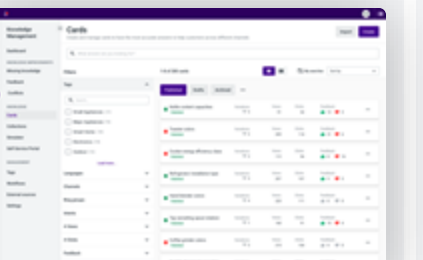

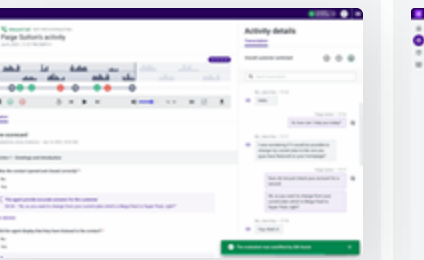
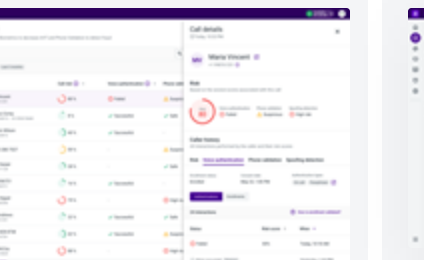
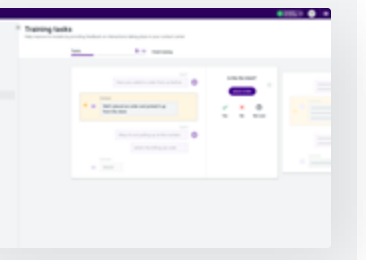
## Starting Points & Use Cases



DATA MATURITY CURVE

# AI Components

## Talkdesk Core Capabilities

Autopilot	Navigator	Copilot	Knowledge Management	Interaction Analytics	Quality Management	Shield	AI Trainer
<p>Incorporate AI self-service across the customer journey.</p> <p>Generate contextual responses using generative AI</p>	<p>Ensure the ideal customer journey for every customer every time.</p> <p>LLMs and generative AI let customers talk naturally for a hyper-personalized experience.</p>	<p>Empower agents with real-time guidance.</p> <p>Deliver real-time automated assistance, recommendations, and next best actions.</p>	<p>Deliver contextual answers to agents using AI-powered semantic search techniques.</p> <p>Solve customer issues quickly and accurately.</p>	<p>Turn every interaction into customer intelligence.</p> <p>Discover intent and sentiment patterns.</p>	<p>Improve agent performance and elevate customer experience.</p> <p>Automatically score and evaluate agent-customer interactions.</p>	<p>Seamless authentication and fraud detection.</p> <p>Empower customers to quickly connect with agents using self-service, real-time authentication and biometrics.</p>	<p>Improve accuracy and trust. Predict, monitor, and control AI outcomes.</p> <p>Train and fine-tune AI models for ultimate control and visibility.</p>
							

# The Generative AI Leap Forward



## Hyper-personalized

Human-like, real-time responses; and deeper, more actionable insights.



## Accessible

Streamlined training and infrastructure without heavy reliance on costly data science expertise.



## Accelerated innovation

Simplified deployment, rapid scaling, and real-time adaptability to evolving customer needs.



# AI in CX 1.0

Powerful, but resource intensive



- Transformed CX with **personalized interactions, automated responses, and data-driven insights.**
- Requires **resource-intensive model training, costly infrastructure,** and the expertise of **data scientists.**
- The dependency on specialized resources **limits AI's potential to scale** and adapt in real time.



:talkdesk AI

A GLIMPSE AHEAD



# Generative & Agentic AI

The Dynamic Duo Revolutionizing Customer Experience



# The Missing Piece

The autonomy gap

Generative AI lacks independent action. It can't proactively make decisions based on real-time data.



# What if you could ...?



## Autonomous decision making

Independently analyze real-time data, anticipate and make proactive decisions to enhance the customer experience.



## Contextual adaptability

Adapt actions based on changing behaviors and preferences, ensuring more relevant and personalized interactions that evolve with the customer journey.



## Enhanced operational efficiency

Automate complex process and streamline operations, reducing the need for human intervention.

# A Powerful Combination: AI in CX 2.0

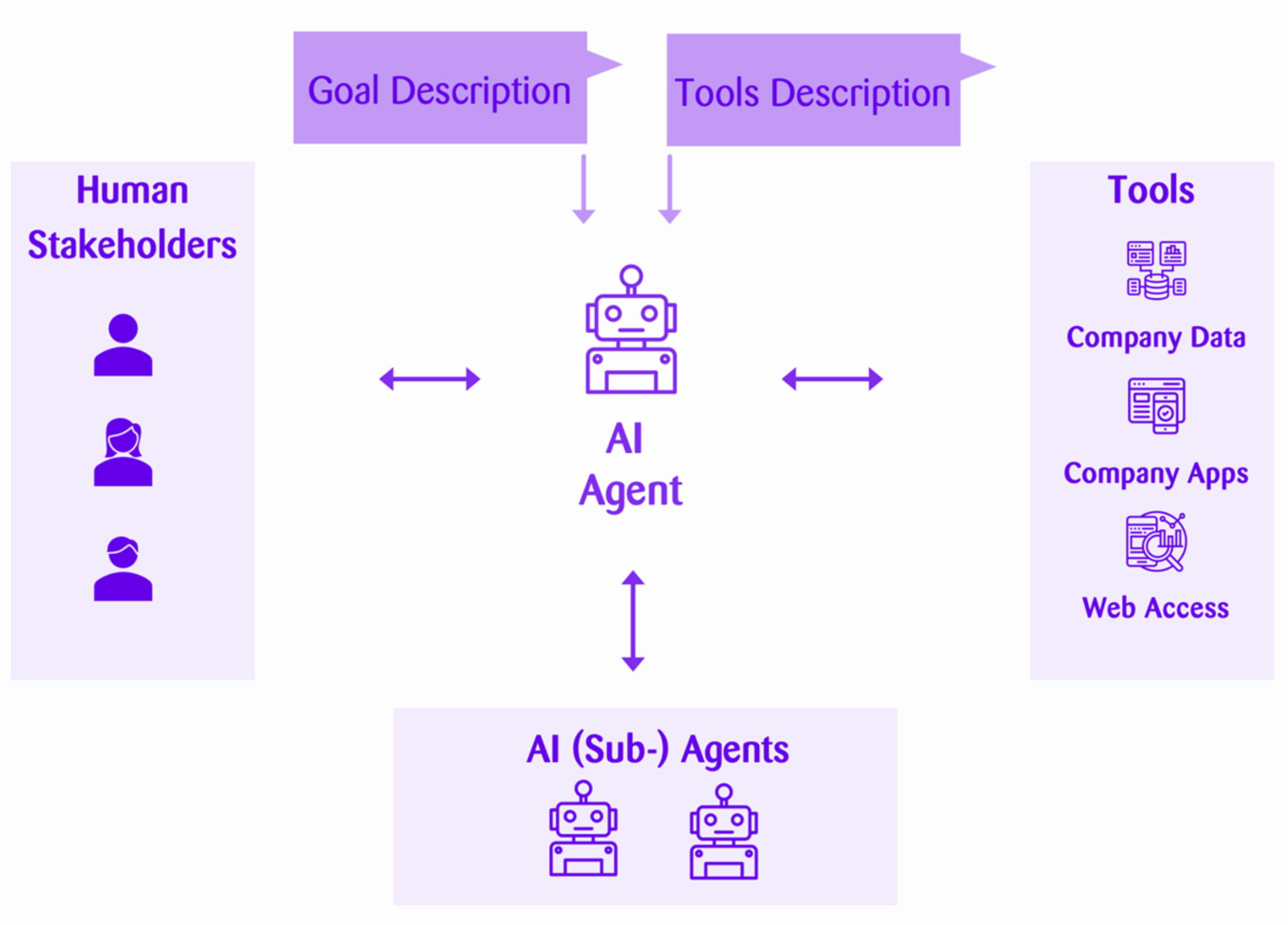
## Generative AI

Delivers real-time, intelligent responses by crafting personalized content and conversations that feel human, reducing response times and improving the overall customer interaction.

## Agentic AI

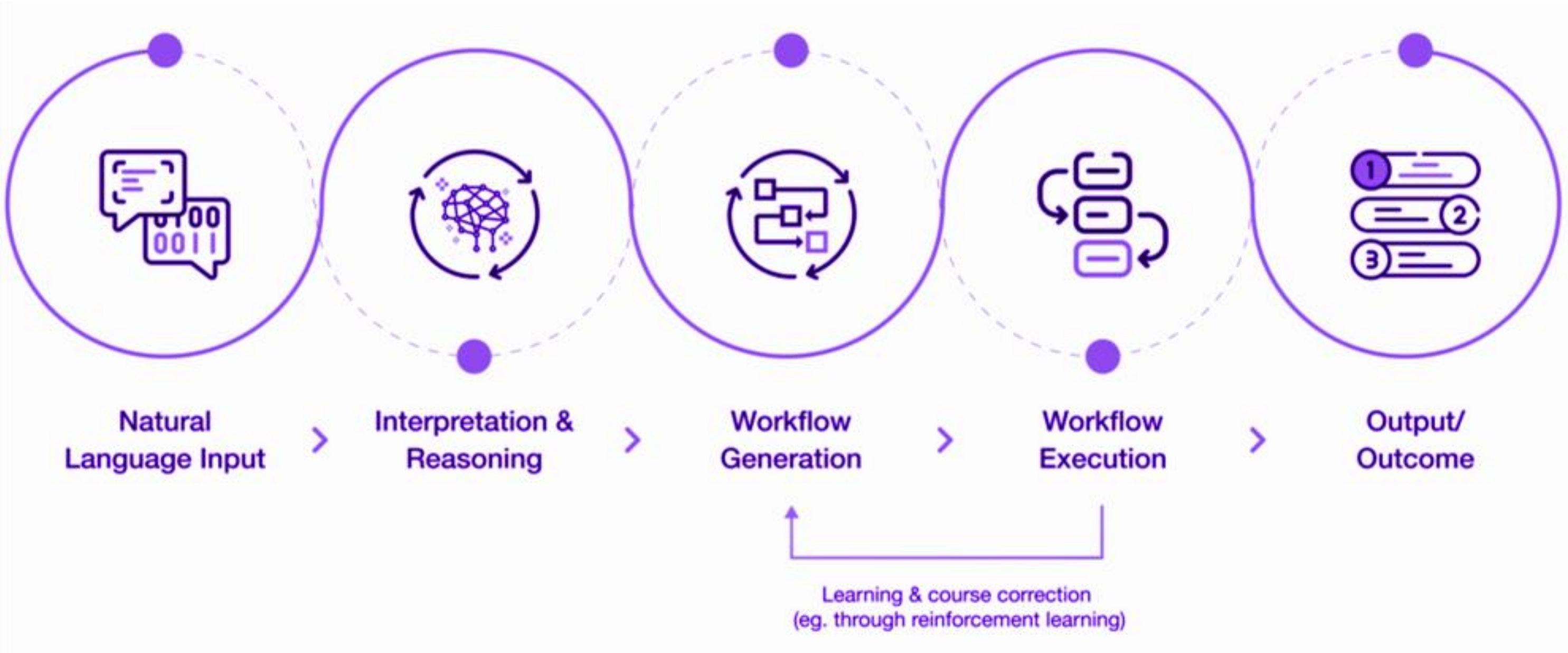
Operates autonomously, making decisions based on learned behaviors, adapting to customer inputs, and continuously refining the customer journey for better outcomes.

# Agentic AI



# Enter Agentic AI

Powering the future of intelligent customer experience





# AI Dynamic Duo delivers end-to-end Designing virtual agents

- **Simple language instructions**

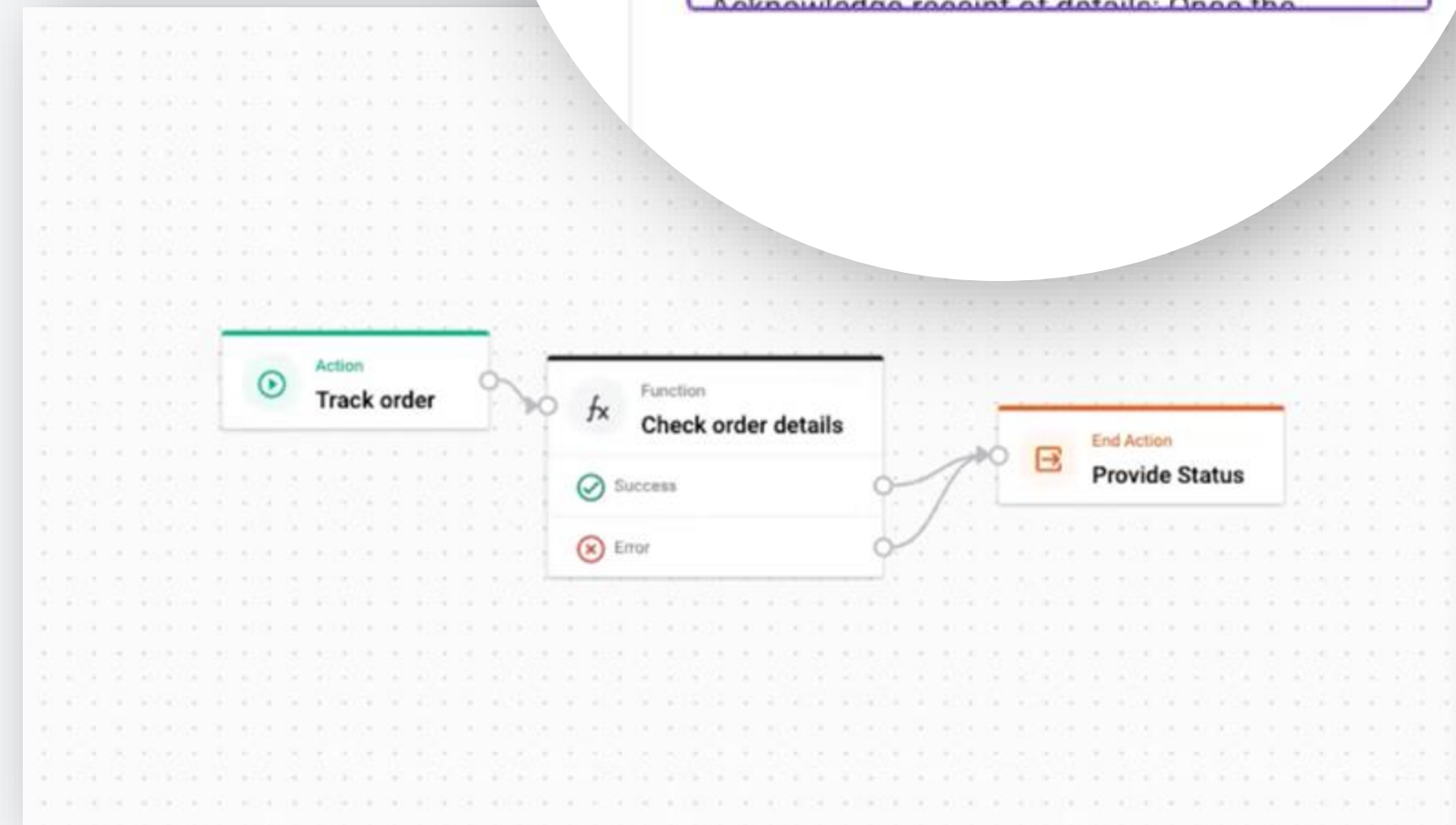
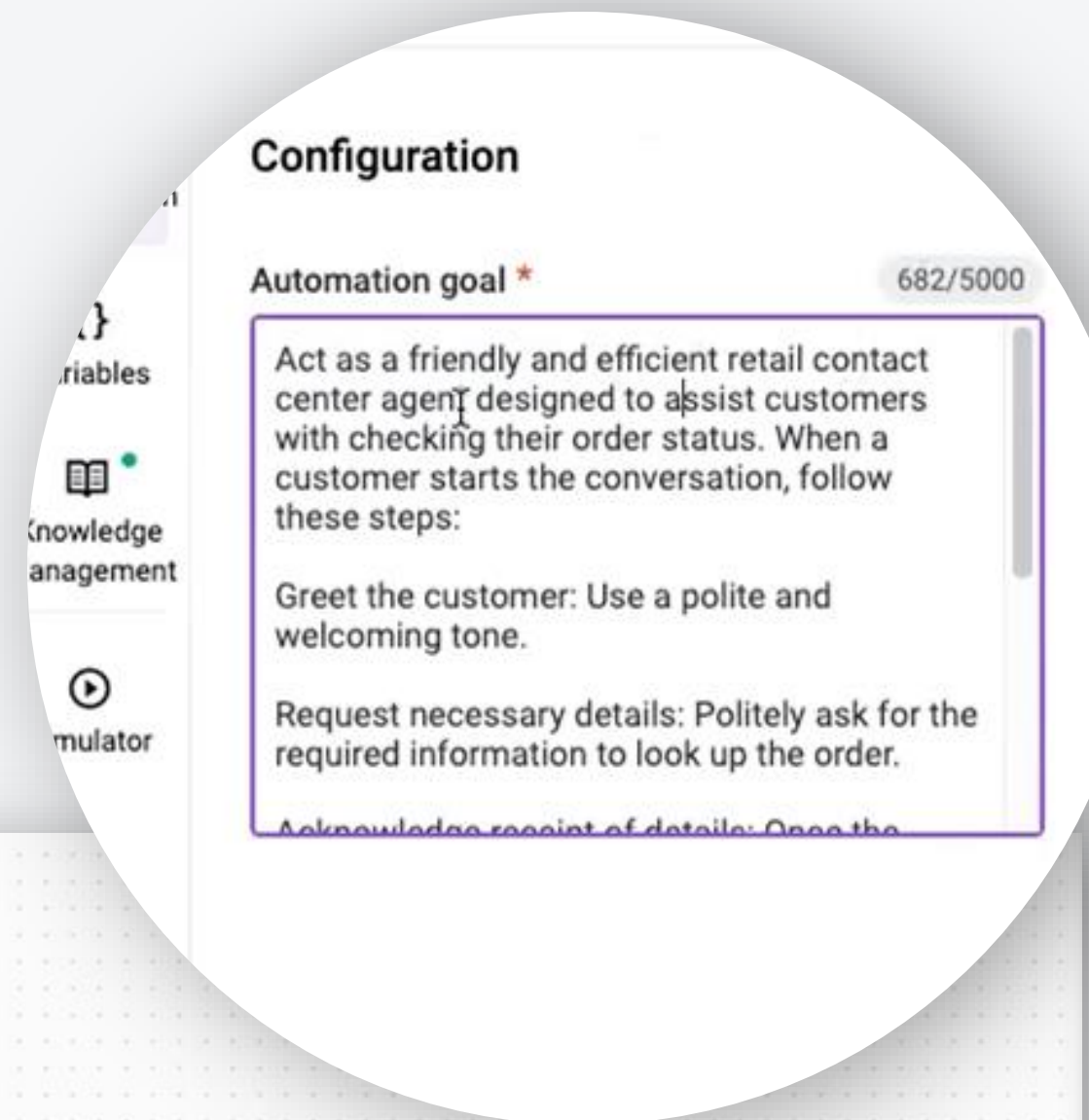
Input natural language instructions to define virtual agent behavior and goals.

- **Autonomous execution**

Agentic AI takes the defined virtual agent behavior and acts on it autonomously, making decisions based on real-time customer data to complete tasks without additional prompts.

- **Dynamic adaptation to customer needs**

As customer interactions evolve, agentic AI adapts responses and actions instantly, adjusting to new information to ensure the workflow stays relevant and effective.



**From:** Complex automation DESIGN.

**To:** generative & agentic AI DESIGN—  
Saves ~90% design time.

**BEFORE AI Agents**

**AFTER AI Agents**

**Decisions & Design**

- Precision configuration
- Limited – not self-decision making
- Time intensive: hours, days, weeks

- Advanced LLM – use plain English language
- Configure with a simple prompt and goals
- Easy to set persona-based behaviors

**Level of Complexity**

- High level of complexity
- Burden for operations
- Reduced time-to-value

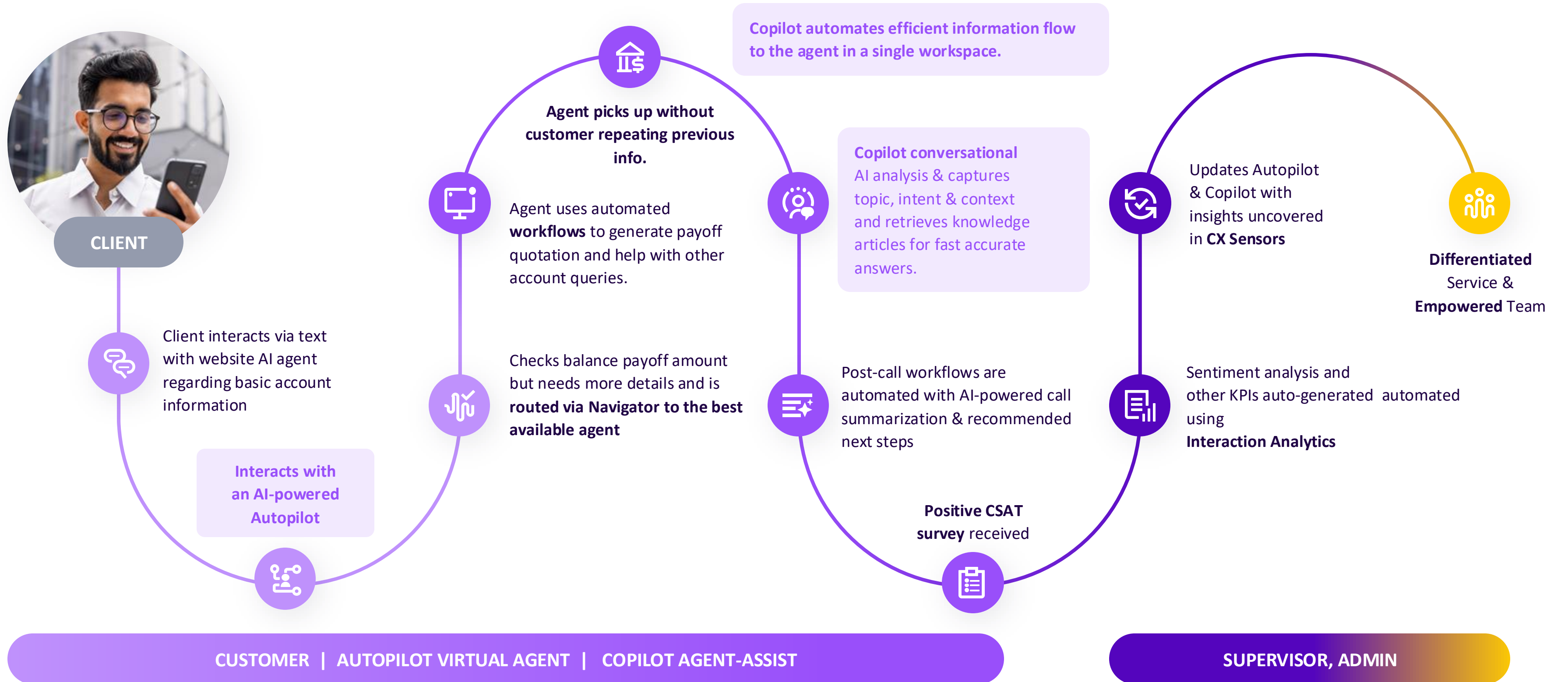
- Simplified design process
- Reduced operational overhead
- Improved time-to-value & deployment

**Customer Service**

- Prone to inaccuracies: inputs & script design
- May require escalation to an agent
- Negative impact on FCR, AHT & CSATs

- Intelligent, self-decision making = higher accuracy
- Lower level of human involvement / containment
- Positive impact on outcomes: FCR, AHT, & CSAT
- Also multi-lingual

# An elevated omnichannel customer service journey



# CX Processes Set to Thrive with Generative & Agentic AI

## Real-time agent guidance

**Generative AI:** Creates **tailored response** suggestions in the moment and adapts tone based on customer emotion.

**Agentic AI:** Autonomously tracks customer emotion and engagement in real time, prompting agents with empathy-based responses.

## Automated knowledge retrieval

**Generative AI:** **Summarizes and retrieves** the most relevant information instantly.

**Agentic AI:** Detects context from the interaction and proactively provides additional or updated resources as the conversation evolves.

## Real-time performance monitoring

**Generative AI:** Creates **summaries** of agent interactions and provides **insights** on common **patterns** like escalation points or customer emotion.

**Agentic AI:** Continuously monitors agent performance and flags instances needing intervention autonomously.

## Automated quality assurance

**Generative AI:** Generates quality **evaluations by analyzing conversation** transcripts for compliance, accuracy, and tone.

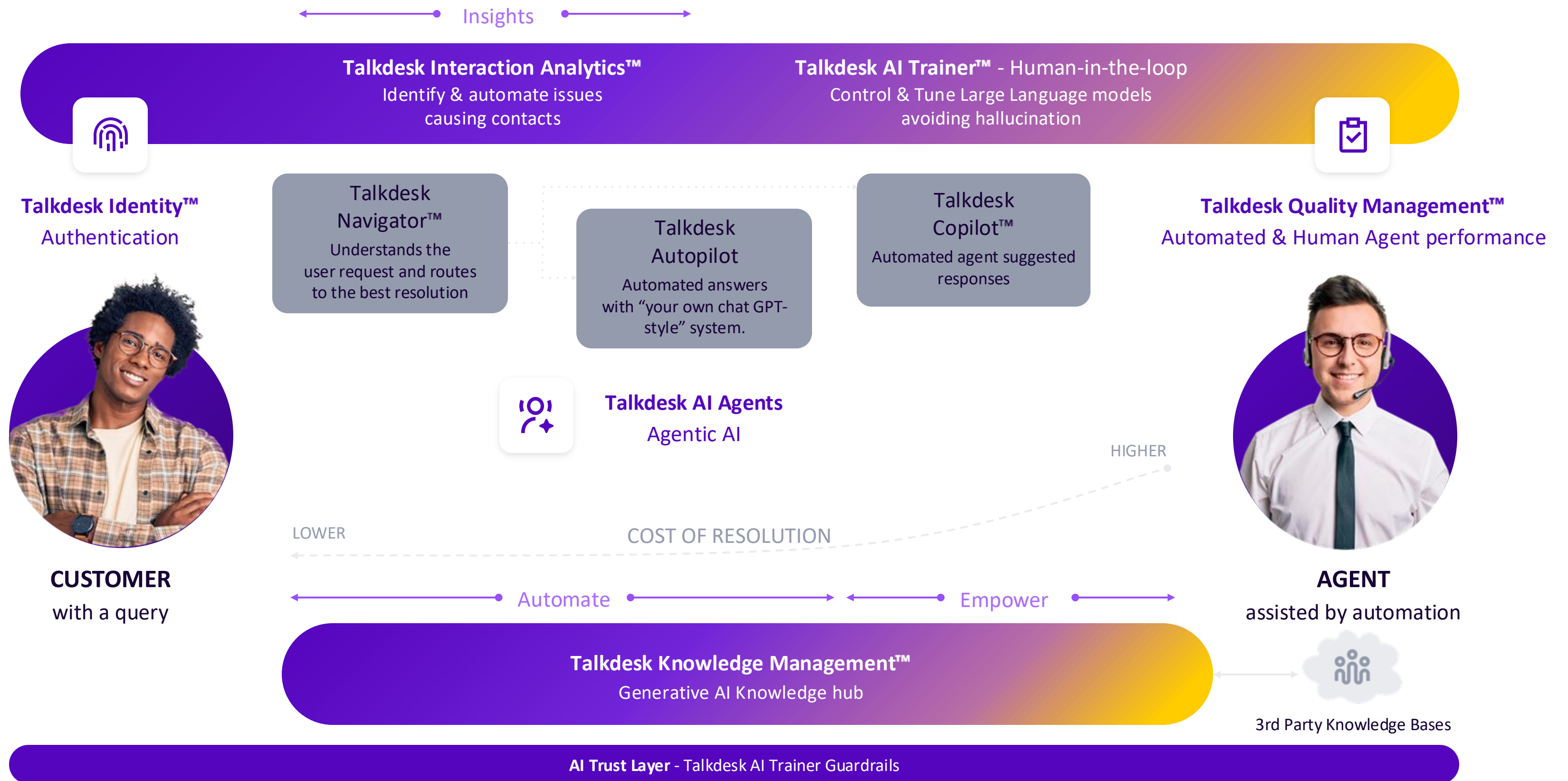
**Agentic AI:** Acts on flagged issues by either notifying supervisors or sending pre-coaching prompts to agents directly, addressing gaps in real time.

## Predictive staffing recommendations

**Generative AI:** Analyzes **historical patterns** to predict high-demand periods that help supervisors plan ahead.

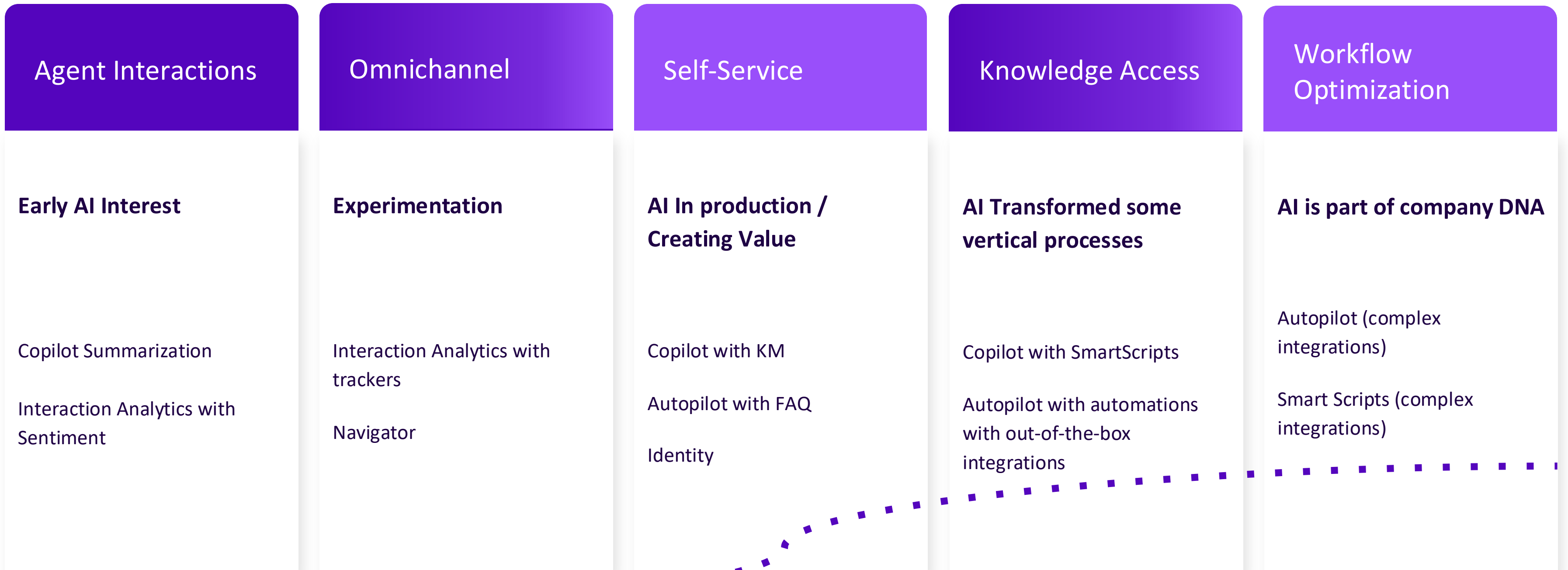
**Agentic AI:** Monitors ongoing demand and adjusts staffing recommendations in real time, making necessary tweaks autonomously if demand surges unexpectedly.

# Talkdesk AI in the customer journey.



# AI Maturity Model

## Starting Points & Use Cases



DATA MATURITY CURVE

**Thank you.**

