

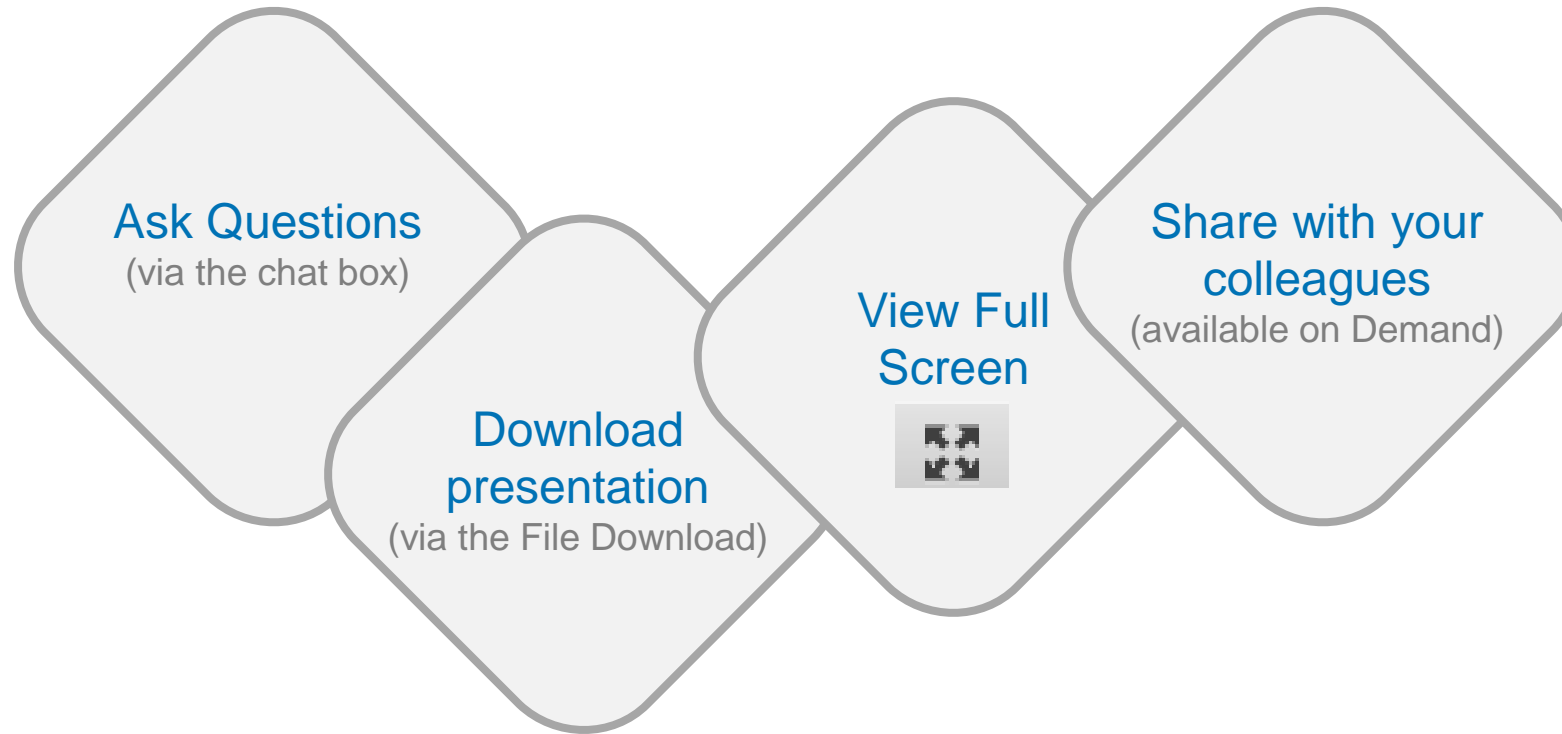
A Tale of CX and Bots Part III

Anticipating your customers' needs: How AI can help you optimize Customer Experience

November 06, 2019 03:00 PM CET



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Panelists:



Luisella Giani

EMEA Industry Transformation Sr. Director
Oracle

Luisella Giani, EMEA Industry Transformation Director at Oracle, has over 15 years of international experience leading digital strategy, operations and product development. Following a degree in Artificial Intelligence, she started her career with iconic brands of the digital age, such as Skype, ...[Full Bio](#)



Demet Tunç (Moderator)

Council Director, Customer Experience Council
The Conference Board

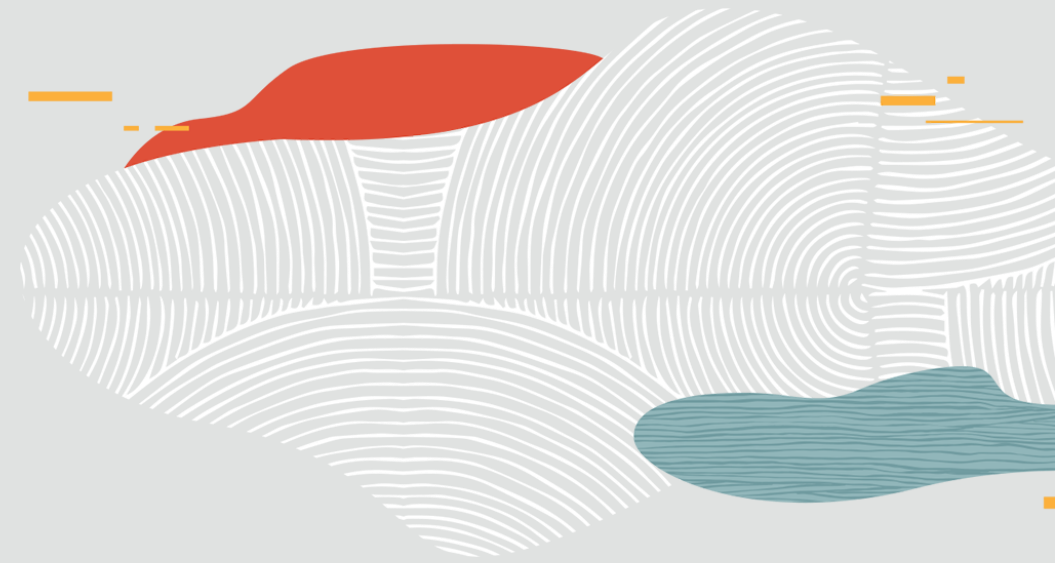
Demet Tunç leads the Customer Experience Council at the Conference Board. She also provides consultancy & project management services - from strategy to execution with a hands-on approach - in marketing, customer experience and commercial management. Demet started her career as a brand...[Full Bio](#)

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A TALE OF CX

Luisella Giani

EMEA Head of Industry Transformation



Intelligence

/ɪn'telɪdʒəns /

The ability to acquire and apply knowledge and skills.

To determine intelligence we measure skills like abstract reasoning, problem solving, learning, language use.



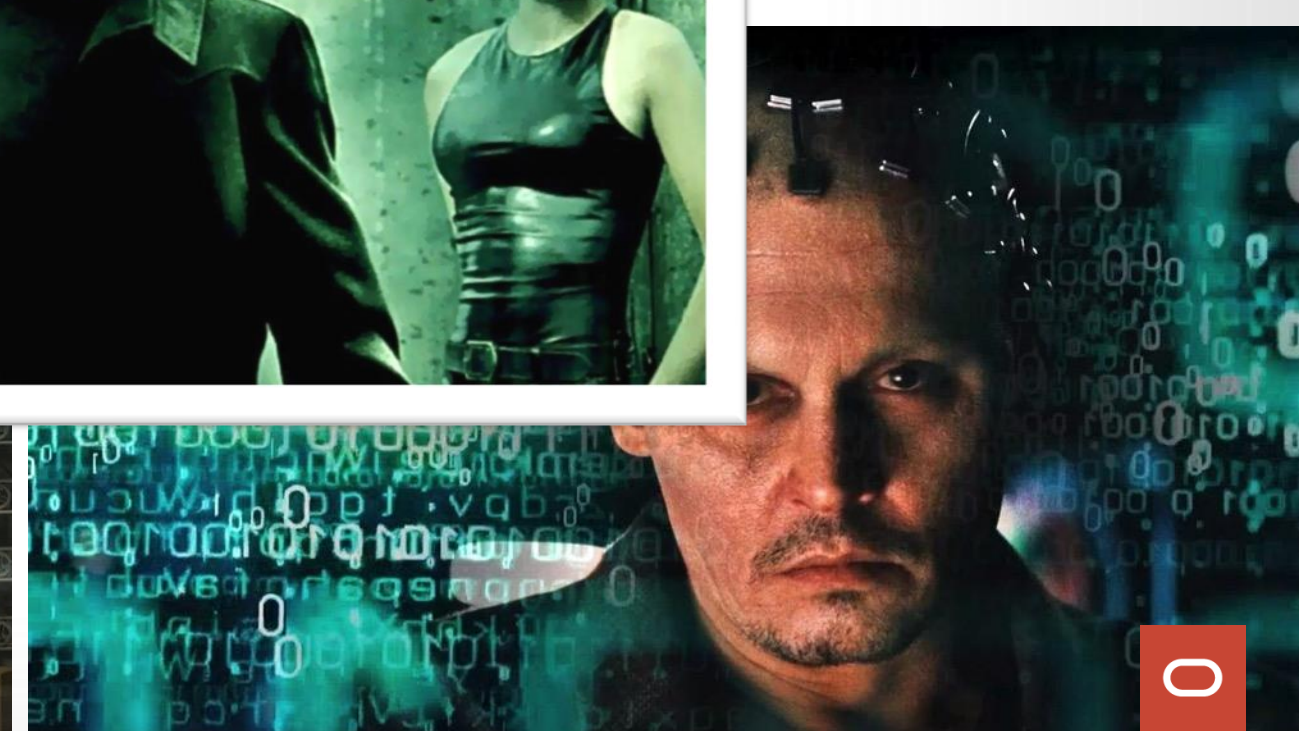
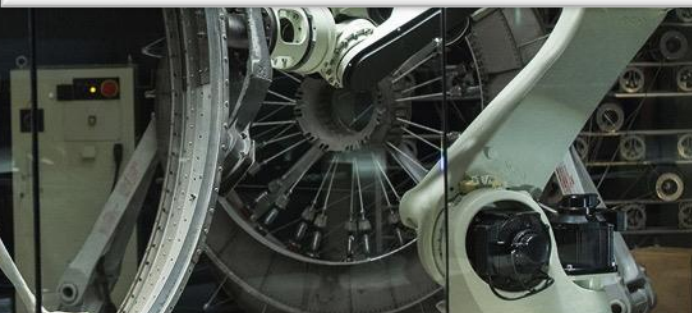
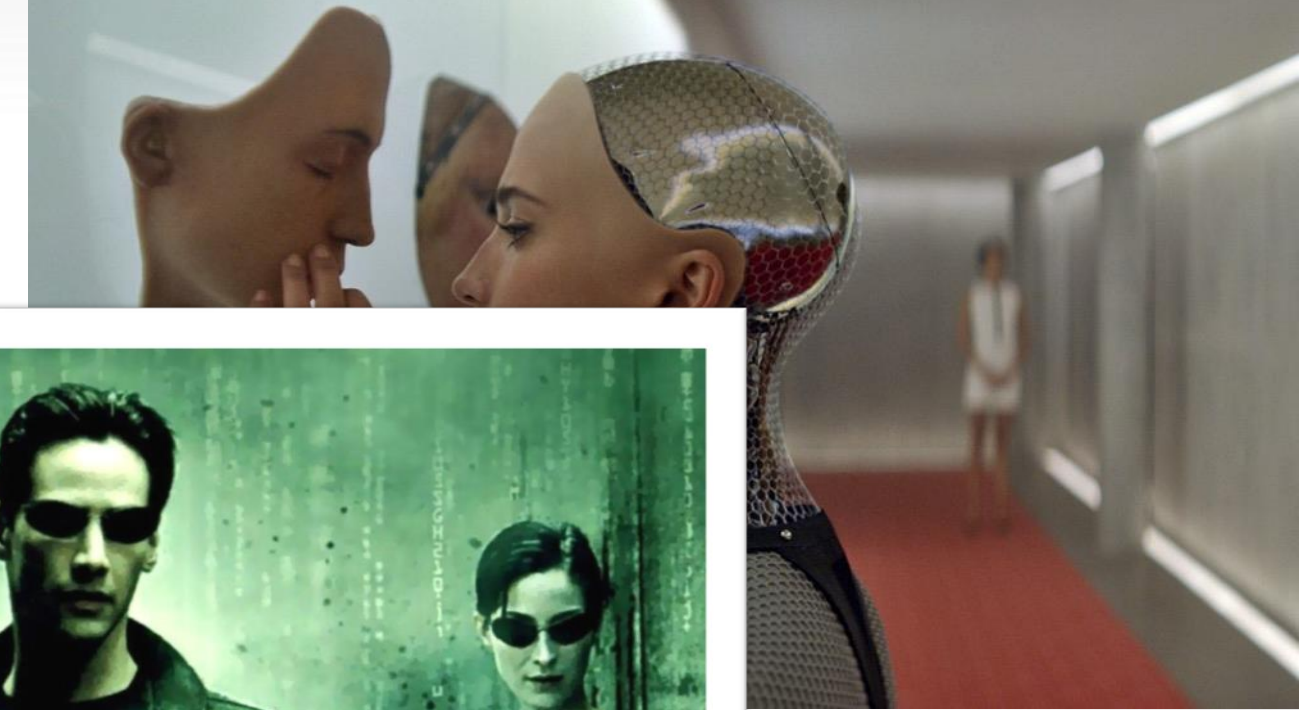
Artificial

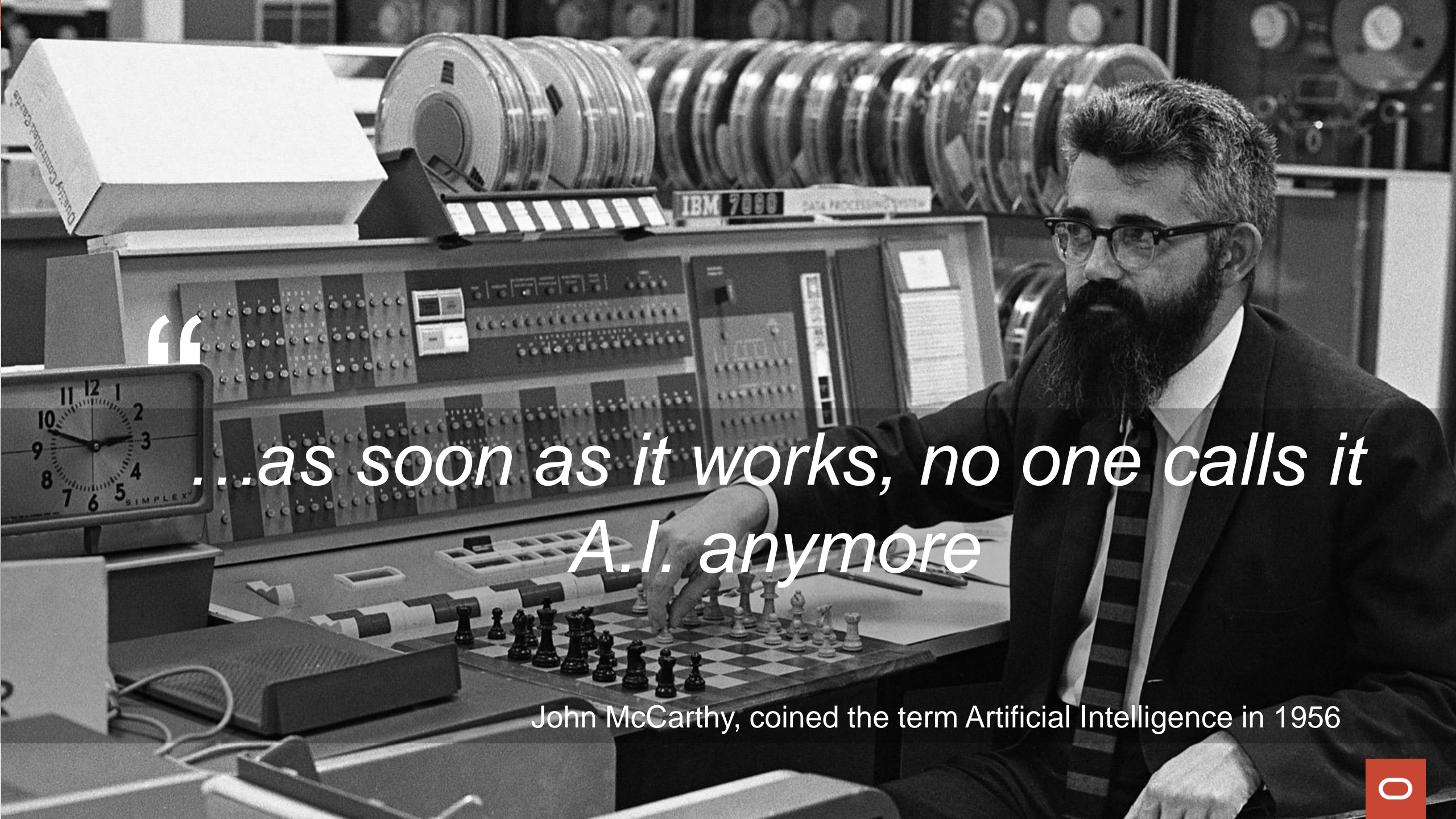
/ɑːtɪˈfɪʃ(ə)l/

A cheap imitation of the genuine article, designed to deceive others. Distrust and resentment built into the word itself.



“Day 12, they still think I’m a husky.”





“

*...as soon as it works, no one calls it
A.I. anymore*

John McCarthy, coined the term Artificial Intelligence in 1956



Artificial Intelligence Powers Services We Use Every Day:

- Listen to personalized music sets (Pandora)
- Meet well-suited people (eHarmony)
- Find optimized directions (Waze)
- Watch recommended movies (Netflix)
- Use personalized shopping recommendations (Amazon)



Old wine in new bottles

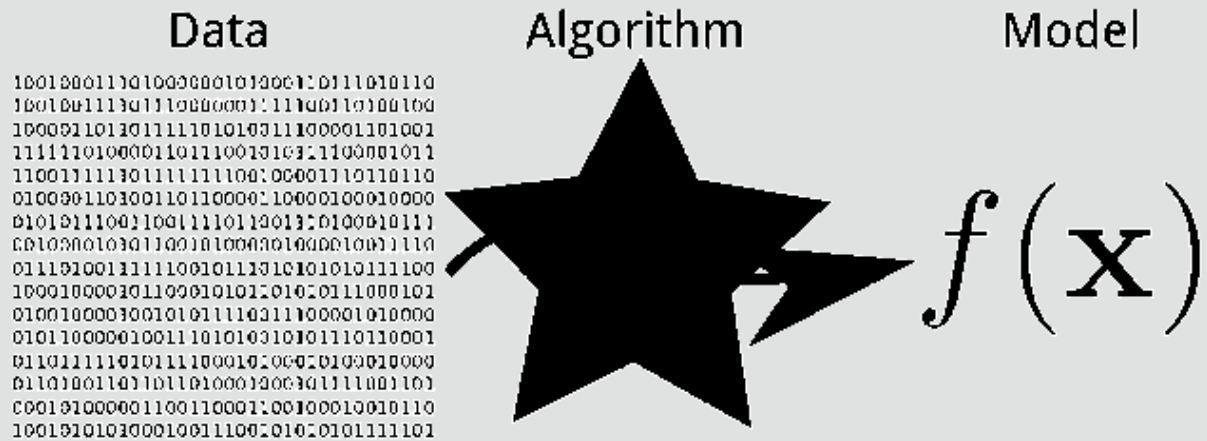
Data
Models

AI

Processing
Power

Big
Data

What makes machines intelligent?



DATA IS THE
NEW OIL ...
making machines
intelligent





The Customer Experience Golden Era:

AI & Big Data **to scale LOVE**

Best and Worst Companies in 2018, by CX Rating



Rank	Company	Industry	Temkin Experience Rating*	Rank	Company	Industry	Temkin Experience Rating*
1	Wegmans	Supermarkets	86%	318	CarMax	Auto Dealers	43%
2	H-E-B	Supermarkets	83%	317	Spirit Airlines	Airlines	45%
2	Citizens	Banks	83%	314	Optimum	TV/Internet	49%
2	A credit union	Banks	83%	314	Medicaid	Health Plans	49%
2	Publix	Supermarkets	83%	314	Comcast	TV/Internet	49%
2	Subway	Fast Food	83%	312	Hitachi	TV & Appliances	50%
7	USAA	Banks	82%	312	Cox Communications	TV/Internet	50%
7	Ace Hardware	Retail	82%	310	Charter Spectrum	TV/Internet	51%
7	Dollar Tree	Retail	82%	310	Dollar	Rental Cars & Transport	51%
7	Aldi	Supermarkets	82%	308	Blue Shield of CA	Health Plans	52%
7	Wawa Food Markets	Supermarkets	82%	308	HSBC	Credit Cards	52%

*The Temkin Experience Ratings are based on 10,000 US consumers' feedback regarding their recent interactions with companies. Consumers are asked to rate three components of the experience on a 7-point scale: Success; Effort; and Emotion. For each component, the Temkin Group takes the percentage of consumers that gave a rating of 5, 6 or 7 and subtracts the percentage that gave a rating of 1, 2, or 3. This results in a net rating for each of the three components. The overall Temkin Experience Rating is an average of these three percentages.

Published by MarketingCharts.com in April 2018 | Data Source: The Temkin Group

Based on a survey of 10,000 US consumers, who were asked to rate 318 companies across 20 industries





INTENT

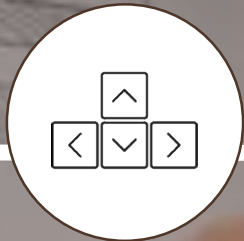
**MICRO-
MOMENT
S**

CONTEXT

IMMEDIACY

AUTOMATION

Efficiency



DECISION MAKING SUPPORT

Better decisions



CONVERSATIONAL

Human- Machine Interaction



Expense Reporting – The Numbers

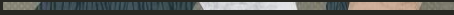
Doing business in
175
countries



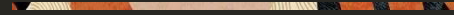
Supporting
138K
employees



Managing
95K
corporate cards



Processing
118K credit card
transactions per
week



Submitting
30K expense
reports per week



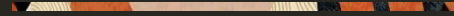
Reimbursing
\$19M
per week



Auditing
7K expense
reports per week



Paying
employees in
6 days globally



Oracle ERP Cloud:

Delivering exceptional experiences from end to end

Auto-classify 50% of
credit card transactions

Slashed 1day off of
expense reimbursement
cycle time

Reduced country
expense types **by 40%**

**Increased manager
productivity** and **cost
management**

Adaptive Intelligent Apps- Next Best Action



Marketing and Digital

Coordinated Open-Time Content
Optimized Marketing Orchestrations
Lead Optimization (Marketing and Sales)



Commerce

Next Best Offers and Recommendations
Connected Audiences
Intuitive Search Experiences



Sales

Win Probability
Next Best Sales Action



Human Capital Management

Best-Fit Candidates
Best Candidate Experience
Intelligent Onboarding
Team Mix Modeling
Time Entry and Absence Approvals



Supply Chain

Intelligent Payments
Supplier Recommendations
Indirect Spend Audit Automation
Intelligent Document Scanning and Reconciliation

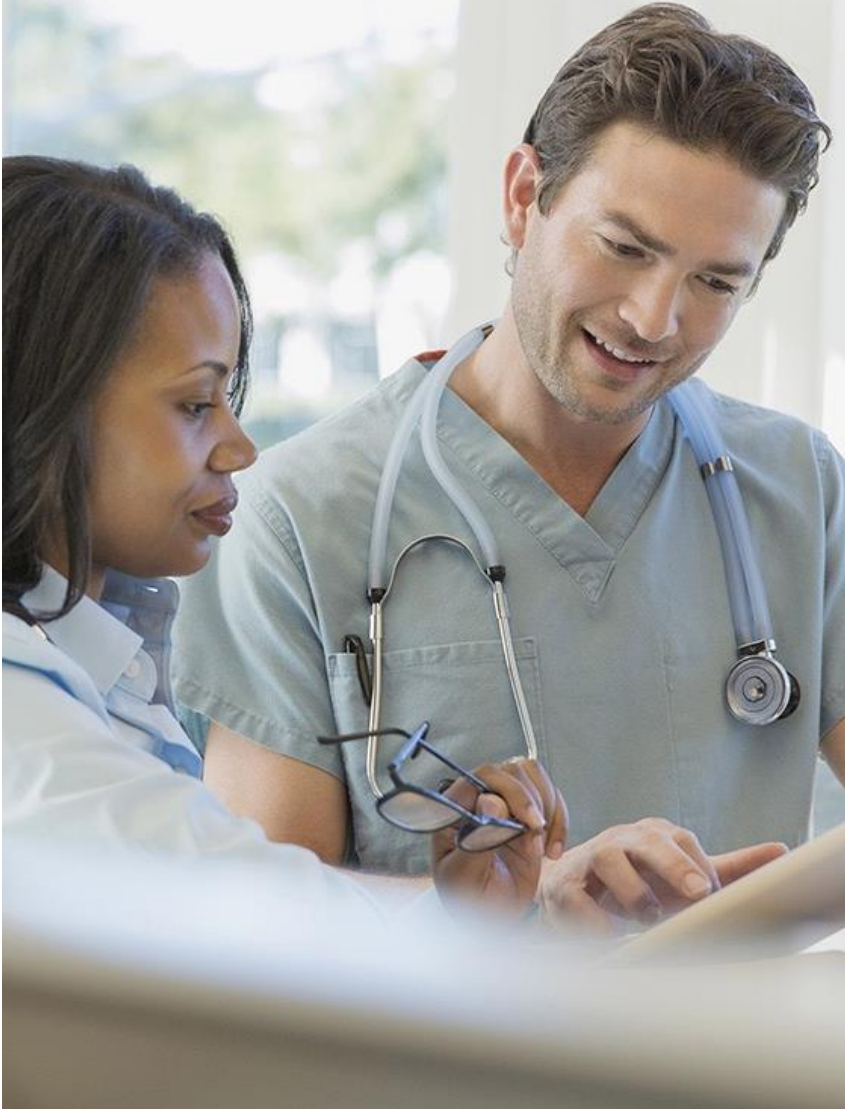


Service

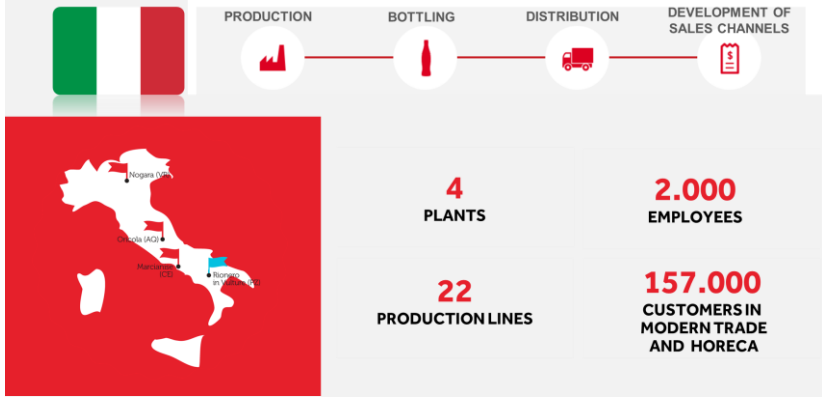
Automated Answers
Smart call points



NHS
Business Services Authority



Coca-Cola
Hellenic Bottling Company



Socio-economic-demographi **Point of interest**



Social Media Data





enigaseluce



LUXURY FASHION
BRAND



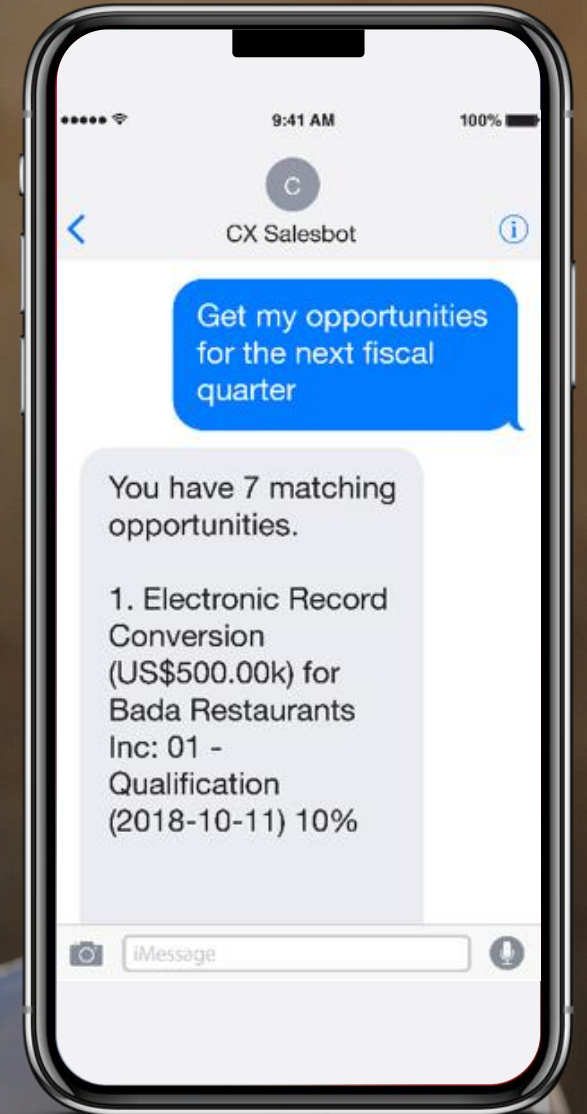
UBI  Banca
UNIONE DI BANCHE ITALIANE



Marketing campaign
return in first run
based on text mining
analysis (vs. 2% they
used to have)



Oracle Digital Sales Assistant



AI at work: the research

50%

of workers currently using some form of AI at work compared to only 32% in 2018 . Workers in China (77 %) and India (78%) have adopted AI over 2X more than those in France (32 %) and Japan (29%).

34%

Of workers ask for a better user interface, best practice training (30%) and an experience that is personalized to their behavior (30%).

64%

Of people would trust a robot more than their manager and half have turned to a robot instead of their manager for advice.

Source: Oracle, and Future workplace 2019: 8,370 employees, managers and HR leaders across 10 countries

Automation impact on the global workforce

5% can be fully automated
30% activities in 60% all occupations could be automated

Technical automation potential

~50%

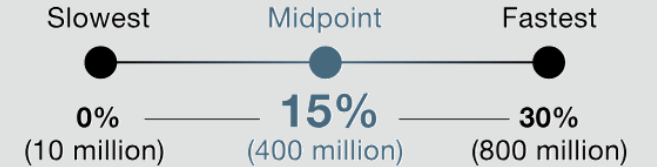
of current work activities are technically automatable by adapting currently demonstrated technologies

6 of 10

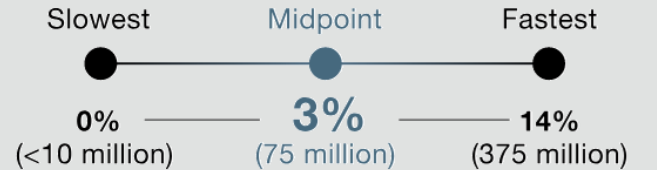
current occupations have more than 30% of activities that are technically automatable

Impact of adoption by 2030

Work potentially displaced by adoption of automation, by adoption scenario, % of workers (FTEs)¹



Workforce that could need to change occupational category, by adoption scenario,² % of workers (FTEs)

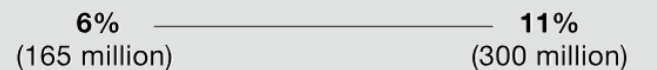


Impact of demand for work by 2030 from 7 select trends³

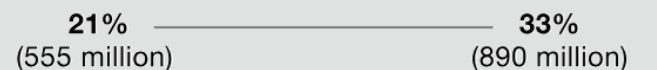
Trendline demand scenario, % of workers (FTEs)



Step-up demand scenario,³ % of workers (FTEs)



Total, % of workers (FTEs)



In addition, of the 2030 workforce of 2.66 billion, 8–9% will be in new occupations⁴

¹ Full-time equivalents.

² In trendline labor-demand scenario.

³ Rising incomes; healthcare from aging; investment in technology, infrastructure, and buildings; energy transitions; and marketization of unpaid work. Not exhaustive.

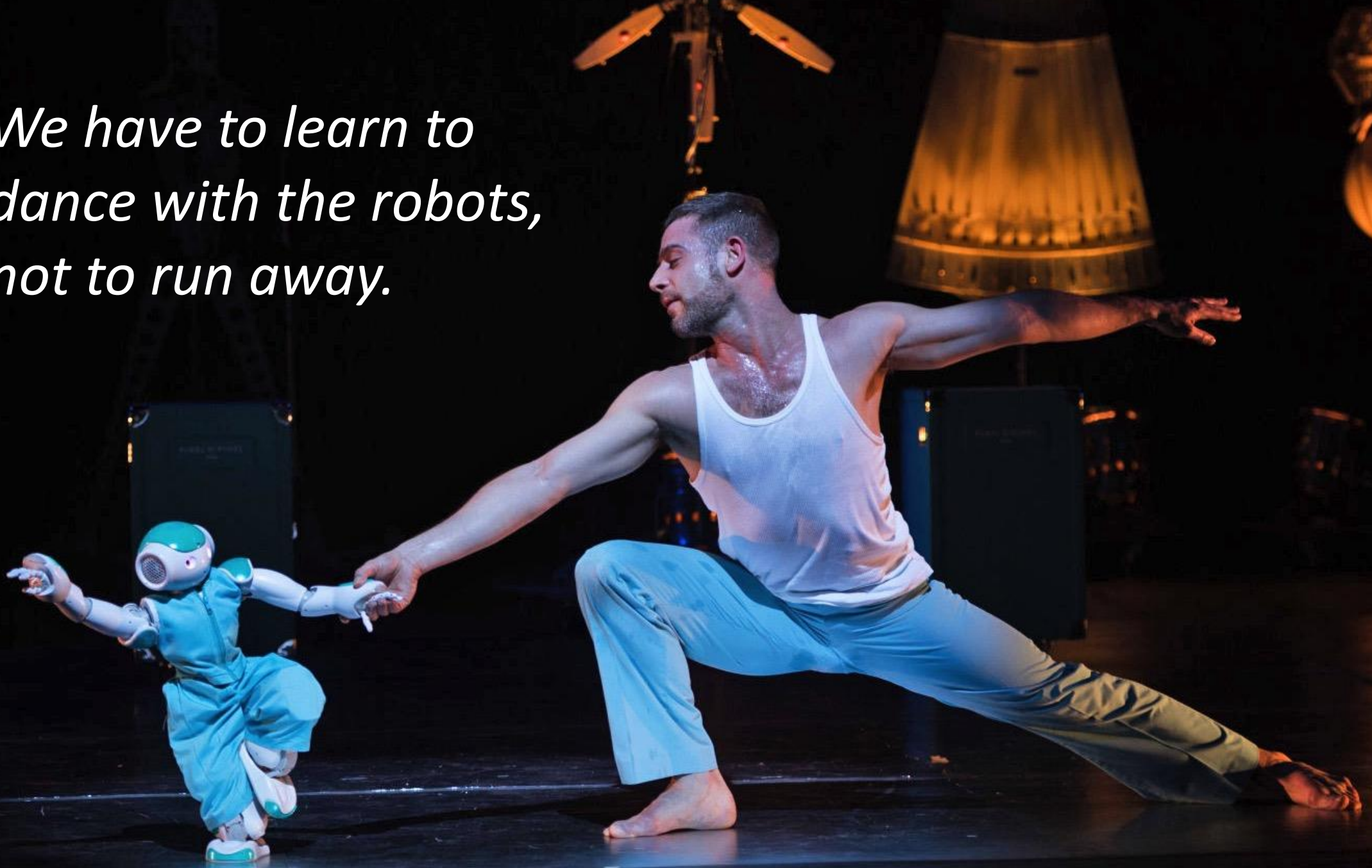
⁴ See Jeffrey Lin, "Technological adaptation, cities, and new work," *Review of Economics and Statistics*, Volume 93, Number 2, May 2011.



A red Ferrari sports car is driving on a two-lane asphalt road that curves through a vast, arid desert landscape. The terrain is covered in low-lying, scrubby vegetation and small rocks. The sky is a pale, hazy blue, suggesting a clear day. The car is positioned in the middle ground, moving away from the viewer along the curve of the road.

WHEN YOU BUY A FERRARI,
YOU DON'T BUY JUST A CAR...

*We have to learn to
dance with the robots,
not to run away.*





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Related Peer Networks:

Customer Experience Council

Customer experience is the end-to-end journey of the customer's interaction with the business. Today companies are working to significantly improve their customer experience, especially in the light of digital solutions, functional excellence, and real-time end-market implications.

The Council's mission is to gain insights in customer experience across industries and regions by providing global peer-to-peer benchmarking and best practice-sharing. Council members drive the agenda and evaluate, adapt, and apply the insights gained to their own businesses.

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