



The Agent of the Future

CCH

Rehearsal draft - version 0.1

26th October 2021

Trials of thought transference are progressing nicely

JUST PUTTING YOU THROUGH TO THE VOICES IN MY HEAD...



KUDDELKA.

The future of the agent

- Nothing will be very different in 2031 but....

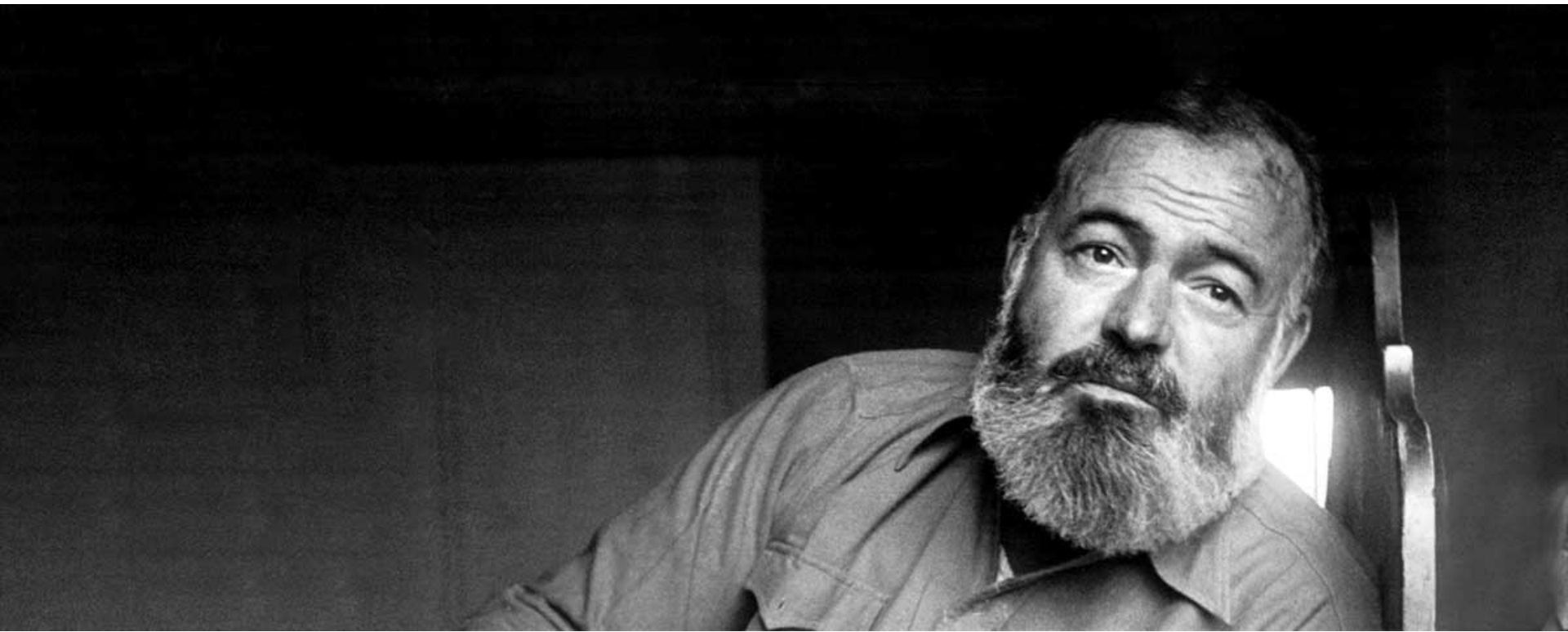


Glacial change

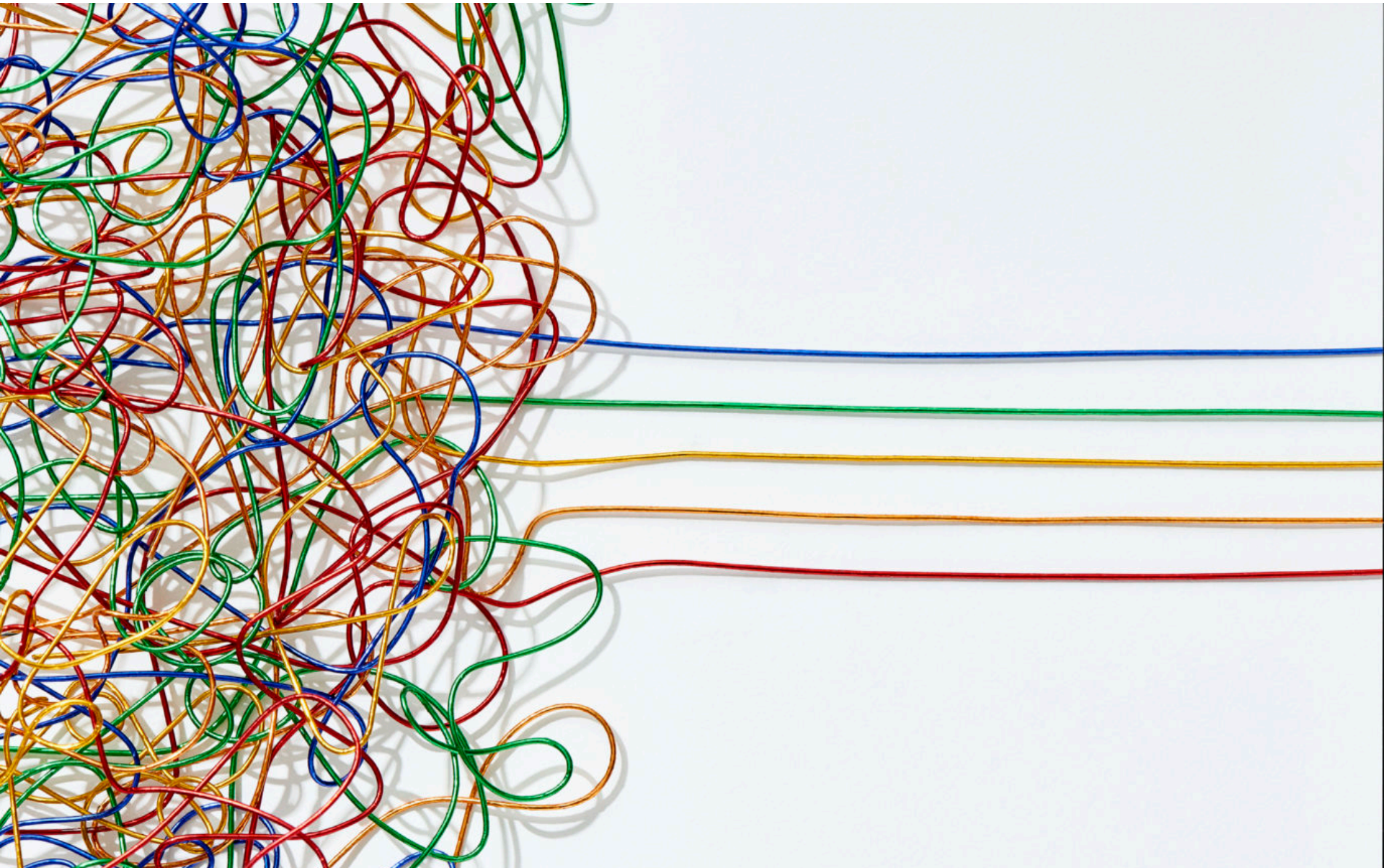


Hemingway: “How did you go bankrupt?”
Two ways. Gradually then suddenly.

budd



Simplification & automation leave more complex contacts for people



We will sample the Amazon approach about what customers want. We will identify the top 5 customer intents to reduce customer effort and create headroom for improvement work



Company	Value	<p>Simplify 7.3%</p> <table border="1"> <tr><td>I need access to Phone/Internet Banking</td><td>3.2%</td></tr> <tr><td>Why was my transaction declined</td><td>2.3%</td></tr> <tr><td>My card doesn't work - card is blocked</td><td>1.9%</td></tr> </table>	I need access to Phone/Internet Banking	3.2%	Why was my transaction declined	2.3%	My card doesn't work - card is blocked	1.9%	<p>Leverage Opportunity 32.8%</p> <table border="1"> <tr><td>Card is lost or stolen</td><td>8.6%</td></tr> <tr><td>What are the features of my card?</td><td>8.6%</td></tr> <tr><td>Tell me about your product</td><td>7.4%</td></tr> <tr><td>I want to change my limit</td><td>3.1%</td></tr> <tr><td>I didn't authorise this transaction</td><td>2.4%</td></tr> <tr><td>I want to close my account</td><td>2.1%</td></tr> </table>	Card is lost or stolen	8.6%	What are the features of my card?	8.6%	Tell me about your product	7.4%	I want to change my limit	3.1%	I didn't authorise this transaction	2.4%	I want to close my account	2.1%																							
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dissatisfaction & problems and so guide you to the right actions

Establish a consistent, business-wide accountability process that utilises contact demand to prioritise, track and makes visible the actions and delivery of what the operations and customers need.



Embed this improvement process and make it scalable across the whole business, with communications and MI on the flow

People working from home



Agents and knowledgebases are the same thing



How can we help you?



Browse help topics

Speakers and Displays

Get started

Explore features

Change your settings

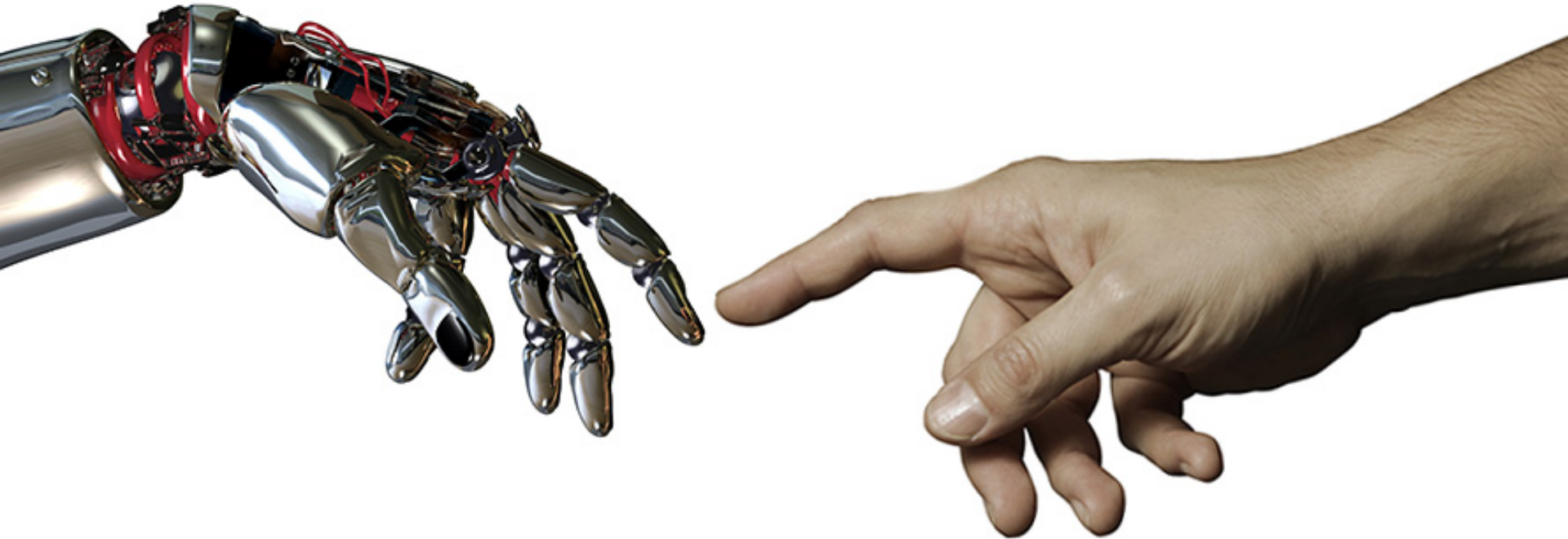
Troubleshoot an issue

Warranty, manual and returns

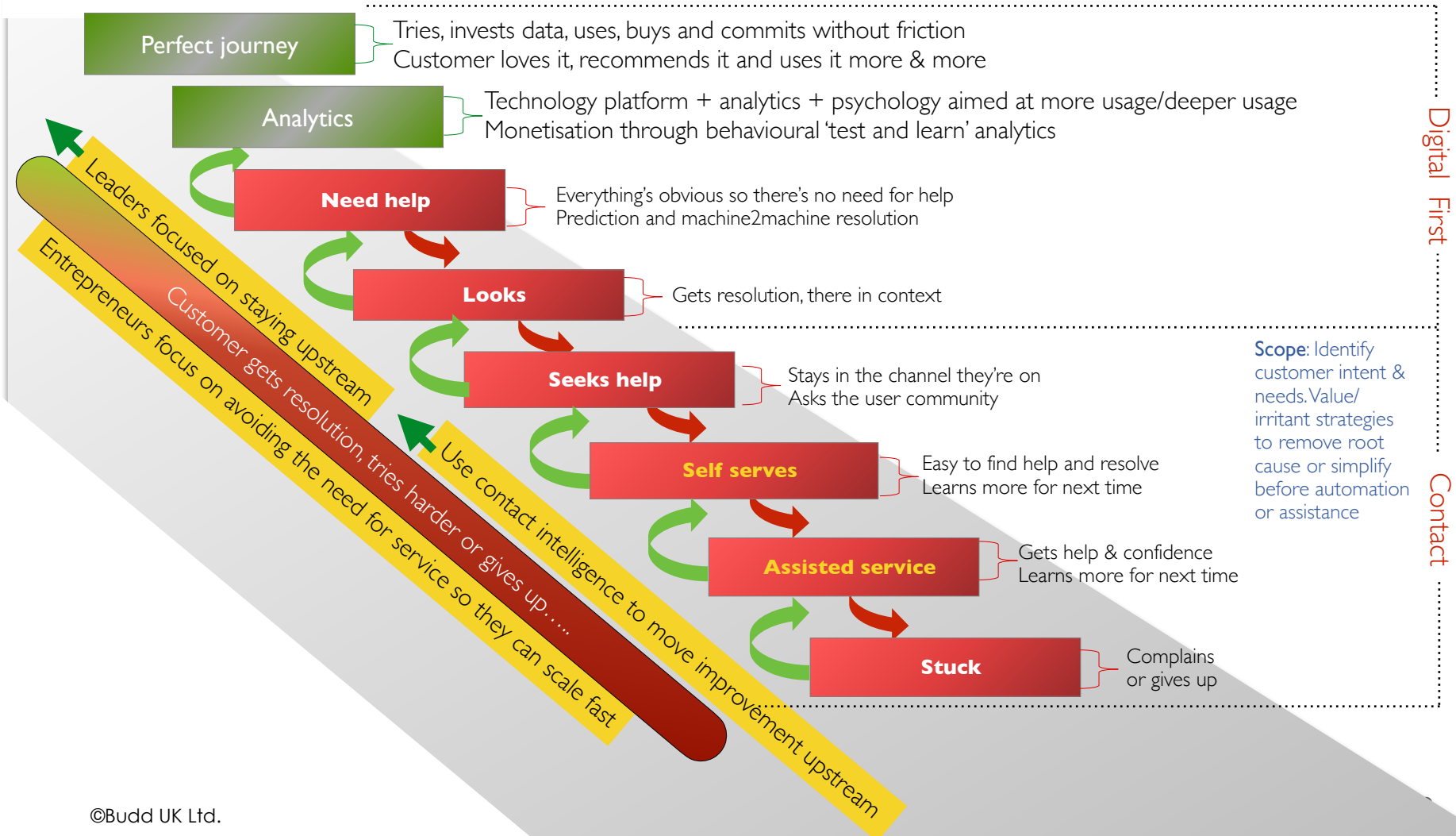
Agent: author, editor as well as user



Strengths - machine v people



“Stairway to heaven”



Purpose and brand — people strategy



The character of your people and your machines



“A Brand is not a **product** or a **promise** or a *feeling*. It's *the sum* of all the experiences **you have** with a company.”

– Amir Kassaei

insight180.com

To handle yourself, use your head
To handle others, use your heart

budd

Eleanor Roosevelt





Appendix - About Budd

There is more information at www.budd.uk.com

We've helped many businesses in the UK & Ireland



There is more information about Budd www.budd.uk.com

