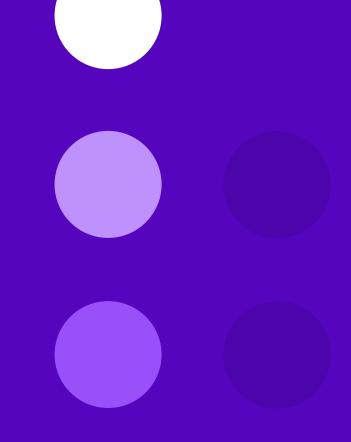
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Call Centre Helper

Simplify your Self-Service Strategy.

February 2022

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Familiar self-service in our daily lives.



Self-service

...behind the scenes.

The self-service economy is reinventing customer service.

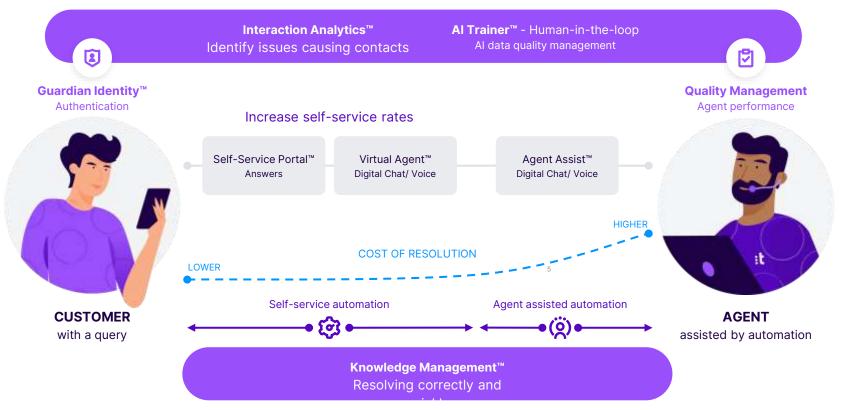




Customers want digital autonomy and increased selfservice options.



Self-service works when you automate tasks that will reduce handling time.



Al-powered automation is already breaking down communication barriers.

Georgena

and other languages

NHS

Communities (COVID-11)

-

aiding in other large

satt resources is other languages

Bloomberg

Bloomberg uses an Al translation service to instantly share breaking news in 40 different languages.

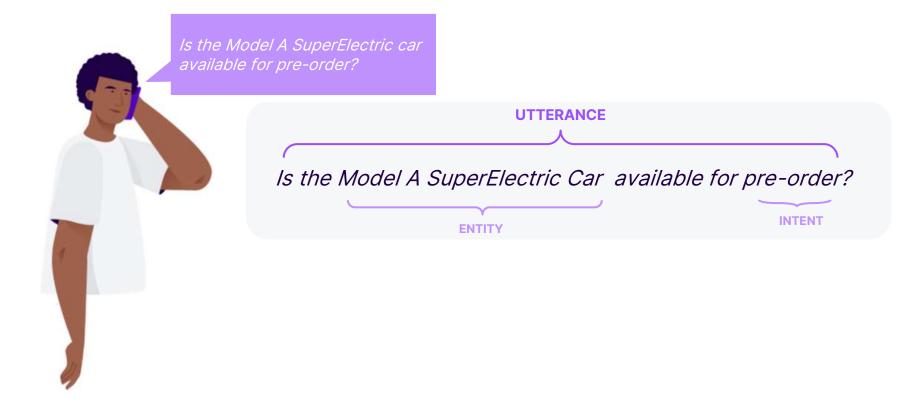
The NHS is actively promoting Google Translate to help people get access to information. **Apple** is making their Alvoice assistant Siri more accessible to people who suffer from speech articulation disabilities.

What carriinals

The same AI technology can be used for customer service self-service automation.

Natural Language Processing (NLP)	Speech & text recognition	Real-time transcription & translation
Natural Language Understanding (NLU)	Vocabulary customization	Cognitive search
Natural Language Generation (NLG)	Intent detection	Sentiment detection

The anatomy of an interaction: Al-powered Virtual Agent will decode unstructured human speech.



No technical expertise needed to implement plug & play AI to automate self-service.



- No programming or coding needed
- Avoid the hassle of an IT project
- Ready to use

The era of plug & play Al is here.

2020 —	Plug & Play Al
	Software providers making AI-powered automation accessible to all companies without needing IT/Developer skills.
2019 —	— Democratic Al
	AWS, Azure & Google Cloud's making it easier for other tech firms to build Al applications.
2011	Deep Learning Revolution
	Big tech companies revolutionize the ability for AI to understand human language.
1977 & 1988 —	First & Second Al Winter
	Many false starts leaves AI out in the cold.
1955 —	"Let's call it Al!" - Prof John McCarthy
	Because a machine may be 'trained"
1950 —	— The Turing Test
	Can machines think?
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Self-service automation in customer service is not optional. But start by automating what is necessary.



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Tasks with little demand for human judgement

Tasks requiring low-levels of empathy

Tasks handling high volumes of data

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What to do before flicking the self-service automation-on switch.



Define the essential repetitive tasks that should be automated

Set handling time reduction targets



Design your automation journeys



...And don't call IT - because you don't need to! **#NoCode**





Contact us:

talkdesk.com



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Thank you!

