

The image features four potted plants arranged in a row against a light grey background. From left to right: a small cactus in a silver metal bucket, a white ceramic pot containing a cactus with orange spines, a white ceramic pot containing an aloe vera plant, and a silver metal bucket containing a green succulent. The text is positioned on the right side of the image.

# The Truth about contact centre AI

Dave D'Arcy

Managing Director – Laughing Leadership

# Laughing Leadership

- Happy staff = Happy Customers ???
- Engaged, Empowered, Trusted, Trusting
- Leadership coaching, podcasts, webinars, speaking
- Dave D'Arcy Leadership Academy
- QSolve Kenya

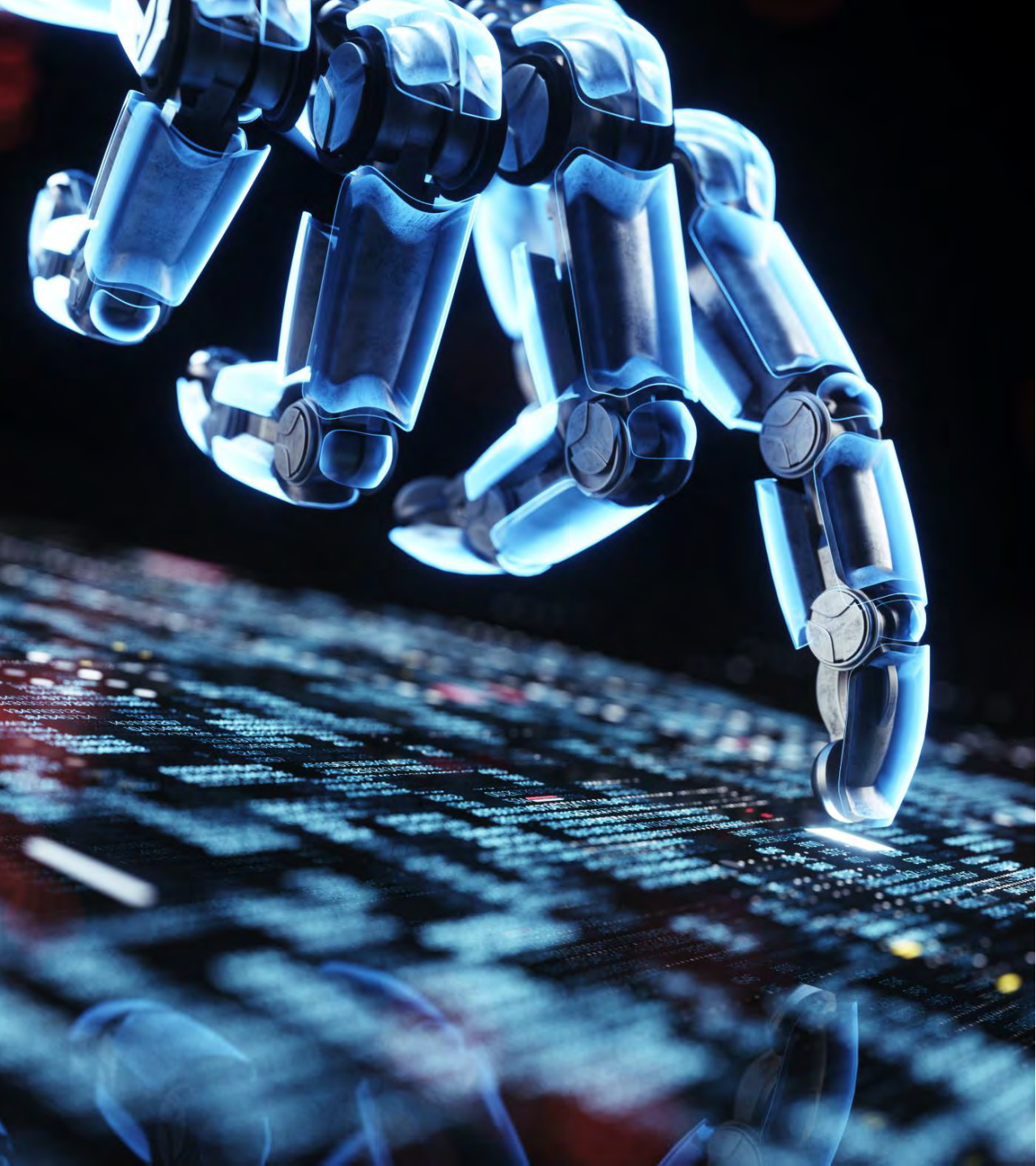
Laughing Leadership



# Artificial Intelligence

So, what is it?





## Current AI development will not take over the world

- AI can only do what it is programmed to do.
- Reactive Machines
- Limited Memory
- Theory of Mind
- Self-Aware

# How is AI currently used

## Virtual Assistants & Search engines

Siri, Alexa, Google Assistant.  
Algorithmic results based on relevance and history

## Streaming Services

Netflix, Amazon and Spotify using viewing and listening history

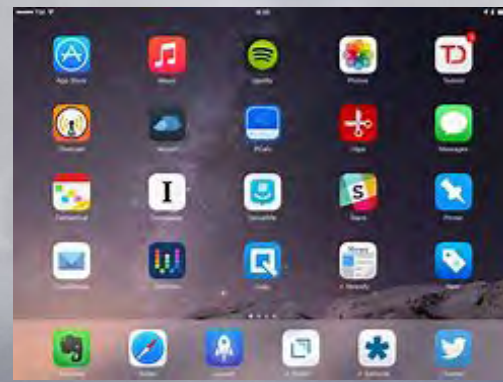
## Ride Sharing Services

Uber and Lyft use AI to optimize routes, estimate costs and match passengers with drivers

## Security

Facial recognition and biometric passport are AI driven





# AI and the engaged employee

## Task Reduction

Transactional activity

Mundane

Low value

## Involve

Options

Offers

Machine Learning

## Assist

Routing

Prompting

Relationship

## Enjoy

Gamification

Ownership

Engagement





# AI Future in the Contact Centre

- AI or Automation?
- Customer experience or cost reduction
- Employee engagement
- Success look like
  
- E2E customer Journey



**Thank you**

Q&A