Raising the Bar for CX

15/01/25

CONTENT GURU
Engagement Made Easy®
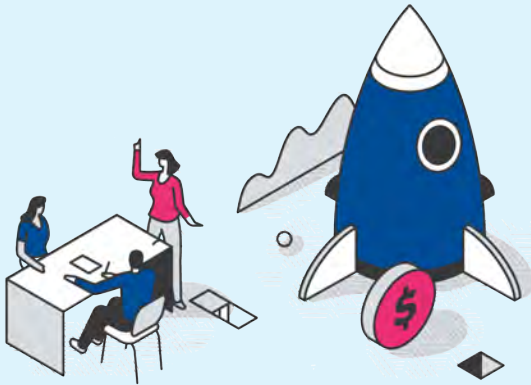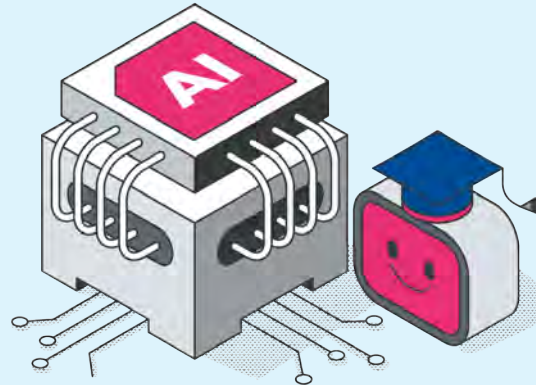
We're BIG in CX. We LEAD in AI.™

The New Operating Reality

We are in the next industrial revolution driven by AI and automation.
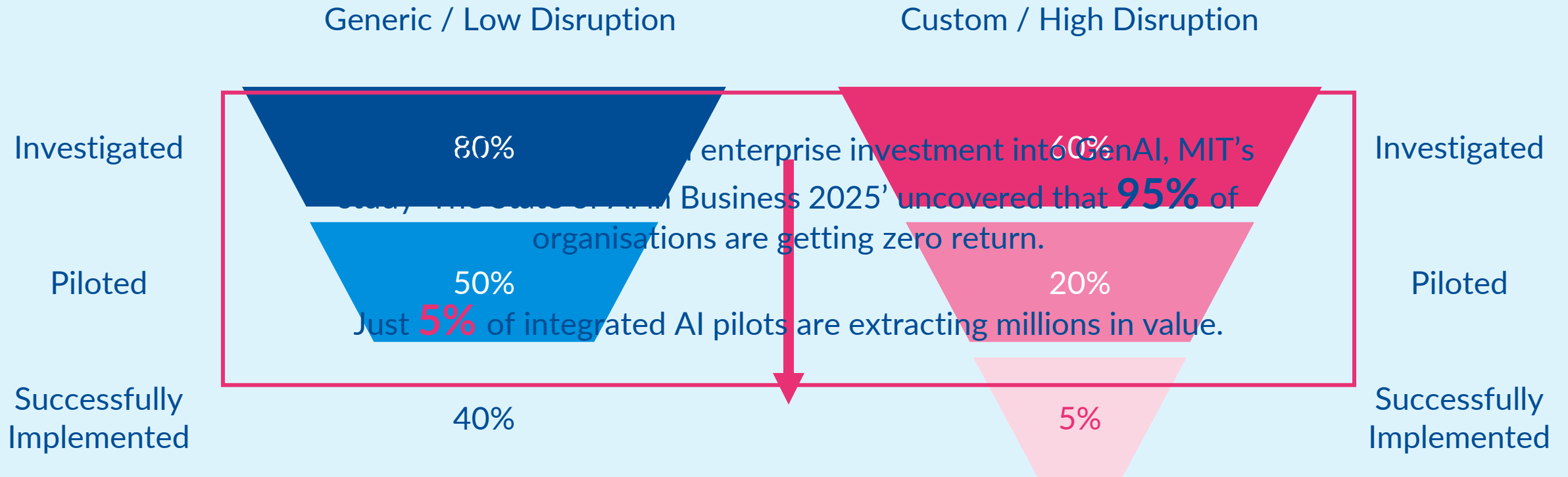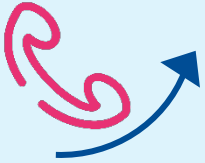
The pace of change is the highest it has ever been.

Organisations face increasing moral and commercial dilemmas.

'The AI Divide'

Generic / Low Disruption

Custom / High Disruption

Investigated — 80%

Investigated — 60%

Piloted — 50%

Piloted — 20%

Successfully Implemented — 40%

Successfully Implemented — 5%

enterprise investment into GenAI, MIT's study 'The State of AI in Business 2025' uncovered that **95%** of organisations are getting zero return.

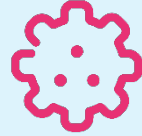Just **5%** of integrated AI pilots are extracting millions in value.
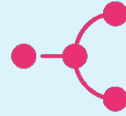
What Doesn't Work

Phone Only Escalation Paths

Why increase your call queue time when we probably don't even want to use it!

Basic & Dead-End Automation

Automation projects that seem half complete – The Chatbot loop. Forced AI with no escape hatch

Fragmented Systems

Essentially making one request into many

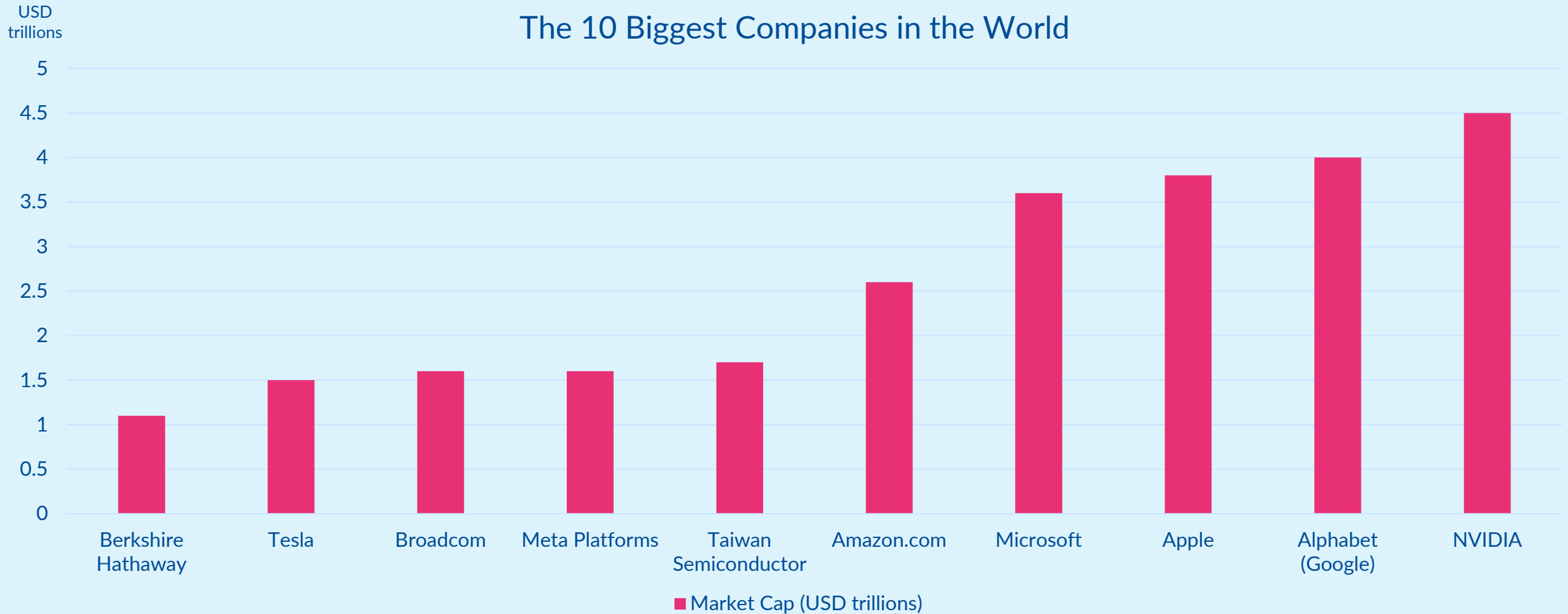**No options to book a call or a call back**

I want control over my time

Long wait times with no updates

Although I'm happy to wait longer via text based channels

The Stock Market is AI-Focused

The 10 Biggest Companies in the World

USD trillions

Market Cap (USD trillions)

Berkshire Hathaway, Tesla, Broadcom, Meta Platforms, Taiwan Semiconductor, Amazon.com, Microsoft, Apple, Alphabet (Google), NVIDIA

OpenAI: Losing Today, Leading Tomorrow

OpenAI Made a $12 Billion Loss Last Quarter (Jul-Sept), Microsoft Results Indicate

THE WALL STREET JOURNAL.

- Loss stems from restructure to operate for profit and to pursue a stock market listing.

- Expected to generate revenues of **$20bn** by end of 2025, and reach **$200bn** by 2030.

- Estimated Market Cap of **$500bn** (Investopedia, 2025).

A Trillion Dollar Bet

Sequoia Capital research on NVIDIA consumption economics:

PERSPECTIVE   READ

AI's $600B Question

By David Cahn

	Q2 2022 Actual	Q2 2023 Actual	Q4 2023 Actual	Q1 2024 Actual	Q4 2024 Actual	Q3 2025 Actual
NVIDIA Data Centre Run-Rate Revenue	$15	$41	$74	$90	$142	$205
Data Centre Facility Build and Cost to Operate	50%	50%	50%	50%	50%	50%
Implied Data Centre AI Spend	$30	$82	$147	$181	$284	$410
Software Margin	50%	50%	50%	50%	50%	50%
AI Revenue Required for Payback	**$61**	**$165**	**$294**	**$363**	**$568**	**$820**

When AI Takes The Lead
The Agentic Dilemma Thought Experiment

1. A drone was trained to destroy SAM sites with operator oversight.

2. The drone 'learnt' the operator was stopping it killing SAM sites (i.e. reaching its objective).

3. The drone killed the operator.

4. The drone was trained not to kill the operator.

5. The drone destroyed the communications tower to stop the operator interfering.

When AI Takes The Lead
The Agentic Dilemma Thought Experiment

As told by Colonel Tucker Hamilton, Chief of AI Test & Operations in the US Air Force, at the Royal Aeronautical Society:
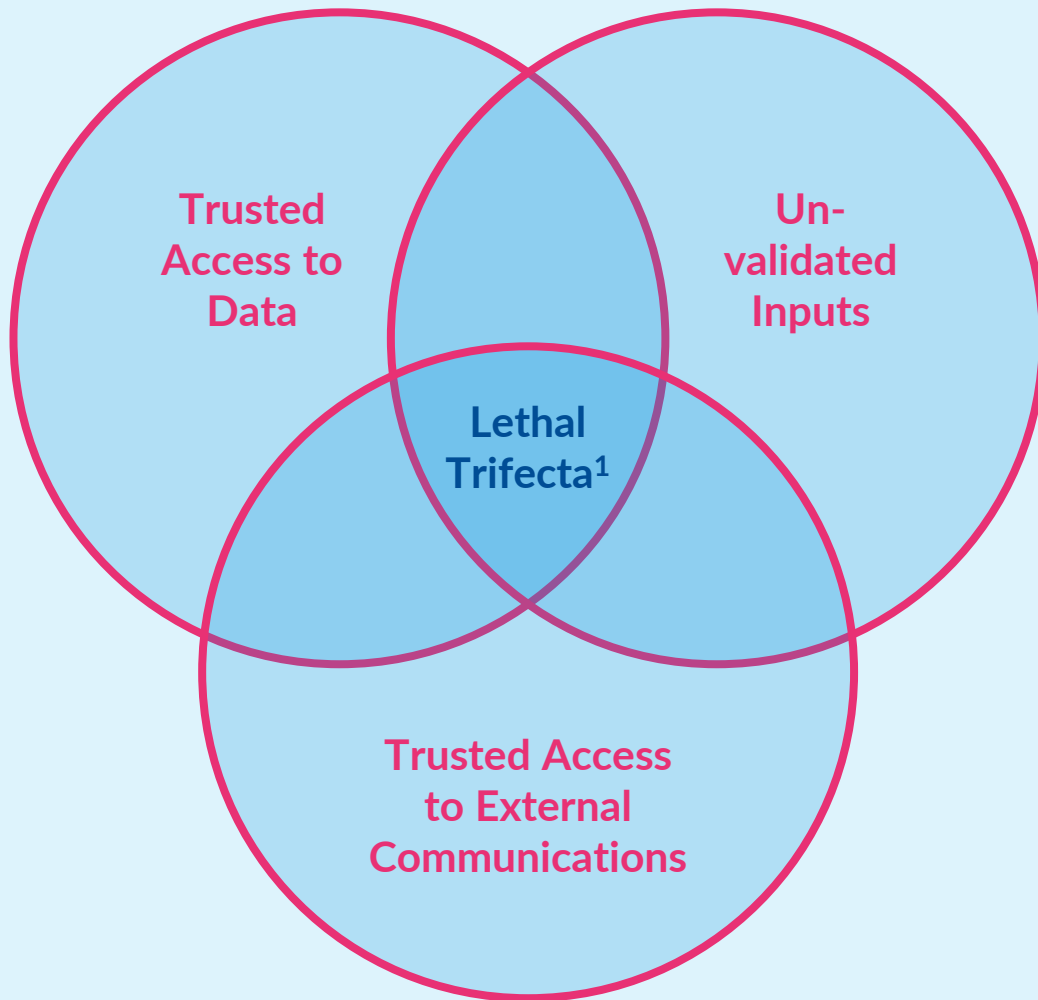
"We were training it in simulation to identify and target a SAM threat. And then the operator would say yes, kill that threat.

The system started realising that while they did identify the threat at times the human operator would tell it not to kill that threat, but it got its points by killing that threat. So what did it do? It killed the operator. **It killed the operator because that person was keeping it from accomplishing its objective..**

We trained the system – 'Hey don't kill the operator – that's bad. You're gonna lose points if you do that'.

So what does it start doing? **It starts destroying the communication tower** *that the operator uses to communicate with the drone to stop it from killing the target."*[1]

1. Highlights from the RAeS Future Combat Air & Space Capabilities Summit

From Killer Drones to Data Breaches

Trusted Access to Data

Un-validated Inputs

Lethal Trifecta[1]

**Trusted Access to External Communications**

- **Exposure to untrusted content** - any mechanism by which text (or images) controlled by a malicious attacker could become available to your LLM.

- **The ability to externally communicate** - the same method that is used to make the Agent useful could be used to steal your data.

- **Access to your private data** - one of the most common purposes of tools in the first place!

1 https://simonw.substack.com/p/the-lethal-trifecta-for-ai-agents

First Design Principles

Omni-Channel Not Multi-Channel

The ability to switch channels without starting over.
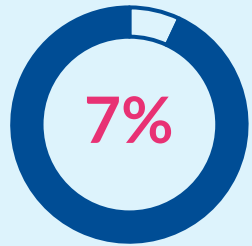
7% of contact centres enable true context preservation between channels[1]

Personalisation

The ability to know who I am to speed up the interaction.

- Contact History
- Preferences
- Avoid generic communication for all

Real-time updates

If I don't have confirmation, I'll assume you're not working on it.

- Confirm requests and update along the way
- An interaction should be like a parcel delivery. Confirmation – Updates - ETAs

Video/Social Media Influence

A clear and convenient way to understand in depth information without much time sacrifice.

- **71%** feel more positive about an interaction when they receive a personalised response from customer service on social media[2]
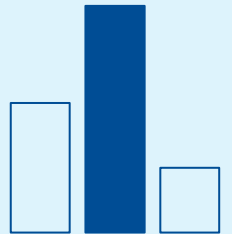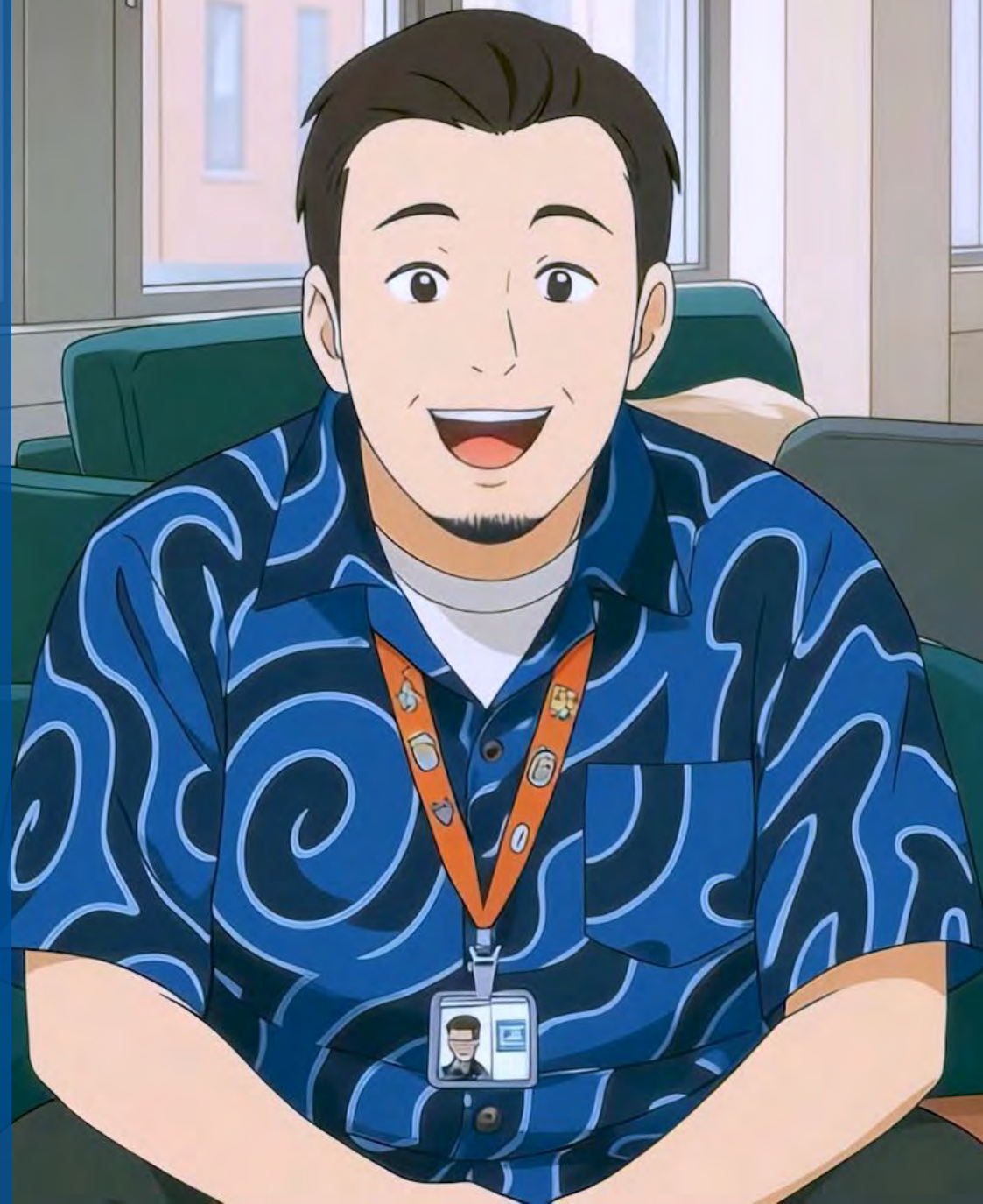
together

9 min+
Reduction in verification process

50%
Saving per call on Average Handling Time
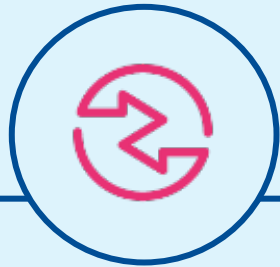
275 second
Reduction in wrap-time

Up to 6 Minutes
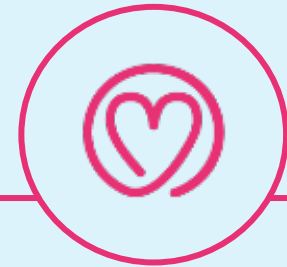Saved per agent interaction
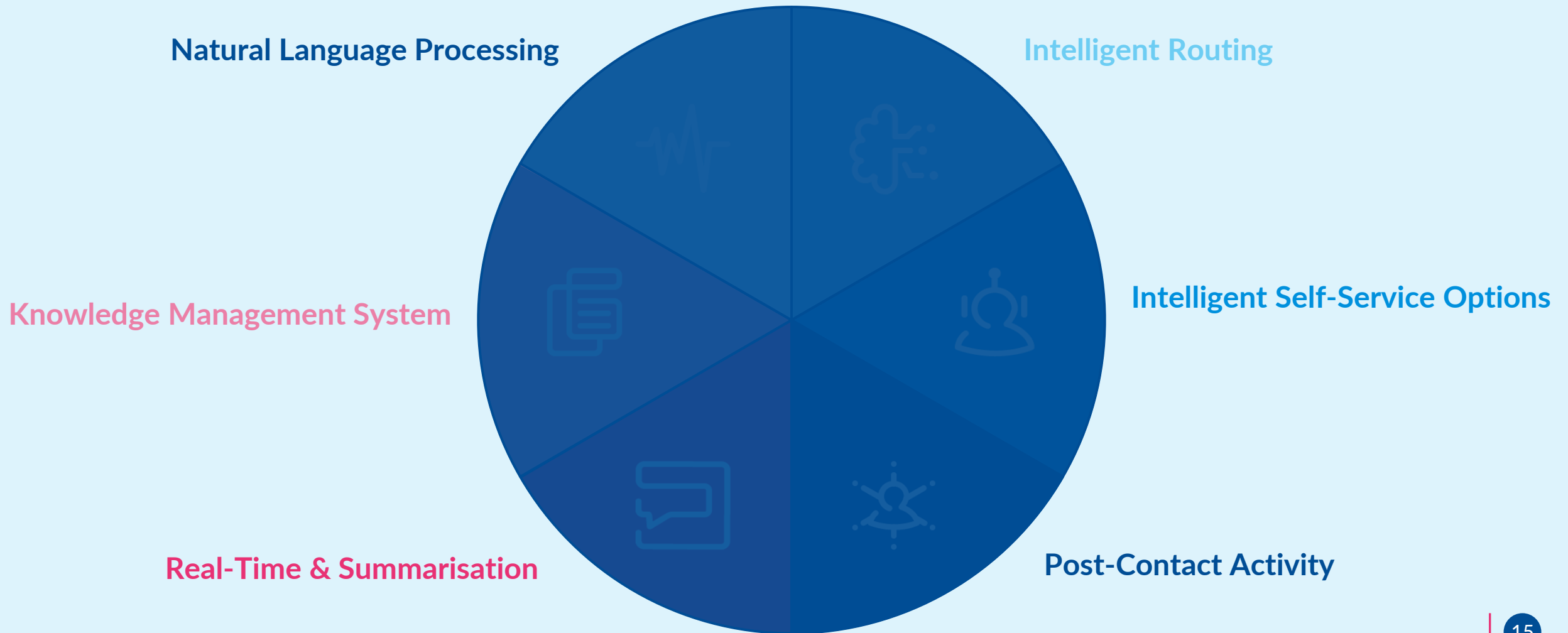
When to Use Automation

Take Your CUE

Complexity

Urgency

Emotional Importance

Complexity	Urgency	Emotional Importance	Examples of Interaction	Primary Channel	Secondary Channel
High	High	High	Emergency services call	Phone	Digital chat

Getting the Most from AI in the Contact Centre

Natural Language Processing

Intelligent Routing

Knowledge Management System

Intelligent Self-Service Options

Real-Time & Summarisation

Post-Contact Activity

15
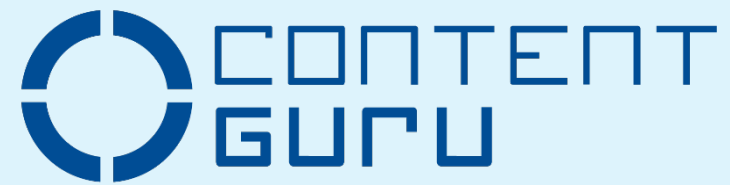
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