



The knight in shiny armour...

5 other fundamental CX mistakes



HBR April '23 and a little by me

A little bit of Socrates

We spent so much energy on protecting and therefore fighting the old; instead, we should apply that energy to change and build the new. Stop holding ourselves back.



The status quo is changing rapidly

3.5

2045

WFX

★★★★★5

Building the next decade

Demographic shifts

The next 30 years will show tremendous changes in population and economic dependencies

Ultimate Agility

There will be fewer winners and more losers than ever before in the enterprise world. Internal agility and disruption is required

Exponential Technology

Technology will increase in speed of innovation throughout the decade. To remain relevant all these trends are important

The power of People

Increasing scrutiny on personal data and the augmentation of humans will drive a new wave of real personalization

2020

or yesterday



Security, fraud and privacy once again become **hip** to talk about

We will have **50 billion IOT** equipped devices and millimeter 5G precision

Personal:
'consumer bots'

Multimodal CX is the norm, seamless between self and assisted service

Messaging based channels will overtake voice volume-wise

Artificial intelligence, **AI**, will be on the move: the singularity is looming

Cognitive computing: Big Data and machine learning creating new **wisdoms**

Next generation Cloud for access, cost and customization

Hyper personalization and advanced biometrics-based authentication

Digital transformation becomes **more** than just a channel

Video and **augmented reality** are a normal part of CX

Uberization of society, down to the agent: subscriptions for everything

99% of all conversations start online. 80% is automated

New speech-based **device paradigms**: wearable, proximity, and sensors

DATA is the new oil, CX the new differentiator

2030

Blockchain is a distributed, immutable & transparent ledger of transactions

Predictive CX is enabled by reading 1 trillion sensors

Mixed Relaties will start having impact in how we engage: Meta, VR, AR, XR

Ubiquitous Voice let's humans talk to everything

Transport is electric, autonomous and shared or free in **Smart Cities**

Artificial Intelligence, IoT, Drones and 3D printers will monetize retail

Every person on Earth is now connected to the web. Automation has reached 90%

True personalization data is owned by the consumer. PII data is not needed

Computational power is provided through **Quantum computing**

A **philosophy** major will become more valuable than any IT major

Agents are now **Knowledge workers** and amplify enterprise brainpower

Ethics on AI and XR once again become hip to talk about

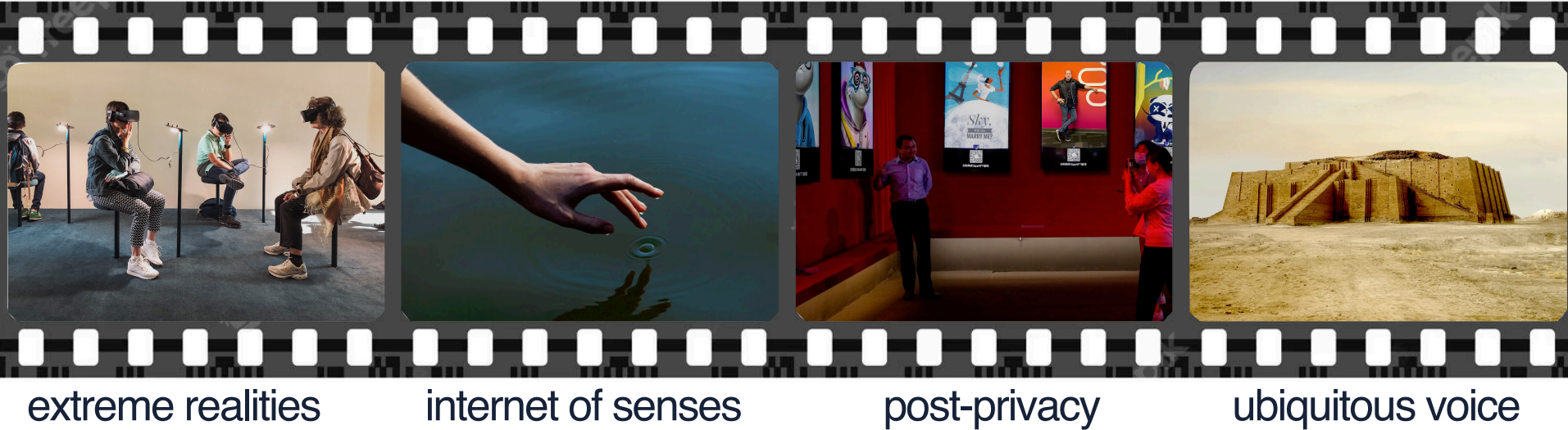
AI routing has changed the CC paradigm forever & everywhere

Gig economy platforms allow people to work in truly different ways

Third wave of AI – **Perception AI**

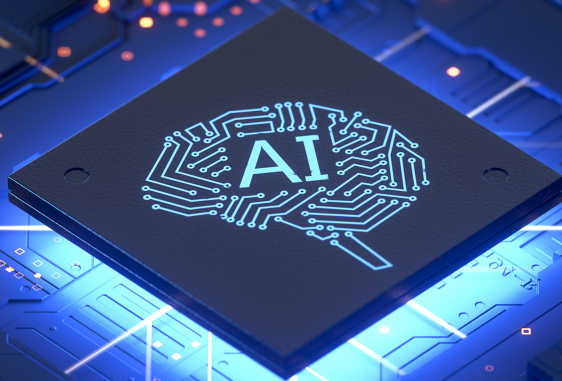


Tech innovation filmstrip



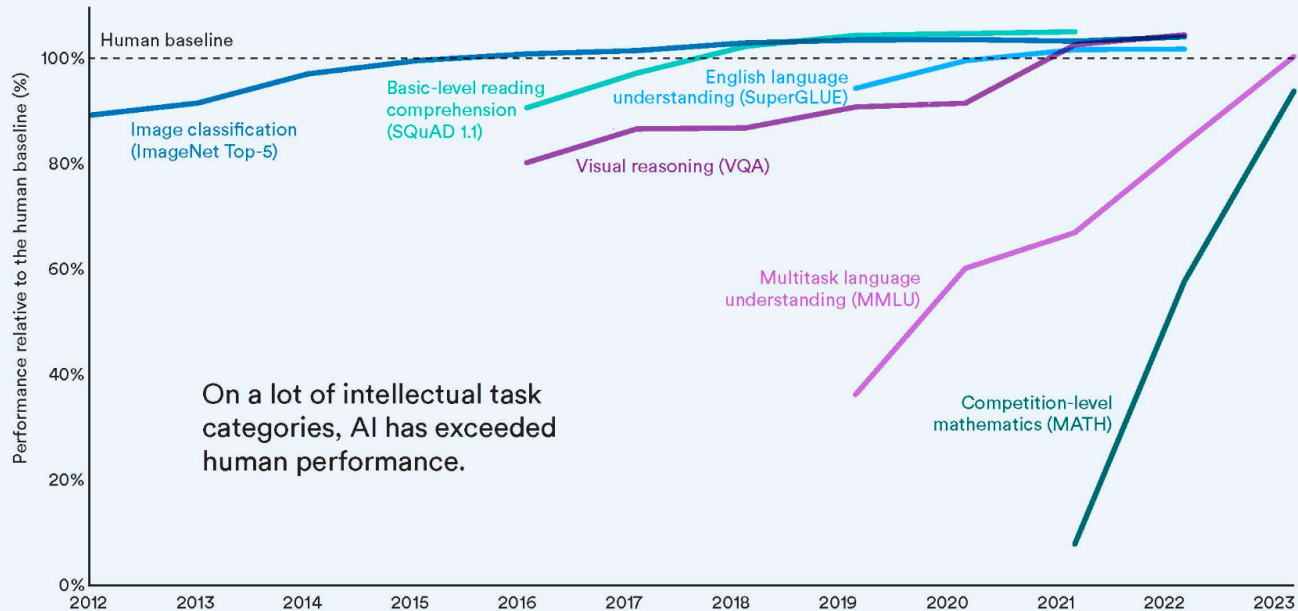


AI is not just
a technology
choice, but a
strategic
imperative



Select AI Index technical performance benchmarks vs. human performance

Source: AI Index, 2024 | Chart: 2024 AI Index report



There is a future
where human agents
become obsolete



But not today...





Assisted Intelligence

More efficiency and scale
in customer interactions.
Personalization in routing
and aggregated insights



Augmented Intelligence

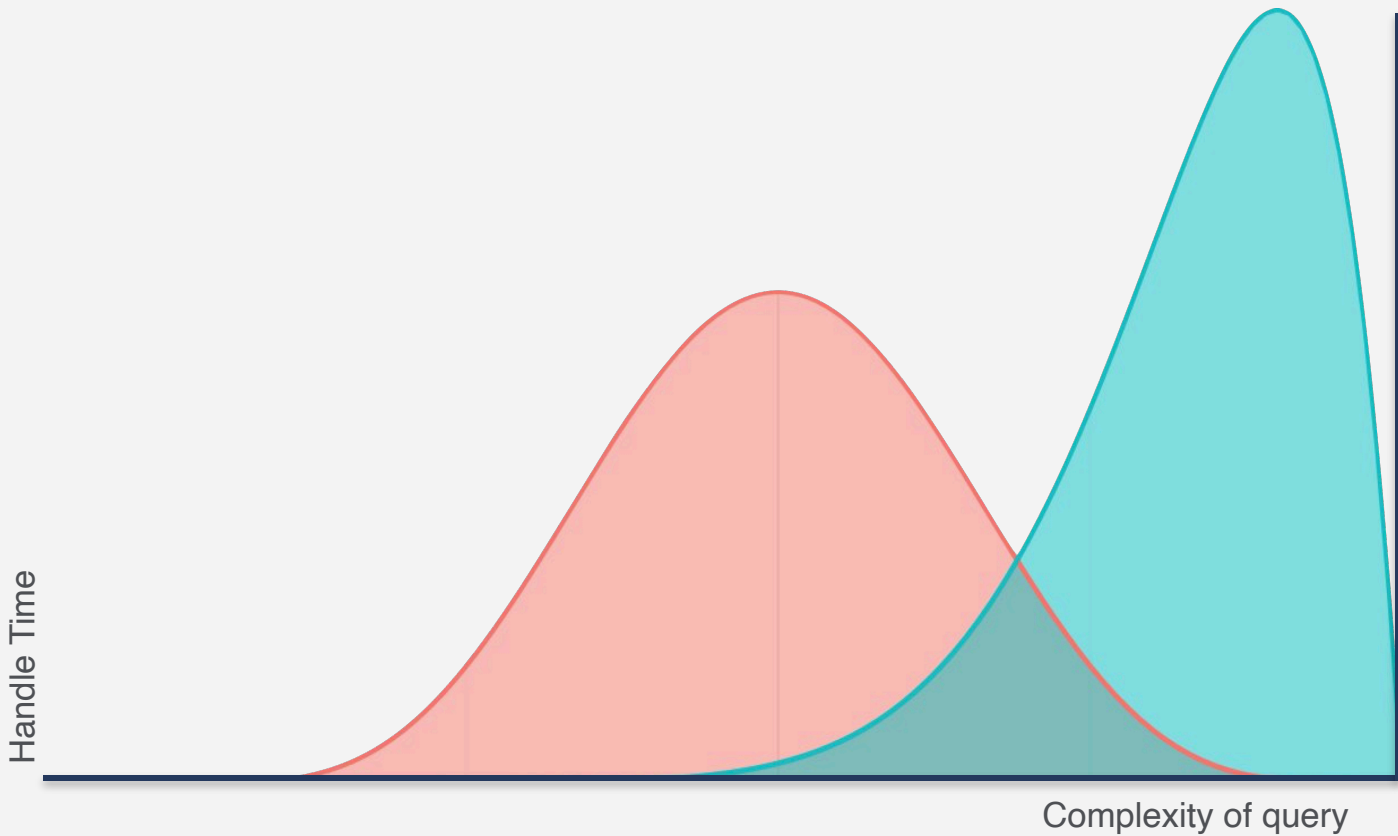
Empower agents,
supervisors, and
admins in the moment.
Agents become
knowledge workers



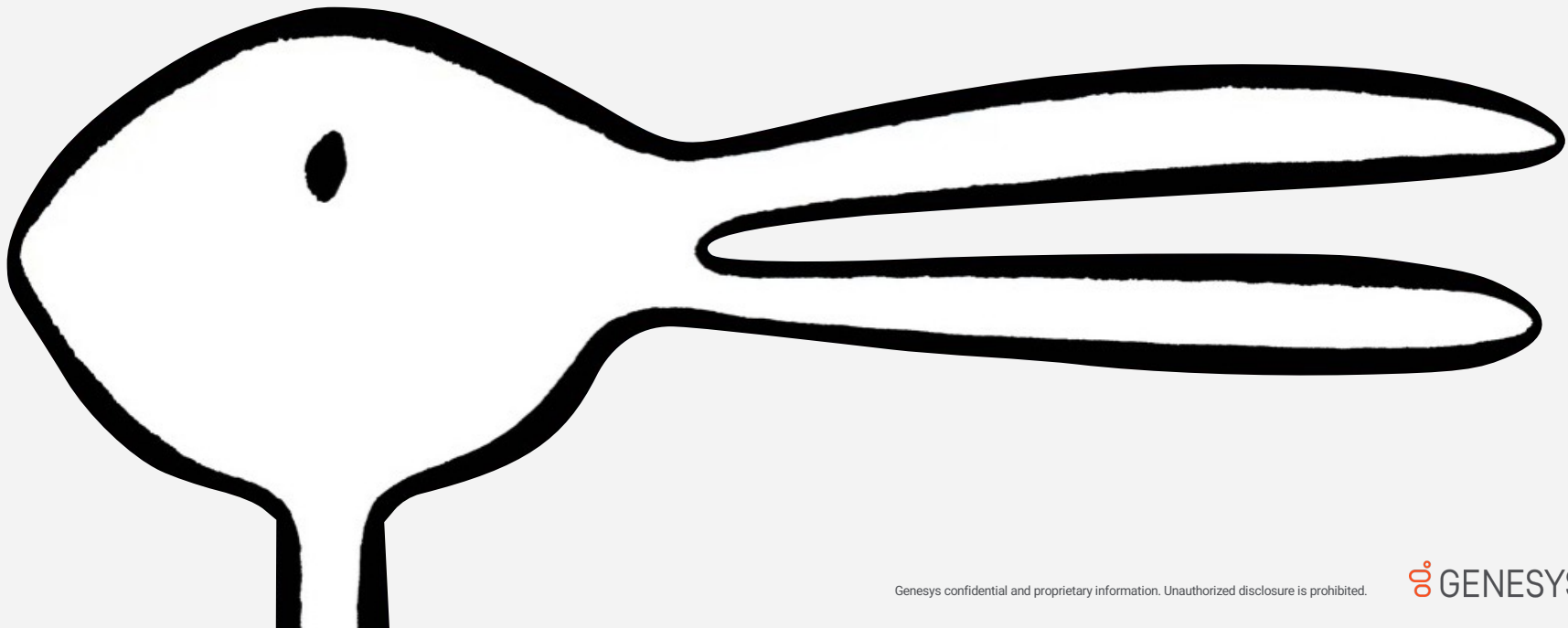
Autonomous Intelligence

Knowledge workers
become gate keepers
and bot managers

The single biggest paradigm shift



Paradigm Shifts





Manage by carrot, not by stick...



Wellbeing

Work that matters

Recognition & rewards

Zero obstacles

81% of top management 'claim'

to have an EX strategy...

Learning & growth

Authentic leadership

Diversity

Sustainable

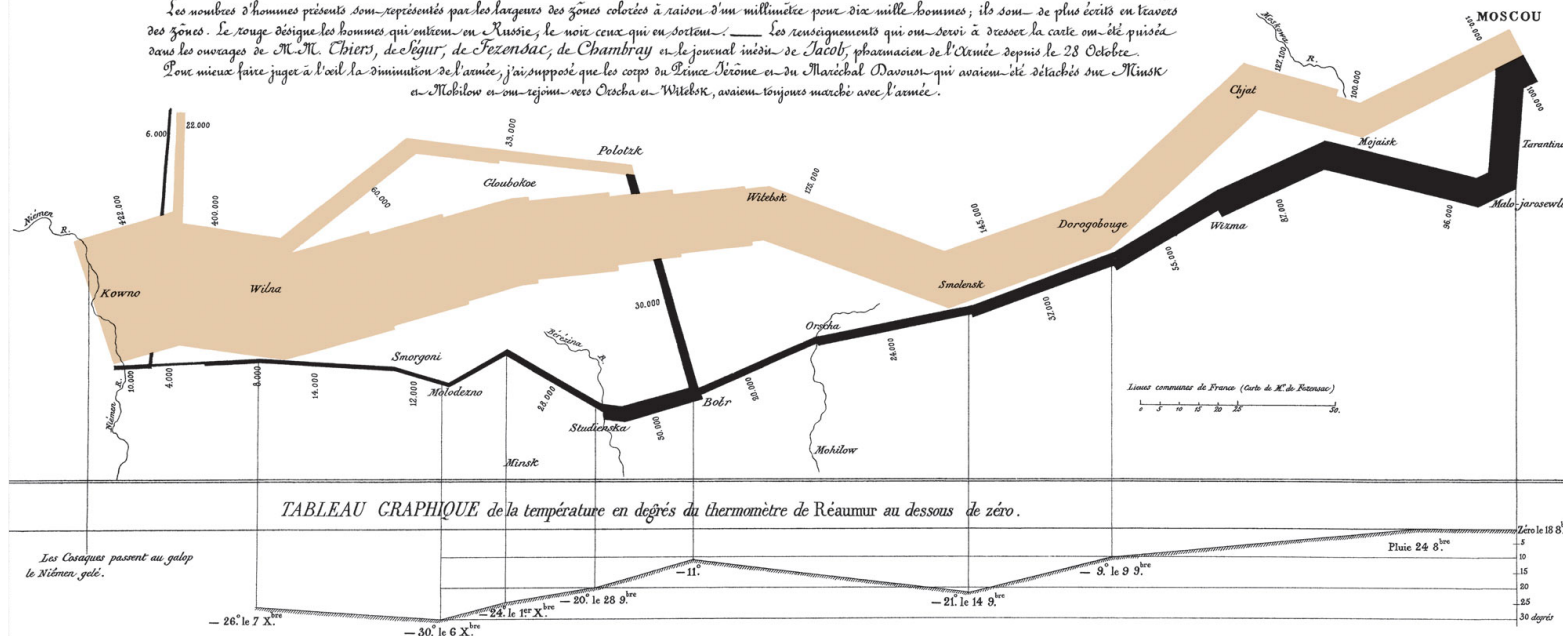
WFX

Aggregated contextual journey based insights for CX & EX

Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite, Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui ont été en Russie; le noir ceux qui en sont sortis. Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Thiers, de Ségur, de Texouzac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davoust qui avaient été détachés sur Minsk et Mohilew et qui rejoignent Orscha et Wilna, avaient toujours marché avec l'armée.



Anteq. par Regnier, à Par. 5^{te} Maria St 0^{me} à Paris.

Imp. Lith. Regnier et Desnoes.

2030

Moral of this story

Change and evolve because of the opportunity,
not because of the problem