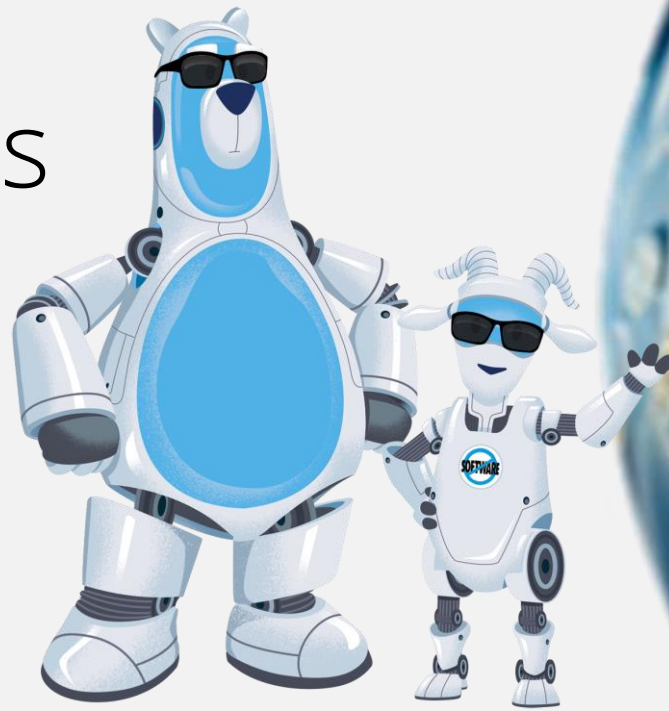


# How Technology & People Create Better Customer Experiences



# Here With You Today



**Dwayne Dixon**  
*Salesforce & MuleSoft Nordic Leader*  
*Director, Deloitte*



**Martin Degn**  
*Senior Cloud Account Executive*  
*Salesforce, Denmark*



# Agenda

**01** *Industry Trends Impacting  
Service Transformation*

**02** *Fireside Chat – Expert Panel*

**03** *What's Next???*







# @2. Connectivity Benchmark Report





# Deloitte's Customer Service Excellence Report 2025

Global survey conclusions

Coming in April 2025



# 5 Key Industry Takeaways From The Report

1.

Despite reliance on traditional channels such as call and email, it is evident that there is finally a larger shift towards **digital channels and self-service options**

2.

Empowering customer service with the **right tools for cross-selling** and **up-selling** through digital channels **remains challenging** for many companies.

3.

Traditional metrics such as service quality remain the most used. **Change towards operational efficiency** can be seen with increased use of time to resolve an issue.

4.

AI adoption in customer service has increased from 46% (2023) to 61% (2025), where **chatbots is the entry point for AI usage.**

5.

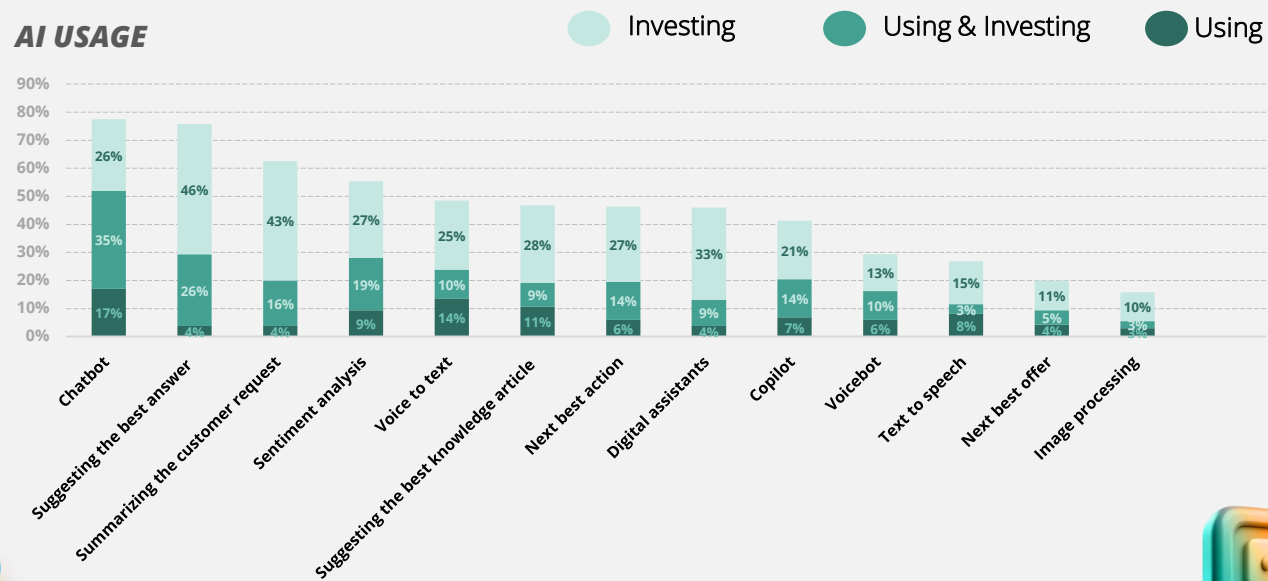
**Companies not investing in AI** showed **lower CX** (3,74), **EX** (3,71) and **OX** (3,17), indicating a clear shift in the market of the importance of AI in Customer Service.



# The AI Entry Point

34%

AI USAGE



# Adoption of GenAI

60%

Leverage GenAI



Internal

34%

External

6%

Both

20%



# The Rise of Digital Assistants

42%

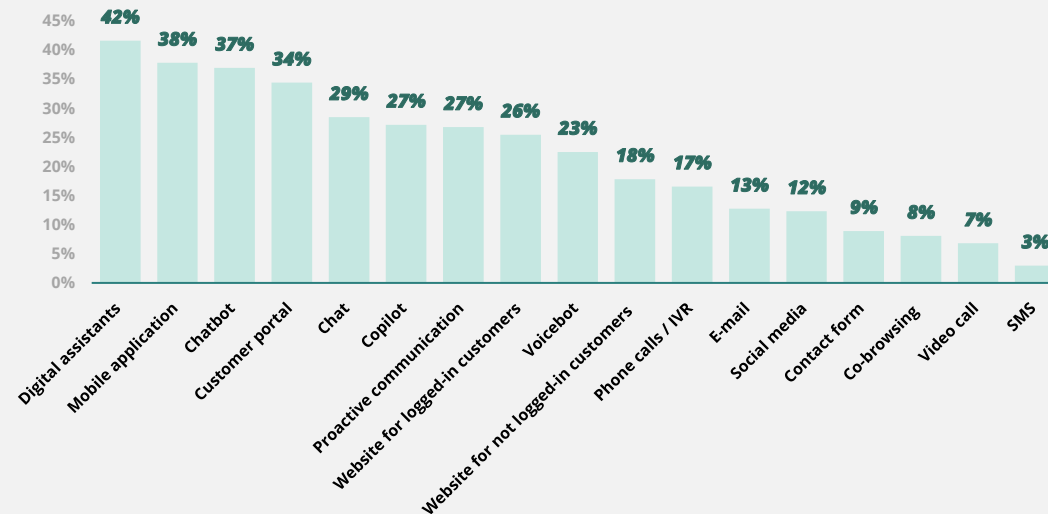
Digital Assistants

&

34%

Mobile Applications

**% OF COMPANIES WANTING TO INVEST IN A PARTICULAR CHANNEL**







## @2. Fireside Chat



# Your Panel



**Kim Kirkeby**  
*Director & SVP of Customer Service, Spar Nord Bank*



**Thomas Andersen**  
*Partner, Salesforce NSE Lead & Nordic Leader*



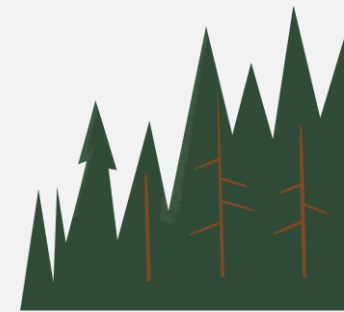
**Silje Stougaard**  
*Vice President of Global Operations, Vivino*



**Jan Verbrugghe**  
*Senior Director Solution Engineering, Salesforce*



**Dwayne Dixon**  
*Director, Salesforce & MuleSoft Nordic Leader*



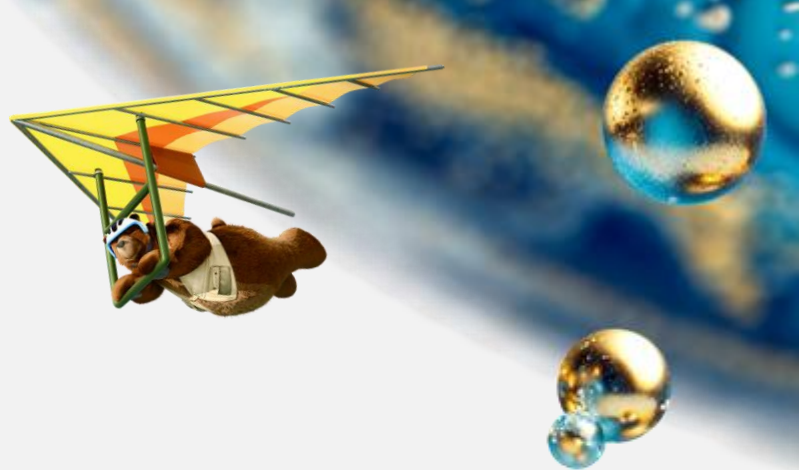




What's Next.



Join us at the Booth



*Build your own Agent Today!!!*

