

# Contact centers of the future



# Contact centers of the future



centers of  
e



Industrial R

With the advent of

1784



Elmer Fenn

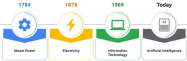
# Industrial Revolution 4.0

With the advent of AI, we have entered the beginning of industrial revolution 4.0.



# Industrial Revolution 4.0

With the advent of AI, we have entered the beginning of industrial revolution 4.0.



# Industrial Revolution 4.0

With the advent of AI, we have entered the beginning of industrial revolution 4.0.



# Industrial Revolution 4.0

With the advent of AI, we have entered the beginning of industrial revolution 4.0.



# Industrial Revolution 4.0

With the advent of AI, we have entered the beginning of industrial revolution 4.0.

1784



Steam Power

1870



Electricity

1969



Information  
Technology

Today



Artificial Intelligence



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



Find the exact answers you are looking for quickly using natural language queries.

## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



Find the exact answers you are looking for quickly using natural language queries.

## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative





## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

81 Informational

82 Transactional

83 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



Enable completing tasks and transactions (e.g., bookings, payments).

## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

- 01 Informational
- 02 Transactional
- 03 Generative



## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

01 Informational

02 Transactional

03 Generative



- Power generative results spanning text, audio, and image to create new, personalized experiences.
- Generate content in the best format for the question and audience - replies to experts.
- Help users by answering complex questions and performing tasks using the real-world knowledge.

## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

01 Informational

02 Transactional

03 Generative



- Power generative results spanning text, audio, and image to create new, personalized experiences.
- Generate content in the best format for the question and audience - reviews to experts.
- Help users by answering complex questions and performing tasks using the real-world knowledge.

## AI and contact centers

AI-powered contact centers require a framework built around user self-service functionalities.

01 Informational

02 Transactional

03 Generative



- Power generative results spanning text, audio, and image to create new, personalized experiences.
- Generate content in the best format for the question and audience - reviews to experts.
- Help users by answering complex questions and performing tasks using the real-world knowledge.

## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



All three work together to transform the contact center experience.



## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



All three work together to transform the contact center experience.

## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



All three work together to transform the contact center experience

## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



## AI and contact centers

Identify your customer's requirements and assess the current ecosystem.



# Vertex AI

## Google Cloud Generative AI platform





# Vertex AI

## Google Cloud Generative AI platform



# Vertex AI

## Google Cloud Generative AI platform



WATER

### Google Cloud Connective AI platform



WATER

## Google Cloud Connective AI platform



# Vertex AI

## Google Cloud Generative AI platform



WATER

## Google Cloud Connective AI platform



WATER

## Google Cloud Connective AI platforms



