Gartner

AI Use-Case Prism for Customer Service

Speech Analytics of Sentiment or Topics
Human-in-the-Loop Intent Training
Agent Workforce Scheduling
Customer Emotion Detection
Trusted Agent Passive Voice Biometrics
Visual Search for Customer Sales
Offer Personalization
Redacting of Personally Identifiable Information
Virtual Assistant for New Agent Onboarding
Intelligent Contact Routing

Predicting Customer Lifetime Value
Customer Journey Analytics for Next Best Action Mapping
Postcall Wrap Up With Text Analytics
Conversational Customer Assistants for Self-Service
Customer Segmentation
Real-Time Agent Coaching
Hyperautomation to Improve Fulfillment
Knowledge Graphs to Optimize Chatbot Conversation

Business Value — High / Medium / Low — Feasibility — High / Medium

Getting Connected	Process Orchestration	Resource Management	Knowledge and Insights

1. Speech Analytics of Sentiment or Topics
2. Human-in-the-Loop Intent Training
3. Agent Workforce Scheduling
4. Predicting Customer Lifetime Value
5. Customer Emotion Detection
6. Customer Journey Analytics for Next Best Action Mapping
7. Trusted Agent Passive Voice Biometrics
8. Offer Personalization
9. Visual Search for Customer Sales
10. Redacting of Personally Identifiable Information
11. Postcall Wrap Up With Text Analytics
12. Conversational Customer Assistants for Self-Service
13. Customer Segmentation
14. Virtual Assistant for New Agent Onboarding
15. Real-Time Agent Coaching
16. Hyperautomation to Improve Fulfillment
17. Knowledge Graphs to Optimize Chatbot Conversation
18. Intelligent Contact Routing
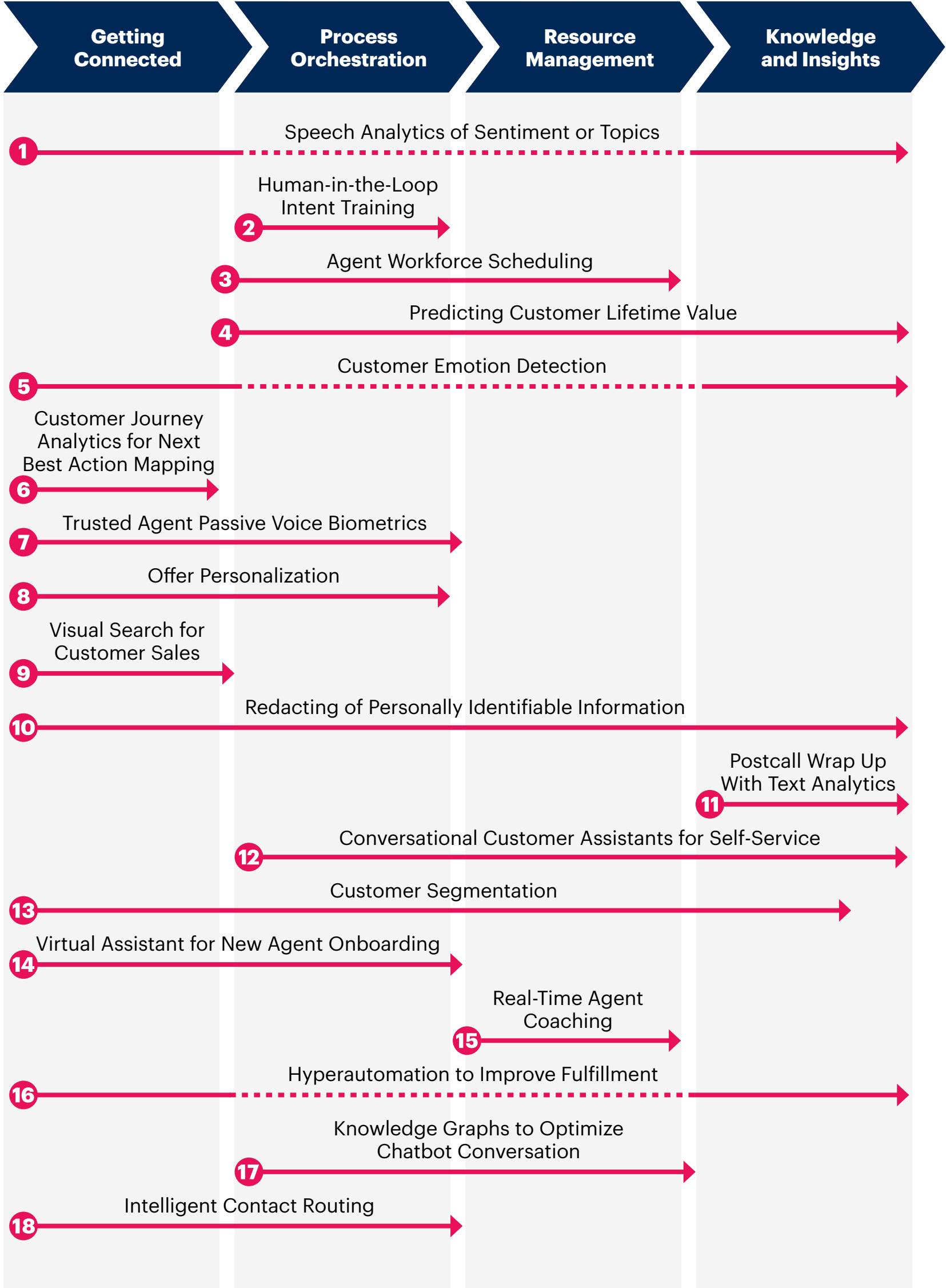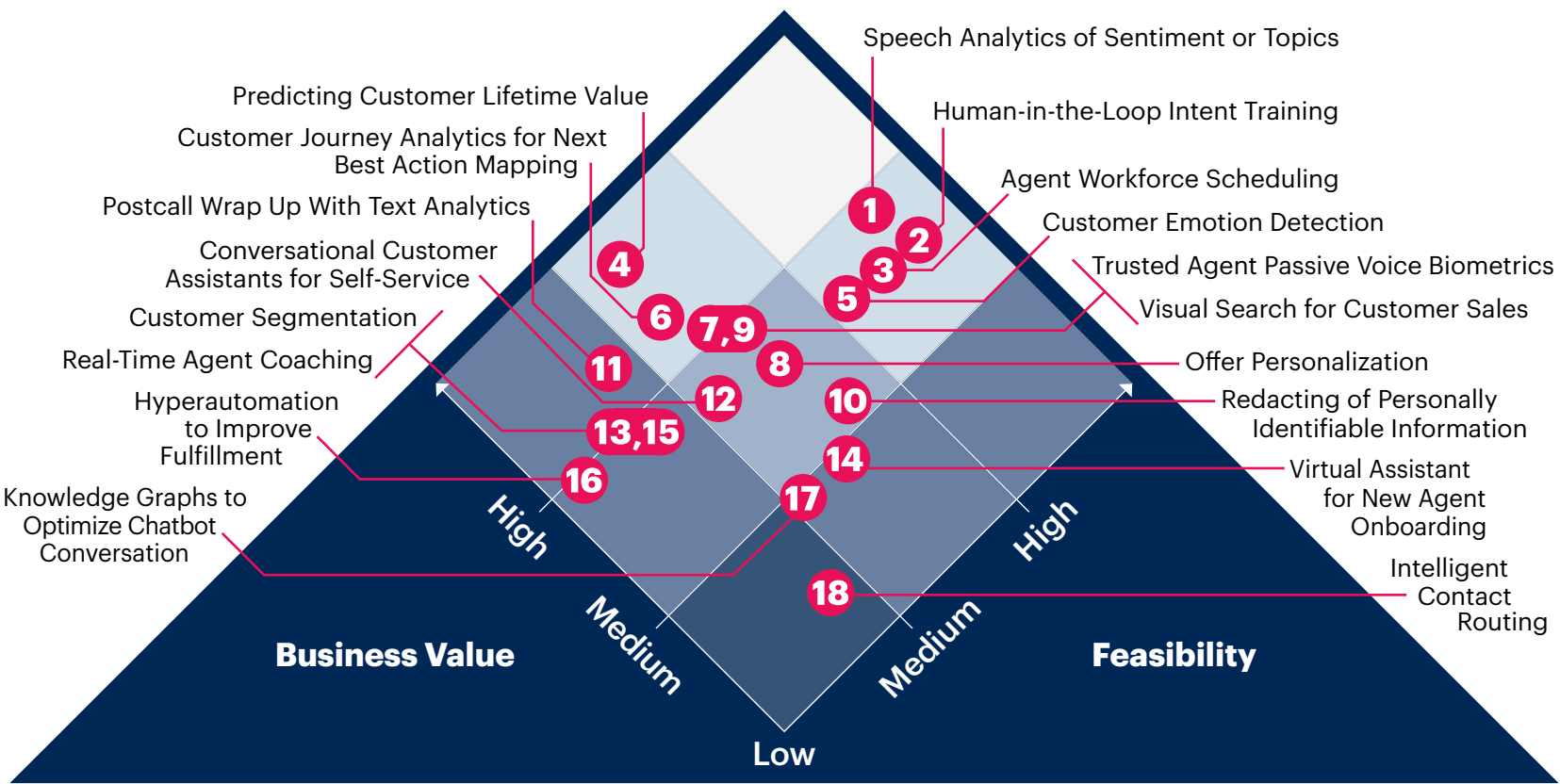
- - Business case is intermittent and doesn't apply to the process spanning the dotted line

Business Value / Feasibility

		Business Value			Feasibility		
		Cost Reduction[1]	Revenue Growth[2]	Service Quality[3]	Technical Feasibility[4]	Organizational Readiness[5]	Customer Adoption[6]
1	Speech Analytics of Sentiment or Topics	Medium	High	Very High	High	Very High	Very High
2	Human-in-the-Loop Intent Training	Low	Medium	High	Very High	Medium	Very High
3	Agent Workforce Scheduling	Medium	Low	Very High	Very High	Very High	Medium
4	Predicting Customer Lifetime Value	Very High	Very High	High	Medium	Medium	Medium
5	Customer Emotion Detection	Low	Medium	Very High	Very High	Medium	Medium
6	Customer Journey Analytics for Next Best Action Mapping	Medium	Very High	Very High	High	Low	Very High
7	Trusted Agent Passive Voice Biometrics	Very High	Medium	Very High	Medium	Medium	Medium
8	Offer Personalization	Low	Very High	High	High	Medium	Very High
9	Visual Search for Customer Sales	Low	Very High	Medium	High	Medium	Medium
10	Redacting of Personal Identifiable Information (PII)	Low	Medium	Very High	High	Very High	Very High
11	Postcall Wrap Up With Text Analytics	Very High	Medium	Medium	Medium	High	Low
12	Conversational Customer Assistants for Self-Service	Very High	High	Medium	High	Medium	Low
13	Customer Segmentation	Medium	High	Medium	Very High	Very High	Low
14	Virtual Assistant for New Agent Onboarding	Medium	Medium	Medium	High	High	High
15	Real-Time Agent Coaching	Medium	Medium	High	Very High	Medium	Medium
16	Hyperautomation to Improve Fulfillment	Very High	Medium	High	Low	Medium	Low
17	Knowledge Graphs to Optimize Chatbot Conversation	Low	Medium	High	High	Medium	Medium
18	Intelligent Contact Routing	Low	Medium	Medium	Medium	Medium	Very High

Legend:
- None
- Low
- Medium
- High
- Very High

[1] Includes process, UX and product improvements that enable tangible reduction in costs, such as labor savings, logistical improvements, faster execution and improved accuracy.
[2] Includes process, UX and product improvements that enable top line revenue growth, such as improvements in personalization, customer satisfaction, user experience, employee productivity, and product improvement.
[3] Includes process, UX and product changes that enable customer service representatives, field service, and face-to-face interactions that improve the satisfaction of customers.
[4] Includes whether necessary underlying technologies are available, are in the market, and are mature enough to be successfully deployed.
[5] Includes the ability of the organization to make the necessary policy, procedural and change management activities to adopt the solution.
[6] Includes, in terms of risk, privacy, complexity and social acceptance of this type of solution.