



The Notebook.

Issue 6

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In the

NEWS

Things we've seen that you might want to know

UK & USA reject 'Inclusive AI' pact as 60 nations sign on

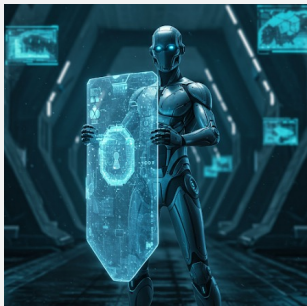
The AI Action Summit took place in Paris earlier this month. Global leaders, tech executives and experts gathered to discuss the future of AI.

The UK and USA opted not to sign a declaration advocating for "inclusive and sustainable" AI, which was endorsed by 60 other nations including France, China and India. The UK felt that the pact lacked practical clarity on key issues, especially regarding how AI would be governed globally. The US rejected the agreement due to concerns that excessive regulation could stifle technological progress.

It's important to remember that AI governance is a complex and evolving field. The decision by the UK and US not to sign this particular pact doesn't necessarily represent a rejection of international cooperation, but rather a preference for a different approach that aligns with their national interests and priorities.



The Rise of AI Agents and the Security Risks Involved



We've recently covered Agentic AI. A [recent report](#) came out that highlights some of the security risks we should all be concerned about.

Basically, the more responsibility we give to AI Agents, the more critical it becomes to ensure they are secured. If it's done wrong, then there becomes a risk of breaches, compliance hurdles and the loss of customer trust.

We should also be prepared for the potential explosion in Agent > Agent interactions – where Joe Bloggs, a customer, might have their own agent which could exploit our processes, systems and agents to get what they want. At best, this could be a refund, at worst, a cyber attack.



Events and Conferences

We've been hitting the road and heading to conferences to bring you all the latest insights and happenings!

First up, **ElasticON London** – an annual conference run by our Search technology partner, Elastic. You can read all about it in our special edition of The Notebook at <https://nextgen.short.gy/notebook-elasticon25>

And this week we headed to **ProductCon** and joined over 2,000 other product managers to hear from industry leaders. We'll share insights over the next couple of weeks.



Win a **FREE** coffee!

We want you to use CoPilot to generate a picture of the most impressive balloon tower!

It's got to be a tower of balloons, and it needs to be super impressive. The rest, including any additions and extras, is up to you!

Slack your pictures to Andrew Jones by Friday 28th February.



The Library

We're building out a library of books all to do with design thinking and innovation.

Want to borrow one?

[Check out what we have here!](#)

Got an idea?



If you need help with some industry research, or have an idea you'd like help exploring then we want to hear it!

You can now raise requests through Customer Management Intake – select NextGen Discovery as the Request Type.



Frankie's Deep Dive



Some of the Customer Management team are currently in conversations with Google on their Chatbot capabilities and we wanted to understand additional help features provided that may add value to our Help Centers.

Loveholidays are a client of Google so we did a comparison of their help site vs Peacock. You can read the full analysis on Confluence: <https://gspcloud.atlassian.net/wiki/x/1003Gg>

So, what did we find?

Loveholidays' Help strategy differs from ours, leading with an FAQ-first approach, rather than search led support. As a result, their FAQ usability is better in some places than ours – it's categorised, simple and has a stripped back UI.

Help touchpoints are also clearly signposted, leading to continuous and obvious journey progression in each click.

However...

Their focus on FAQs means that their search functionality is pretty poor. It's not clear whether their search engine is powered by Google though.

What can we take away?

Simplicity and clear signposting is key to seamless journey progression and better user satisfaction.



Here's what's in our innovation pipeline...

The Kanban

Now
Service Replies discovery
Conversational UI

Next
Unified Entry Page
Scaled Chat Reading

Later
Account Finder 3.0
Voice Activated Service

Service Replies

HMW... provide better capabilities to our customer care agents, giving simple, intuitive and intelligent replies during assisted service conversations



Special thanks to Paulina Abrego-Biernat who has been helping us pull some chat transcripts for analysis!

This week, we heard from FT.com at ProductCon about their successes.

We're continuing in discovery and we hope to share our findings next month!