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CONFERENCE CALL PARTICIPANTS

Wayne Butterfield

Pallipuram Kannan - [24]7.ai, Inc.

PRESENTATION

Operator

Welcome, everyone. Thank you for joining this ISG Smartalk. Today, we are discussing customer engagement in the new future. Before we kick things off today, I will quickly run through a few housekeeping notes with you. We are recording this webinar, and you can access the replay by using the same link to register for this event. You can also download a download a download a download a PDF of today's slides in the Event PDF of today's slides in the Event Resources section. (Operator Instructions)

With that, I will hand things off to Wayne Butterfield to kick off today's today's Smarttalk.

Wayne Butterfield

Thank you very much, Julie, and welcome, everybody. welcome, everybody. welcome, everybody. welcome, everybody. Again, great to be back on ISG Smartalks. Really on ISG Smartalks. Really happy today to to have great to be back PV Kannan, CEO, found, authoer Butterfieldai with me. Welcome PV Kannan, CEO, found, authoer PV. [24]7. PV.

Pallipuram Kannan - [24]7.ai, Inc.

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Nice to be here, Wayne. Anyone who has been following ISG or minor PV's Linkedin page recently, you'll know that this isn't the first time that we've been chat in. Time flies, I think it's probably about a month ago, since we had some with our initial discussions. So a major insights from PV about the industry, clients, changes post COVID. And I'm really keen to dig in those again and get a reshot, and obviously very keen to hear from the audience. What are those burning questions that you have PV being such a pioneer, and I can't wait to delve in a little bit more about the why message for a [24]7.ai and dig into the to the brain of PV on why he set up the business, what's different about them? And why that's really relevant, I think, in today's smartalk. I think, in today's smartalk.

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Couple of slides, just as a bit of an intro. It's going to be very conversational with PV throughout. Anyone who was involved in the in the last smartalks that I run, we'll see the next couple of slides has been familiar from a viewing perspective. But again, always good to set the foundation. So everyone knows what we're talking about, what the terminology is, et cetera, so that it's a little bit more in the know about our thinking around intelligent know about our thinking around intelligent automation. And it's role in the contact center. So anyone not seen this slide already from an ISG perspective, we very much see 2 key growth areas within the automation spectrum. This area that we call in Process Discovery, it involves things like speech and text analytics, process mining, desktop analytics, machine vision. that we call in Process Discovery, it involves things like We're going to talk about customer journey, marketing and analytics today a little bit with PV. So understanding what is actually happening in an

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organization actually process discovery. And then you've got the tools that you use in order to automate what you're finding. Now clearly, not everything, but RPA, OCR, natural language processing, Conti region and machine learning and a really topical technology today, conversational AI, and we'll talk quite a bit about that also. So that hopefully gives you a bit of a benchmark where we are, and what we're going to broadly dig into today. dig into today.

And then for anyone who wasn't aware of us, the last webinar that we did. This slide gained a lot of traction on LinkedIn. I guess I put it out there without actually giving any explanation. And I think it's one of those slides as we build through the needs and explanation. Without the explanation, it's a really confusing one. But if you imagine the business, if you imagine the contact center, if you think about today's topic, inputs into this discolor phase. They're all about multichannel customer and business communications. multichannel customer and business communications. multichannel customer and business communications.

We live in e-mail. We live speaking and communicating with each other. It doesn't matter whether it's your colleague in the next desk or booth, in another booth, in another department or your customer -- the department or your customer -- the other side of the world, like you convert, like that is how you do business. That is how you do business. That is how you sell your you sell your product, you product, you buy a product. You convert from someway or other. And so understanding communication is clearly very key in order to understand your business, whether it be internal or external. And so this wave of discovery is, whether you're using speech analytics, text analytics, process mining, understanding how your business is working, how it's conversing is going to be really key to understanding where you go next. And obviously, we'll talk about remove and improve shortly. But PV, about remove and improve shortly. But PV, I know it's something that you guys do really well. And I know it's a real skill set of your thing you've been really passionate in ensuring that you have the capabilities around customer journey marketing, right? So talk to me a little bit about -- if we talk about [24]7, that phase. is how and we talk about the overarching discover, like where are you playing? Like give me your thoughts around this from your perspective?

Pallipuram Kannan - [24]7.ai, Inc.

Right. So I think from a customer journey mapping, especially when we talk about conversational AI and what the consumer is trying to do. It's important to understand the various flows in which consumers read of the company. So for instance, what did they do just before they call the 800 number, right? Well Well Well Well Well Well they on your website, whether they checking they on your website, whether they checking something? And the reasons for understanding the journey is, number one, to fix the digital assets that the company has, so that the issue could be could be could be could be resolved where they event first, right?

And also to discover, what are the types of intents that the customer feels more comfortable picking up the phone and talking versus engaging with their digital assets the company has, right? And so it's really important to take the data from to take the data from the web logs, take the data from phone systems, messaging systems to take the data from and kind of connect them together to say, this is not a typical customer approach, it's the company given an intent, so that the company understand is probably, it's the best way to respond to the customer and take care of the initiative? I'll give you an example. There are a lot of companies where a lot of companies where a customer who likes to get a price for, right? And right? And they go to the website. And typically, for whatever reason, historical reasons, a lot of companies believe they convert better believe they convert better on the phone line, right? So today's (inaudible) may not be inclined to call you, right? And so so when you look at some of the (inaudible) price store and then being redirected to a phone after a few questions were asked on the website. You may want to touch allowing a -- providing the coat or engaging with the customer through messaging or chat on the website, and that's not whether the consumer responds to it. And that's why if responds you don't understand the journey, you're just responding to in-channel conversation and you think you have the full picture. The journey is mapping a lot wise a big picture. And more importantly, how consumers will want to different assets as well as front that as front that you do.

Wayne Butterfield

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