

Navigating the Five Stages of AI Maturity for Enhanced CX and EX

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Presented by

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Serving enterprises on all continents, except Antarctica... yet

AI-first
Technology Company

5,000
Sessions per Second

10+ Years
of Experience

37 Countries
Serving Clients

130+
Languages

One
Global Team

Financial Services

Retail | Wealth | Insurance

Healthcare

Providers | Life Sciences

Telco, Media & Communications

Consumer Goods And Services

B2B Goods and Services



Analyst recognition as a leader since 2022

Named Leader in Forrester Wave 2024



Named Leader in Gartner MQ - 2022, 2023



2023 was a breakout year for AI



The state of AI in 2023: Generative AI's breakout year

As organizations rapidly deploy generative AI tools, survey respondents expect significant effects on their industries and workforces.

August 2023

AI moved from Experiment to Business Engine

25%

C-Suite executives say they are personally using AI tools for work

33%

Respondents say their organizations are already using generative AI regularly

28%

Companies already using AI say generative AI is on their board's agenda

40%

Organizations will actively increase their investment in AI

McKinsey & Company

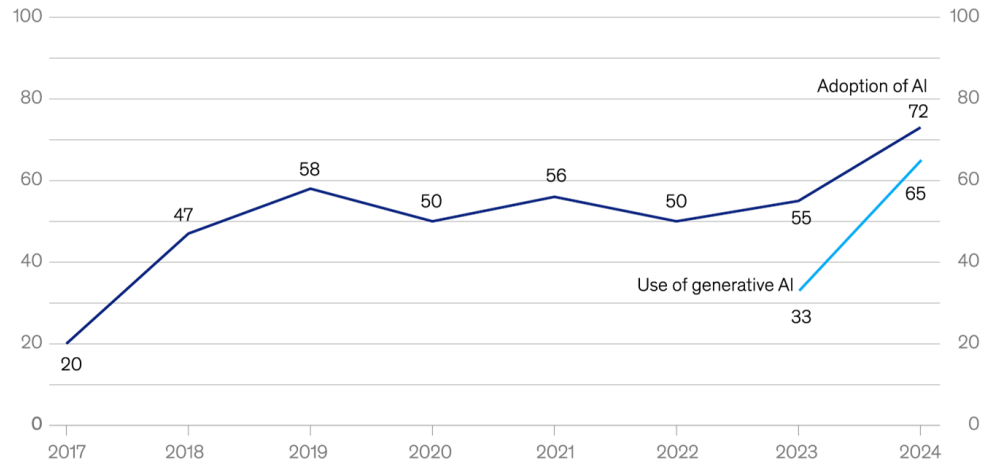
AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

For the past six years, AI adoption by respondents' organizations has hovered at about 50 percent.

This year, the survey finds that adoption has jumped to 72 percent (Exhibit 1).

Organizations that have adopted AI in at least 1 business function,¹ % of respondents

McKinsey
& Company



¹In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

[Source: Quantum Black: The state of AI in early 2024: Gen AI adoption spikes and starts to generate value](#)

2024 is about answering two big questions

Where

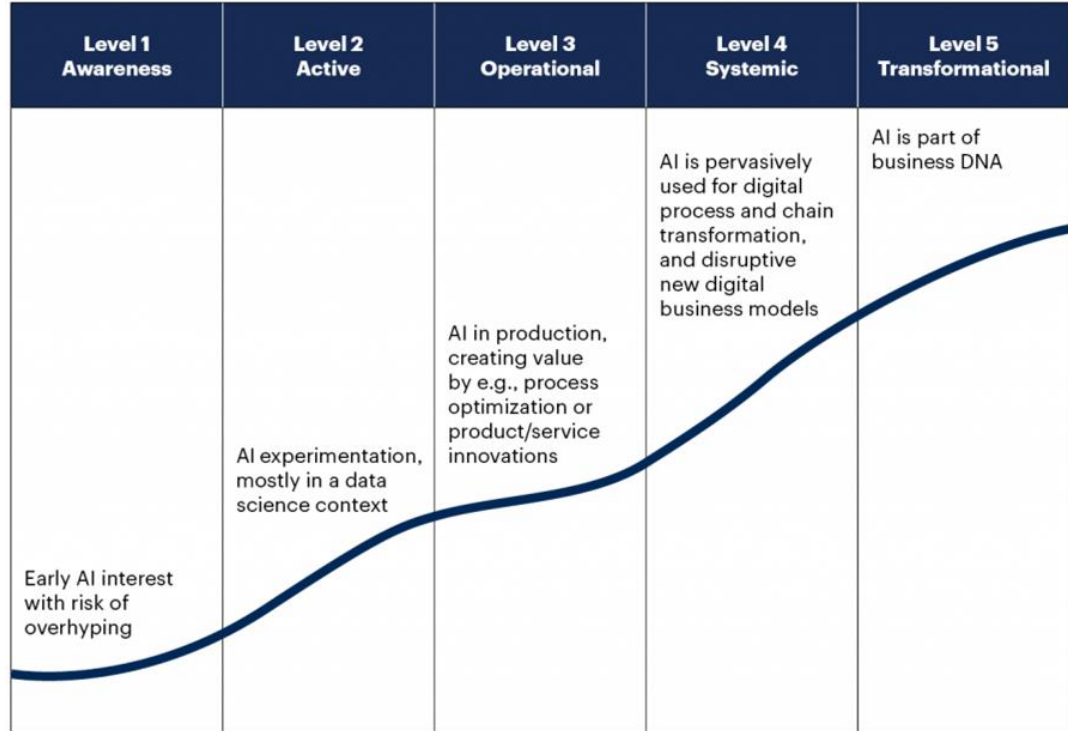
to leverage generative AI
to deliver **actual**
business value?

How

to deploy generative AI
successfully in an
enterprise setting?

Where are you in your AI journey?

AI Maturity Model

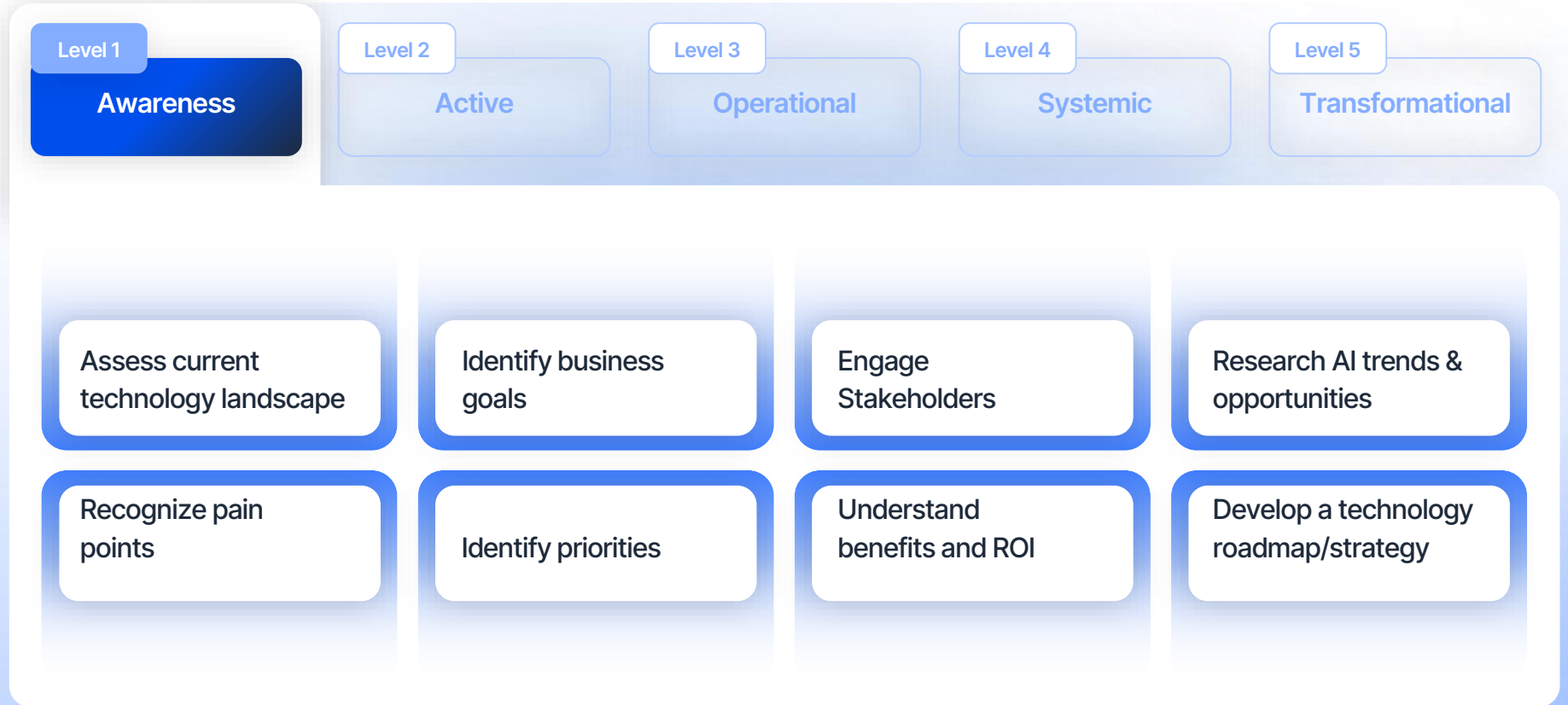


Gartner

gartner.com/SmarterWithGartner

Source: Gartner, © 2019 Gartner, Inc. All rights reserved

Identify gaps and opportunities for AI



Enabling the Enterprise to Realize Value from AI

AI for Service

Customer Experience

Automate customer voice and digital interactions

Provide AI assistance to customer service reps

Optimize operations with AI in the contact center

AI for Work

Employee Experience

Find and put enterprise knowledge to work

Create and summarize content

Automate processes and workflows

AI for Builders

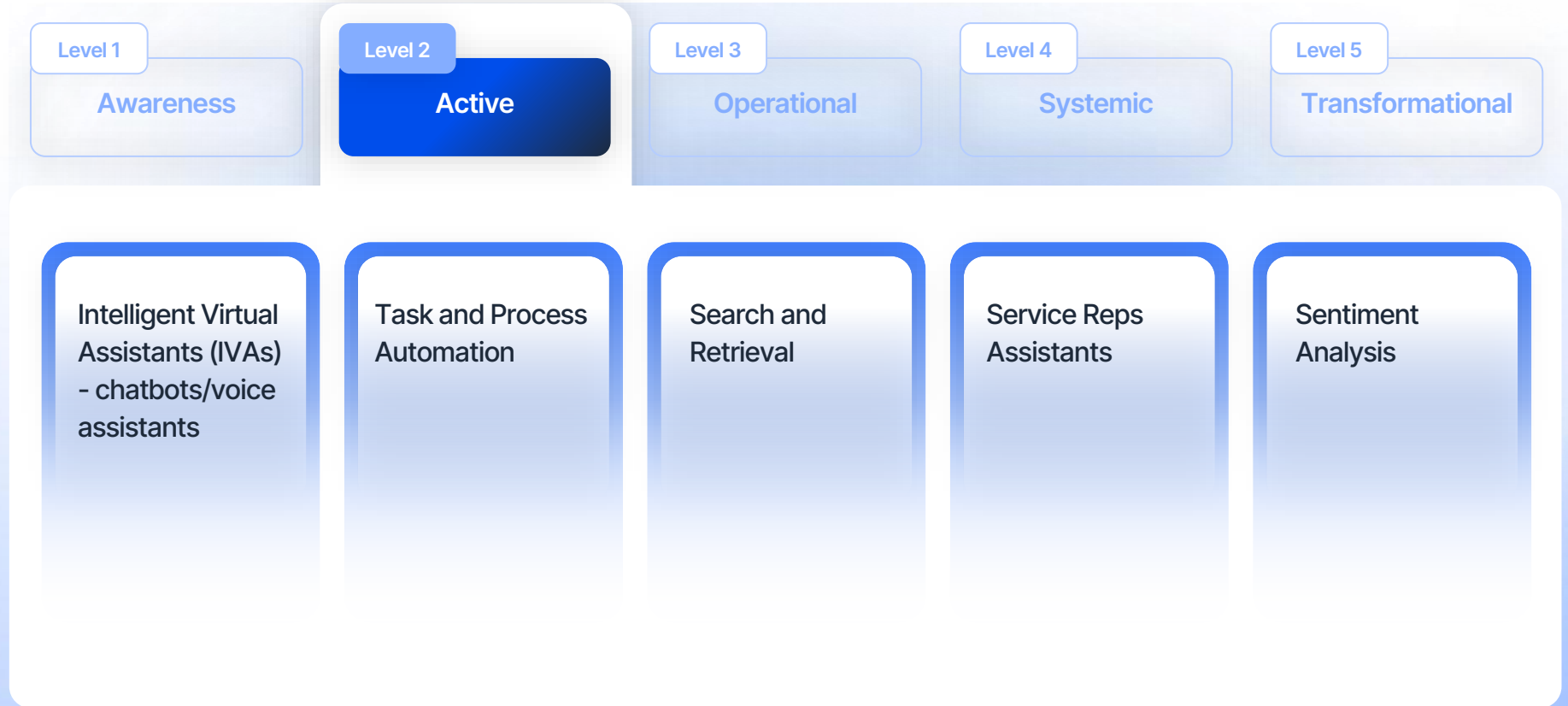
Generative AI App Platform

Build custom AI agents

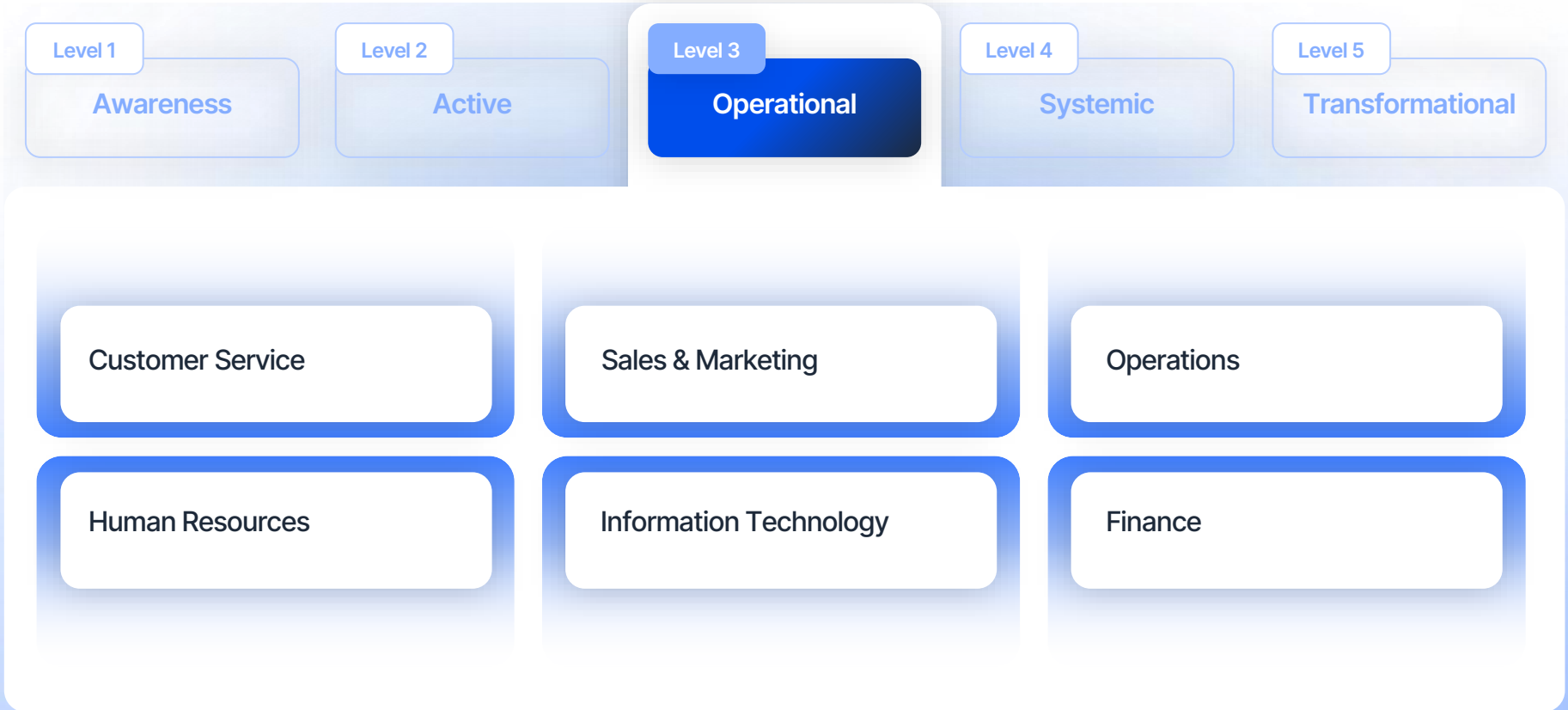
Unify AI model and data management

Deploy genAI applications at scale

Experiment with AI



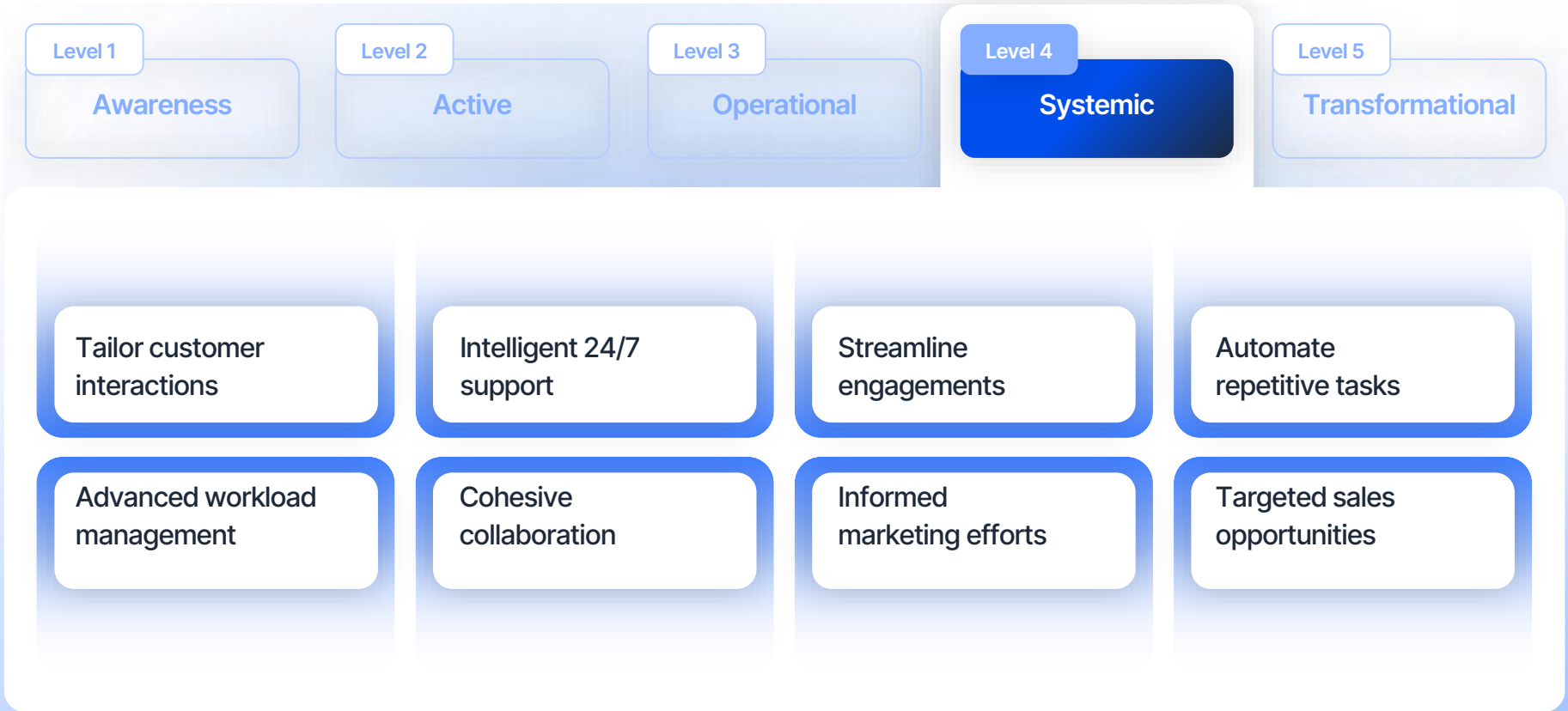
Integrate AI across your business



Example Use Cases by Organization

	Automate Processes	Generate Content	Sum & Analyze Docs	Conduct Research
Marketing	Social media scheduling Email workflow management	Marketing collaterals Campaign assets	Media coverage analysis Social sentiment analysis	Market intelligence Consumer behavior
Sales	Pipeline health monitoring Outbound sequence management	RFP responses Sales communications	Win/Loss analysis	Tailored account knowledge Geo market trends
Customer Service	Customer verification Post call summary	Agent emails Agent scripts	Call transcript analysis Support ticket analysis	CSR best practices
Operations	Order processing Equipment monitoring	Purchase orders Customer notifications	Inventory analysis Purchase order review	Supply chain trends Market pricing
Finance	Invoice generation Credit score validation	Invoices Financial summaries	Financial document summarization Trend forecasting	Pricing trends Currency monitoring
Legal	Compliance monitoring Risk detection	Contracts Compliance summaries	Contract discrepancy review Legal document summary	Compliance rulings
Product	Release management QA process management	Design prototypes Product ideas	Issue review and reporting	Technical trends Product feature comparisons
IT	Password reset	IT policies	Email security analysis Email management solution	IT/software options IT risk trends
HR	Employee onboarding PTO management	Employee policies Company emails	Employee survey analysis	Employee policy trends

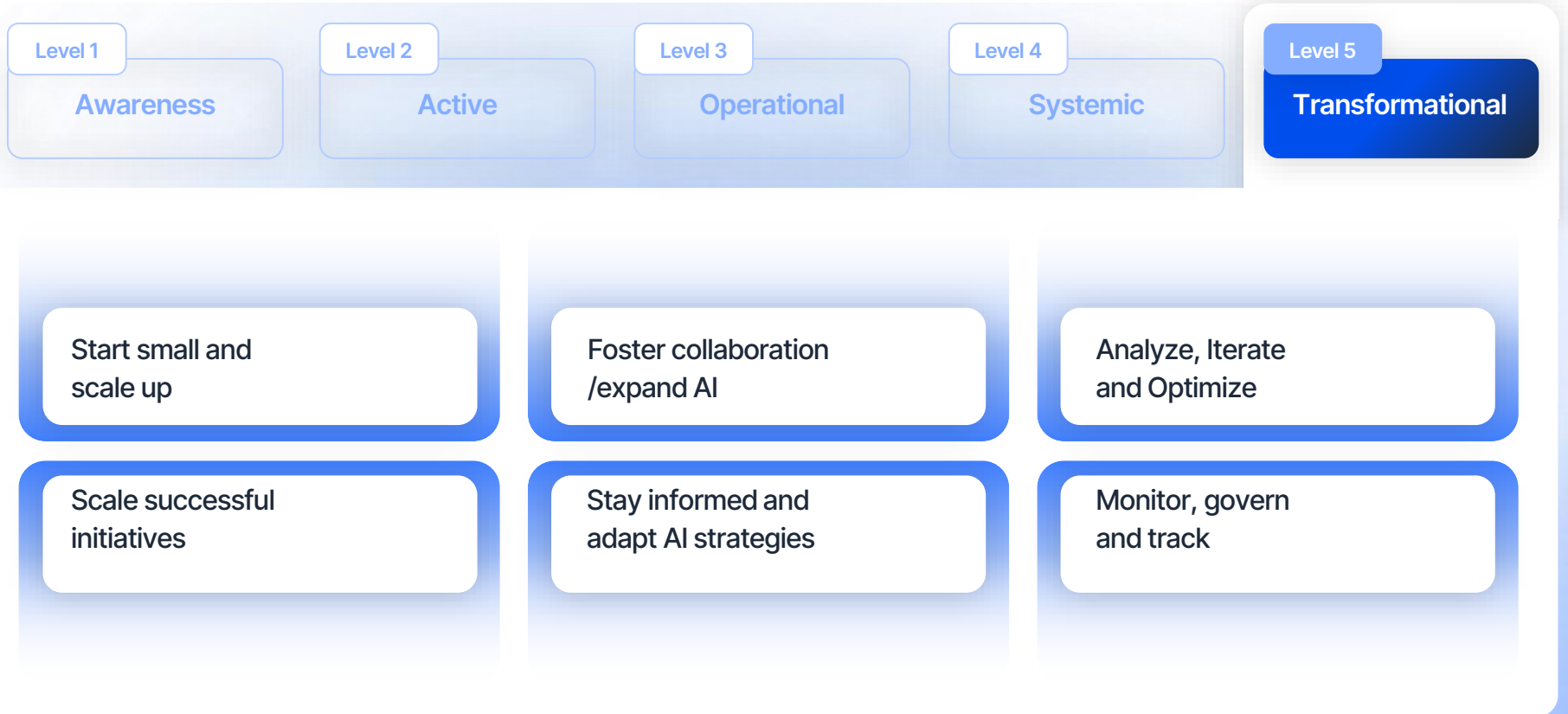
AI personalization & engagement



Example Use Cases by Industry

	Automate Processes	Generate Content	Sum & Analyze Docs	Conduct Research
Retail	Order processing Supply chain optimization	Marketing content Customer notifications	Inventory analysis Social sentiment analysis	Market intelligence Consumer behavior
Healthcare	Appointment reminders Patient treatment reminders	Marketing Content Auto drafts to patient messages	Healthcare data management Personalize treatment	Care research
Travel & Hospitality	Hotel Groups & Meetings RFP Responses Airline connection saver Brand Standards & SOP - Creation & Maintenance Loyalty Offers Management	Marketing content Personalized offerings	Traveler review analysis Inventory management	Industry trend analysis Consumer trend analysis
FinServ	<p>Insurance</p> <ul style="list-style-type: none"> - Capturing Accident details - Determining the make and model of a vehicle - Determining appropriate coverage levels <p>Banking</p> <ul style="list-style-type: none"> - Capturing addresses correctly - Triaging a customer's utterance to determine underlying issue - Capturing payment details - Improving transaction searches by merchant type <p>Wealth Management</p> <ul style="list-style-type: none"> - Determine Risk Tolerance - Set Investment Goals 	Marketing content Personalized recommendations	Client financial doc synthesis	Capital markets research Regulatory code change updates

Impactful, Salable AI automation



Putting AI to work across industries for CX, AX and EX

AI for Service (CX)

Top 10 pure-play fiber provider in the U.S

Launched Contact Center in 3 Months
Supporting 3,000 Agents, Agent AI for Digital Chat Agents

15% ↓ AHT With Agent AI

50% ↓ Contact Center Labor Costs

\$9.6 Million Annual Cost Efficiencies

Fortune 500: Top 3 broadband and cable provider

Voice Customer Self-Service
250M Customer Interactions Annually
Transformation to Conversational Voice

50+ Voice Self-Service Use Cases

20% ↑ Voice Automation Performance

\$125 Million Annual Target Cost Savings

Fortune 500: Top 3 global bank

Voice & Digital Customer Self-Service
Voice & Digital Agent AI
300M Customer Interactions Annually

\$97 Million Annual Cost Reduction

95%+ Intent Recognition Accuracy

\$60 Million Additional Savings Forecast

AI for Service (AX)

Fortune 500: #1 pharmaceutical company worldwide

IT Service Desk Digital Automation
Sales Rep Automation (Appointments, Samples Reordering, Travel Info)

1 Million+ Annual Employee Interactions

50%+ Digital Automation Rate

\$4 Million Annual Savings via Digital Self-Service

Top 10 producer of semiconductors

HR Digital Self-Service Automation
75k Employees Globally Across 35 Countries
Automated Timesheet Management

94%+ NLU Accuracy

<5 Seconds GenAI Response Time

\$774k Annual HR Cost Savings

Industry-leading home innovations company

Supporting 24k Global Employees
HR & IT Support Digital Self-Service Automation
Employees Using Via MS Teams Integration

90%+ NLU Accuracy

60% HR Labor Cost Savings via Self-Service

Improved E-Sat With Better Self-Service

AI for Work (EX)

Fortune 500: Top 5 energy provider across US and Canada

HR Service Desk Agent AI
Next-Best-Action Provided to Every Agent
Supporting 11k+ Global Employees

50% ↓ First Resolution Time

20%+ ↓ Average Handle Times

98% ESAT

Top 5 ecommerce marketplace

Multilingual Digital & Voice Customer Self-Service, Support across 14 countries, Voice & Digital Agent AI

7k+ Global Contact Center Agents, 10+ Languages

25% ↓ Average Handle Time Target

\$16 Million Annual Labor Cost Efficiency Target

#1 beauty and wellness company worldwide

Voice & Digital Customer Self-Service
Voice & Digital Agent AI

1M+ Annual Conversations to Live Agent

27% ↓ Average Handle Time

\$945k Agent Labor Cost Savings in First Market

Next Steps

**Register to watch on demand:
Fast-Tracking AI Innovation: How
to Scale Responsible AI Agents
with No-Code Automation**

**Meet us at Booth L01 to see how
generative AI can come to life for
your organization!**





Thank You

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