

# The Chief Customer Experience Officer Summit

## Event Opening



**ELAINE LI**

Head of Growth & Partnerships  
The CXO Innovation Team  
BEETc

# Proudly supported by:



slido



Which of the following beaches in Sentosa Island is your favourite?

# Opening Speech | [CX Trends] AI's Next Frontier and The Impact to CX

---



## **TOM BLACKMAN**

Head of Global Accounts, Asia  
Pacific & Japan  
Zendesk

# AI's Next Frontier and The Impact to CX

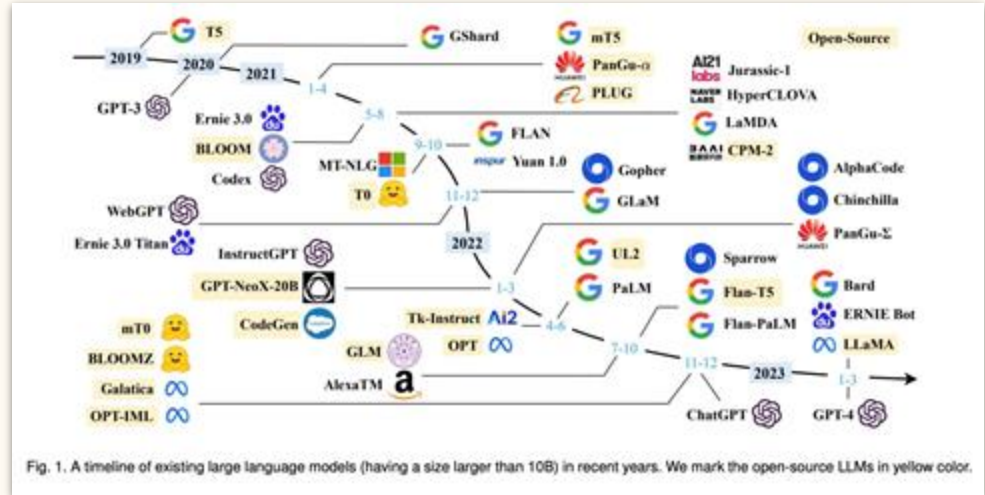


**Tom Blackman**

Head of Global Accounts - Asia Pacific  
and Japan



# We're in the midst of an AI revolution



**Inside the secret list of websites that make AI like ChatGPT sound smart**

The Washington Post

**Large language models are dramatically improving areas like translation**

**VentureBeat**

**Meet SeamlessM4T, the Meta AI model that can translate 100 languages into speech or text**

**INSIDER**

**Japanese researchers say they used AI to try and translate the noises of clucking chickens and learn whether they're excited, hungry, or scared**

# AI still poses a number of risks and threats



**#1 AI taking over**

*(Ex The Singularity)*



**#2 AI missing the  
right context**

*(Ex The Paperclip Maximizer)*



**#3 AI telling lies**

*(Ex deep fakes)*



# Data protection and privacy is also an ongoing concern



Japan privacy watchdog warns ChatGPT-maker OpenAI on user data

“Data is the pollution problem of the Information Age and protecting privacy is the environmental challenge.”



**Bruce Schneier**  
Renowned security  
technologist

**Businesses and consumers are recognizing the value of their data and prioritizing privacy more than ever**

ARTIFICIAL INTELLIGENCE

**The Guardian, New York Times, CNN figure in growing list of sites blocking OpenAI crawler**

SEP 6, 2023 11:44 AM PHT

“Only 21% of consumers that strongly agree that businesses are doing enough to protect their identity and information”

zendesk

**The prioritization of privacy isn't without potential limitations to how we've also benefited greatly from data though**

**Data Is The Foundation For Artificial Intelligence And Machine Learning**

**Google turns 20: How one search engine changed the world**

**How Big Data is Helping Predict Heart Disease**

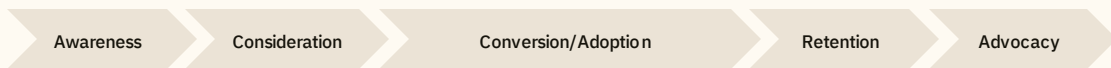
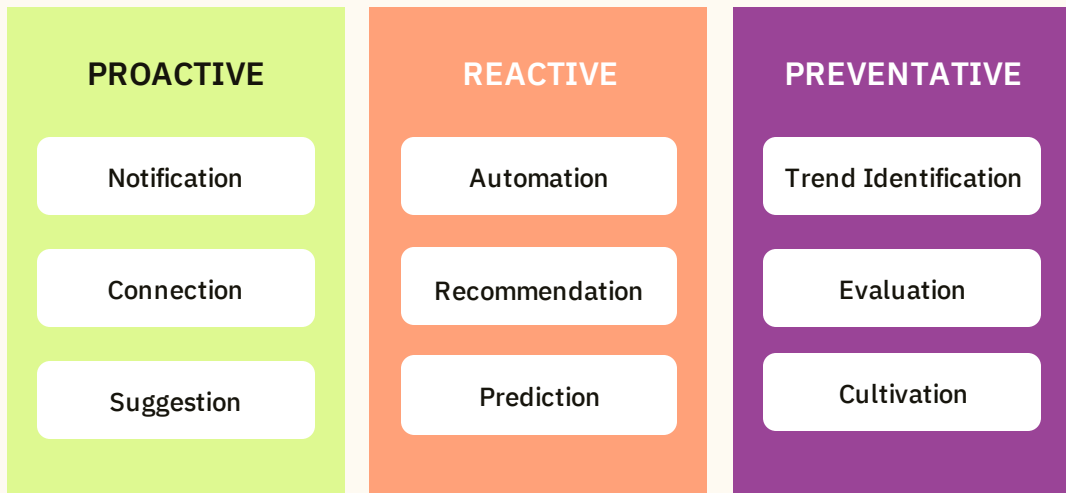
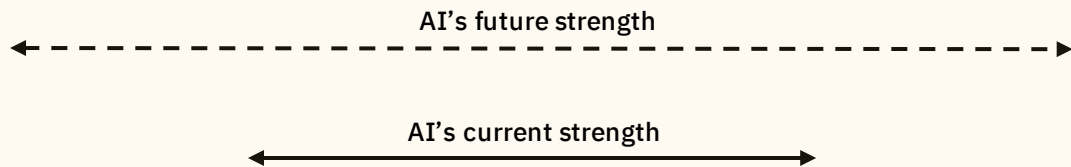
**Why Data Will Power the Self-Driving Car Revolution**

**How Netflix Uses Data to Pick Movies and Curate Content**

**Impact on CX and  
Zendesk take on it**

ZENDESK POV

# All service will eventually be AI first



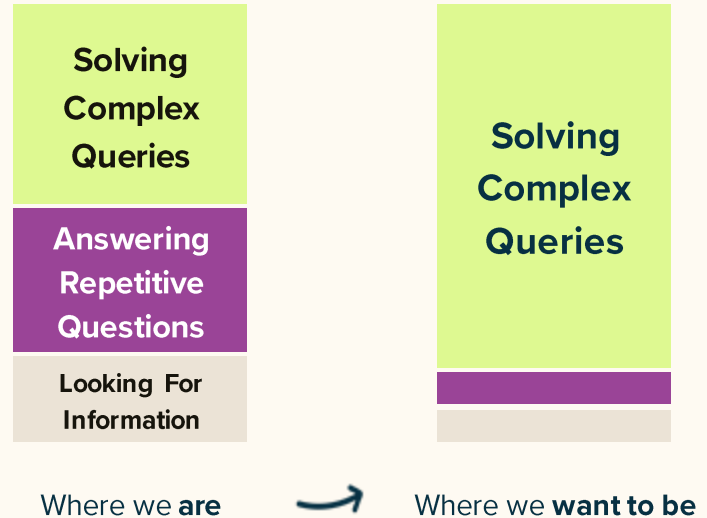
*To automate or not to automate, that is the question*

# Advancements in AI are especially impactful in CX

CX can highly benefit from AI

- Lots of manual work
- Often repetitive questions and responses
- Turnover in the industry is high: 30%  
- 100% per year

We want to make sure agents spend time on meaningful work by solving problems instead of looking for information or answering repetitive questions.



Consumers will  
get better,  
more direct  
answers to  
their questions  
with generative  
AI

From

how long do returns take?

THE ICONIC · Bot

Here are some articles that may help:

[My return has been delivered but I haven't received my refund/...](#)

The information in this article refers to our general timeframes.

[How do I lodge a return?](#)

Sending back your item is easy! To return items to us you'll need to

To

how long do returns take?

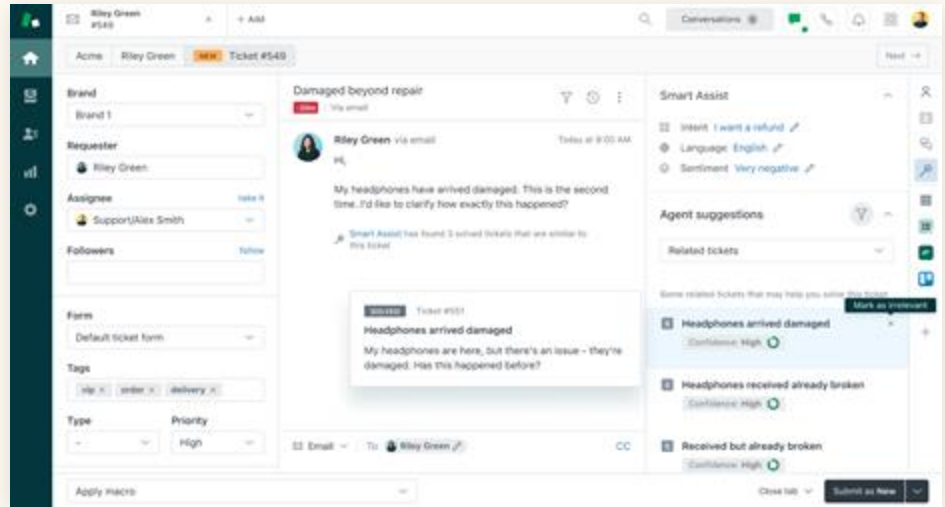
Knowledge Bot

At the moment, we are experiencing longer than normal returns timeframes. Please allow for 15-20 business days for your return to be received and processed by our team.

Current Returns Timeframes

[View source](#)

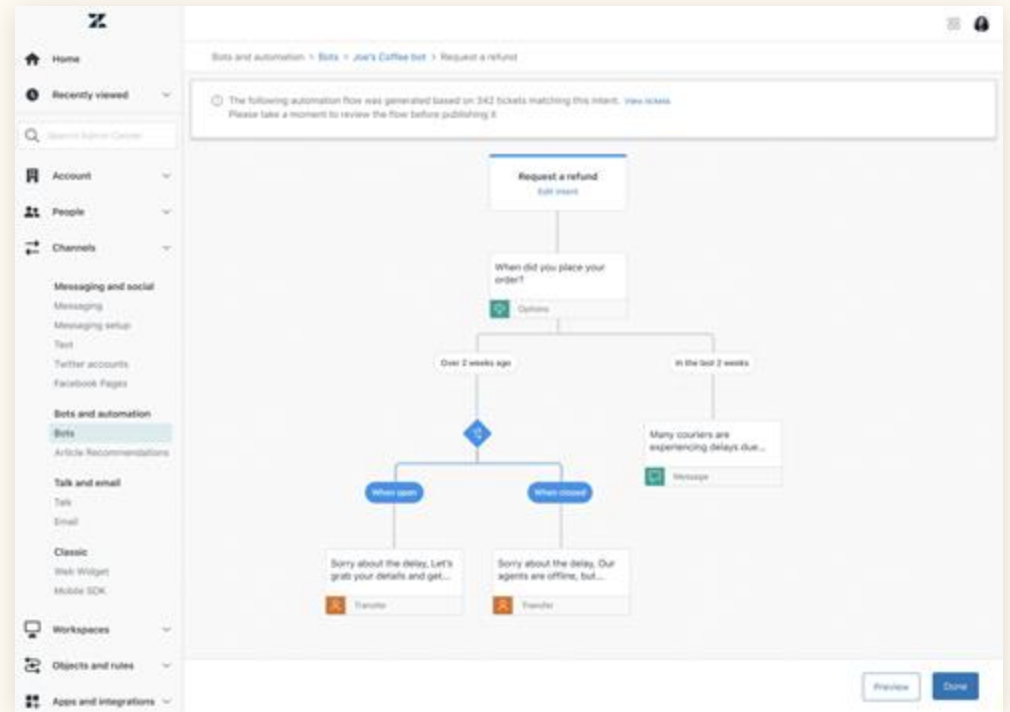
**Agents will work  
alongside an AI co-  
pilot helping them  
intelligently  
respond faster and  
more effectively to  
every customer**



Example of using AI to solve tickets faster with related prior tickets

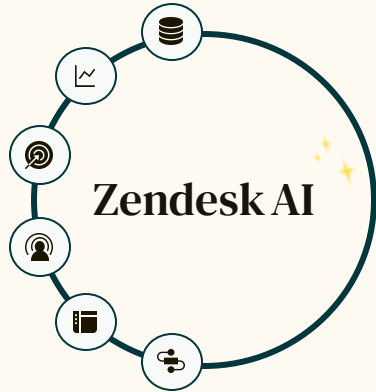


**Admins will have better insights and recommendations to improve knowledge and automate workflows**



Example of an AI generated workflow

# Zendesk AI is a unique, CX- tailored solution



Out of the box and  
accessible to anyone



Built and trained on the  
best CX data and expertise



Designed for the entire  
service experience



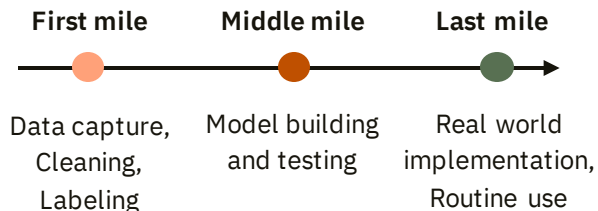
Transparent and  
trustworthy



Out of the box and accessible to anyone

**Zendesk AI  
solves the last  
mile problem so  
you can just  
focus on fine  
tuning**

### Our AI development



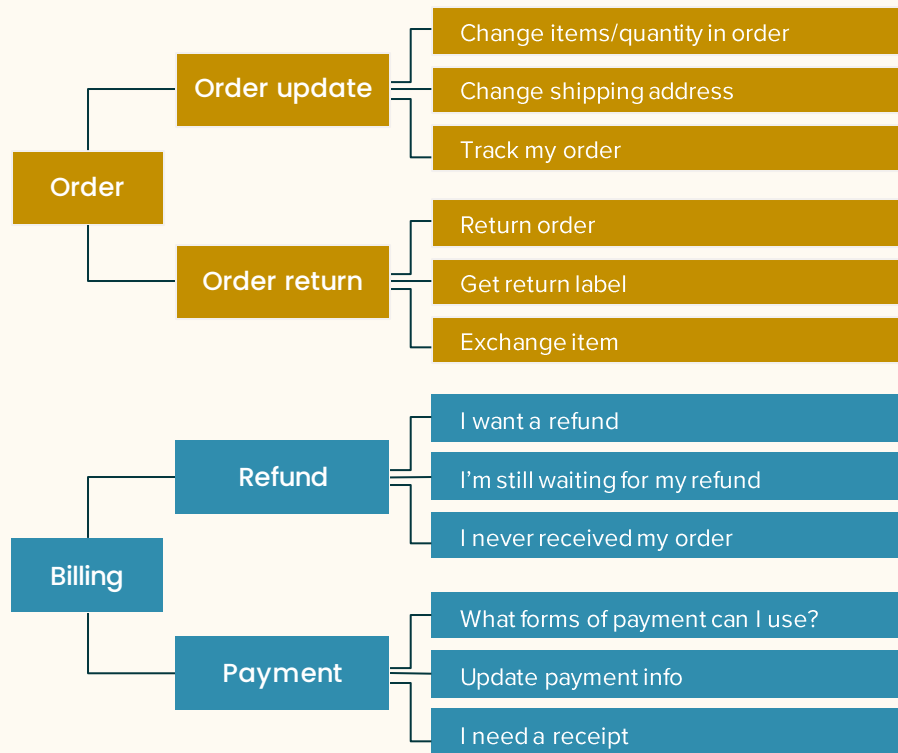
**18 Billion**

conversations our AI  
models are learning from



Built and trained on the best CX data

# Zendesk AI speaks service across industries and use cases through the highest quality CX data and expertise



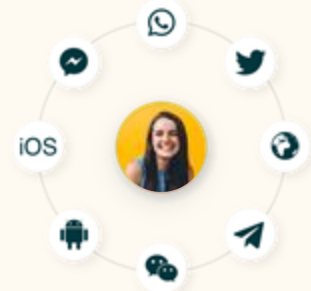
Mapping intents in the retail industry based on historical CX data



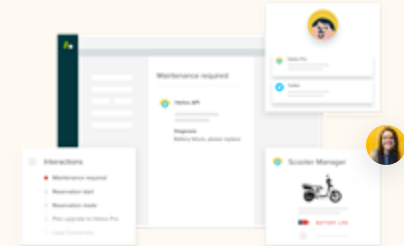
Designed for the entire service experience

# Zendesk AI infuses intelligence and automation for every role in service – customers, agents and admins

Customer-facing bots



Agent Co-Pilot



Intelligent workflows for Admins





Transparent and trustworthy

**Zendesk AI is leading the way with new AI trust and privacy standards that include granularity and control**



**Choice**



**Transparency**



**Protection**

Eventually,  
generative AI  
will evolve  
chatbots to  
completely  
automated  
agents

