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Harnessing the potential of AI for the customer experience

Commercial | Legal | Technical

Nathan-Ross Adams

About me

About us

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AGENDA

1.What's AI?
2.AI for the customer experience
3.Deciding on the right AI
4.The AI lifecycle
5.Legal perspectives
6.Technical considerations
7.Getting governance right

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What is AI?

AI for the customer experience

1. Virtual Assistants and Chatbots

2. Personalised Recommendation

3. Sentiment Analysis

4. Voice Recognition and Natural Language Processing (NLP)

5. Intelligent Routing and Customer Segmentation

6. Predictive Analytics

7. Visual Recognition and Augmented Reality (AR)

8. Fraud Detection

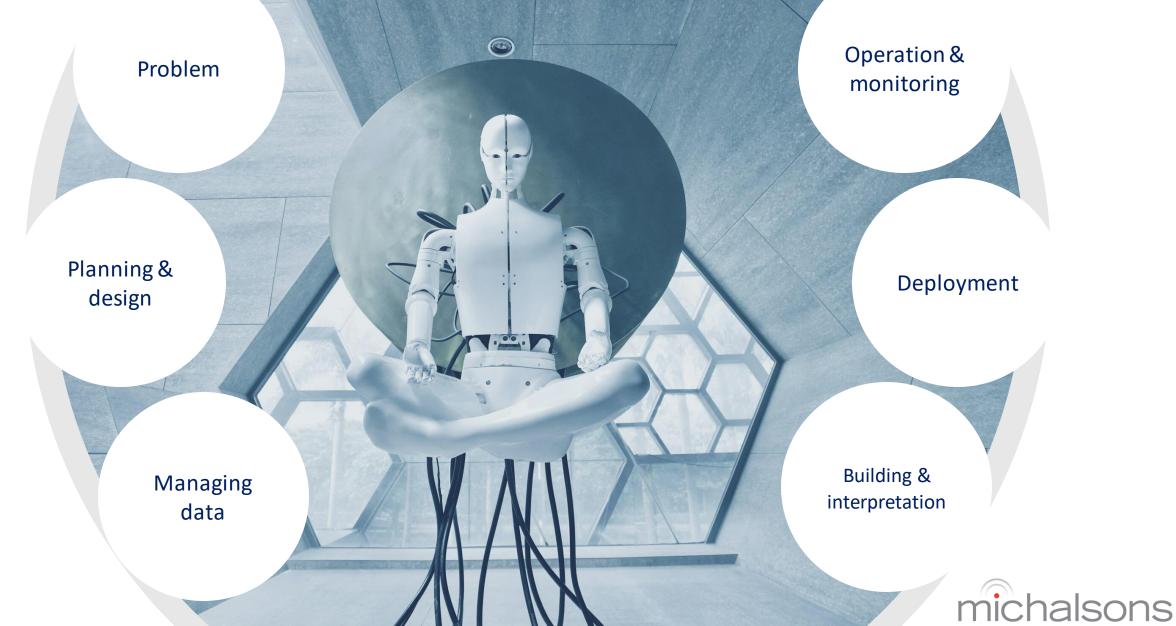9. Voice of the Customer (VoC) Analytics

10. Intelligent Automation

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How to decide on the right AI for your business
Commercial

1. Define your objectives

2. Understand your customers

3. Assess available AI technologies

4. Prioritise use cases

5. Consider data requirements

6. Evaluate feasibility and resources

7. Pilot and iterate

8. Continuous improvement

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Legal considerations

- Emerging global AI laws: EU, US, Canada, China, Singapore, Japan
- Data privacy and protection
- Cybercrime law
- Access to information
- Intellectual property
- Bias and discrimination
- Managing liability

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Technical considerations

1. Data Availability and Quality

2. Scalability and Performance

3. Integration with Existing Systems

4. Compatibility with Data Infrastructure

5. Model Interpretability and Explainability

6. Security and Privacy

7. Training and Infrastructure Requirements

8. Maintenance and Updates

9. User Experience and Interface

10. Skill Set and Training

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How to get started?

- Get governance right
  - Strategy
  - Policy
  - Plan
  - Procedures
- Our best kept secret

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the beginning..

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