once a
Month

Uses a **chat bot** **once a** **Week**

Calls a contact center **once a** **Month**

Calls a contact center
once a
Month

Uses a **chat bot**
once a
Week

Messages
with business
for service
once a
Day

Calls a contact center **once a** Month

Uses a **chat bot** **once a** Week

Messages with business for service **once a** Day

Uses a Search Engine once an Hour
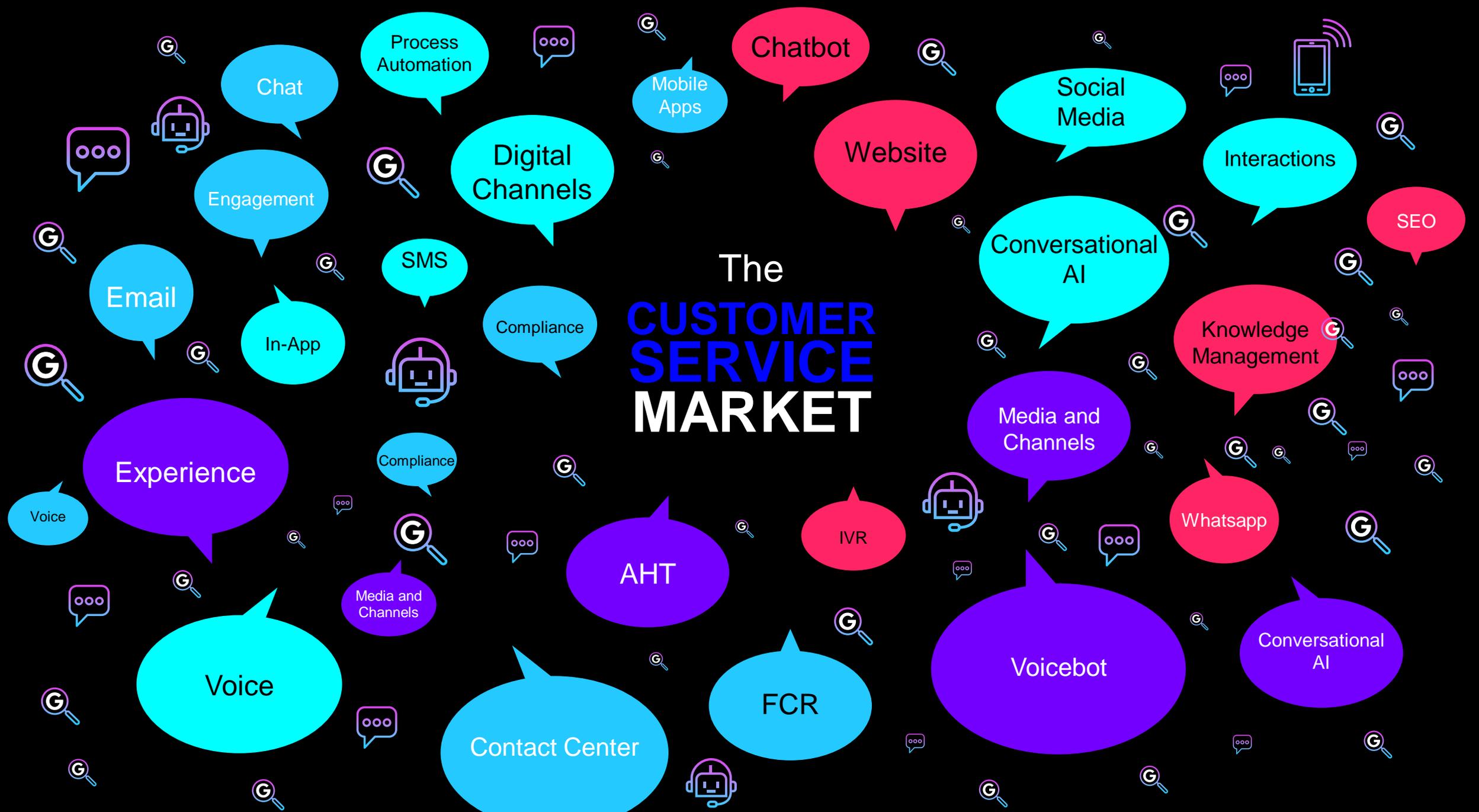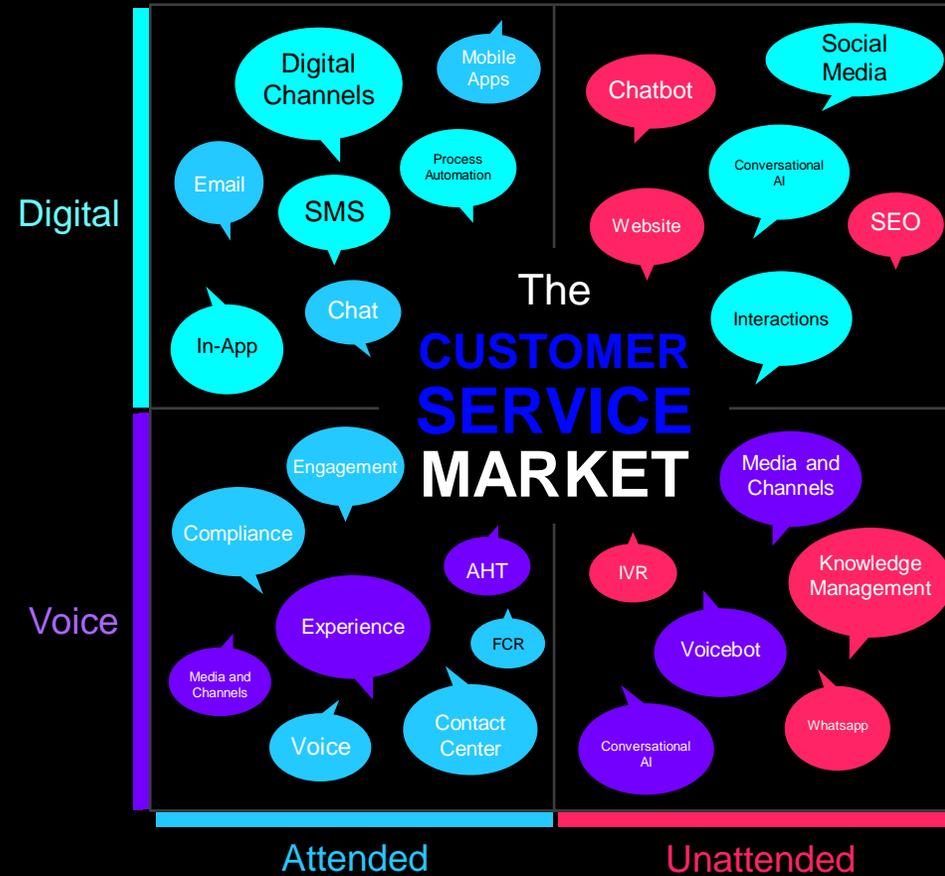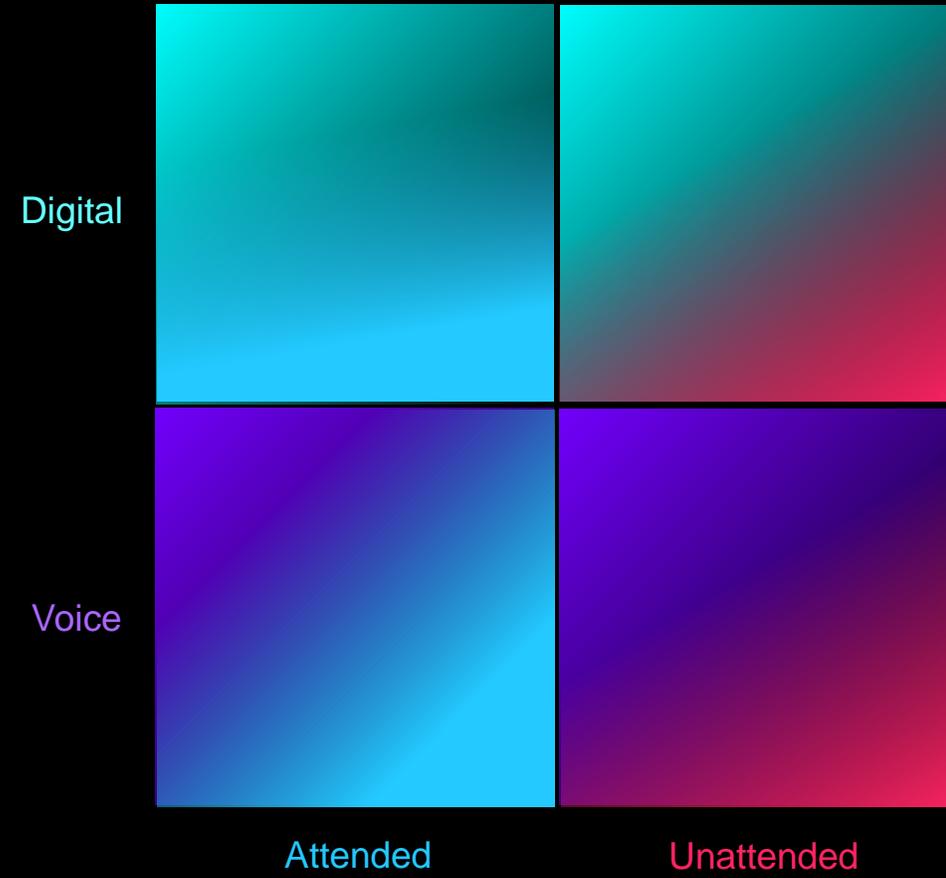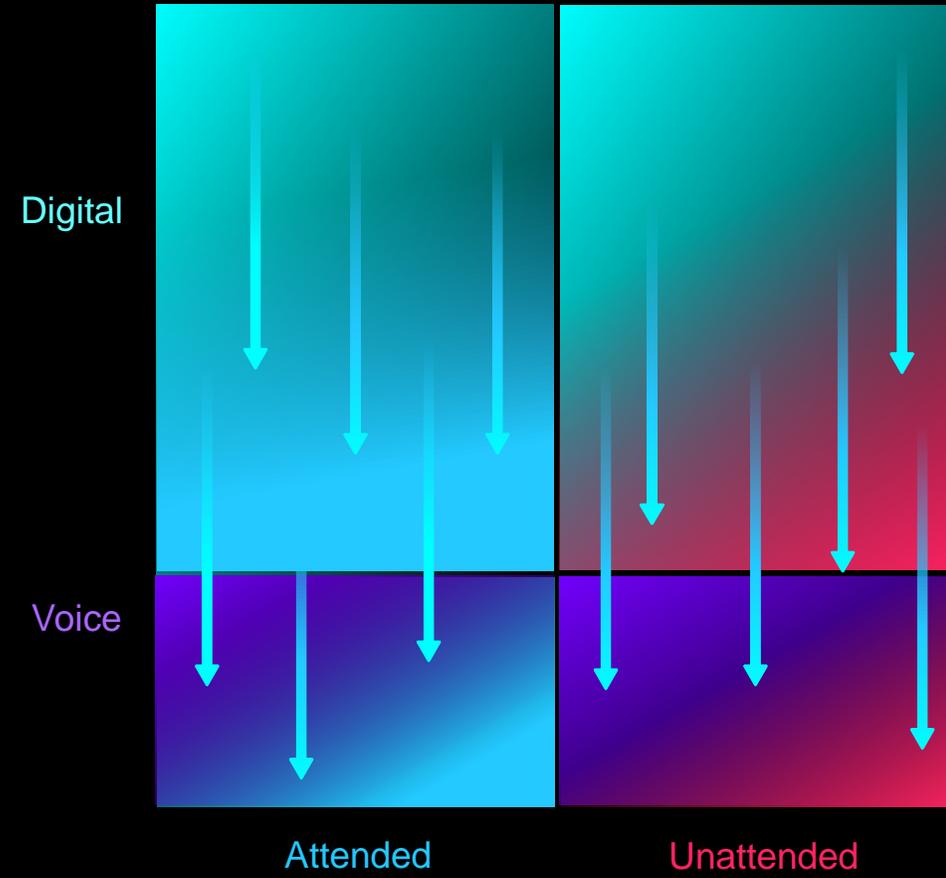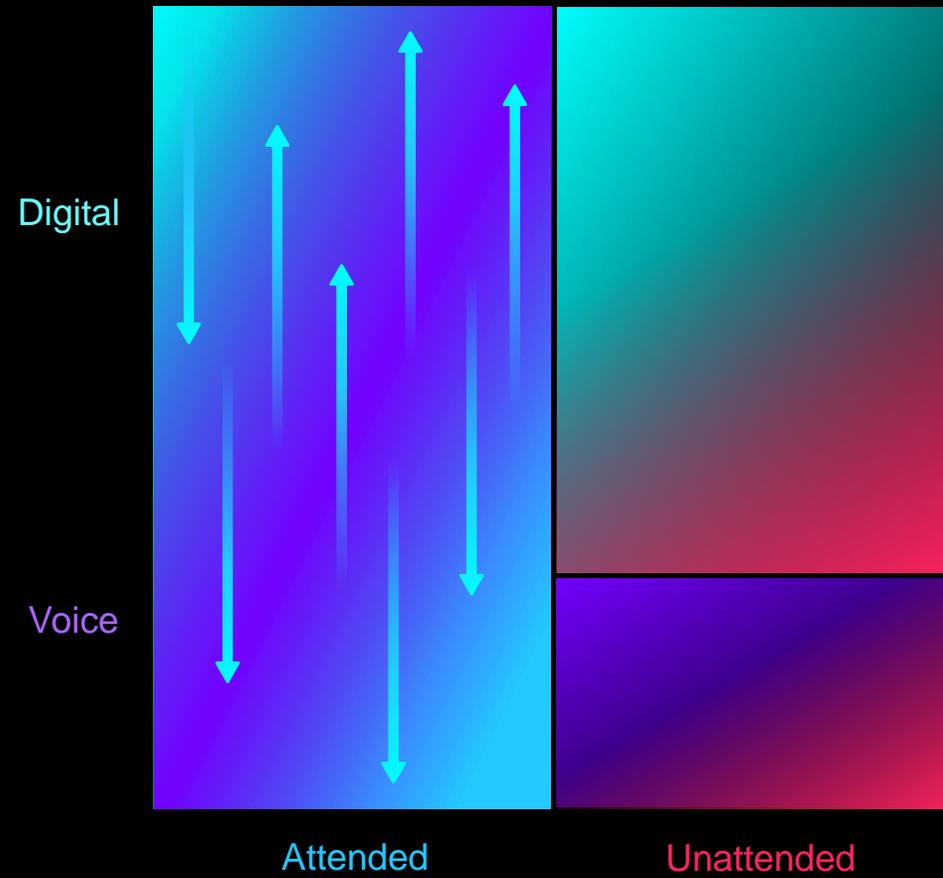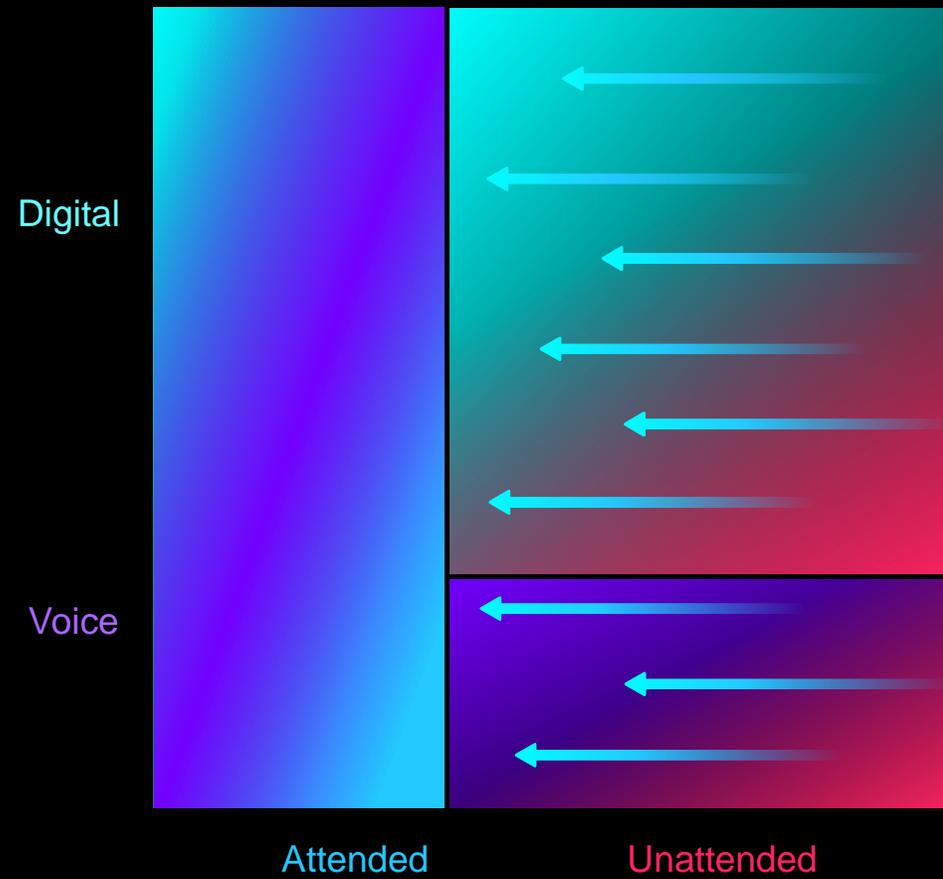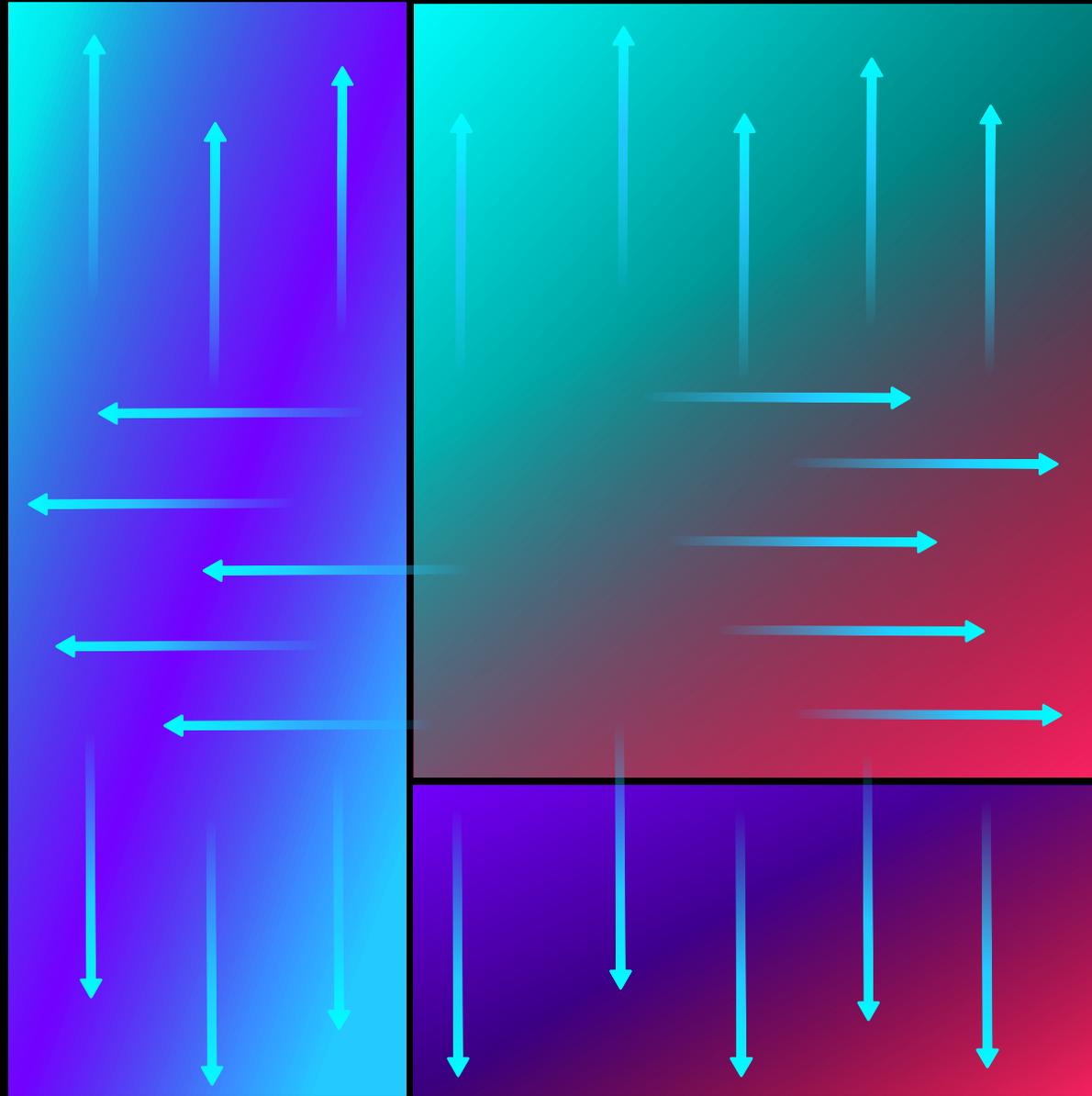
Digital

Voice

Attended

Unattended
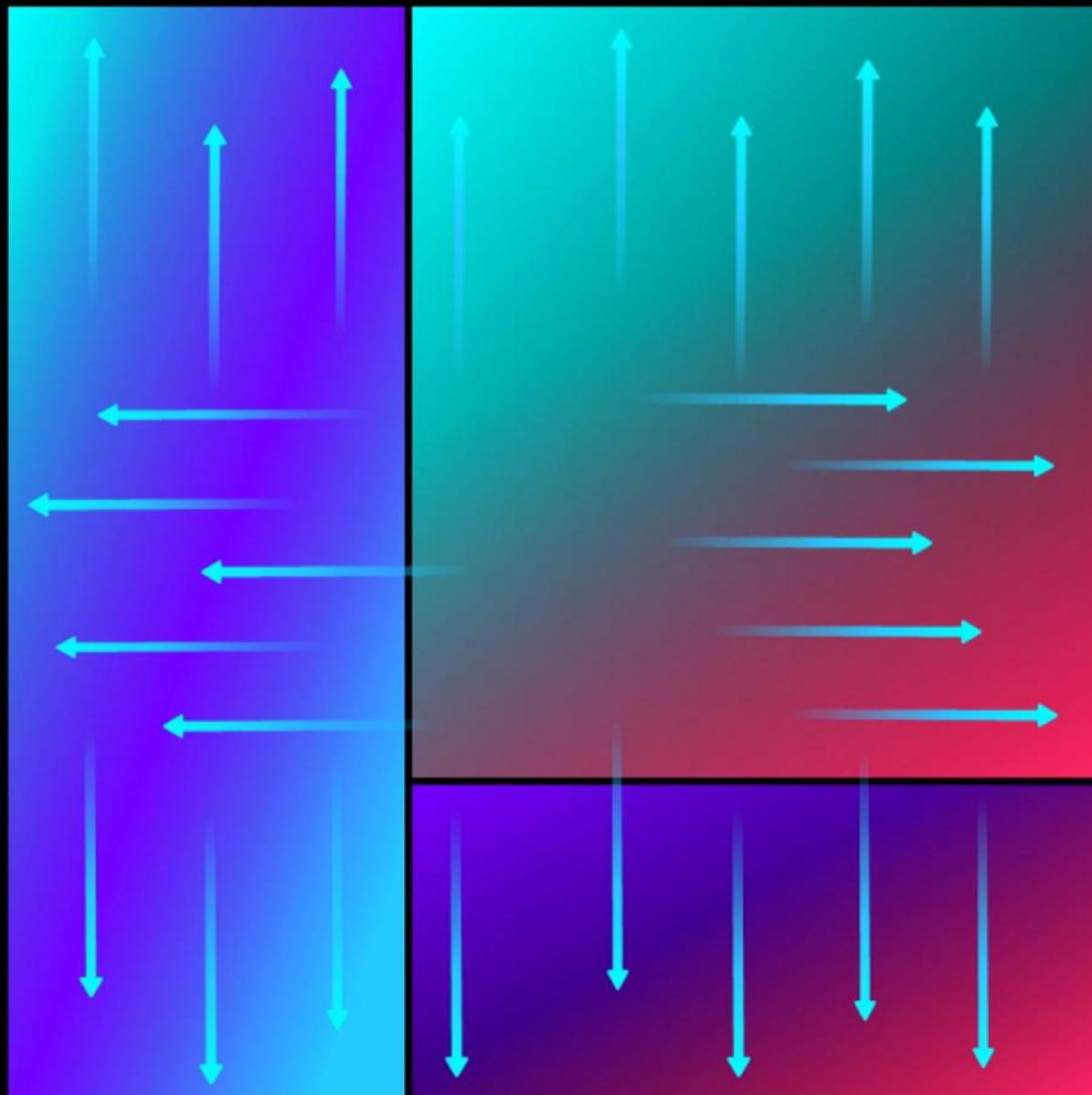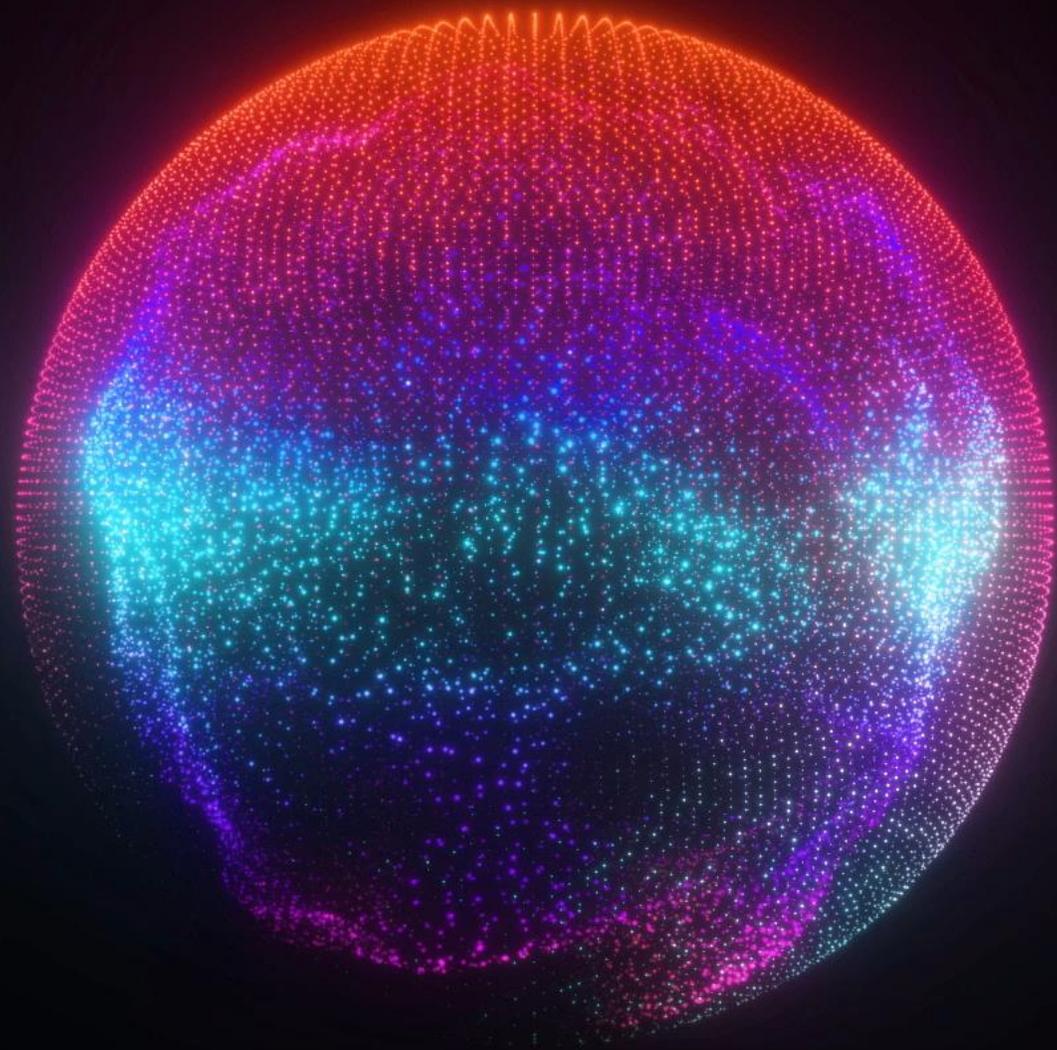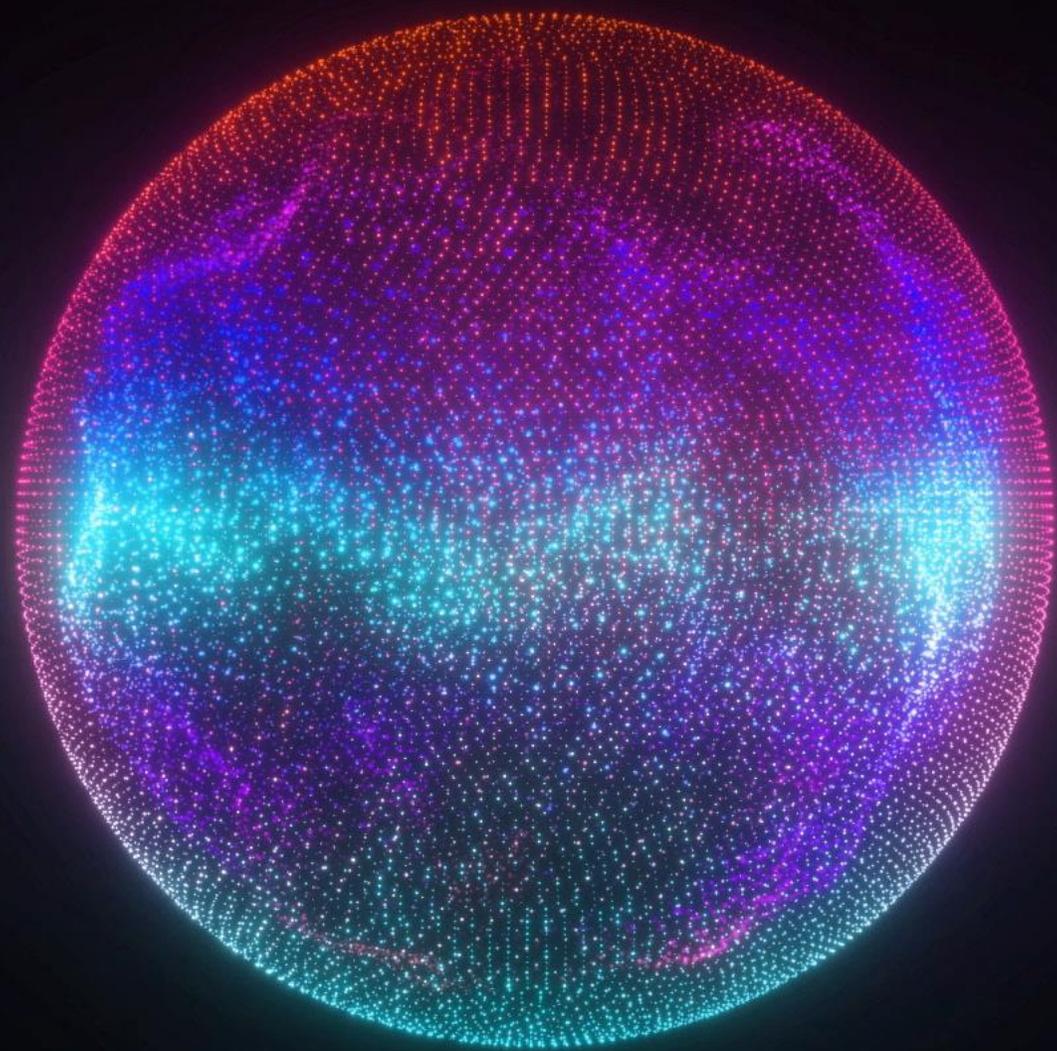
CUSTOMER SATISFACTION
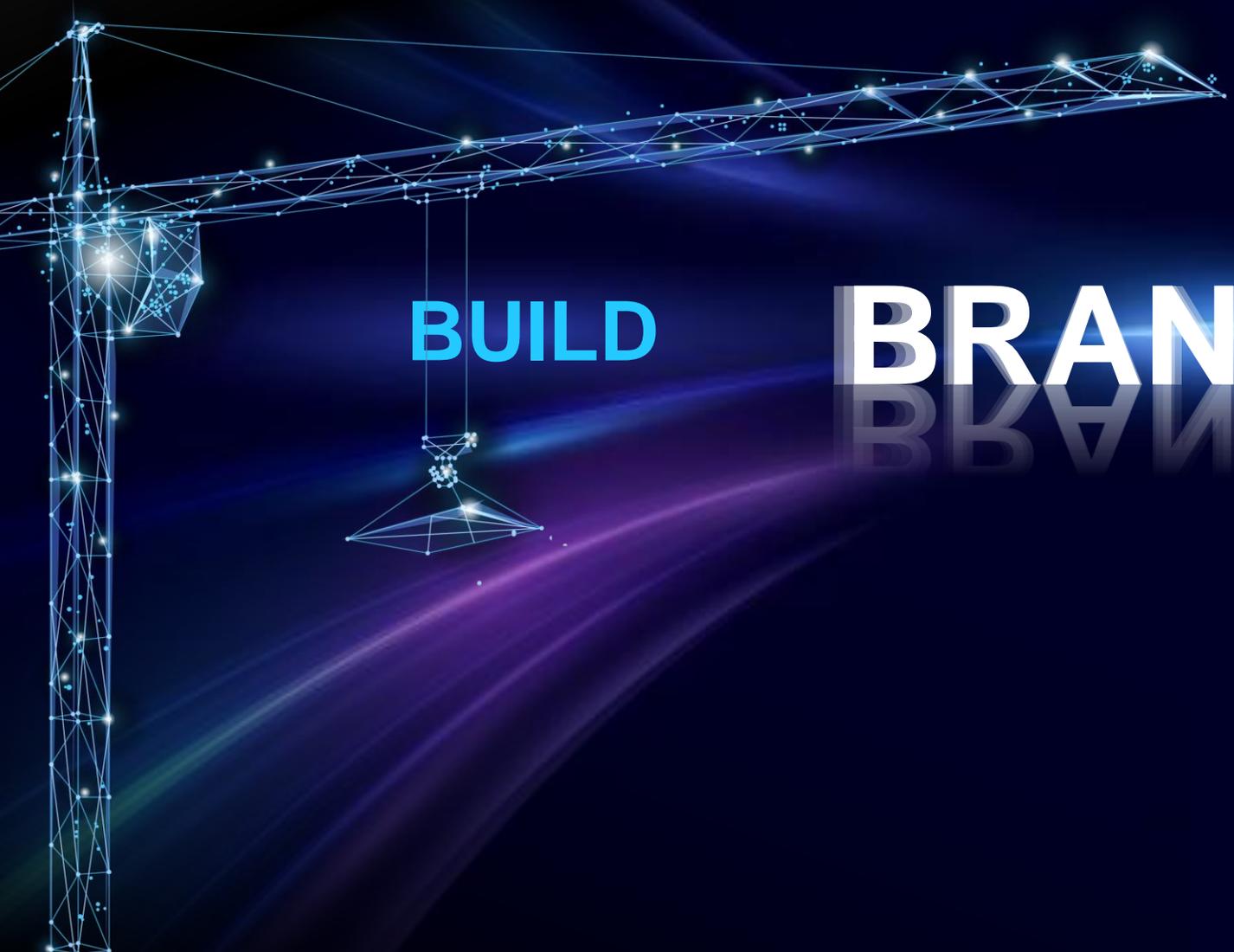
CUSTOMER
SATISFACTION

BRAND EXPERIENCE

88% of the EXPERIENCE
is shaped during customer
INTERACTIONS

3 GUIDING PRINCIPLES

FOR MASTERING THE

EXPERIENCE CONTINUUM

Mastering the
CONVERGENCE
OF RICH
CX CAPABILITIES

- All the media, channels, data, applications & knowledge
- Richness to master the complexity of the interaction
- Channel-agnostic
- Aware of Consumer Intent & Journey Context

MEDIA AND CHANNELS

DATA

KNOWLEDGE

APPLICATIONS
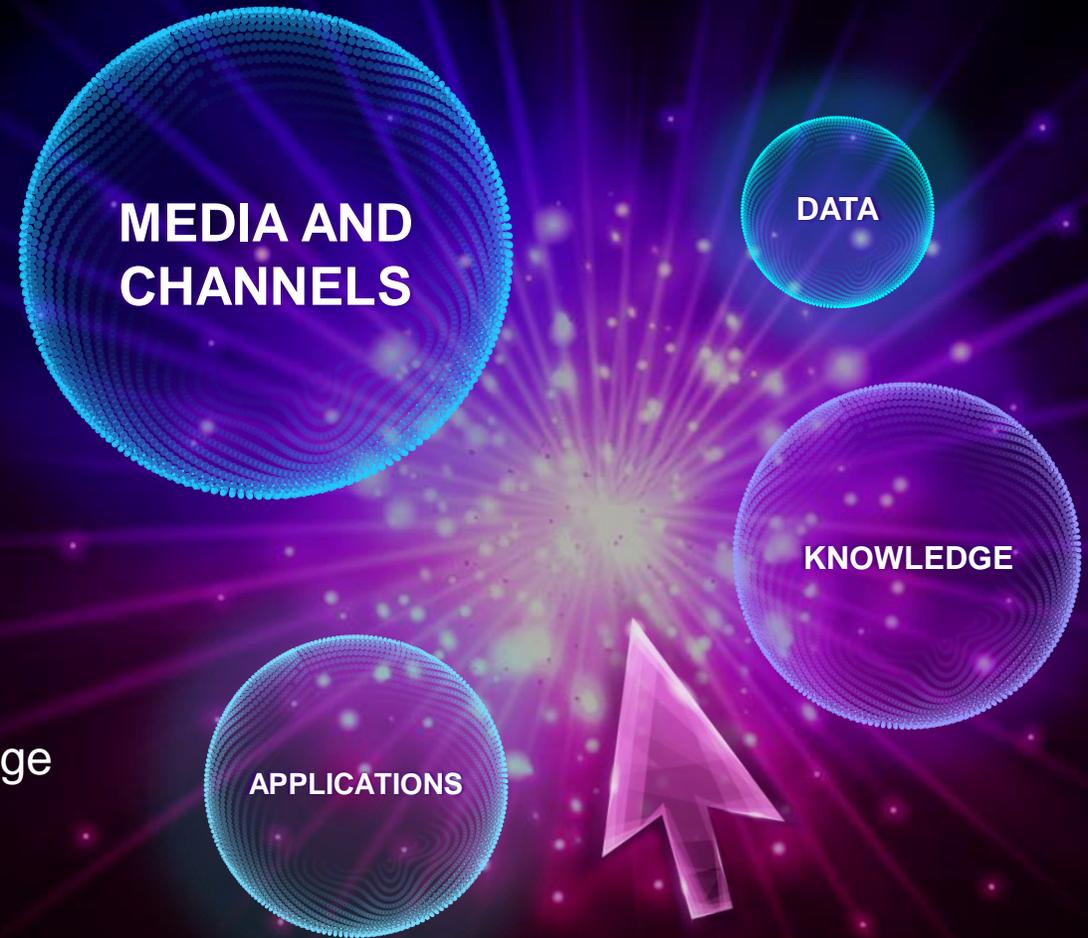
Mastering with
AI for **CX** that
FUSES PEOPLE
WITH PROCESSES

- **Purpose Built for CX:**
  Brand Aligned, Precise, Operationalized, Secure

- Augmented Intelligence and Artificial Intelligence

- Invisible transitions

Mastering the Experience Continuum

Mastering the
INTERACTION CENTRIC PLATFORM

Mastering the
CONVERGENCE OF RICH CX CAPABILITIES
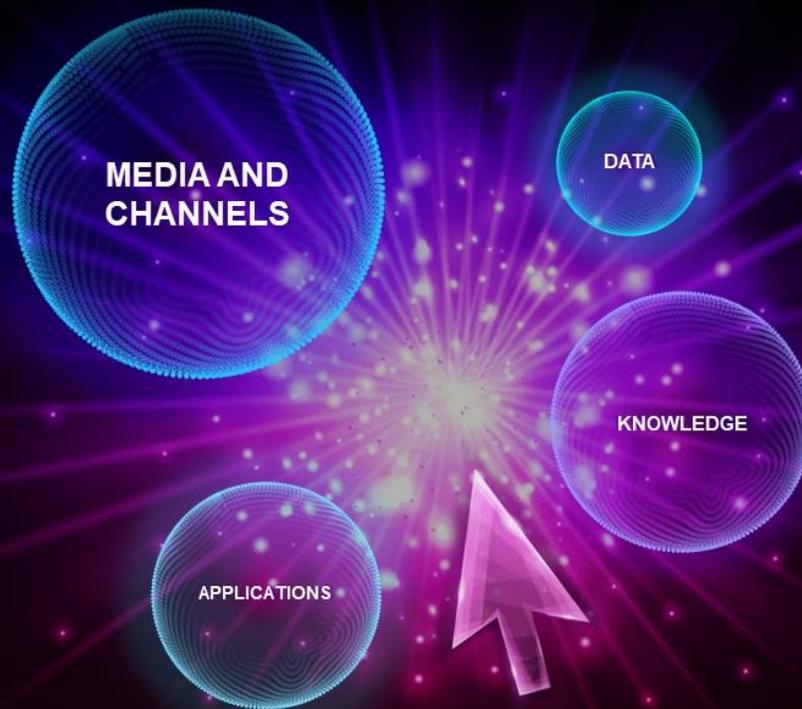
Mastering with
AI FOR CX THAT FUSES PEOPLE WITH PROCESSES

Mastering the Experience Continuum