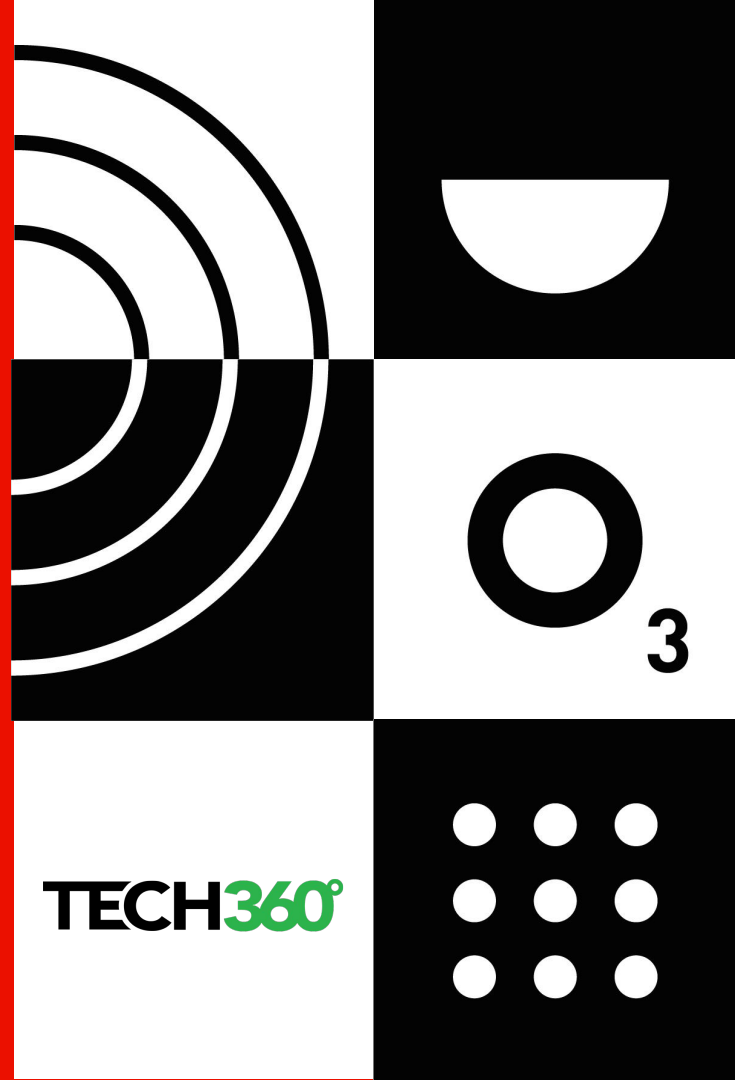


OCTOBER 17, 2023

Personalized, proactive + predictive

Leveraging AI for remarkable CX

Prepared for TECH360



TECH360°

MEET O3

Transforming your CX journey

At O3, we specialize in optimizing every touchpoint along your customer's journey, leveraging strategy, design, technology, and innovation to drive digital transformation.



OUR CLIENTS



AmeriGas

 **Best Egg**

 **caron**

 **Children's Hospital
of Philadelphia**




The Institutes

 **La COLOMBE**
COFFEE ROASTERS

 **MarshMcLennan**

ORACLE

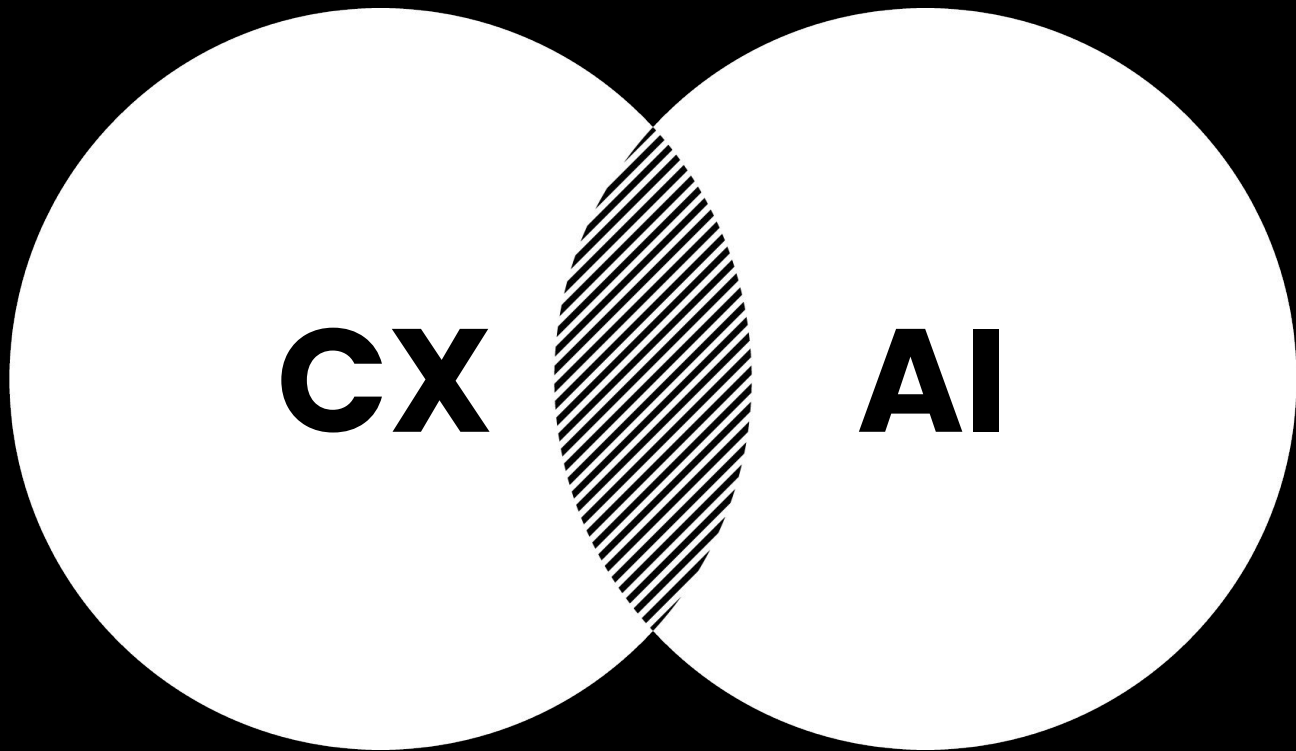


 **TMNA**
SERVICES



 **VERTEX**

Vanguard
innovation
studio



CX

AI



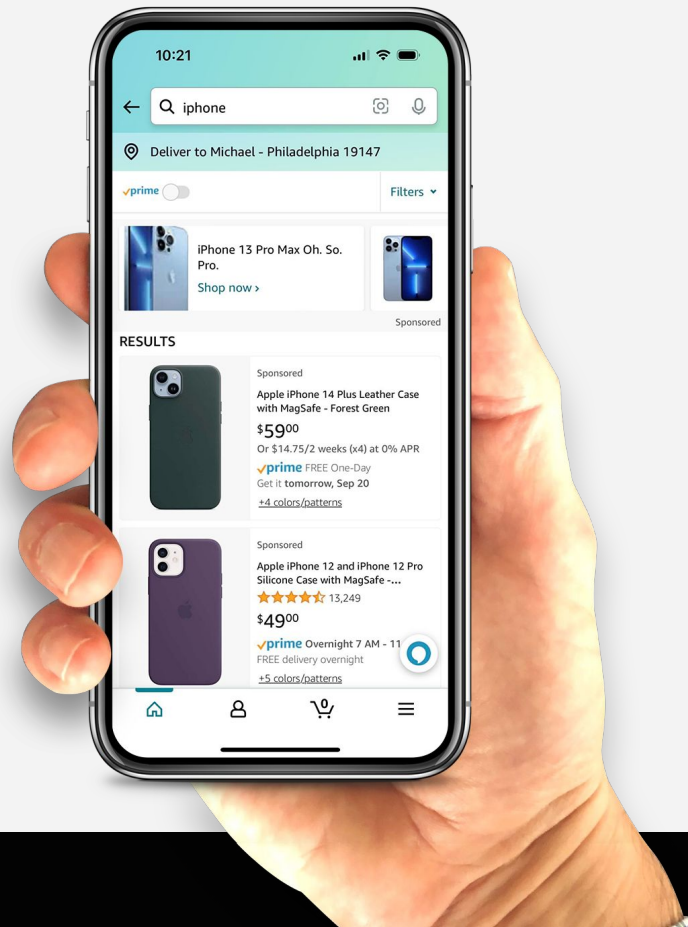
CX

CX VS. UX

UX - user experience

The UX is specific to how an end-user interacts with a company product; a website, software, app, etc.

[CMS Wire - CX vs. UX: What's the Difference, and Why Does It Matter?](#)

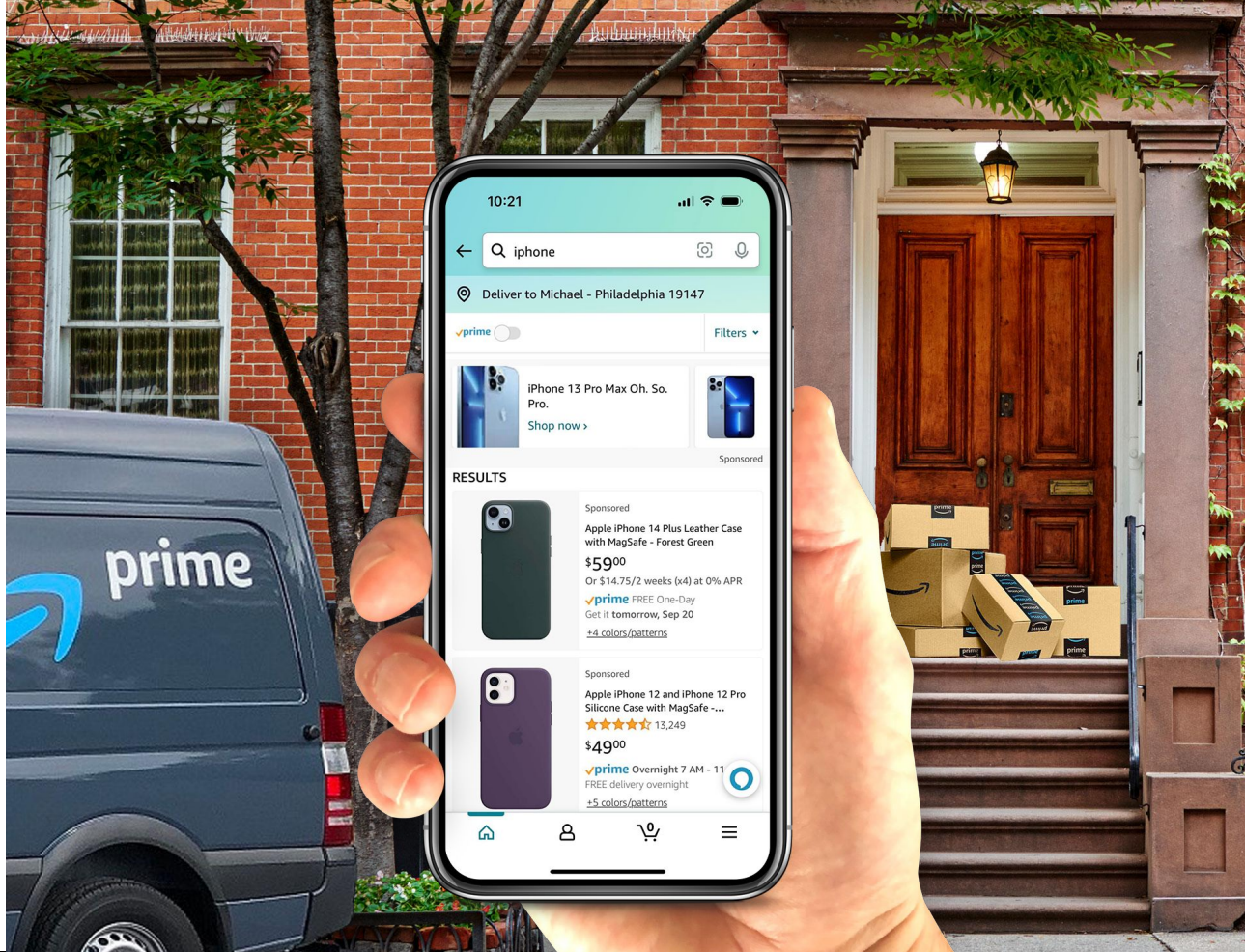


CX vs. UX

CX - customer experience

The customer experience encapsulates all the channels and products a consumer interacts with and how they feel about the brand overall.

[CMS Wire - CX vs. UX: What's the Difference, and Why Does It Matter?](#)



WHY CX?

Why should you care about prioritizing good customer experience?

WHY CX?

**Businesses who prioritize good CX
drive 3x more revenue growth.**



BAD CX

57% of customers will abandon a brand after only one or two negative interactions.

GOOD CX

Personalized, proactive + predictive

Good CX provides customers with positive, seamless, and satisfying interactions that meet or exceed their expectations, resulting in customer loyalty, advocacy, and positive brand perception.

Personalized or hyper-personalized

A personalized experience tailors every interaction, recommendation, and support to the unique preferences and needs of each customer segment or individual customers.

Proactive issue resolution

Proactively identifies and resolves issues before customers even notice them, demonstrating attentiveness to customer needs and a commitment to delivering exceptional service.

Connected, predictive + effortless

Multiple channels are integrated to effortlessly engage customers with tailored recommendations, offers, and support ensuring consistency throughout the journey.





KITCHEN RENOVATION





Old kitchen

New kitchen



Good CX

Personal

Friendly staff and contractors who were easy to work with.

Quality service

Designers, contactors and store personnel did a great job.

Great final product

Cabinets, appliances, floor and tile look amazing. Very happy with our kitchen.

Bad CX

In-store

Visited the store more than a dozen times, often for brief interactions.

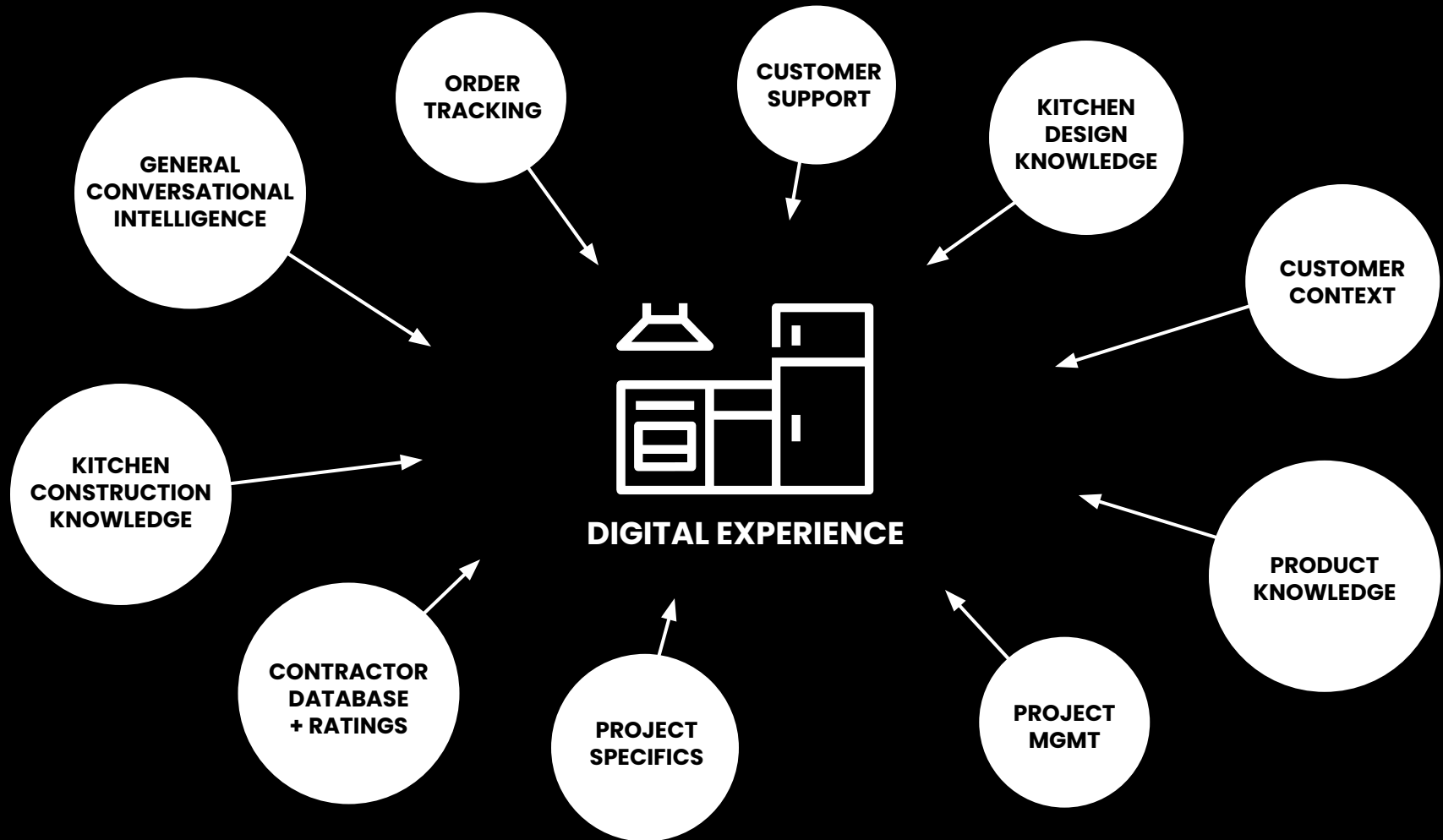
Delays

Shipping and service delays pushed my end date back almost a month.

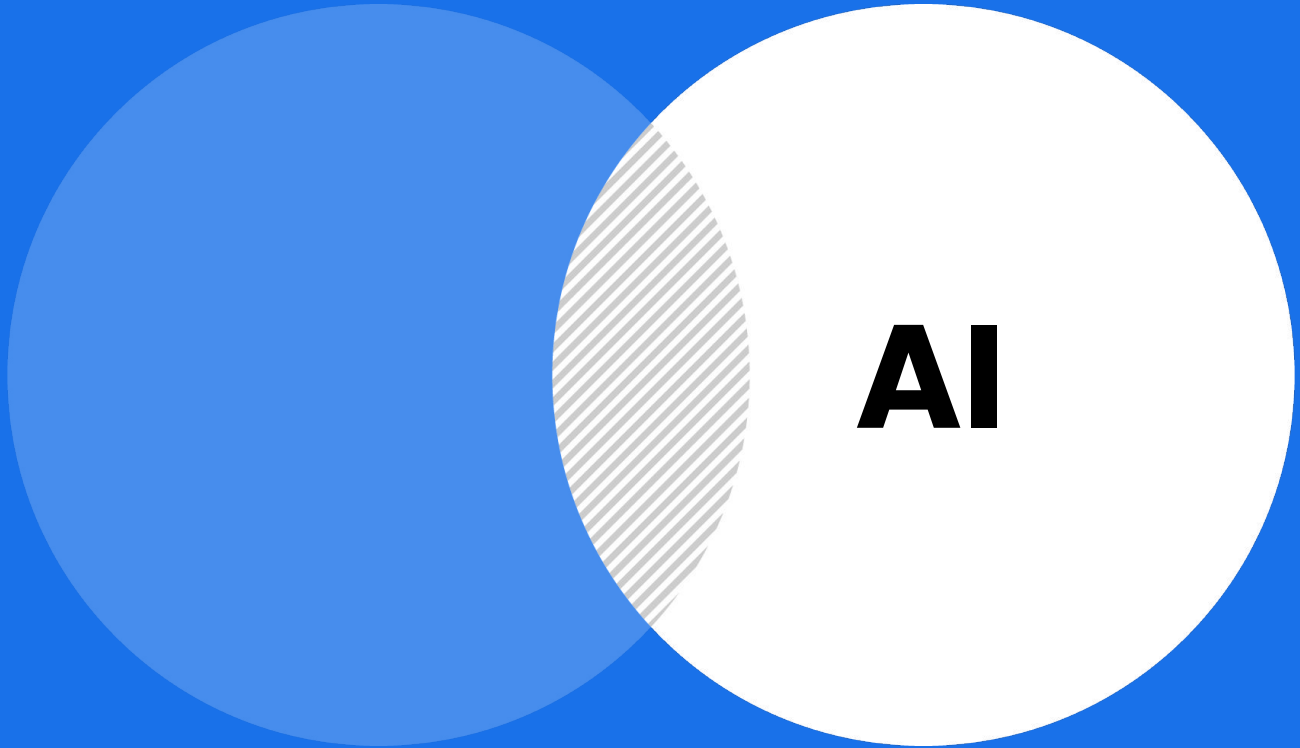
Communication

When issues arose, information and updates were limited.





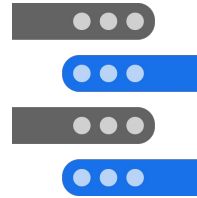
It's complicated.





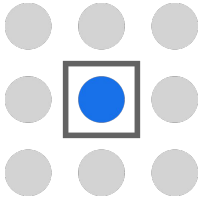
Personalization

Leverage AI + custom data sets to create **hyper-personalized** experiences



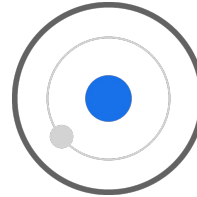
Conversation

Virtual assistants that create a more **human connection** with your brand



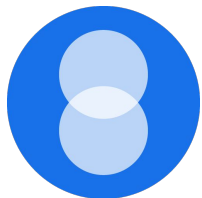
Prediction

Help predict the **next best action** so your customer experience is seamless



Automation

Streamline processes, **speed up feedback loops** and reduce tedious responsibilities with AI



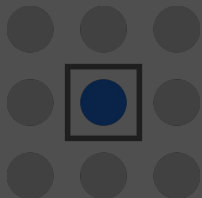
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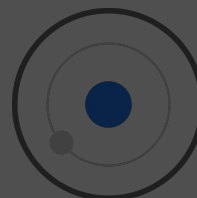
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Streamline processes, **speed up feedback loops** and reduce tedious responsibilities with AI

PERSONALIZATION

**71% of consumers expect companies to deliver personalized interactions.
76% get frustrated when this doesn't happen.**

Google

 kitchen renovation





South Philly
Open until 10pm
Shipping to 19147

What can we help you with today?



SHOP

INSTALLATIONS

DIY

SPECIAL OFFERS

 Account

 Lists

 Cart

SUMMER CLOSE OUT

Up to

35% OFF

Select patio supplies & accessories

[SHOP PATIO SUPPLIES](#)



APPLIANCES

Kitchen & more



LIGHTING

Indoor & outdoor



TOOLS

Power up DIY



GARDEN

Green thumb gear



BATHROOM

Bath bliss essentials



HOME DECOR

Decorate with style



South Philly
Open until 10pm
Shipping to 19147

What can we help you with today?



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REVAMP YOUR SPACE

10% OFF

All kitchen installation services

GET STARTED



APPLIANCES
Kitchen & more



LIGHTING
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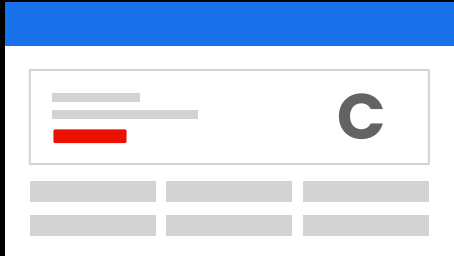
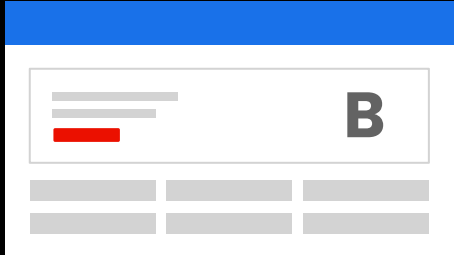
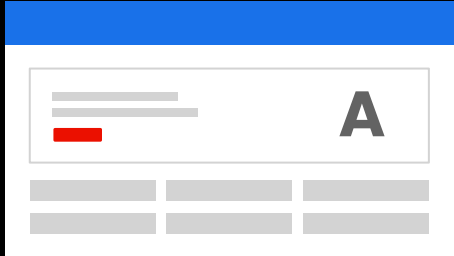
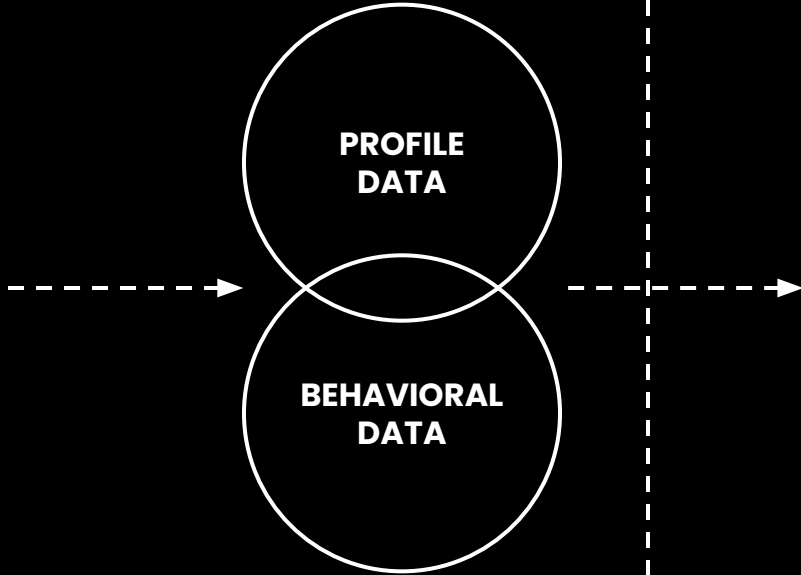
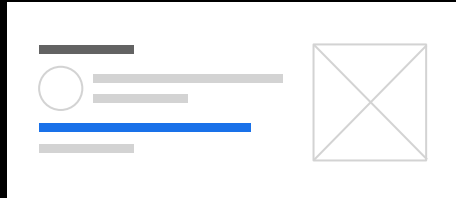


BATHROOM
Bath bliss essentials



HOME DECOR
Decorate with style

Personalization through segmentation



Hyper-personalization

TIME FOR THE DETAILS

15% OFF

Select kitchen hardware

OPEN THE DOOR TO SAVINGS



APPLIANCES

Content + offer personalized by journey stage



GARDEN

Green thumb gear



LIGHTING

Call to action specific to customer



BATHROOM

Bath bliss essentials



TOOLS

Image generated based on prior selections



HOME DECOR

Decorate with style

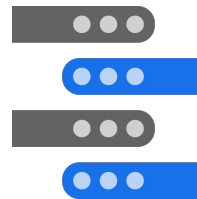


Segments -----> Individuals



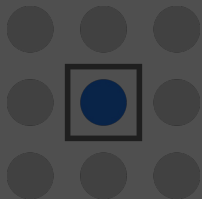
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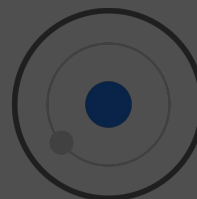
Conversation

Virtual assistants that create a more **human connection** with your brand



Prediction

Help predict the **next best action** so your customer experience is seamless



Automation

Streamline processes, **speed up feedback loops** and reduce tedious responsibilities with AI

Tough conversations

We've all had them.



I'm thinking about a kitchen renovation

Delivered

| Type message





I'm thinking about a kitchen renovation

Delivered

Security? —————

| Type message





NOTICE: Please do not share confidential or private information including credit card numbers or security codes.

Personalize to my location?

| Type message





I'm in Philly. My zip code is 19147.

Delivered

Guess this was too much for the bot?

Security again?

| Type message 



you to an agent.

NOTICE: Please do not share confidential or private information including credit card numbers or security codes.

Great, a
live agent!

1-2 minutes?

| Type message





Okay, they have my request accurate.

Boo.



| Type message 

CONVERSATION

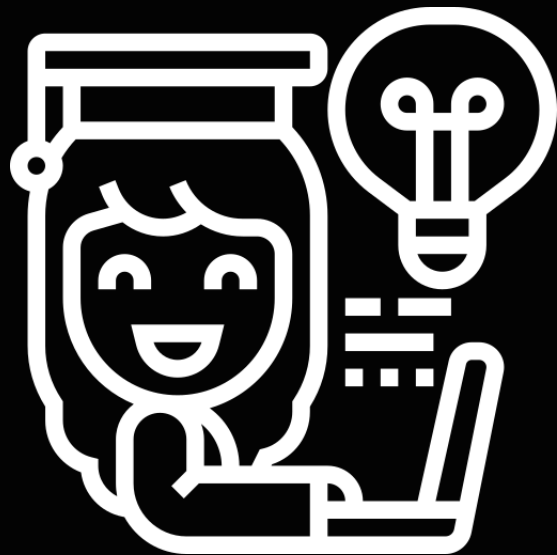
According to a study by Salesforce, 69% of consumers say that they prefer to use chatbots for quick communication with brands.

CONVERSATION

A survey by PwC found that 58% of respondents stated that they find it frustrating when a chatbot fails to understand their request.

Large language models

Intelligent assistants



Smart conversations

Input

I'm thinking about a kitchen renovation

Knowledge base + context

Kitchen renovation expertise

Response

To get started with your kitchen renovation, I'd like to know your budget, preferred design style, and any specific features or must-haves you have in mind. Once you provide this information, I can offer personalized recommendations and product options to suit your needs. Please share those details to begin the process!

Smart conversations

Input

I'm thinking about a kitchen renovation

Knowledge base + context

Kitchen renovation expertise



Brand and voice guidelines

Response

Hello! I'm here to help you through your kitchen renovation journey! 😊 Let's start by chatting about your budget. Knowing how much you'd like to invest in your kitchen renovation is often the first step. It'll help us narrow down your choices and make the most of your resources. What's your budget for this exciting project? 💰🏠

Smart conversations

Input

I'm thinking about a kitchen renovation

Knowledge base + context

Kitchen renovation expertise

+

Brand and voice guidelines

+

Previous conversations

Response

Oh, hey there, Mike! 😊 It's great to hear from you again. I remember how meticulous you were with your bathroom renovation – quite impressive! Now that you're considering a kitchen renovation, let's dive right in. First things first, let's chat about your budget, just like we did before. Knowing your budget will help us find the best options that align with your taste and financial plan. So, Mike, what's your budget for this exciting kitchen project? 💰🏠

Human experience



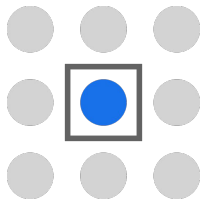
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Leverage AI + custom data sets to create **hyper-personalized** experiences



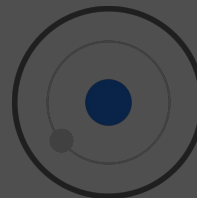
Conversation

Virtual assistants that create a more **human connection** with your brand



Prediction

Help predict the **next best action** so your customer experience is seamless

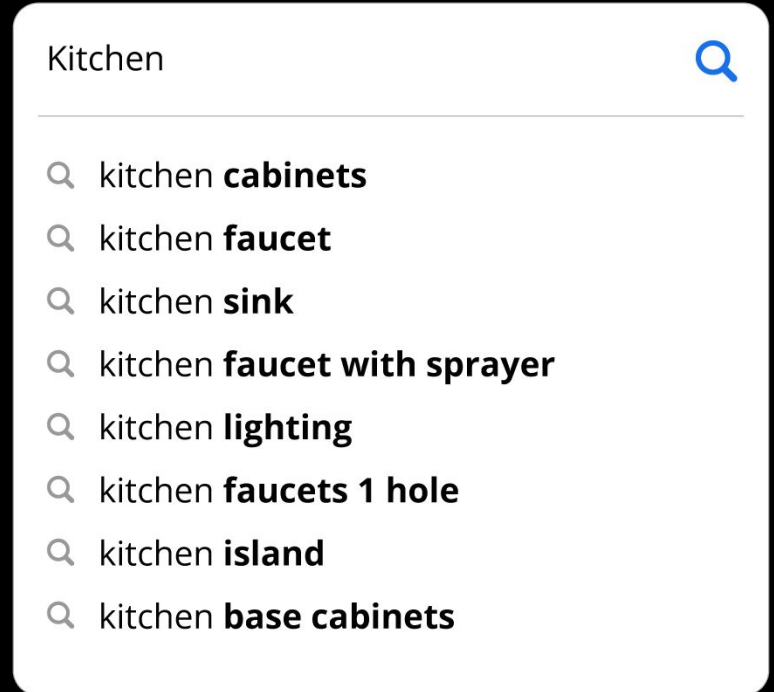


Automation

Streamline processes, **speed up feedback loops** and reduce tedious responsibilities with AI

Search and navigation are broken

We can do better





South Philly
Open until 10pm
Shipping to 19147

What can we help you with today?



SHOP

INSTALLATIONS

DIY

SPECIAL OFFERS

Account

Lists

Cart

SUMMER CLOSE OUT

Up to

35% OFF

Select patio supplies & accessories

SHOP PATIO SUPPLIES



APPLIANCES

Kitchen & more



LIGHTING

Indoor & outdoor



TOOLS

Power up DIY



GARDEN

Green thumb gear



BATHROOM

Bath bliss essentials



HOME DECOR

Decorate with style



South Philly
Open until 10pm
Shipping to 19147

Kitchen



- Q kitchen **cabinets**
- Q kitchen **faucet**
- Q kitchen **sink**
- Q kitchen **faucet with sprayer**
- Q kitchen **lighting**
- Q kitchen **faucets 1 hole**
- Q kitchen **island**
- Q kitchen **base cabinets**

SHOP

INSTALLATIONS

DIY

SPECIAL OFFERS

Account

Lists

Cart

REVAMP YOUR

10% OFF

All kitchen installa

GET STARTED

Not exactly what
I'm looking for.



APPLIANCES
Kitchen & more



LIGHTING
Indoor & outdoor



TOOLS
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GARDEN
Green thumb gear



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Decorate with style



South Philly
Open until 10pm
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What can we help you with today?



SHOP

INSTALLATIONS

DIY

SPECIAL OFFERS

Account

Lists

Cart

All departments >

Appliances

Bath & Facuets

Blinds & Window Treatments

Building Materials

Cleaning

Decor & Furniture

Doors & Windows

Electrical

Flooring & Rugs

Hardware

Heating & Cooling

Kitchen

Lawn & Garden

Lighting & Ceiling Fans

Outdoor Living & Patio

Paint

Plumbing

Smart Home

Storage & Organization

Tools

REVAMP YOUR SPACE

10% OFF

All kitchen installation services

GET STARTED

Oof. That's a lot of options.



APPLIANCES
Kitchen & more



LIGHTING
Indoor & outdoor



TOOLS
Power up DIY



GARDEN
Green thumb gear



BATHROOM
Bath bliss essentials



HOME DECOR
Decorate with style

You may also like...



\$1,999



Samsung Mega Capacity 30.5-cu ft Smart French Door Refrigerator with Dual Ice Maker (Fingerprint Resistant Stainless Steel) ENERGY STAR

ADD TO CART



I'm thinking about a kitchen renovation.



Oh, hey there, Mike! 😊 It's great to hear from you again. I remember how meticulous you were with your bathroom renovation. Now that you're considering a kitchen renovation, let's dive right in. First things first, let's chat about your budget, just like we did before. Knowing your budget will help us find the best options that align with your taste and financial plan. So, Mike, what's your budget for this exciting kitchen project? 💰🏠



What can we help you with today?



Get started on the left.

exciting kitchen project? 💰🏠



\$50,000



Great to know your budget is \$50,000, Mike! That gives us a solid starting point. 🏠💰

Next, let's talk about your preferred **design style** for the kitchen renovation. Do you have a specific style in mind, like modern, traditional, or something else entirely? Your style preference will help us create a kitchen that truly suits your taste. 🍴🏠



Modern



What can we help you with today?



Your budget: \$50,000

Design style



Modern



Traditional



Transitional

Nonlinear experiences



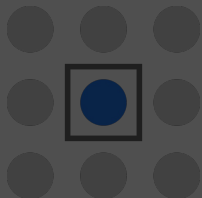
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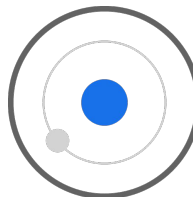
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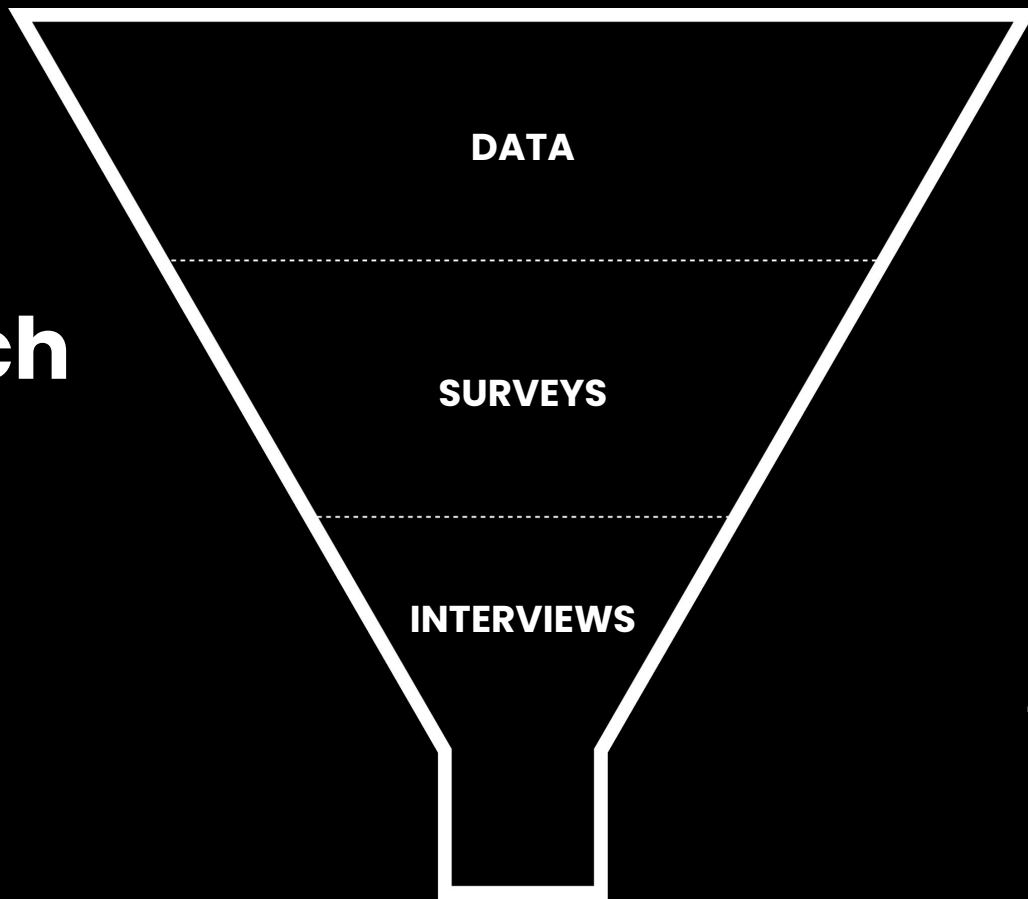


Automation

Streamline processes, **activate feedback loops** and reduce tedious responsibilities with AI

Research is hard

Data-driven CX
decisions



QUANTITATIVE

General insight
The “what”



QUALITATIVE

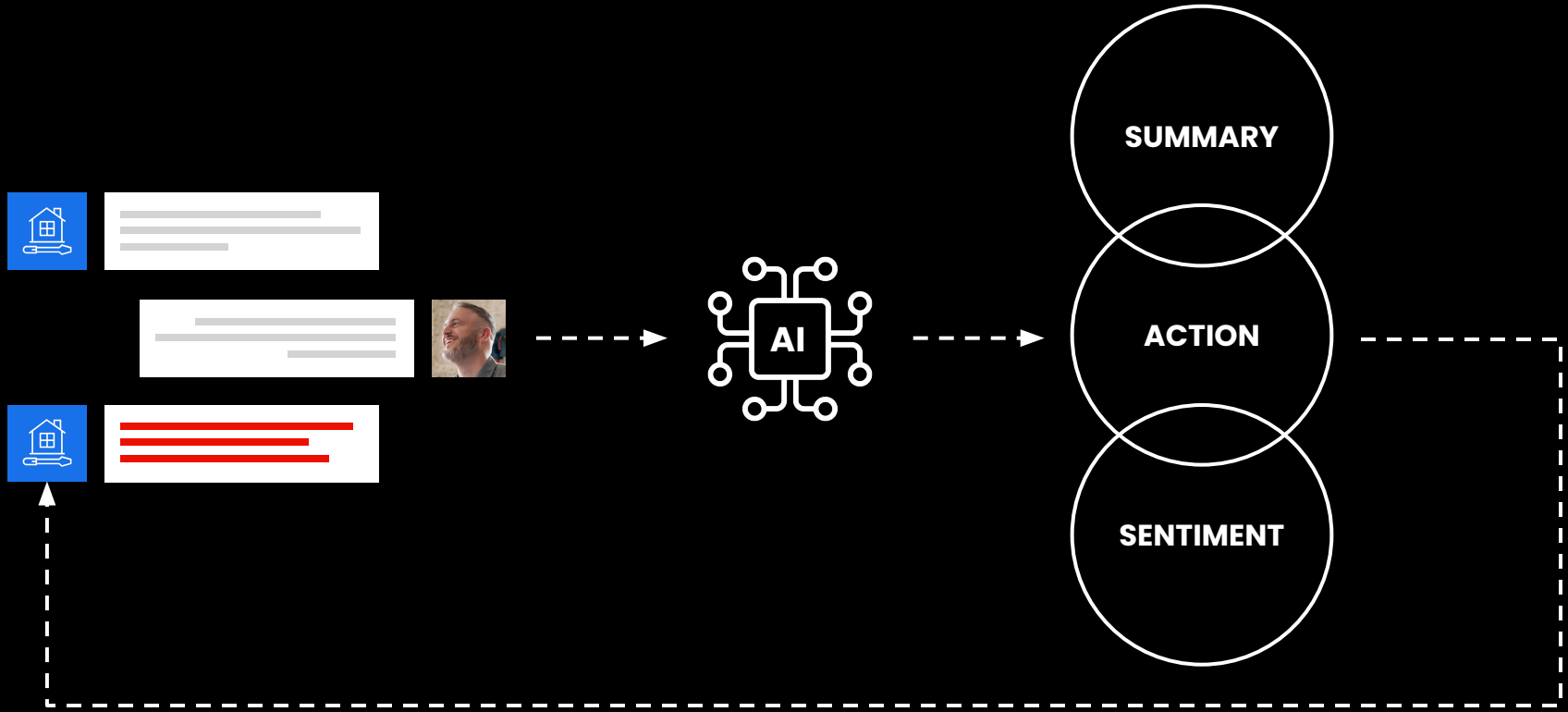
General insight
The “how and why”

Time to Insight is a metric that indicates how quickly data is collected and transitioned to actionable insight.

Automating insight

Request	Summary	Action	Sentiment
Planning kitchen renovation	Recommended budget, timeline and initial product considerations	Considering options	 Curious
Needs help finding a contractor for bathroom renovation	Asked questions about status of job, size of bathroom and details of products purchased; Provided suggestions for contractors in area.	Set up time to discuss with two of three options	 Happy
Looking for a new fridge for urban kitchen	Asked about size of space and provided guidance on how to measure properly; Provided recommendations for new fridge and helped narrow options	Purchased fridge; delivery scheduled in one week	 Excited

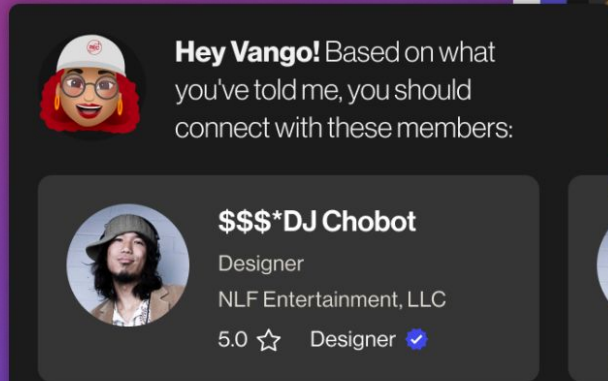
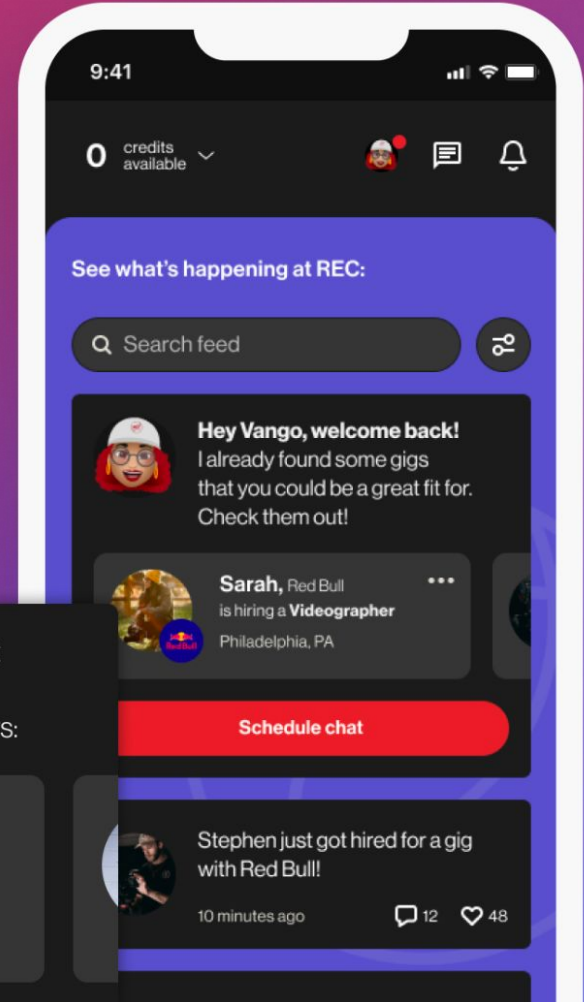
Bots training bots training bots



Meet Scarlet



Hi, I'm Scarlet! Your virtual guide to the REC community. Let's get you started with REC.



CONCERNS

Data, ethics + trust

Data + privacy

The use of AI in CX raises concerns about safeguarding customer data, ensuring its privacy and security throughout the AI-driven processes.

Ethical considerations

AI in CX brings ethical concerns regarding transparency, bias, and decision-making, necessitating fair and unbiased AI systems to build trust and avoid discriminatory outcomes.

Human Interaction + trust

The growing presence of AI in CX raises concerns about the potential loss of human touch and personal connection, emphasizing the need to maintain a “human in the loop”.

“Treat AI as people since that is, pragmatically, the most effective way to use the AIs available to us today.”

Thank you.

For more on any of these topics,
contact gadsby@o3world.com
Or connect at [linkedin.com/in/michaelgadsby](https://www.linkedin.com/in/michaelgadsby)

