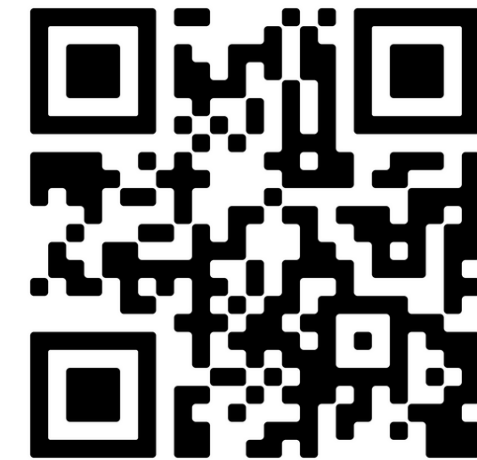


AI in the Contact Center: Keeping Humans in the Loop



Paulo Silva
CRO at Humach

**Scan here to
connect with me!**



Decades of **Service Innovation**



Experienced

35 Years of Sales & Support Expertise

10 Years of Live/Digital Agent Support

500+ Clients Served



Dependable

Privately Owned; Zero Debt

Top 1000 Fastest Growing Companies

Proficiency in Rapid Ramp-Ups to Expertise



Trusted

11 Years Average Client Tenure

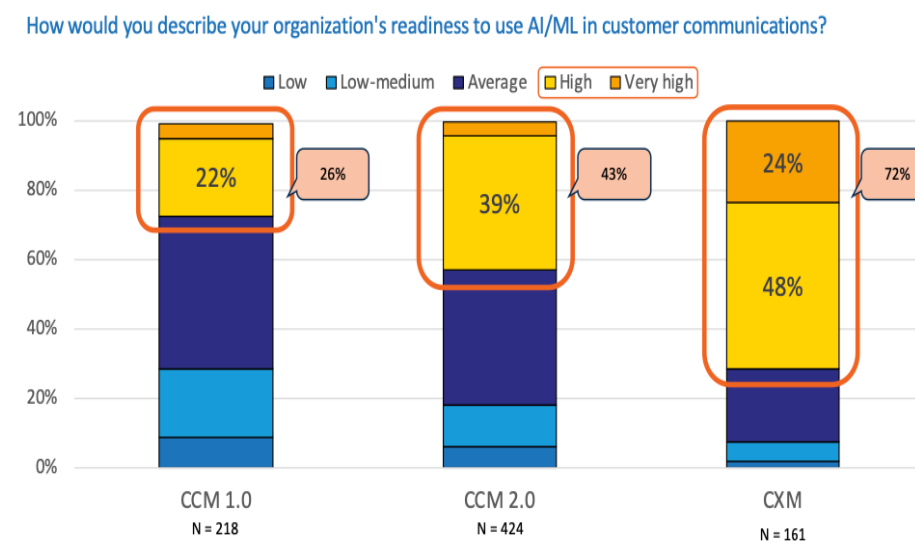
8 Years Average Middle Management

3.5 Average Agent Tenure

HUMANS + MACHINES = HumachTM

Current State of Affairs in Generative AI Migration and Digital Transformation

Figure 5: CX-led organizations are jumping on the AI opportunity



Source: The Future of AI in Customer Engagement, Aspire

Accelerated Integration of AI in Business Processes

- Improvements in efficiency and innovation
- Increased standardization leading to repeatable/measurable KPIs
- Overall reduction of "time to transact"

Increased Focus on Ethical AI and Responsible Innovation

- Emphasis on consistent fair and just considerations
- Investment in real time ethical deployment frameworks
- Proactive approach to compliance resolution

Harnessing Of Generative AI To Stay Competitive

- Employing algorithms to analyze behavior and preferences
- Deployed personalized customer experiences
- Adapting more efficiently to changing market demands

Augmented Analytics and Decision Support

- Predictive analytics, and process optimization
- Real-time insights from machine learning
- Data-driven quicker decision-making for growth

Best Practices Identified

Quality Assurance

01

Humans review, validate,
correct errors, give feedback,
and refine AI models



Best Practices Identified

Quality Assurance

Humans review, validate, correct errors, give feedback, and refine AI models

01



02

Creative Collaboration

Humans provide insights, creativity, and expertise; AI assists with exploration, idea generation, and task automation

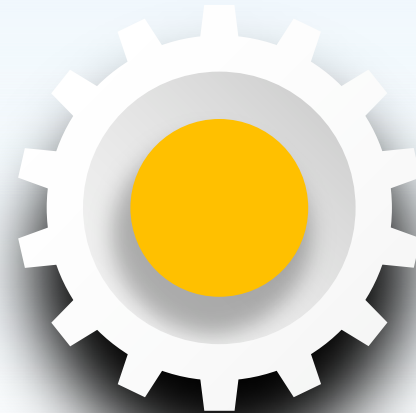


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03

Domain Expertise

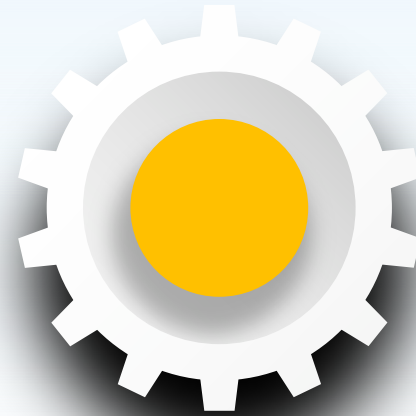
Leverage human expertise to enhance AI outputs with context, domain knowledge, and guidance

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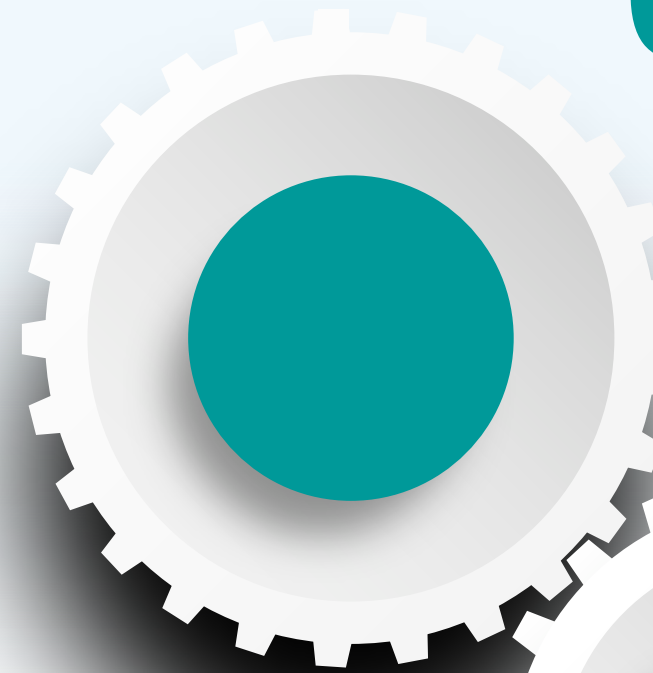
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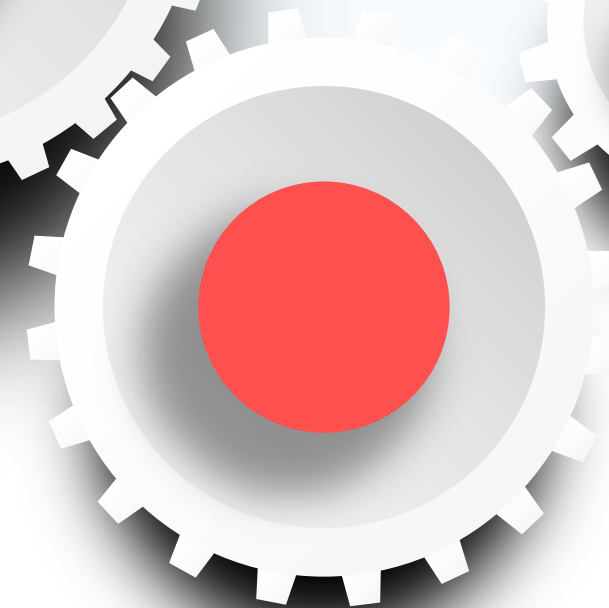
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04

Bias Mitigation

Use human judgment to detect and correct biases in AI models, ensuring fair and inclusive outcomes



Best Practices Identified

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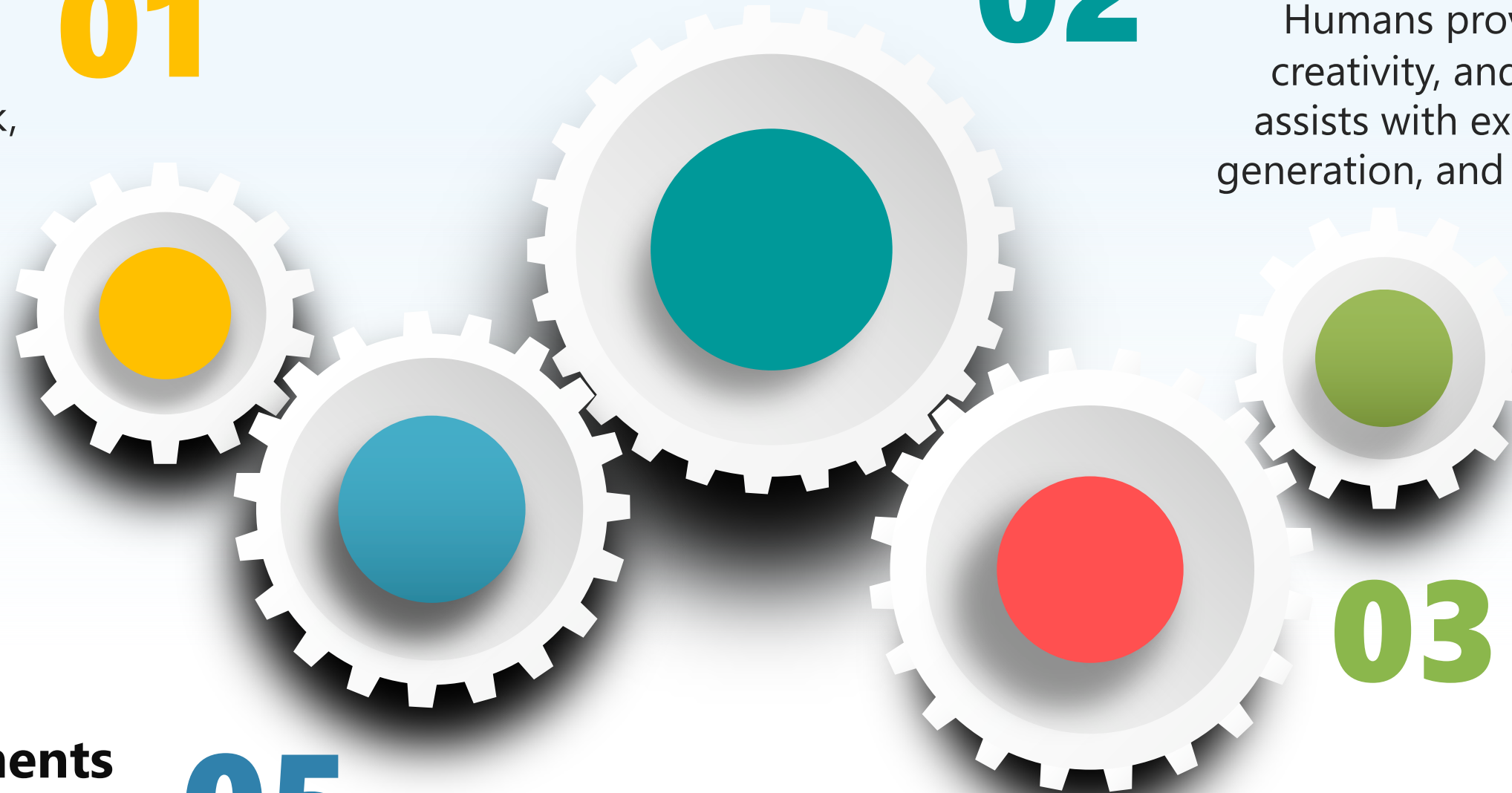
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04

Iterative Improvements

Create a feedback loop for humans and AI to improve the model iteratively.

05



Lessons Learned



The AI Movement is 10x Faster Than Anticipated...

***AI Won't Replace Your Job,
Someone Who Understands
and Leverages AI Will.***

*—Richard Baldwin
Economist*

Lessons Learned

✓ **The AI Movement is 10x Faster Than Anticipated...**

✓ **Think Big & Bold; Start Small...**

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Lessons Learned

✓ **The AI Movement is 10x Faster Than Anticipated...**

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✓ **Inaction Is The Greatest Risk!**

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Thank
you!