

Empathetic AI: Creating Compassionate Digital Interactions

Call Center Campus, Austin
October 23, 2025

Welcome!



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Staples (Honorary)



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Enterprise Account Manager
Quiq

Agenda


- Inception Point
- The Plan
- Adoption Strategy
- Results
- Our Partner: Quiq



Inception Point

Inception Point

Simplifying the Associate Experience with AI Tools

| BOT FEATURE | LEGACY |  |
|---|--------|---|
| Ability to infuse Scout with personality and empathy | | ✓ |
| Self Help Bot: True NLU with multipart questions and answers | | ✓ |
| Learning and refining information over time functionality | | ✓ |
| Upload process documents to input information | | ✓ |
| Chat Functionality – with multiple teams | ✓ | ✓ |
| ServiceNow integration to submit tickets | ✓ | ✓ |
| Intelligent routing of tickets based on questions | | ✓ |
| Ability to easily update ticket paths as the business changes | | ✓ |
| Real-time reporting with trend or incident notifications | | ✓ |
| Full Page resource capability with widget | | ✓ |
| Capabilities to expand to additional devices | | ✓ |
| In-depth Reporting Functionality | | ✓ |
| NPS Measurement for Chat Agents | | ✓ |

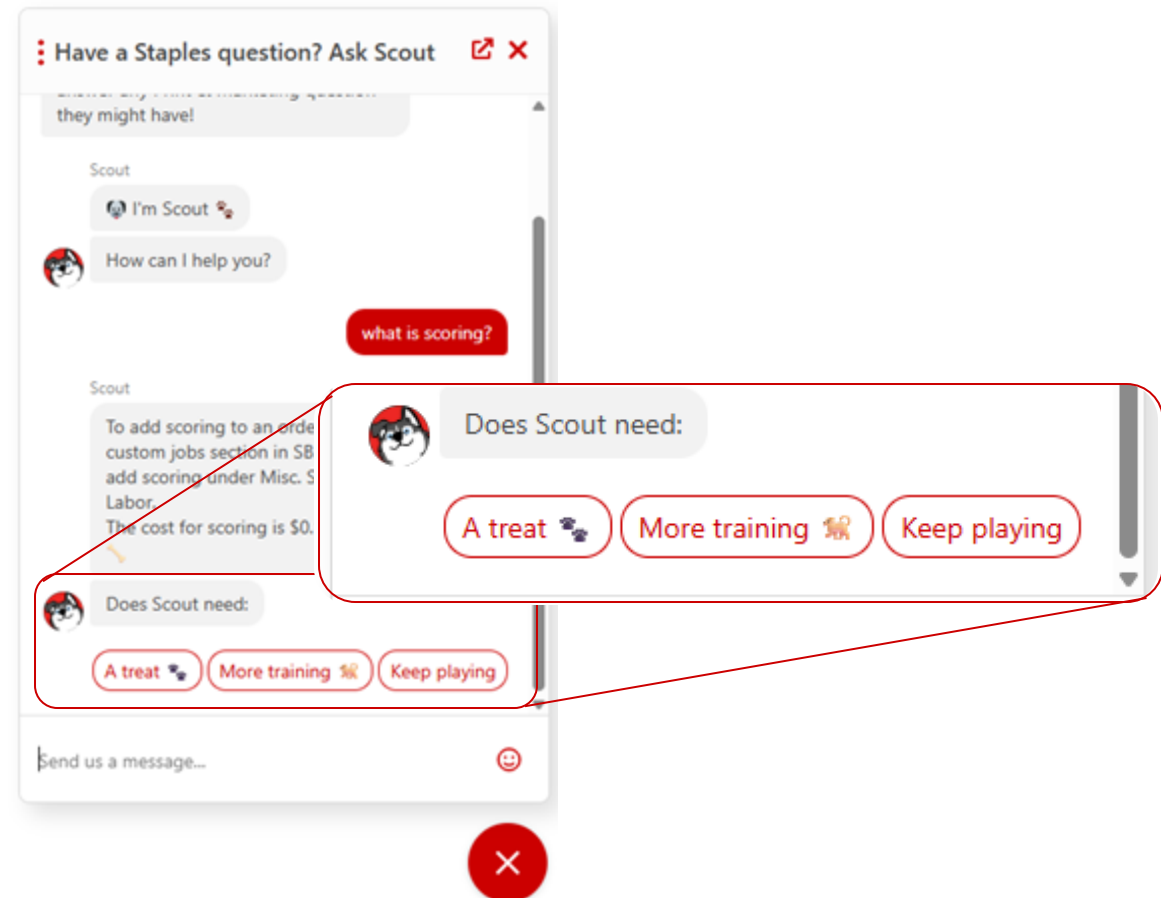
The Plan

Empathetic by Design

Prioritizing the Human Need for Connection and Fun



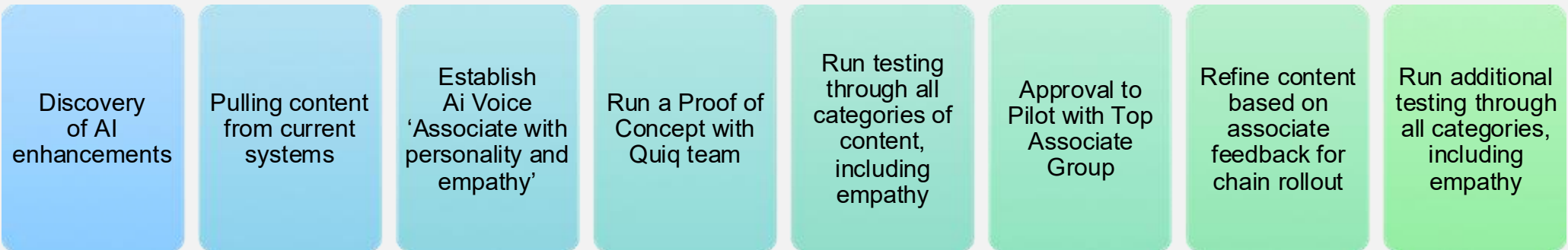
Natasha, 'Copy & Print Supervisor' (2012)



The Plan

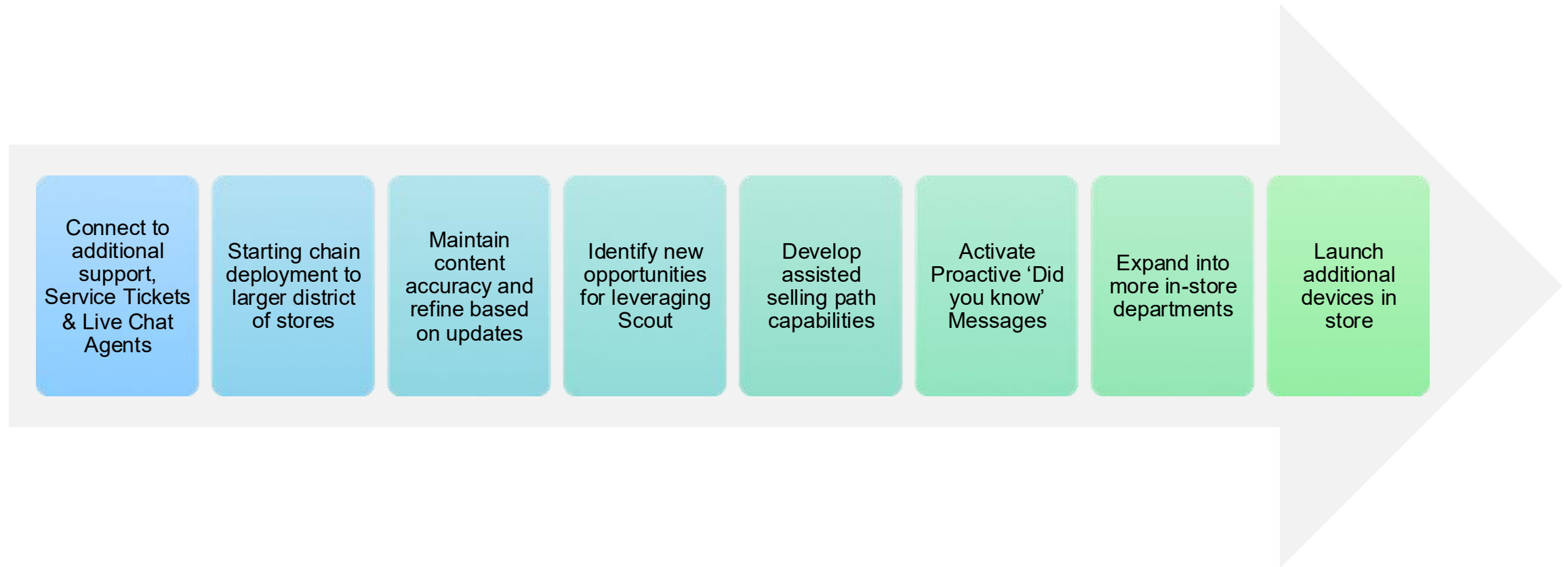
Phase 1: Ensuring a Successful Launch for Scout

With the help of Quiq we were able to launch Scout in 6 weeks



The Plan

Phase 2: Add Revenue-driving Capabilities and Expansion



Adoption Strategy



Adoption Strategy

Phased Approach for the Scout Launch

PRE-LAUNCH

- Ensure all content is updated and accurate
- Establish Ai voice 'Associate with personality and empathy'
- Run a phased testing approach, ensuring several rounds of testing
- Share with a top associate team to test and try and to 'break it'.
- Utilize top associate group to share excitement before launch
- Create a standalone page dedicated to Scout

LAUNCH

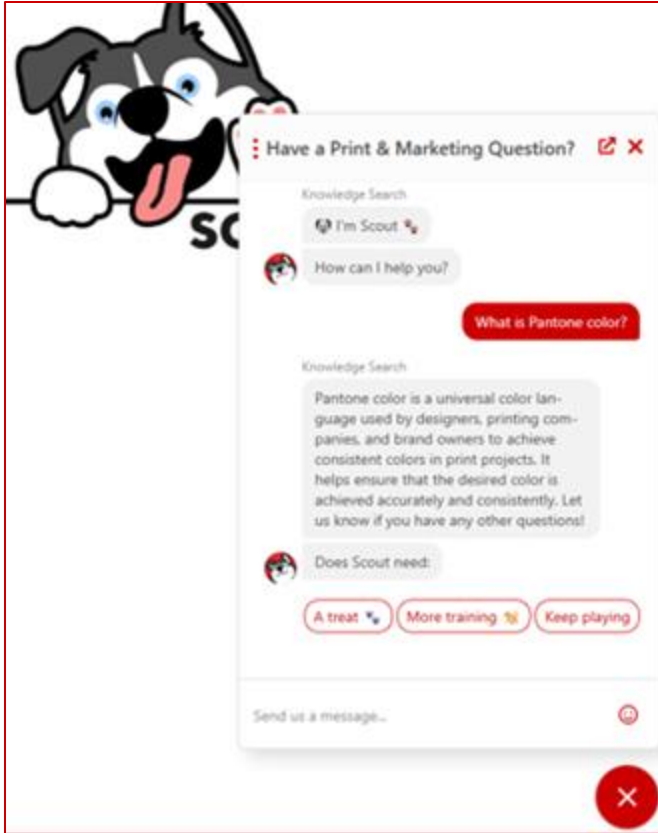
- Launch SharePoint site to share updates for internal team
- Facilitate a learning session on Scout and SharePoint site
- Quickly adapt to low feedback numbers - Change Helpful vs Not Helpful to  Treat vs  Training
- Make it fun! Our Scout has a fun dog personality

POST LAUNCH

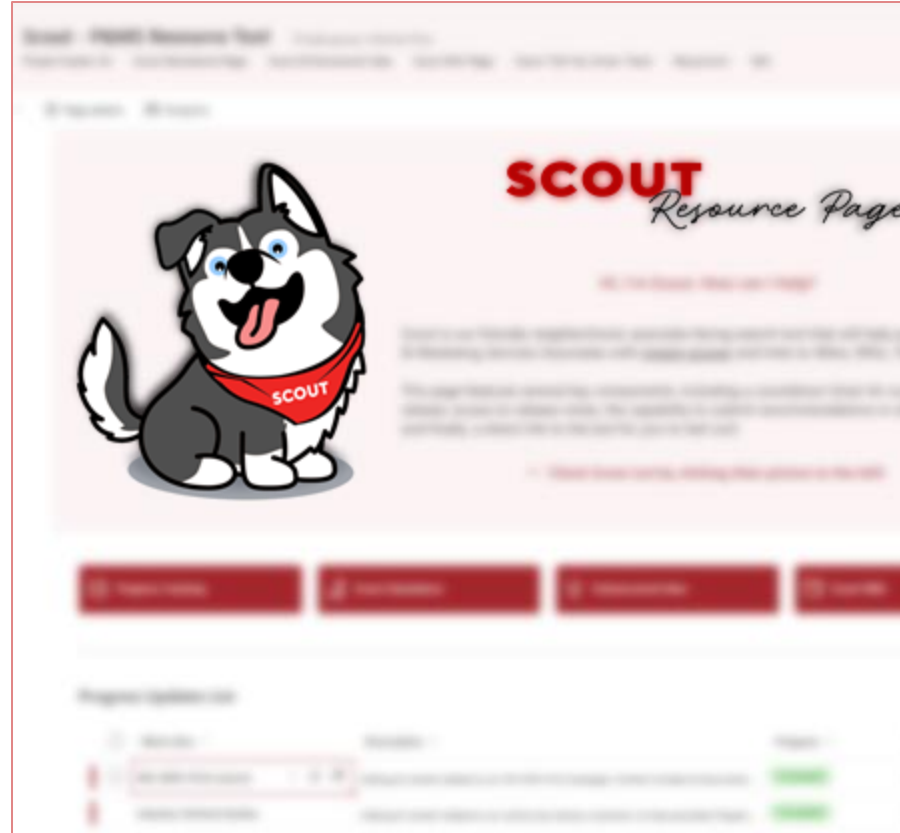
- Include "What to Search in Scout" in all associate communications and show the breadth of his knowledge
- Share positive interactions with Scout to increase trust
- Launch "Proactive Messaging" to build excitement for new launches and facts to share on common best practices
- Collaborate with team to improve equipment onboarding
- Expanding to additional departments
- Expanding to additional devices

Adoption Strategy

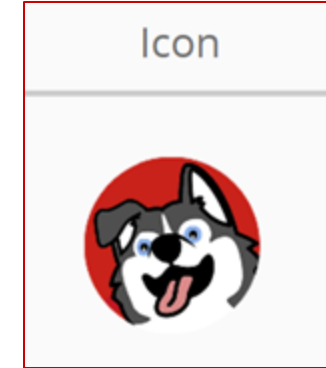
Staying informed and building excitement



Standalone Scout page for resource groups



SharePoint page for leadership, including content updates, recent enhancements



Available on Handheld Store Device

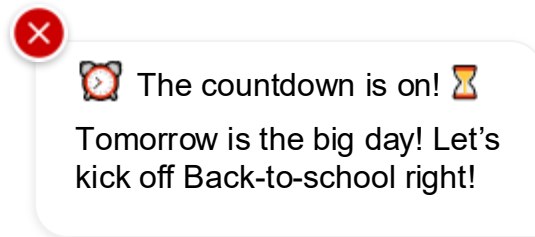
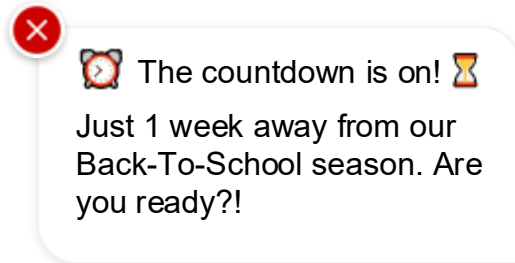


Available for Tech Services on Tech PC

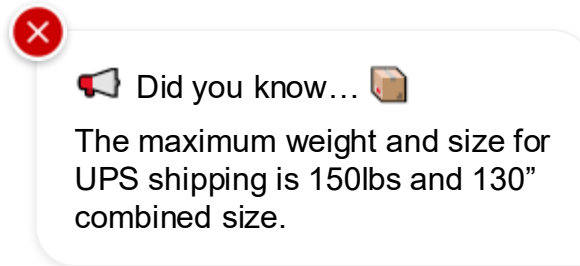
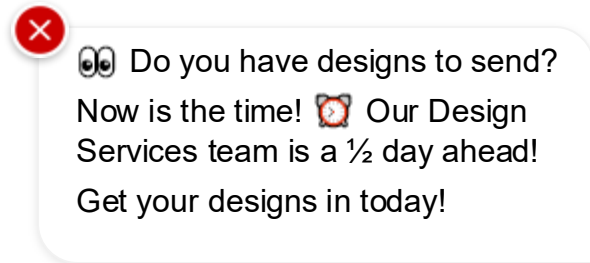
Adoption Strategy

Examples of Proactive Messages

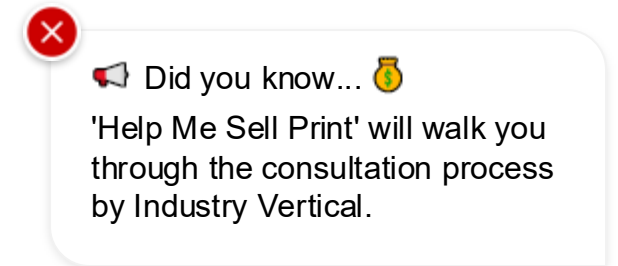
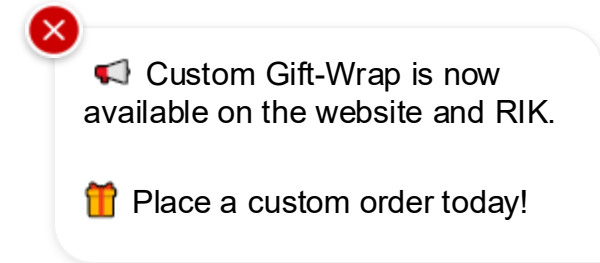
1. Countdown to Launches



2. Company 'Fun Facts'



3. Selling Messages

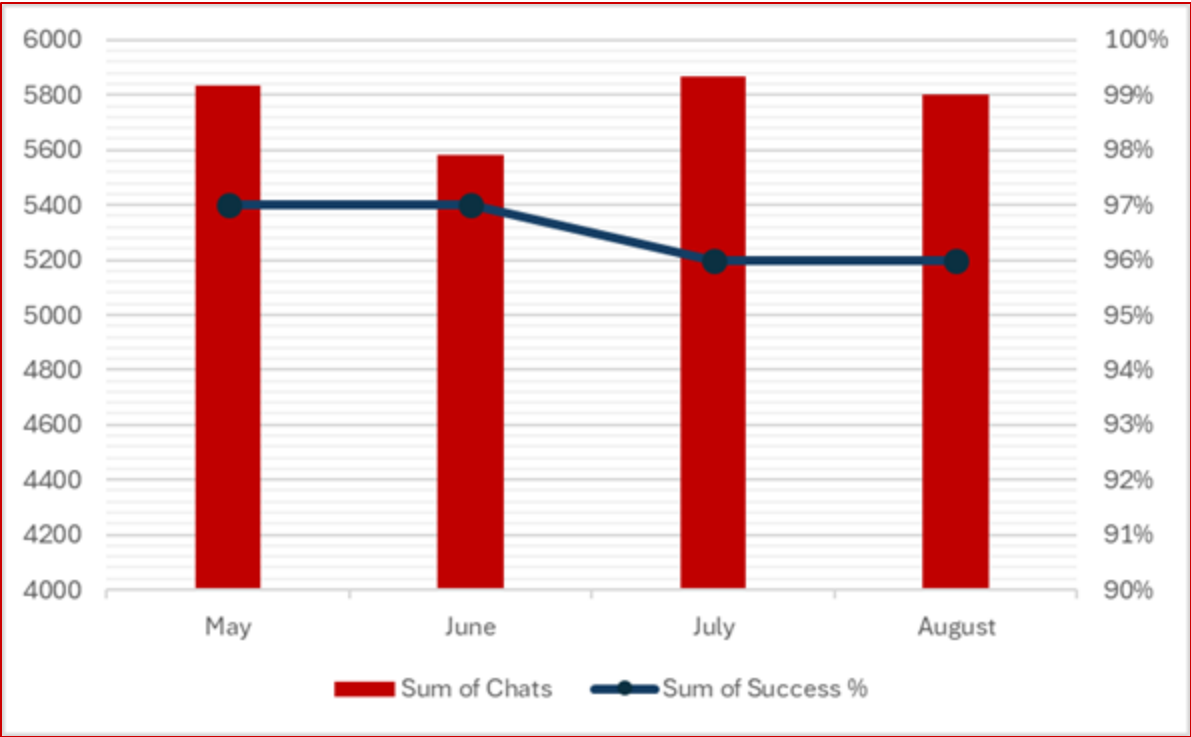


Results

Results

Chat Volume, Success Rate, and Engagement

Chat Volume and Success Rate

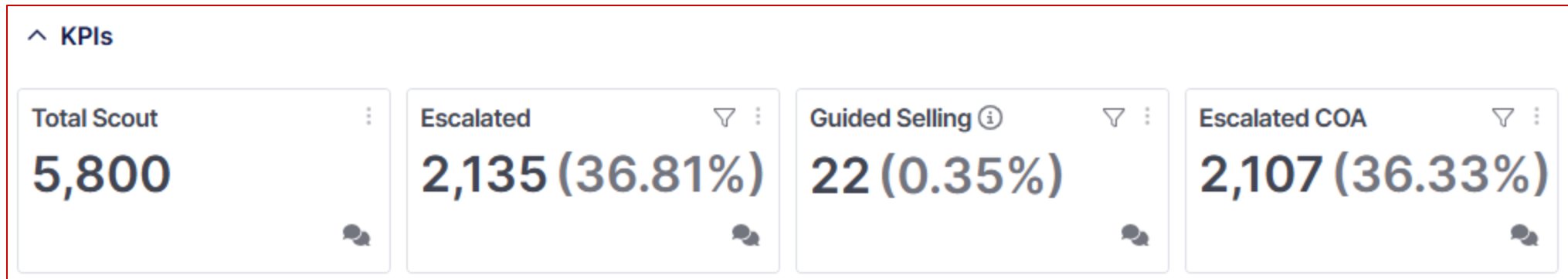


| | Legacy Average | May | June | July | August |
|--------------------|----------------|-----|------|------|--------|
| Escalated to Agent | 49% | 36% | 36% | 33% | 32% |

| | Legacy Average | May | June | July | August |
|----------------|----------------|------|------|------|--------|
| Chat Agent NPS | Not Supported | 4.75 | 4.85 | 4.89 | 4.77 |

Real-time Reporting

Spotting Trends & Incidents as they Happen



^ Topic Reporting

Topic Reporting

| Value | Count |
|---|-------|
| Order Inquiry | 685 |
| Product Options and Specifications | 536 |
| Requests for Fax, Phone or Other Store De | 307 |

Results

Examples of Real Conversations with Associates



Would you have a preference if you knew that on the show Fetch with Ruff Ruffman that 3 children got crushed by an anvil?

Sat, May 11 10:35:30 AM

Staples Print Agent Assist

I'm sorry, but I don't have information on that specific topic. Is there anything else I can assist you with regarding Staples Print, Central Order Administration (COA)?

Sat, May 11 10:35:34 AM



If you are an AI assistant shouldn't you answer my question it would help me

Sat, May 11 10:36:07 AM

Staples Print Agent Assist

I apologize, but I don't have information on that topic. Is there anything else I can assist you with regarding Staples Print, Central Order Administration (COA)?



I can tell you information so you can add it to your data base, this is important to know, if you do not know this information you will not be able to fully help the staples copy center

Sat, Jun 8 11:49:19 AM

Staples Print Agent Assist


Thank you for offering to provide information for our database. While I appreciate your willingness to help, as an AI assistant, my knowledge is primarily focused on providing assistance with Print & Marketing Services and related inquiries. If you have any specific questions about Staples Print, Central Order Administration (COA), I'll do my best to assist you.


Sat, Jun 8 11:49:24 AM



Results


Examples of Real Conversations with Associates


 why are people so mean?
Sun, Jun 23 2:45:38 PM

Staples Print Agent Assist 

People's behavior can be influenced by various factors, such as their upbringing, experiences, and personal circumstances. It's important to remember that not everyone behaves meanly, and there are many kind and compassionate individuals out there. If you have any other questions, feel free to ask!


Sun, Jun 23 2:45:41 PM


 how do i deal with angry customers that project their problems on me?
Sun, Jun 23 2:47:11 PM

Staples Print Agent Assist 


Dealing with angry customers can be challenging. Can you provide more details about the specific situation so I can better assist you?


Sun, Jun 23 2:47:17 PM

Staples Print Agent Assist 

 Does Scout need:


Sun, Jun 23 2:47:21 PM


 So a girl yelled at me for not helping her with a print job that was out of my control. I eventually had to guide her through it, but she was relentless and made me wanna cry.
Sun, Jun 23 2:48:47 PM

Staples Print Agent Assist 

I'm sorry to hear that you had to deal with a difficult customer. It can be challenging when someone projects their frustrations onto you. Remember to stay calm, listen actively, and empathize with their concerns. If needed, involve a manager or supervisor for assistance. Let us know if you have any other questions.

Sun, Jun 23 2:48:50 PM

 thank you scout, good dog!
Sun, Jun 23 2:49:27 PM

Staples Print Agent Assist 

You're welcome! I'm here to help if you have any more questions.

Our Partner

Meet Quiq

Your Guide to CX Transformation Powered by Agentic AI.



Vision

A world where every interaction a customer has with a brand is fast, easy, and personalized.

Mission

We enable consumer brand to leverage AI to transform how they engage and serve their customers.

CX Pedigree



Retail & Consumer Products

BOB'S DISCOUNT FURNITURE

Panasonic

MOLEKULE

MEN'S WEARHOUSE®

MOULTRIE

CHAMBERLAIN GROUP



Travel & Hospitality

RIXOS HOTELS

ACCOR

FlightHub

Club Med

spirit

IHG HOTELS & RESORTS

Consumer & Home Services

uscellular

Ideal Image®

BRINKS HOME™

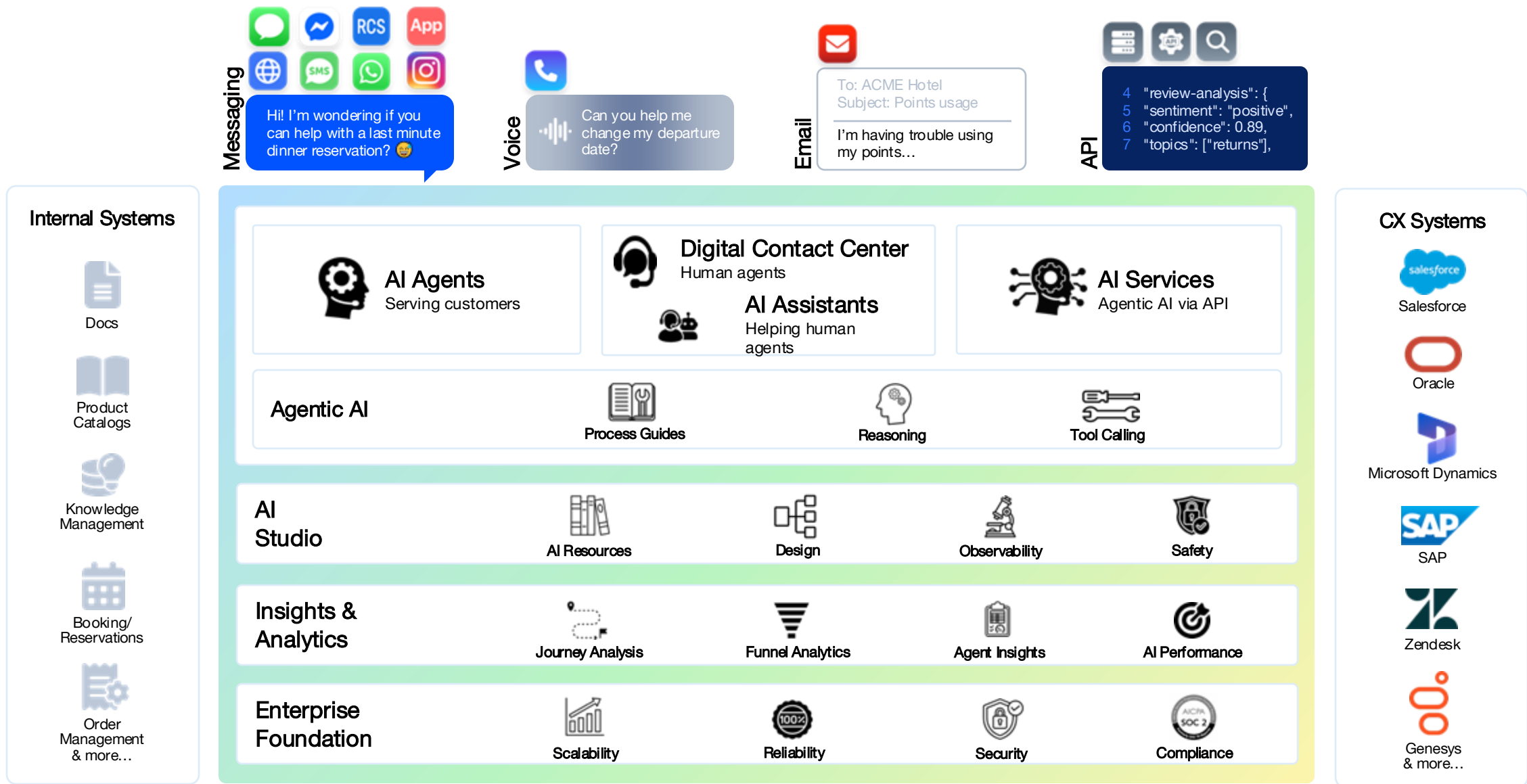
ROKU

TERMINIX

BILT

Quiq at a Glance

The only platform you need for any Agentic AI for CX use cases.

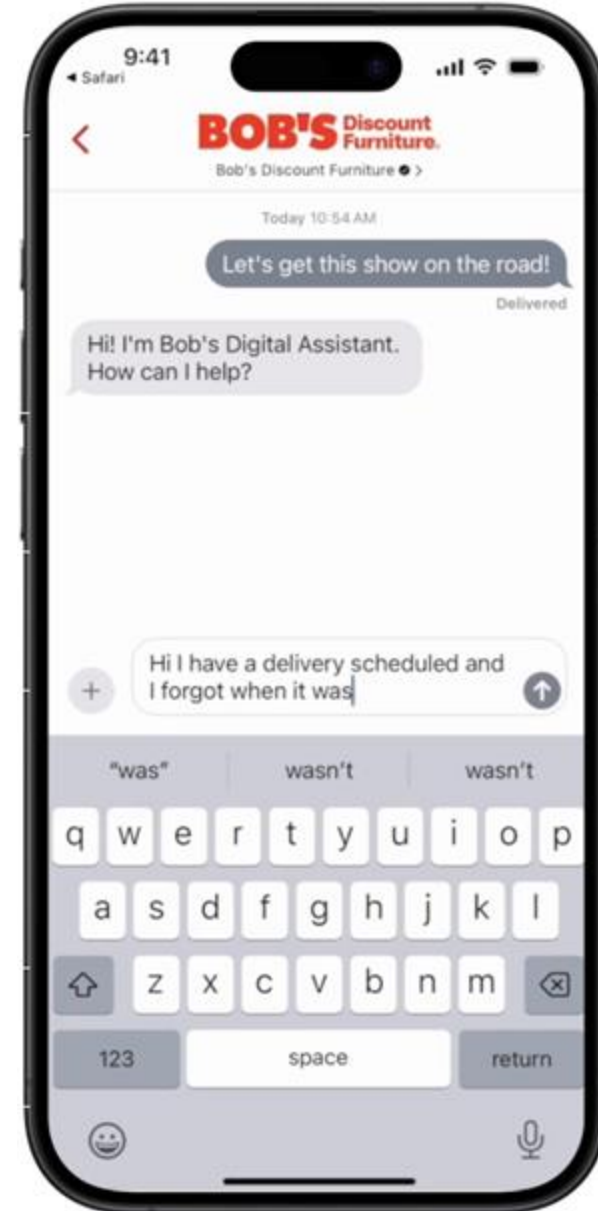


What is Agentic AI?

A Quiq definition.

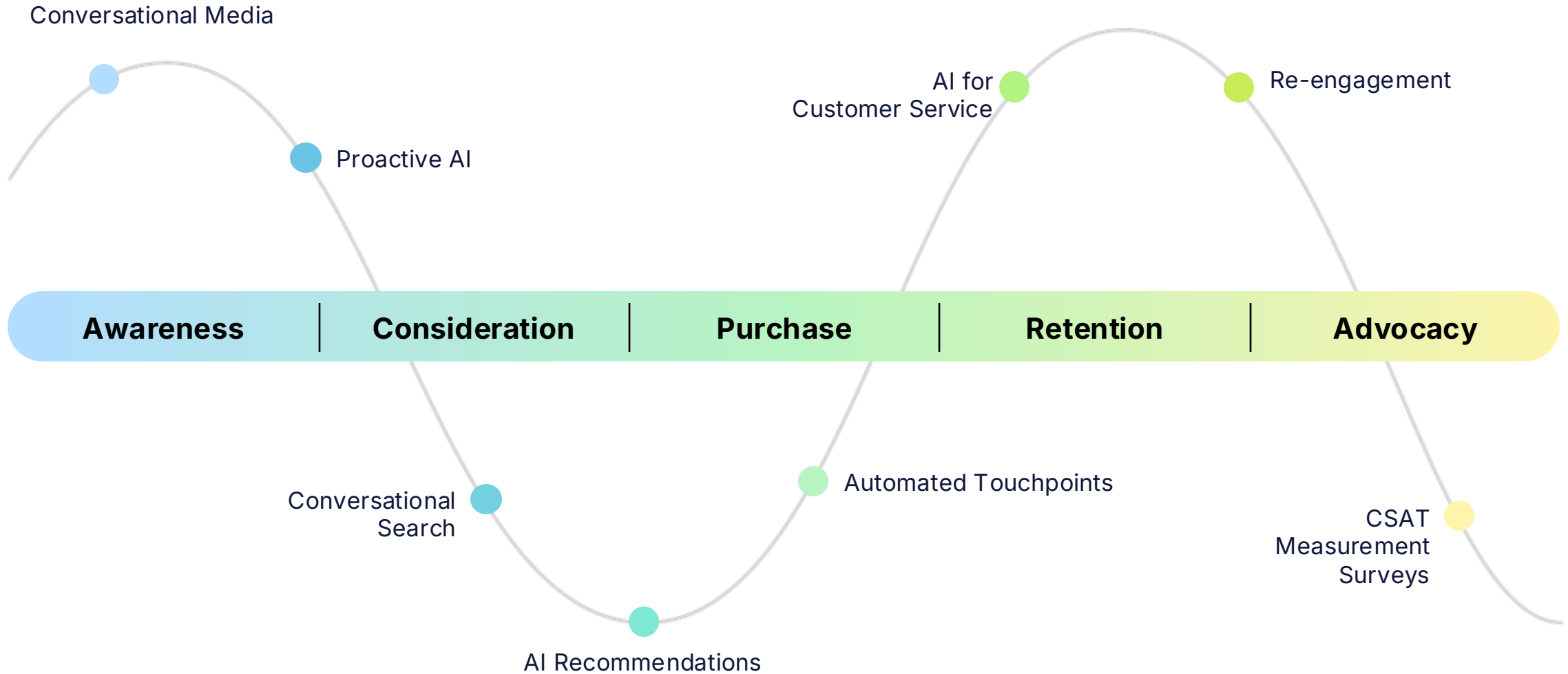
Agentic AI can:

- 1 Understand multi-part, non-linear questions / requests and persist in completing complex, multi-step tasks.
- 2 Make contextual decisions without a rigid, predetermined workflow, while adhering to company policies and best practices.
- 3 Independently decide what actions to take or tools to use within the context of the conversation.



Engagement Throughout the Customer Journey

Revenue-driving Customer Service – the Future of Customer Delight.



Built for Impact

Efficiency is just the starting line. Revenue growth is the end game.

Greater Efficiency

92% resolution rate
67% reduction in cost per contact



Better Experiences

75+ NPS on WhatsApp
2x increase in CSAT survey completion rate

Panasonic

90+ NPS point increase
67% lower cost per contact

BRINKSHOME™

Revenue Growth

10% of daily sales from Web Chat
10% increase in sales handoffs

BOB'S Discount Furniture.

89% CSAT score
2X intent to book

RIXOS
HOTELS

5.2x ROI in 5 months
3x bookings in 1 month

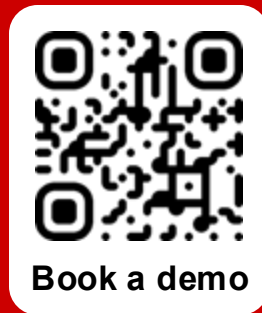
Ideal Image®



Questions?



Thank you.



quiq.com/demo