



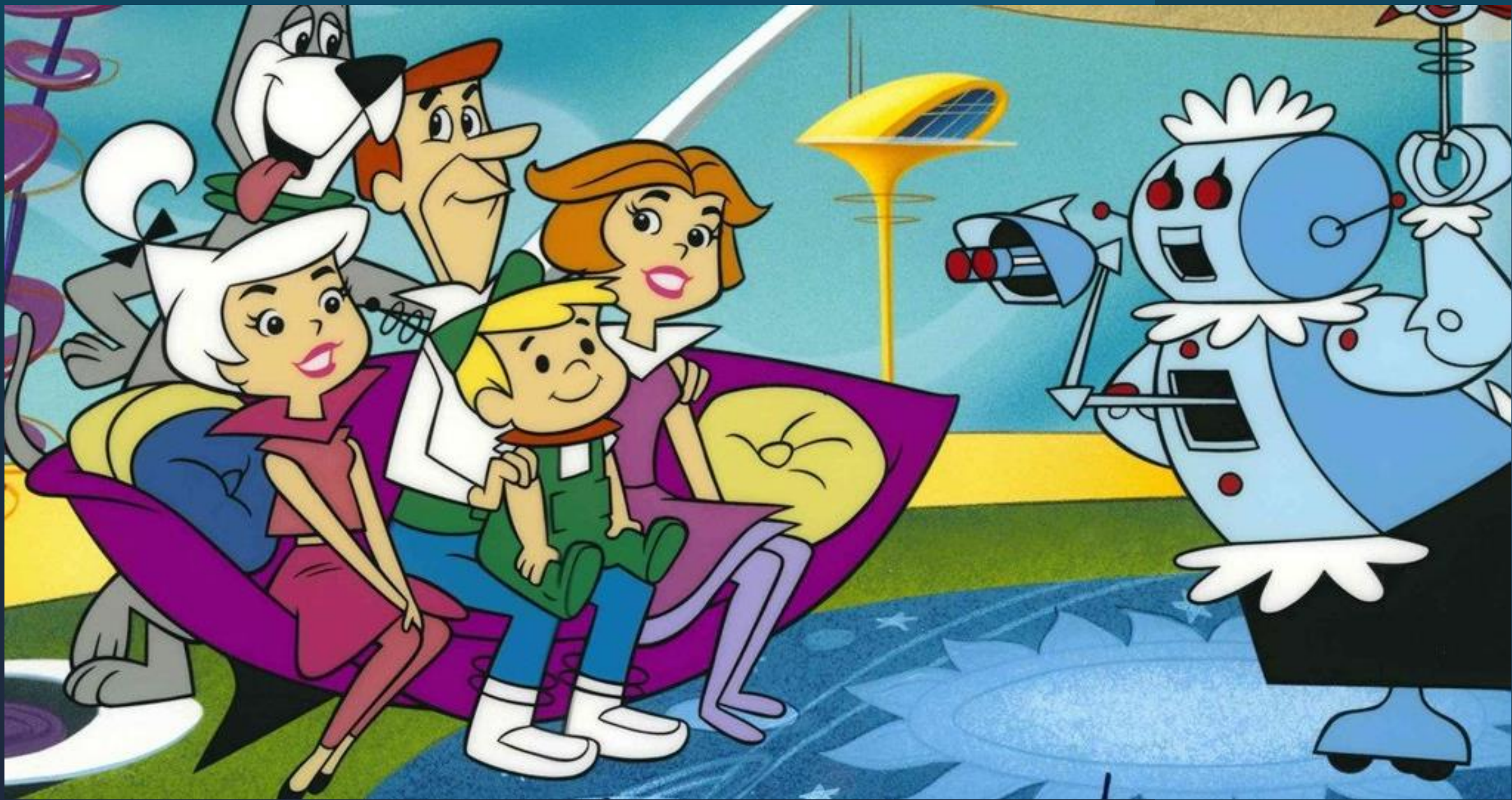
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**SPEAKER**





# AI Capabilities and Benefits



**Let's focus on ...**

- ☐ Core Capabilities of AI
- ☐ Operational Benefits
- ☐ Customer Experience Enhancements
- ☐ Challenges & Limitations
- ☐ Open Discussion

# Core Capabilities of AI



## **Natural Language Processing**

NLP enables systems to understand and respond to customer queries in a human-like way, improving communication.

## **Speech Recognition and Sentiment Analysis**

Combined speech recognition and sentiment analysis detect emotions and tone to enhance customer satisfaction insights.

## **Chatbots and Virtual Assistants**

Chatbots handle routine inquiries, reducing workload on human agents and ensuring prompt, accurate responses.

## **Predictive Analytics**

Predictive analytics forecast customer needs based on historical data to personalize services and enhance loyalty.





# Operational Benefits



## **Improved Efficiency**

AI processes customer inquiries faster than humans, reducing call times and resolving issues quickly.

## **Cost Reduction**

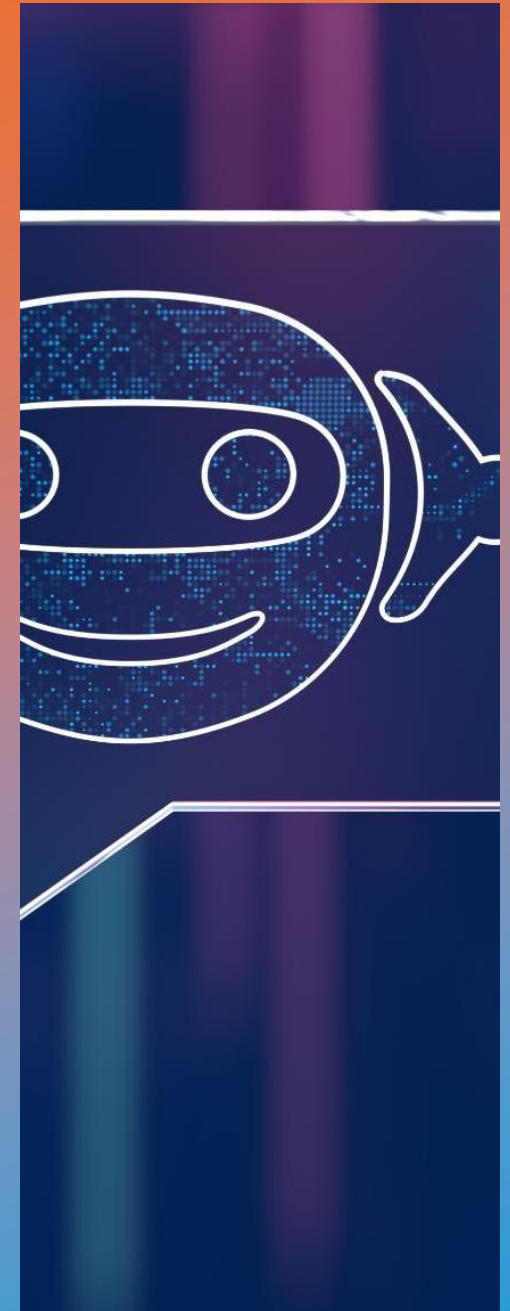
Automation lowers staffing costs and optimizes resource allocation by handling routine tasks.

## **24/7 Availability**

AI provides continuous support without fatigue, ideal for global businesses across time zones.

## **Consistency in Service**

AI delivers uniform responses minimizing human error and maintaining reliable service standards.





# Customer Experience Enhancements



## Personalized Customer Support

AI tailors responses using customer history and preferences to create a personalized and valued experience.

## Omnichannel Support

AI enables seamless interactions across voice, chat, email, and social media platforms for consistent support.

## Proactive Engagement

AI anticipates customer needs by analyzing data and initiates interactions to resolve issues early.





# Challenges & Limitations

## **Data Privacy & Compliance**

Organizations must ensure AI systems comply with regulations like GDPR and HIPAA to protect customer data and avoid penalties.

## **Bias in AI Models**

Continuous monitoring is needed to identify and correct biases in AI algorithms to ensure fairness and inclusivity.

## **Integration Complexity**

Integrating AI with legacy systems requires significant technical effort, resources, and infrastructure investment.

## **Human-AI Collaboration**

Balancing AI automation with human empathy is essential for managing complex and sensitive customer interactions.



# Open Discussion

- What AI tools are currently in use in your contact center?
- Where have you seen the most impact from AI?
- What are the biggest barriers to further adoption?
- How can we better prepare agents to work alongside AI?





**Thank You!**