

*DIRECTORS CLUB*

*bbbs*

*BREAKFAST BUSINESS SCHOOL*

*WEB SEMINAR*

# December 7th

8.30am - 10am

Seminar - Q&A - Workshop

Online via  
Video Conference

Supported by

**servicenow**<sup>®</sup>

LEARN - QUESTION - EXPLORE - TAKEAWAY

# AI Use Cases: Superpowering Customer Journeys

*There are many motivators for investing in new technologies - future-proofing, modernising, elevating, streamlining, economising....to name a few. The integration of AI into customer journeys can address all these desired outcomes. Join us and discover the AI Use Cases that can superpower your customer journeys, and how to turn those use cases into business cases.*

## **JOIN US**

Online via Google Meet video conference

## **AGENDA**

8.30am - 10am

## **LEARN**

### ***AI Use Cases: Superpowering Customer Journeys***

- Economising: How to lower the cost of answering customer queries
- Elevating: How to raise the bar on CX outcomes and create lasting competitive advantage
- Future-proofing: How to lead on CX innovation and new channel adoption
- Modernising: How to give your agents AI superpowers to enhance their roles and boost productivity
- Streamlining: How to automate processes across your customer operations

## QUESTION

Q&A allowing delegates to ask questions arising from the seminar.

## EXPLORE

Sixty-minutes of relaxed and informal small-groups workshop, brainstorming AI Use Cases across delegates' customer journeys. This is a great learning and networking exercise. The group outcomes will then be shared with the room.

## TAKEAWAY

- An understanding of AI Use Cases in the context of the customer journey across channels and touchpoints.
- Insight into how AI Use Cases address business metrics, including productivity, retention, resilience and reputation.
- Awareness of AI Use Cases across different types of organisations and industries.

## **CHATHAM HOUSE RULE**

Our gatherings are closed events with no external audience or video recording.

The Chatham House Rule will be invoked, creating a confidential and trusted forum for the exchange of ideas, experiences and opinions.

## **SPONSOR**

Breakfast Business School is free to attend thanks to the generosity of our sponsors.

This session is facilitated and supported by ServiceNow, leading innovators in process automation and AI integration.

## **REGISTER**

You will find a registration link in the covering email or post. If you have any questions, please contact Jon Snow.



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