# Conversational AI Development Framework

**Scaling**
Scale the conversations across the journey leveraging an Human+AI operational model.

**Immersion**
Understand the complexity of existing customer conversations in an organization, as they address different needs, span multiple channels and involve different people. This grounding is needed to inform future-state designs.

Constant iteration and testing

**Foundation**
Establishing the core design, data and AI foundation for successful customer conversations and journeys. Our approach will help you navigate complexity by uncovering the human-centred affordances technology can bring to conversations.

**Experimentation**
Customer expectations and business demands are fluid: investment in agile experimentation capabilities is key for ongoing success.
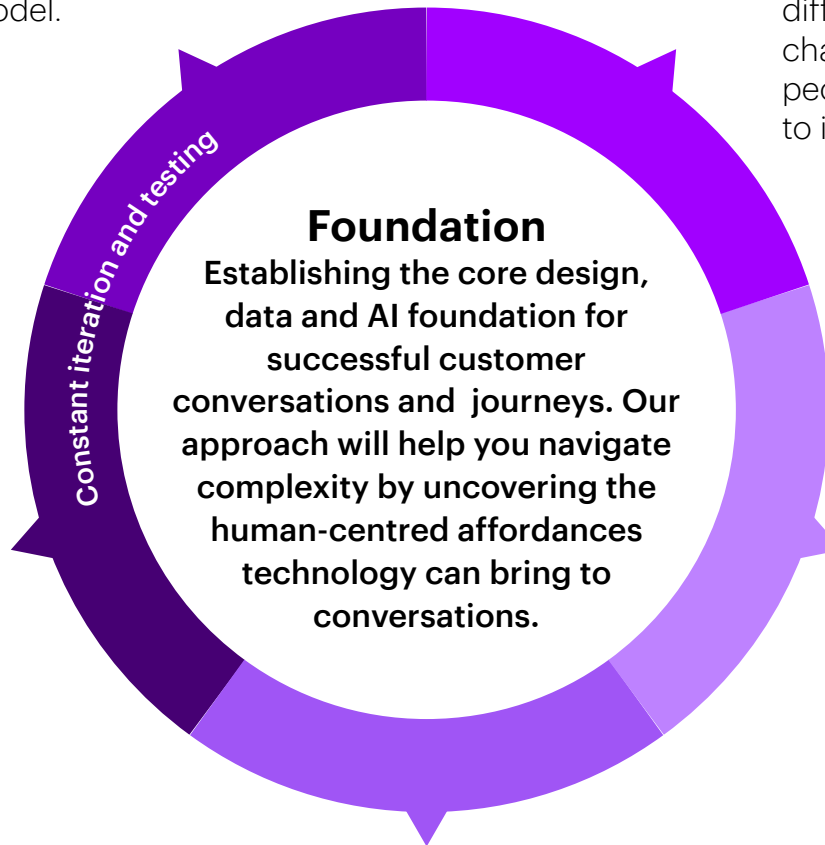
**Discovery**
Ideate how to improve conversations using conversational affordances and the tensions organizations should be aware of.

**Design**
Given the scale of customer conversations across the enterprise, it is critical to leverage a Human+AI operating model to design conversations at-scale across needs, affordances and channels.