



ADDRESSING CUSTOMER CARE TRENDS

VIDEO TRANSCRIPT

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all those combined, what you get is a full digital shift to your customer experience. That digital shift would ultimately improve the customer experience, but they'll also reduce your cost to serve.

Let's talk about how do we address this trends.

First, we are going to create a personalized visual experience for your users. We're going to use augmented reality, we're going to use artificial intelligence, to create a unique experience for your users.

Then, we're going to take and put a virtual agent to be made available through every step of the way. From the front when they have a first question, to the end, when they want a status on their application. Then, we're going to provide a automated experience that's leveraging our PA. It's leveraging intelligent automation to be able to process manual transactions, to be able to create an experience on the back end that doesn't require an enormous amount of manual steps and manual intervention. When you take

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