



AI beyond the bot

How to infuse end-to-end AI into your member experience strategy



Meet the Team



Sue Hoatson

*Executive Director,
Digital Sales*

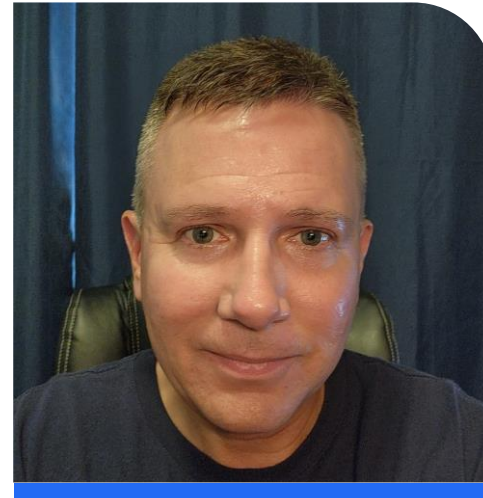
TTEC Digital



Cliff Martin

*Executive Director,
CX Transformation*

TTEC Digital



Scott Ridgway

*Principal Genesys Sales
Engineer*

TTEC Digital



Jerold Baker

*Principal Solution Architect
TTEC Digital*



Agenda



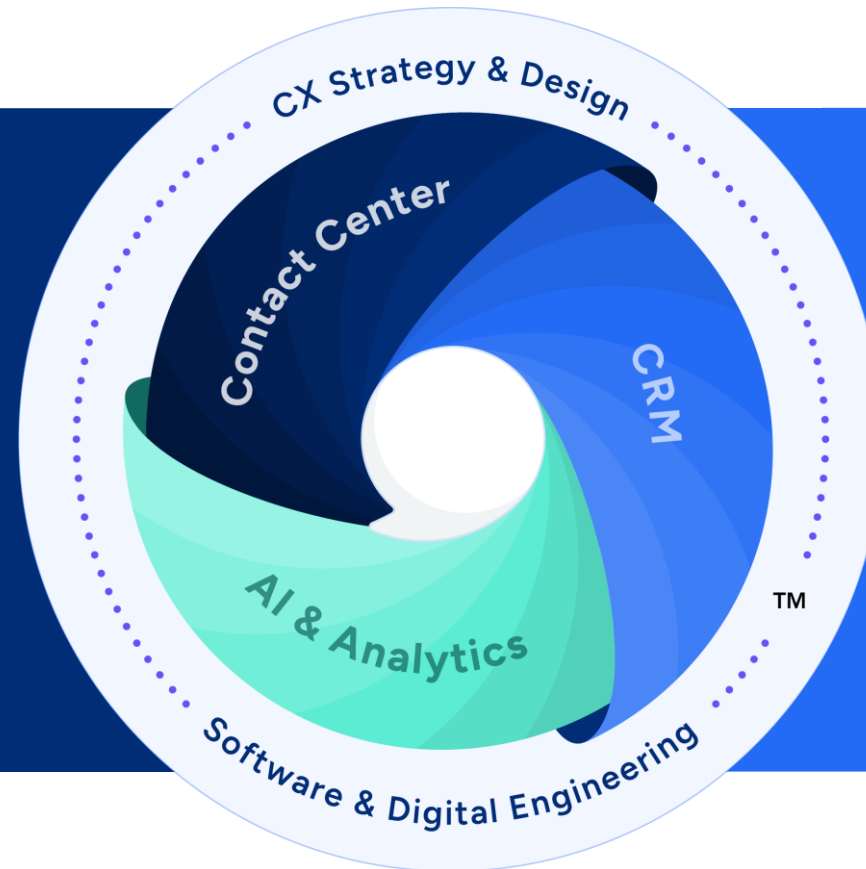
- **Get to know TTEC Digital**
- **AI Today & AI in the Future**
- **Beyond the AI Chatbot – other key uses for AI**
 - **Live Demo**
- **AI Implementation Roadmap**
- **Recap**
- **Getting Started**



We deliver continuous, incremental, AI-enabled CX transformation at the point of conversation

TTEC DIGITAL CX PRACTICES

Experience Transformation
Innovation & IP
CX Managed Services
CX Analytics



TECHNOLOGY PARTNER PRACTICES

Global Delivery
Cloud Modernization
Technology Consulting
Systems Integration

Our strategic approach is built on decades of member experience transformations



Founded on the legacy of
Adapt and Avtex

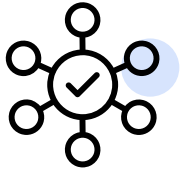
Our credit union expertise is built on
Adapt and Avtex's multiple decades of experience
implementing and integrating Genesys-based
contact center solutions.



Trusted by credit unions both
large and small

We currently have more than 220 credit union clients,
including 100 clients with more than \$3B in assets.
Nearly half of these engagements have included
Genesys Cloud migrations.

A closer look at common credit union transformation objectives



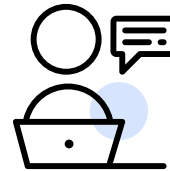
Integration to key applications

- Core, lending, collections, and digital banking applications
- CRM and UAD – case routing and interaction synchronization



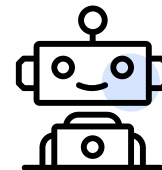
Simple, secure authentication

- Traditional authentication methods
- OTP or multifactor authentication
- Voice authentication and biometrics
- Device authentication



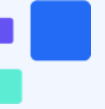
Self-service opportunities

- Voice and digital bots
- Traditional phone banking



Artificial intelligence

- Bots
- Agent assist and conversation summary
- Speech and text analytics
- Agent scoring, scheduling and routing



Featured in today's webinar: Genesys



Platinum

Genesys Platinum Partner

14x

Genesys Partner
of the Year

400+

Genesys certifications
earned

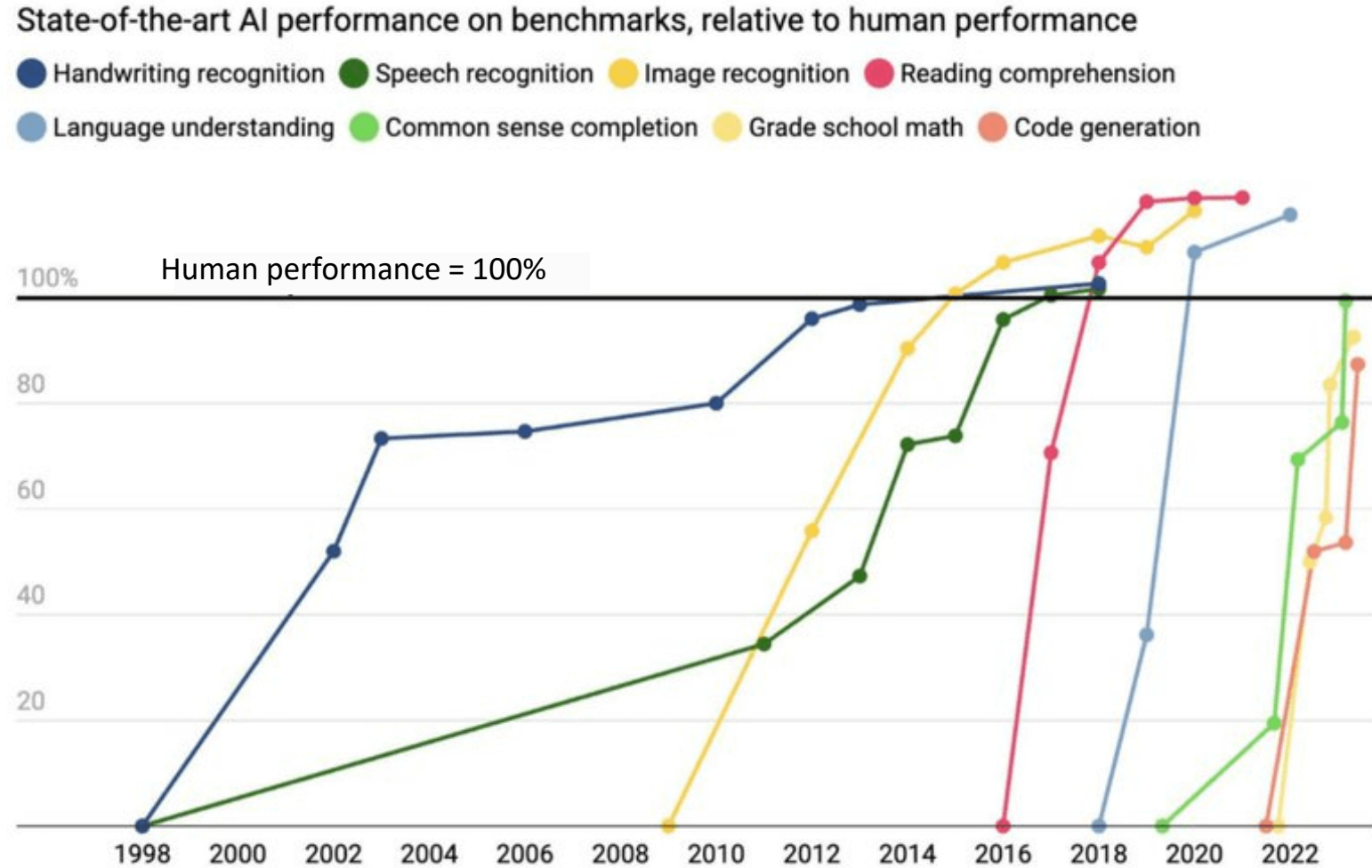
25 years

of partnership

AI is finally smart enough to contribute



The language capabilities of AI systems now exceed human performance





AI isn't just about smart chatbots anymore

83%

believe AI will be a clear differentiator for them in the future

88%

currently use chatbots as a part of their customer experience

>25%

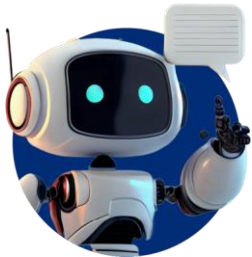
Currently use AI-enabled:

- Predictive digital engagement
- Agent assist
- Sentiment analysis
- Post interaction analysis
- Next-best action
- Coaching training



For the organizations that move to expand their AI maturity first, the outcome will be valuable competitive differentiation in a crowded marketplace.

Adding value to your members and organization with AI



Front Door



Member Assist



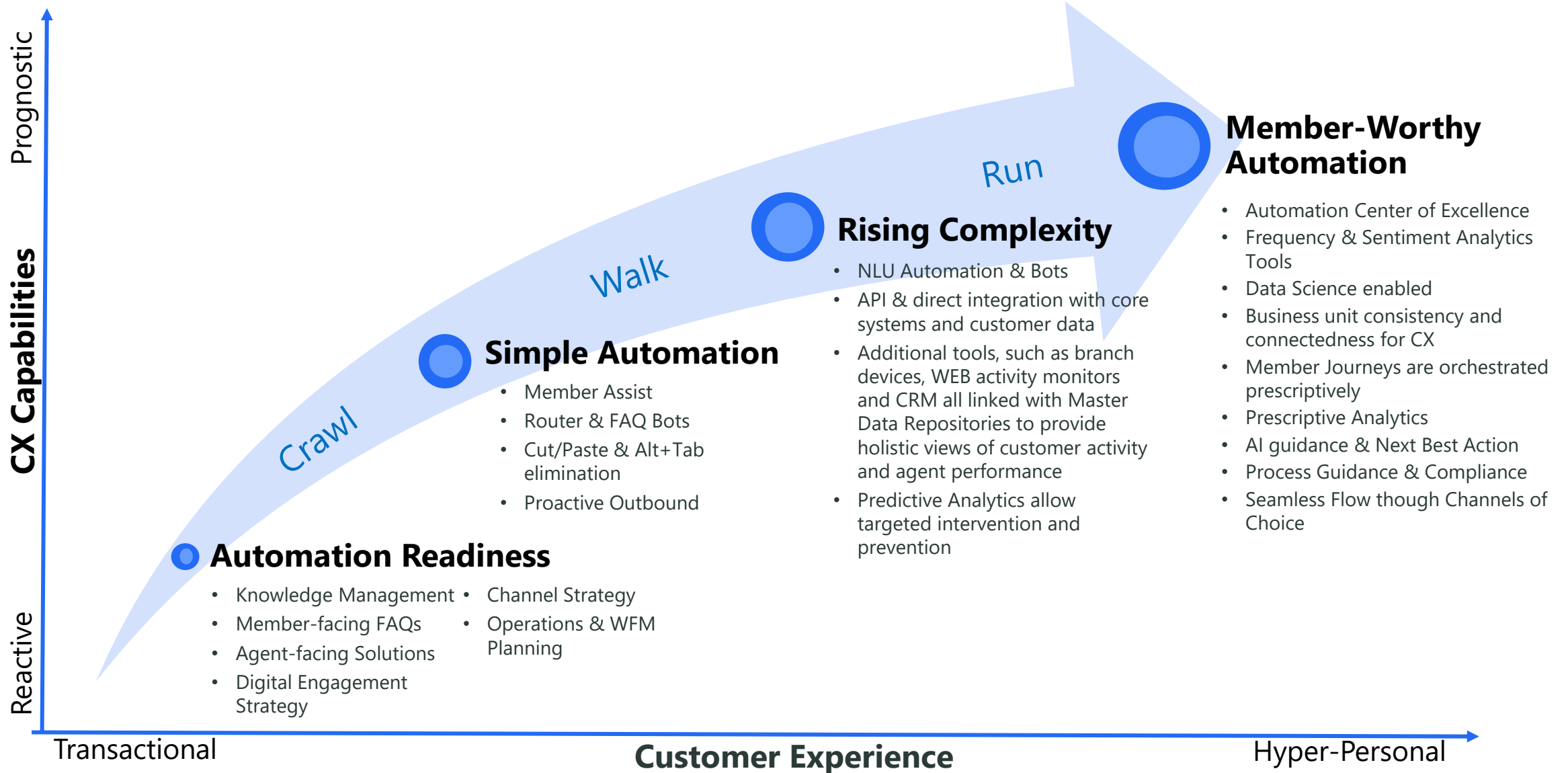
Agent Assist



Leader Enablement



Conversational AI in a crawl, walk, run approach





Ready to Get Started?

Schedule a 30-minute discovery session with a contact center expert.

ttecdigital.com/contact



Sue Hoatson

Email: Sue.hoatson@ttecdigital.com



Cliff Martin

Email: Cliff.martin@ttecdigital.com



Scott Ridgway

Email: Scott.ridgway@ttecdigital.com



Jerold Baker

Email: Jerold.baker@ttecdigital.com



Thank you!

To learn more visit ttecdigital.com