Digital Labor transforming Customer Experience in the Era of A.I.

A.I. everywhere: How digital assistants will transform our lives

Zürich, June 2018

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Mercedes-Benz Consulting
Topics in Digital Labor

DEFINITION OF DIGITAL LABOR

Definition | Evolution

CUSTOMER ACCEPTANCE OF DIGITAL LABOR

Trust | Motivation | Performance

ENTERPRISE DIGITAL LABOR PLATFORM

Application | Platform
1. Definition of Digital Labor

2. Customer Acceptance of Digital Labor

3. Application of Digital Labor

4. Enterprise Digital Labor Platform
What is Digital Labor?

Digital Labor Definition

> Digital Labor = work done by Digital Laborers

“Machines that do work that involves manipulating information which has traditionally required human workers” (HBR)

> Differentiation between pure A.I. and pragmatic A.I. important according to Forrester Research

> Jobs should be manual, repetitive, rule-based

Ascent of cognitive and analytical computing will automate knowledge work jobs in large scale by 2025

- Wave I: automation of dangerous and “dirty” jobs – manual labor jobs
- Wave II: dull and simple jobs – admin/service jobs
- Wave III: decision making, complex jobs – knowledge work jobs
Digital Labor levels of evolution

**Evolutionary levels**

**Level 1**
- Basic Automation
  - Single application macro
  - Predefined connectors into other applications

**Level 2**
- Deterministic Rules
  - Sophisticated app macro
  - Workflow automation
  - Rules based
  - Structured data
  - No decision making

**Level 3**
- Pattern based Decisions
  - Pattern recognition
  - Unstructured data
  - Self-learning with human aid
  - Limited decision making based on info provided

**Level 4**
- Cognitive Computing
  - Multiple sources of data
  - Deep learning
  - Personality/avatar
  - Context awareness

Current Stage

Sources: Mercedes-Benz Consulting, Tractica (2016)
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Why should we care about Customer Acceptance?
Trust is the key
The added value in the usage context – utility matters
Chatbot customer service must be fun, too
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„In future we will talk with our cars as with our friends... ...only difference is the car keeps your secrets and is not getting offended“
Ask Mercedes - Personal Assistant
Ask Mercedes received strong press coverage around the world
Retail Concierge Robot (RCR)
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A.I., Analytics & RPA Are Adding Intelligence to Customer Related Processes Ensuring Best Customer Experience & Efficiency Gains

1. Intelligent Customer Journey

2. Intelligent Channel Management

3. Intelligent Customer Insights

4. Intelligent Customer Engagement

Enabler Technologies: Artificial intelligence, Advanced Analytics, Robotic-Process Automation, ...
Digital Enhanced Labor Platform

Channels
- Phone
- Chat / Mail
- Web

Connector Hub

Metabot
Agent Hub (Use Cases)
- Chatbot
- Solution bot (self working)
- Support bot (for Agents)
- Chat / Mail Agent
- Phone Agent

Service Hub (AI & Robotics)
- Cognitive Services Enabler
  - Advanced Analytics
  - Machine Learning
  - Other
- Supporting Tools
  - Robotic Process Automation (RPA)
  - Ticketing Management System
  - Knowledge Management

Data Lake (Integrated Data Hub)

Classification and Routing (Data extraction and analysis)

Service Orchestrator

User Interfaces

Joint usage of Hubs by:
- HQ
- Shared Services
- Markets
- Service Departments (e.g., HR)

Supporting Tools
- Classification and Routing (Data extraction and analysis)
- Agent Hub (incl. intelligent Desktop)

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High-Level Architecture of Digital Labor Plattform (IIH)

- Connector Framework (Channels)
- Middleware (Service Orchestration)
- Multi-Domain Routing
- Content Management System
- Answerstore
- Content Delivery Network
- Backend Systems and Services (CRM)
Grabbing of **low hanging fruits** is not sustainable!

Cost reduction? FTE reduction?

The “ATM Effect” will be rampant

- First ATM installed by Barclays in 1967
- Today 3.5 million ATMs in the world
- Competitive advantage lasted only a short period of time

> We recommend – Empowering Employees!
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