

Head of Customer Service & Support Mission-Critical Priorities (MCPs)

MCPs

Maximize ROI from AI

Transform Service into the Next Corporate Growth Engine

Deliver on the Promise of a Human-AI Workforce

Only 11% of service and support leaders report that their GenAI investments have mostly or fully met their primary objective

82% of customers who received value through a service interaction intend to repurchase, compared to 27% who did not

Only 20% of service organizations have reduced headcount because of their AI investments

Journey Steps

- Define Your AI Objectives & Strategic Vision
- Select AI Capabilities & Use Cases Aligned with Your AI Strategy
- Build Your AI Business Case, Roadmap & Execution Plan
- Evolve Your AI Operating Model & Workflows
- Measure, Manage & Communicate Your AI Performance
- Optimize & Continuously Improve Your AI Outcomes

- Reimagine Your Operating Model to Power the Growth Engine
- Identify & Remove the Source of Value-Eroding Demand
- Proactively Prevent Issues That Interrupt Value Realization
- Resolve Issues Quickly & Restore Customers on Their Path to Value
- Enhance Every Interaction Through Guidance & Offers That Support Value Realization
- Build Successful Customers Throughout Their Life Cycle

- Determine How Agents Will Leverage AI
- Balance Talent & Technology in Your Workforce Operations
- Support Employee Performance with Technology
- Transform the Organization to Support the Human-AI Workforce
- Navigate Change & the Innovation of Assisted Service