



Michael Grün
Sales Director, Cross Industry

*Your
Future
Accelerated*

Orchestrierung von Kundeninteraktionen in allen Funktionsbereichen eines Unternehmens.

Contact Center neu erfunden, für außergewöhnliche Kunden- und Mitarbeitererfahrungen und positiven Einfluss auf Geschäftserfolg.



AI-Powered Experience Orchestration

Automate

Customer Experiences

Generate

Personal, Empathetic Experiences

&

Augment

Employee Experiences

Optimize

Experiences Continuously



Die 5 Stufen der empathischen Experience Orchestration



LEVEL 0

Zero
orchestration

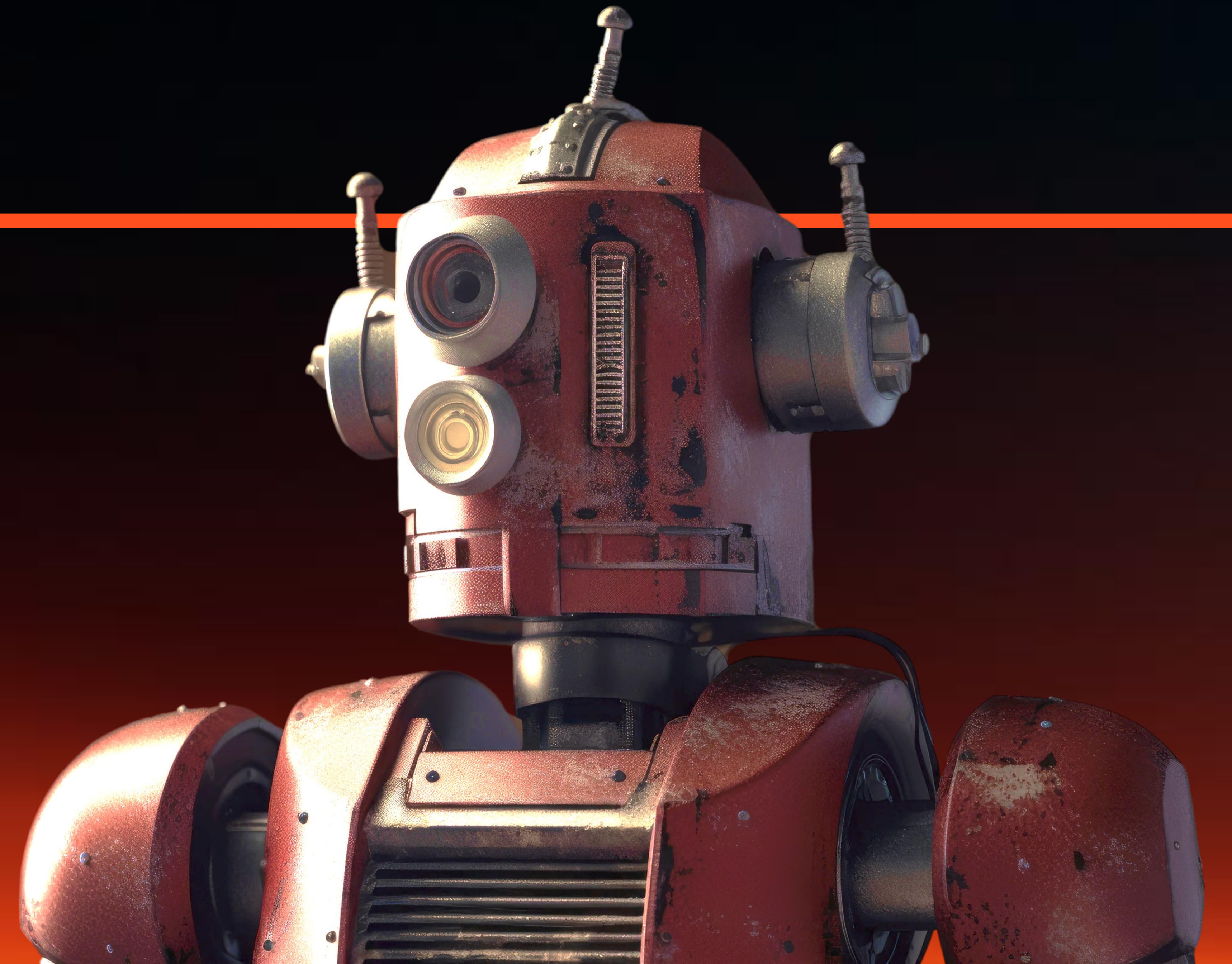
LEVEL 0

Zero
orchestration

LEVEL 1

Menu-based
navigation

IVR
Voice
Routing
Skills
Data lookup



LEVEL 0
Zero
orchestration

LEVEL 1
Menu-based
navigation

LEVEL 2
Predefined
dialog
automation

Bots
Omni-Channel
Agent Assist
RPA, Workflows
Workforce Engmt



LEVEL 0

Zero
orchestration

LEVEL 1

Menu-based
navigation

LEVEL 2

Predefined
dialog
automation

LEVEL 3

System-
generated
conversations

Virtual Agents
Channel-less
Copilots
Next best action
Work Automation
Journey Mgmt



LEVEL 0

Zero
orchestration

LEVEL 1

Menu-based
navigation

LEVEL 2

Predefined
dialog
automation

LEVEL 3

System-
generated
conversations

LEVEL 4

Empathetic
experience
generation

Empathetic Virtual Agents
Complex experience generation
Some asynchronous experiences
Emotion-aware, omni-lingual Copilots



LEVEL 0
Zero
orchestration

LEVEL 1
Menu-based
navigation

LEVEL 2
Predefined
dialog
automation

LEVEL 3
System-
generated
conversations

LEVEL 4
Empathetic
experience
generation

LEVEL 5
Universal
orchestration

Virtual personal concierge
Autonomous experience generation
No human agents (Knowledge worker back-up)



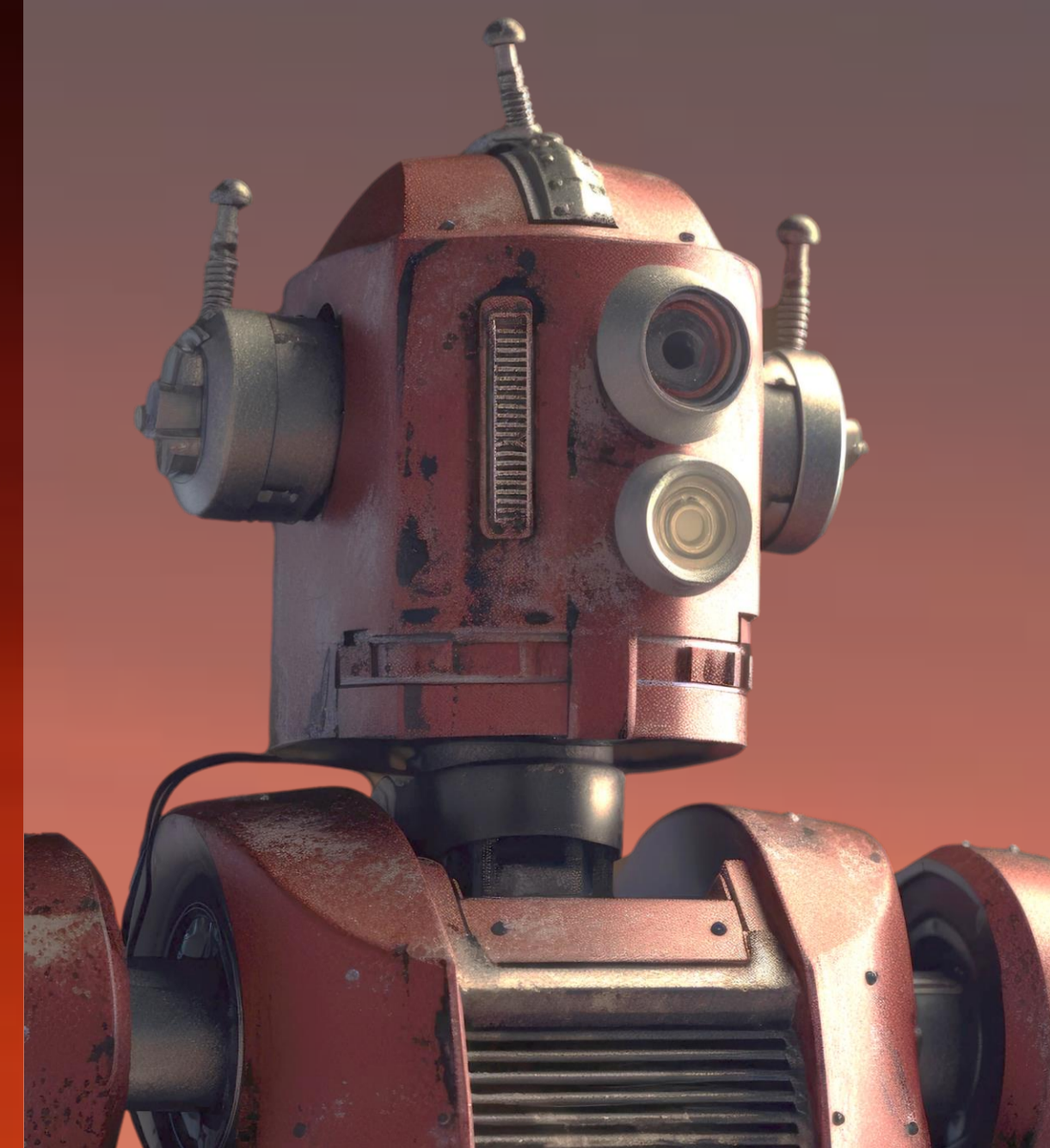
LEVEL 0

Zero
orchestration



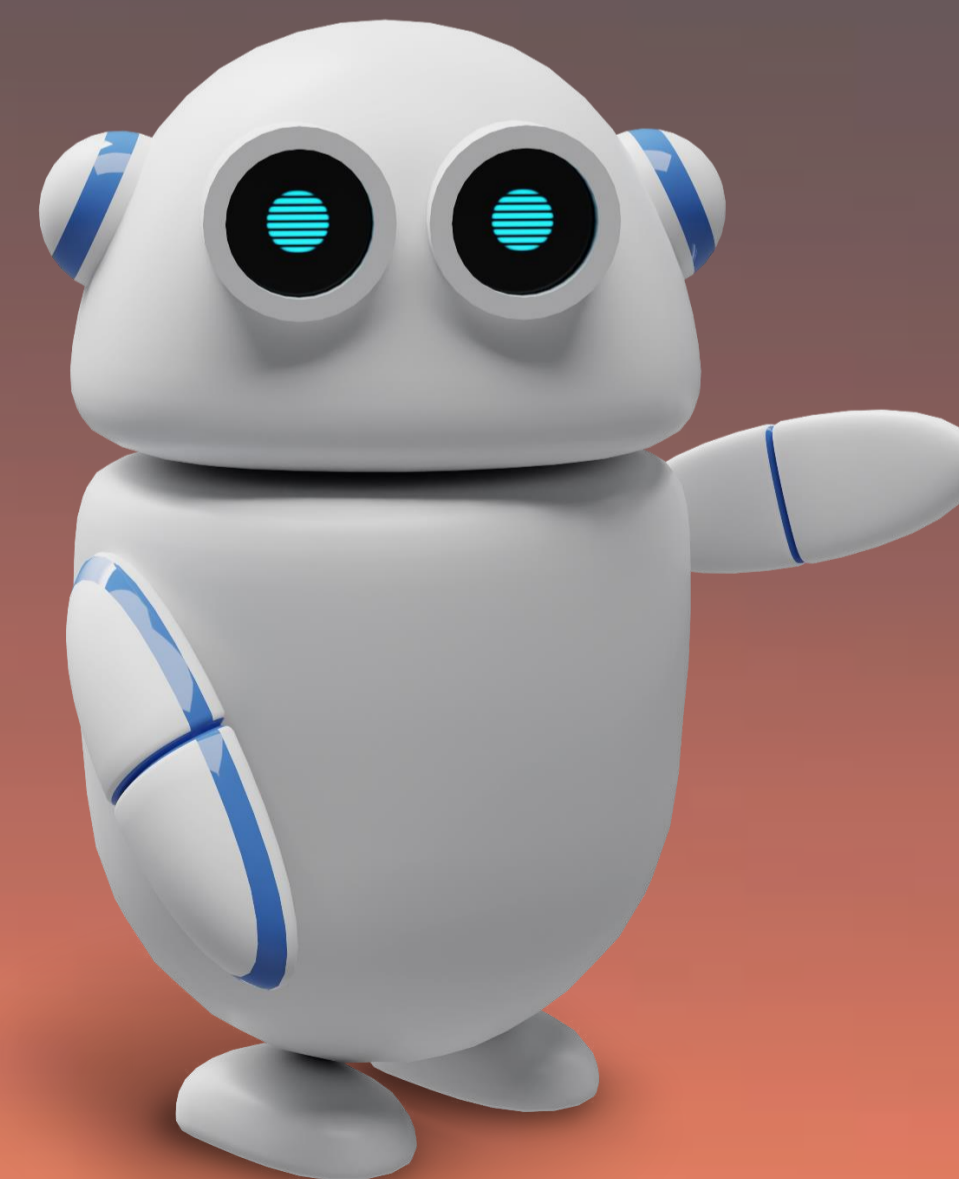
LEVEL 1

Menu-based
navigation



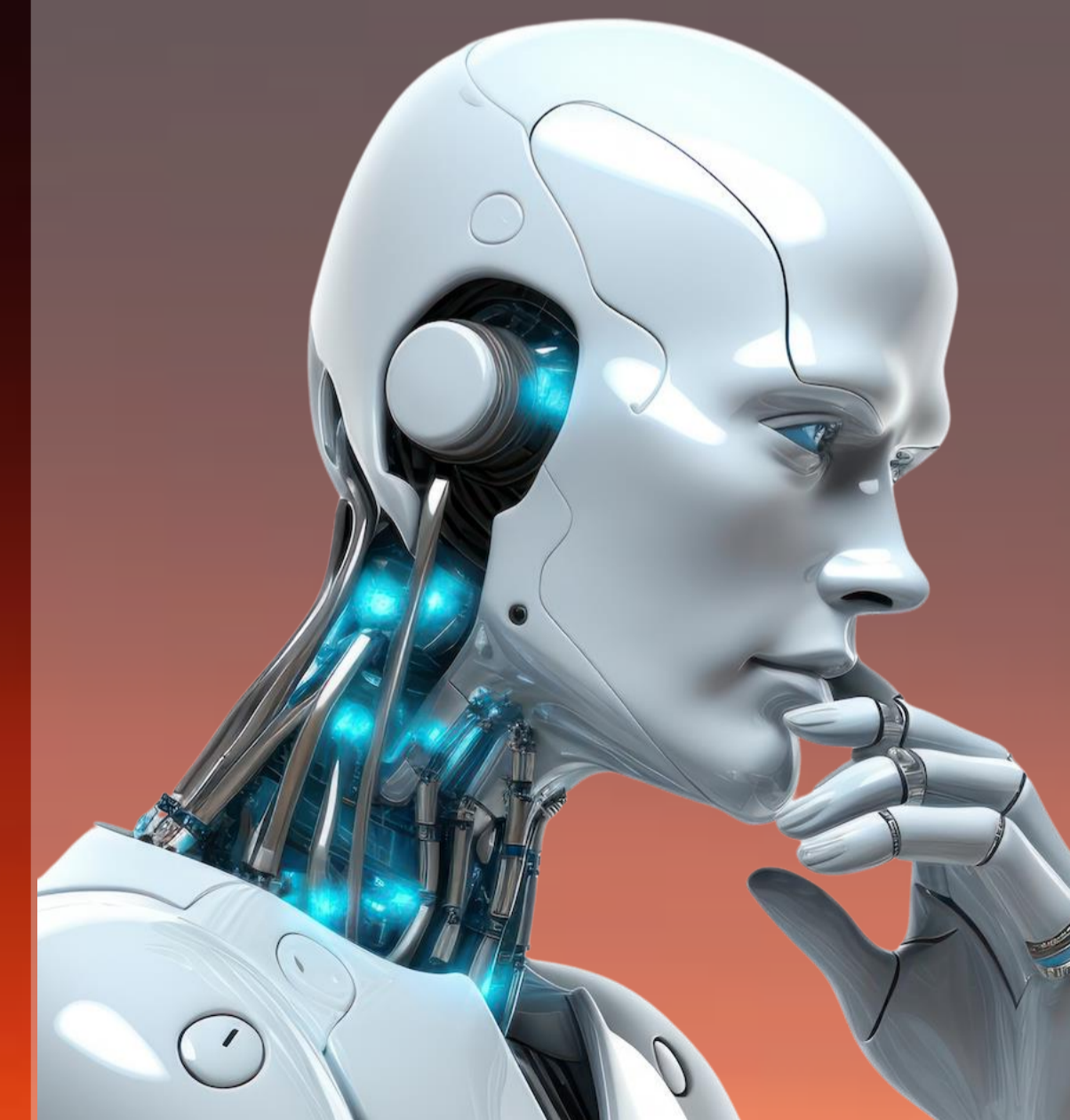
LEVEL 2

Predefined
dialog
automation



LEVEL 3

System-
generated
conversations



LEVEL 4

Empathetic
experience
generation



LEVEL 5

Universal
orchestration





Interview

Karin Samsen

VP, Head of Service Operations EMEA at
Siemens Healthineers

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Healthineers 

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