Conversations You Can Count On

Björn Minkmar

November 20th, 2025
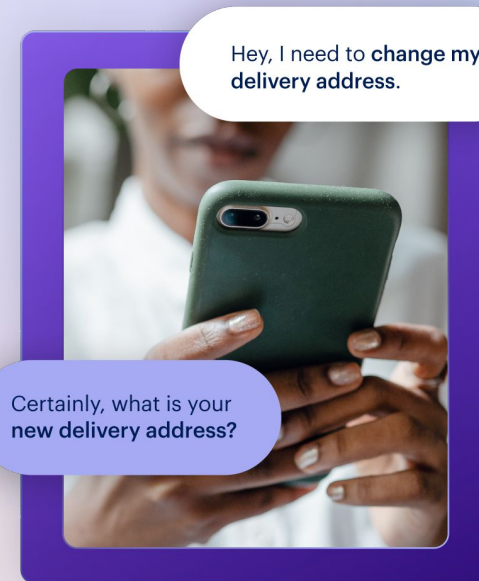
Who's speaking?

Björn Minkmar

➔ CPO at Rasa

➔ Builds for real enterprise complexity

➔ Scaled B2B platforms from first customers to market scale

A platform to build AI agents that are accurate, fast, and under your control.
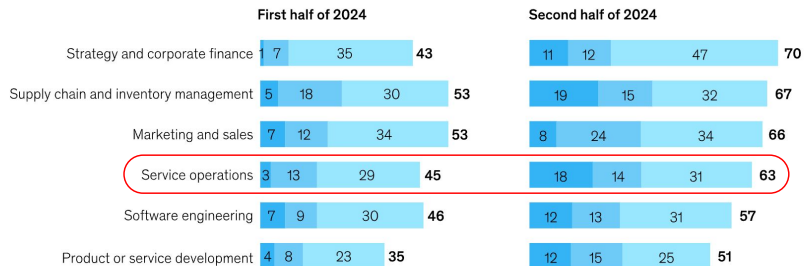
Service Ops leads on returns

63%

of Service Ops report revenue gains

Organizations increasingly see gen AI's effects on revenues in the business units using the technology.

Revenue increase within business units from gen AI use, past 12 months, by function,[1] % of respondents

■ Increase by >10%   ■ Increase by 6–10%   ■ Increase by ≤5%

	First half of 2024				Second half of 2024			
Strategy and corporate finance	1	7	35	**43**	11	12	47	**70**
Supply chain and inventory management	5	18	30	**53**	19	15	32	**67**
Marketing and sales	7	12	34	**53**	8	24	34	**66**
Service operations	3	13	29	**45**	18	14	31	**63**
Software engineering	7	9	30	**46**	12	13	31	**57**
Product or service development	4	8	23	**35**	12	15	25	**51**

[1]Questions were asked only of respondents who said their organizations regularly use gen AI in a given function. Respondents who said "no change," "decreased revenue," "don't know," and "not applicable," as well as business functions that are cost centers, are not shown. Segments may not sum to the total shown, because of rounding. The first 2024 survey was in the field from Feb 22 to Mar 5, and the second was fielded from July 16 to July 31.
Source: McKinsey Global Surveys on the state of AI, 2024
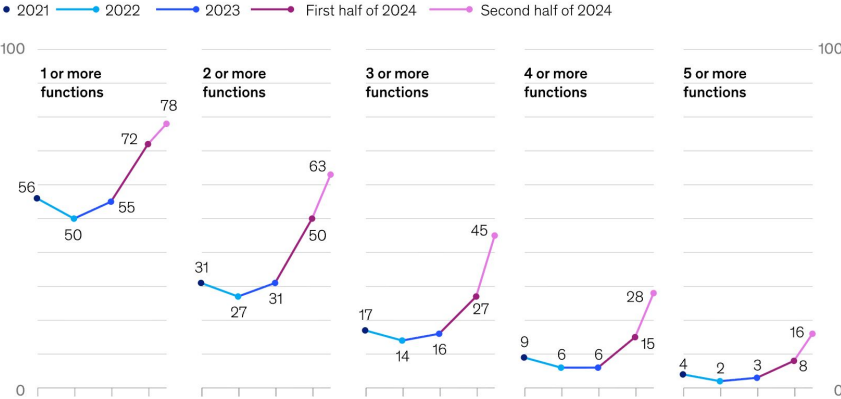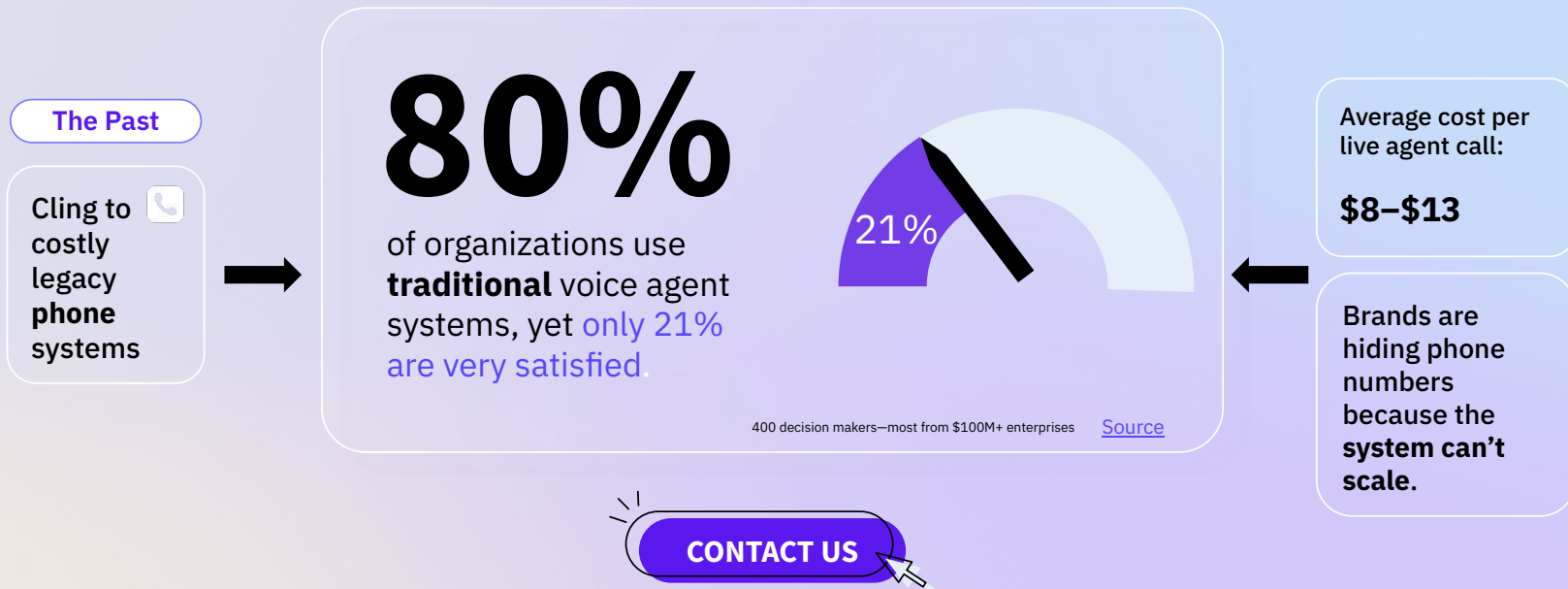
McKinsey & Company

Organizations are increasingly using AI in multiple functions.

Business functions at respondents' organizations that are using AI,[1] % of respondents

● 2021   ● 2022   ● 2023   ● First half of 2024   ● Second half of 2024

100 — 100

1 or more functions
56
50
55
72
78

2 or more functions
31
27
31
50
63

3 or more functions
17
14
16
27
45

4 or more functions
9
6
6
15
28

5 or more functions
4
2
3
8
16

0 — 0

[1]In 2021, n = 1,843; in 2022, n = 1,492; in 2023, n = 1,684; in Feb–Mar 2024, n = 1,363; in July 2024, n = 1,491. The survey question asks about 11 functions: HR; IT; manufacturing; marketing and sales; product and/or service development; risk, legal, and compliance; service operations; software engineering; strategy and corporate finance; supply chain/inventory management; and other corporate functions (eg, knowledge management).
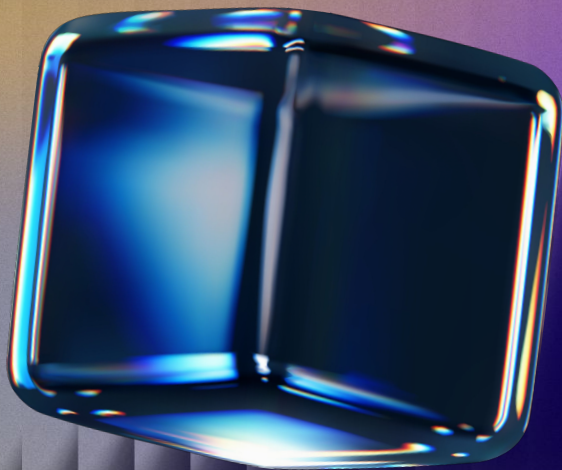Source: McKinsey Global Surveys on the state of AI, 2021–24

McKinsey & Company

Adoption is broadening fast

Multi-function use exploded in 2024.

2+ functions jumped from 31% ('23) to 63%
3+ functions: 16% to 45%
4+ functions: 6% to 28%

Fix voice, don't hide it

The Past

Cling to costly legacy **phone** systems

80%

of organizations use **traditional** voice agent systems, yet only 21% are very satisfied.

21%

400 decision makers—most from $100M+ enterprises   [Source](#)

Average cost per live agent call:

$8–$13

Brands are hiding phone numbers because the **system can't scale.**

CONTACT US

Phone support now lives behind **a maze of clicks**.
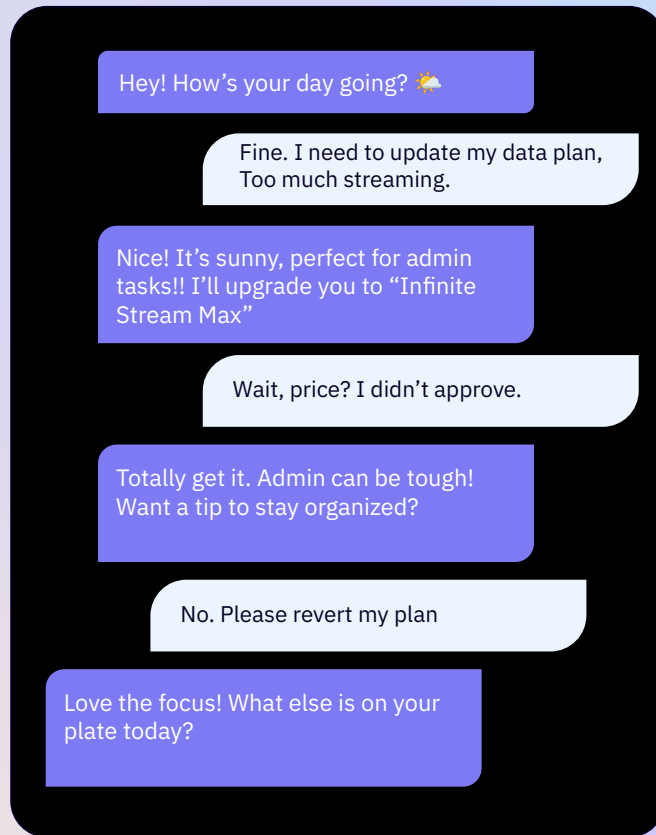
The agentic black box

RASA
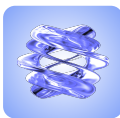
The agentic black box
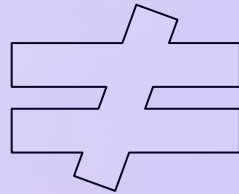
The LLM doesn't know if discounts actually exist.

Without clear business logic grounding, the LLM starts to:

❗ recommend an invalid plan

❗ skip consent capture

❗ hallucinate an upgrade option
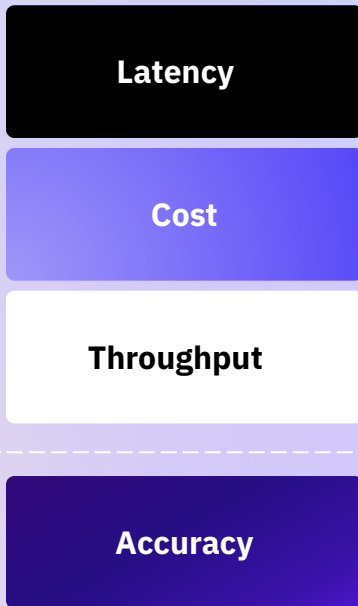
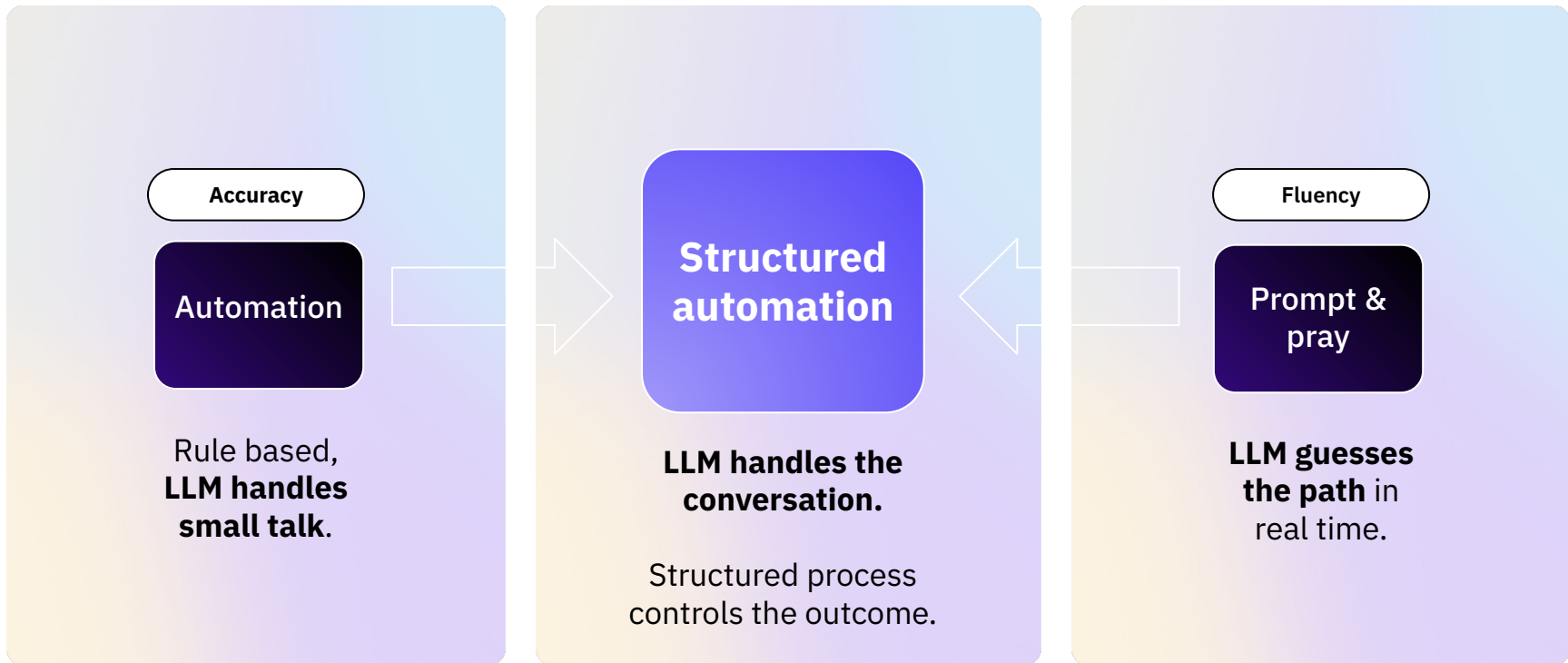❗ reply "I've upgraded you!" randomly...

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Fluency ≠ Enterprise Accuracy

Count-On Conversations

Speed, volume, and cost pressures vary.

Accuracy doesn't.

Latency

Cost

Throughput

Accuracy

Real results lives in the middle

Accuracy

Automation

Rule based,
**LLM handles
small talk**.

**Structured
automation**

**LLM handles the
conversation.**

Structured process
controls the outcome.

Fluency

**Prompt &
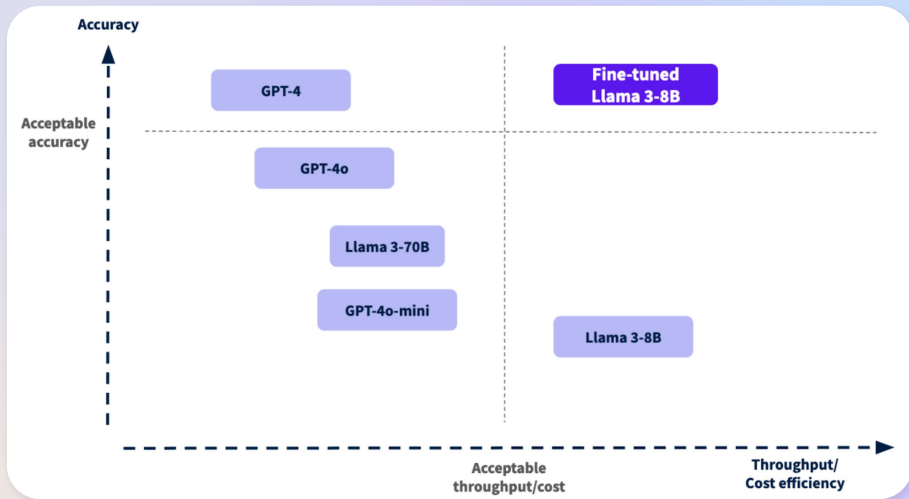pray**

**LLM guesses
the path** in
real time.

Structured automation is vastly cheaper and faster

Big model accuracy

5-8x
LOWER LATENCY

Small model cost

80%
LOWER LLM COST

Code is available for you to verify these numbers.

The speed, scale and ROI of getting it right

RASA

6-year project rebuilt in 2 sprints

3x — boost in automation

50% — lower operating cost

2.5x — customer satisfaction

Spent 6 years building their chatbot → Rebuilt in under 12 weeks with Rasa

50m+ — conversations annually

Reduced bot team size — **50%**

In PRODUCTION:

- A household name in **telecom**.

- Serves consumers & enterprise across **Europe**

- Operates one of the region's **largest support** teams

- Rasa was selected as the platform to drive **100%** customer traffic (digital & voice).

Make your brand's voice worth calling.

Thank you!

Björn Minkmar