

For Sales & Service Excellence









Johnson &Johnson



### In the AI era, soft skills decide who wins.

With hard skills being commoditized by AI, soft skills decide markets.

+25%

## Revenue through focused training

McKinsey finds that investing in targeted training and CX improvement increased their crosssell rates by up to 25% 80%

## is forgotten after 90 days

A Study of Havard Business Review finds that sales and service professionals forget over 80% of the knowledge from traditional training formats within 90 days.

>30%

## Script deviation in banking hotlines



Customers shared they suffer from over 30 % of deviation from legally required scripts (i.e. identification questions) by agents – no matter what kind of training they have received so far.



## Soft skill training is hard & impossible at scale.

Current approaches force you to choose between quality and scale:

#### **QUALITY**

# Business Training and Coaching

Costly, inflexible, and doesn't scale. Coaching limited to 2% top leadership.

**an** simundia Big Four







#### SCALE

# Traditional eLearning

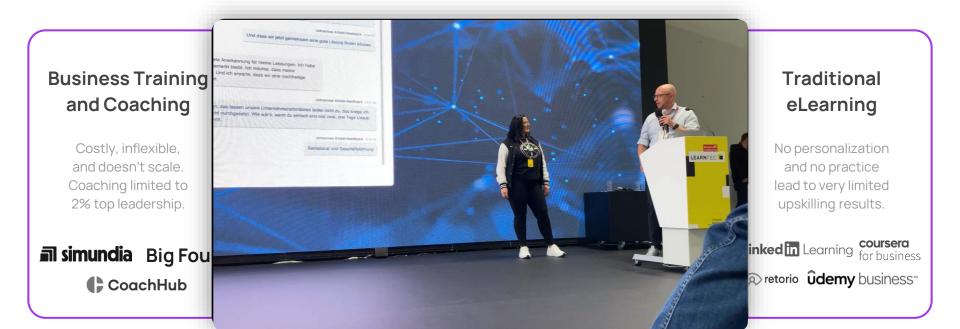
No personalization and no practice lead to very limited upskilling results.

**Linked in** Learning coursera for business



## Effective soft skill training for every employee.

emerse's Al-driven conversational soft skill training closes the gap:



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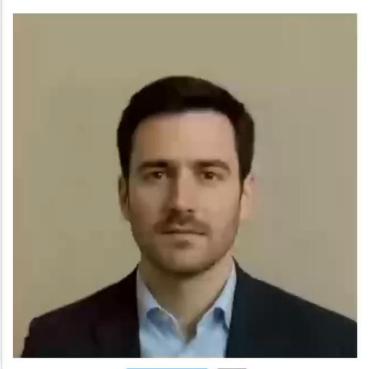
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#### Mastering Discovery Calls - Sales & Service Summit

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▶ Feedback





#### Mastering Discovery Calls - Sales & Service Summit

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LIBRARY

NEXT STEP

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Johannes Ködel
Director Sales & Partnerships
j.koedel@emerse.ai
+49 155 63161 791

