



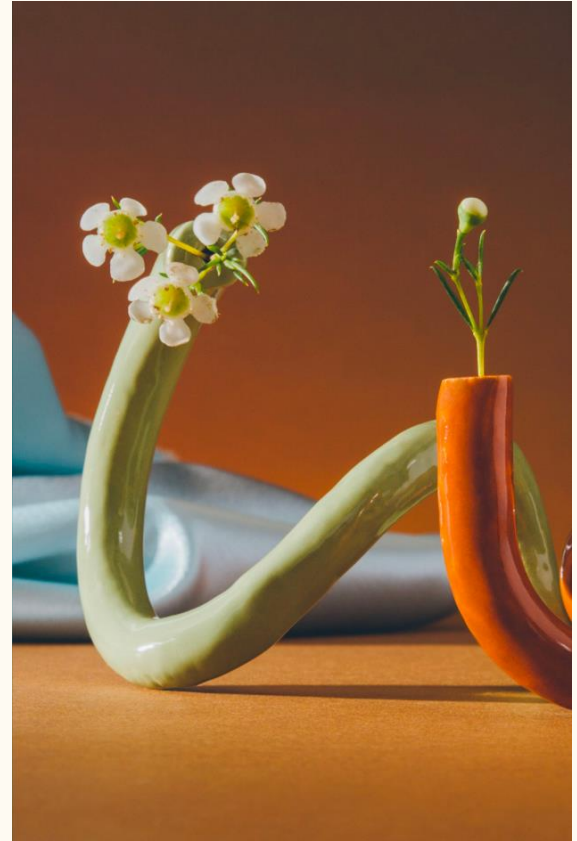
# KI und das neue Zeitalter der Kundenbindung



**Christopher Harms**

Business Transformation Strategy EMEA

**At the End everything is touched by AI**



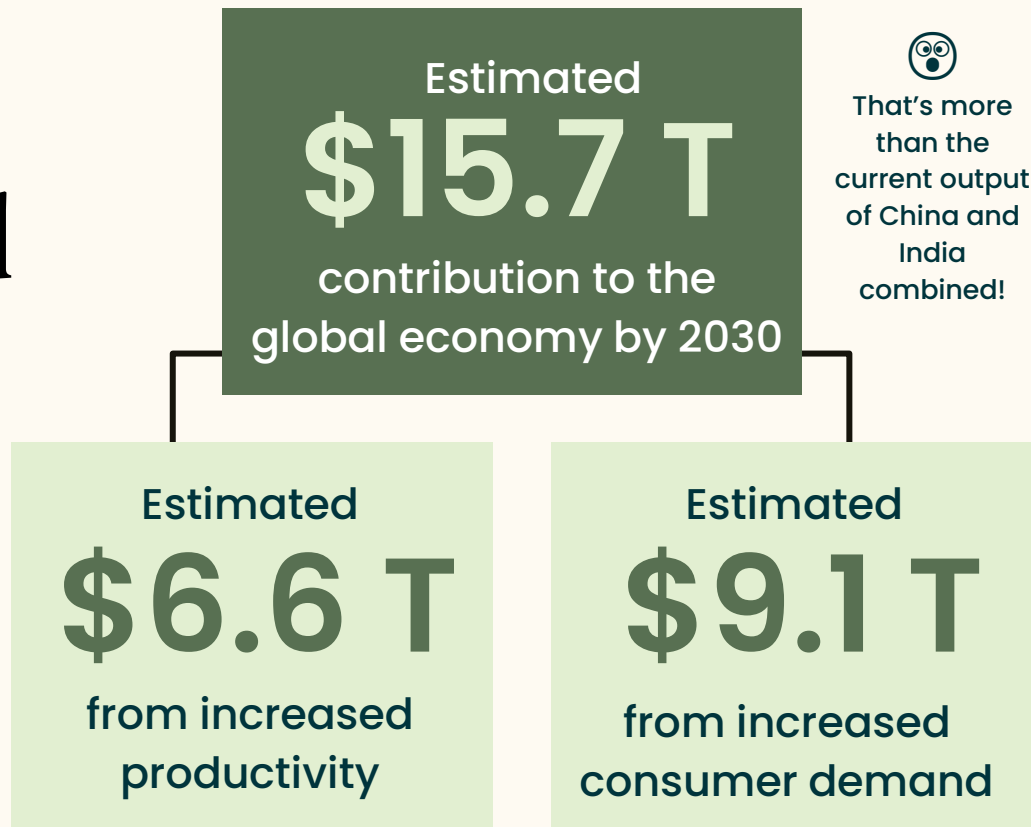
**zendesk**

**The intelligent heart of customer experience**





# Disrupt or be disrupted



# CX is the industry that will be most disrupted by AI

“I think a lot of customer service jobs [...] get eliminated pretty quickly”



**Sam Altman**  
CEO, OpenAI



# Consumers want and are eager for AI to improve support experiences

**67%**

of consumers already **predict generative AI is going to provide a critical role** in service

**71%**

of consumers **want AI to create more personalized and effective support experiences**



But it's a  
marathon not a  
sprint to infuse  
advanced AI  
across the  
customer journey



Midjourney

Prompt: AI representing the saying  
"it's a marathon not a sprint"





  
zendesk

# AI still poses a number of risks and threats



**#1 AI taking over**

*(Ex The Singularity)*



**#2 AI missing the  
right context**

*(Ex The Paperclip Maximizer)*



**#3 AI telling lies**

*(Ex deep fakes)*

# Accuracy continues to be a major hurdle

Forbes

FORBES > BUSINESS

BREAKING

## Lawyer Used ChatGPT In Court—And Cited Fake Cases. A Judge Is Considering Sanctions

Molly Bohannon Forbes Staff  
*I cover breaking news.*

Follow

Jun 8, 2023, 02:06pm EDT

TheVerge

ARTIFICIAL INTELLIGENCE / TECH / GOOGLE

## Google's AI chatbot Bard makes factual error in first demo

Introducing Bard,  
an experimental conversational AI service  
powered by LaMDA

You can use Bard to —

[Plan a friend's baby shower](#)

[Compare two Oscar nominated movies](#)

[Get lunch ideas based on what's in your fridge](#)

what new discoveries from the James Webb Space Telescope can I tell my 9 year old about? >

Bard may give inaccurate or inappropriate information. Your feedback makes Bard more helpful and safe.

/ The mistake highlights the biggest problem of using AI chatbots to replace search engines — they make stuff up.

By [James Vincent](#), a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Feb 8, 2023, 7:26 AM PST | [59 Comments](#) / [59 New](#)

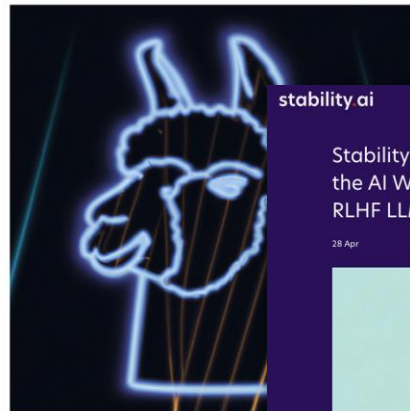


Significant AI progress is still to come, especially as AI becomes democratized

The LLama Effect: How an Accidental Leak Sparked a Series of Impressive Open Source Alternatives to ChatGPT

Sundays, The Sequence Scope brings a summary of the most important research papers, technology releases and VC funding deals in the artificial intelligence space.

How Stanford researchers attempted to make a new ChatGPT with less than \$600



Alpaca illustration generated by OpenAI's DALL-E, an AI image

By Matthew Turk  
April 2, 2023, 7:23 p.m.

stability ai

Company Models API Research News 日本語

Stability AI releases StableVicuna, the AI World's First Open Source RLHF LLM Chatbot

28 Apr

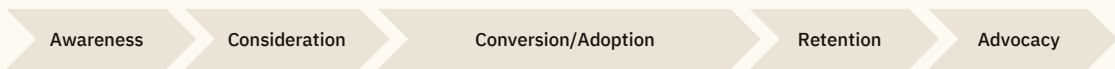
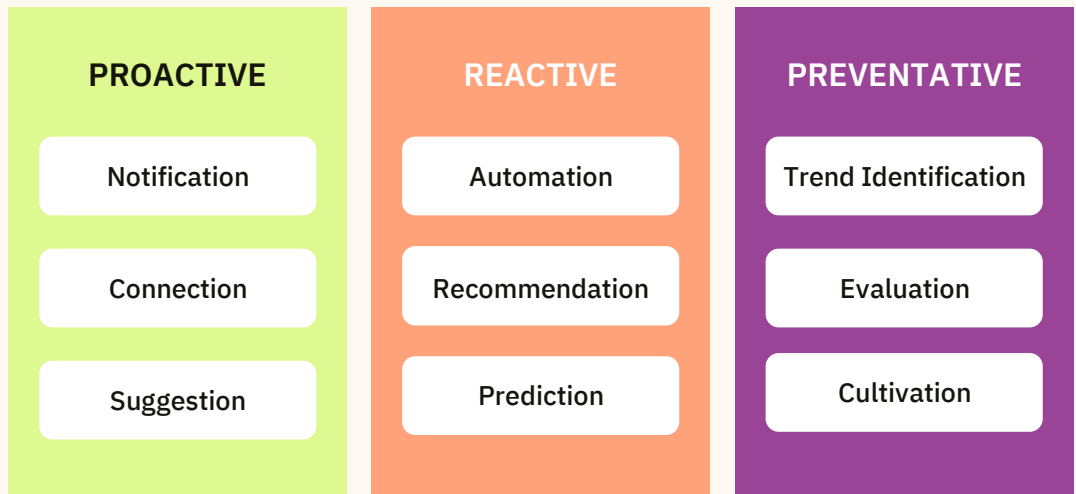
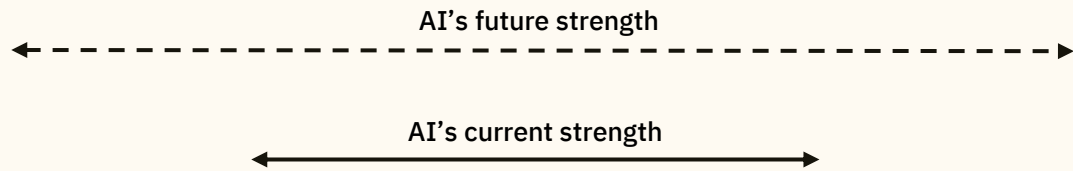


"A Stable Vicuna" - Stable Diffusion XL

# **Zendesk's AI strategy**

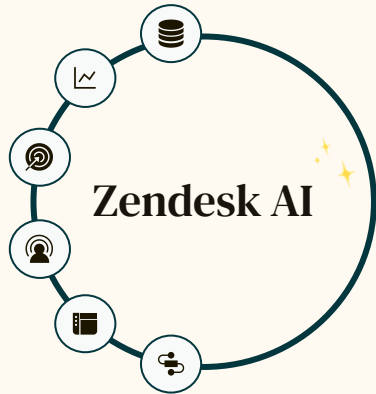
ZENDESK POV

# All service will eventually be AI first



*To automate or not to automate, that is the question*

# Zendesk AI is a unique, CX- tailored solution



Out of the box and  
accessible to anyone



Built and trained on the  
best CX data and expertise



Designed for the entire  
service experience



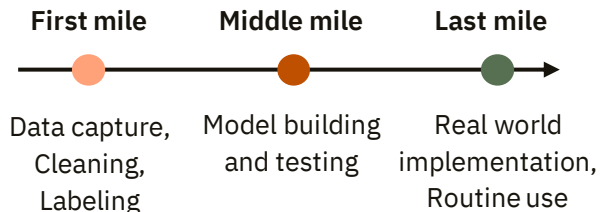
Transparent and  
trustworthy



Out of the box and accessible to anyone

**Zendesk AI  
solves the last  
mile problem so  
you can just  
focus on fine  
tuning**

### Our AI development



**18 Billion**

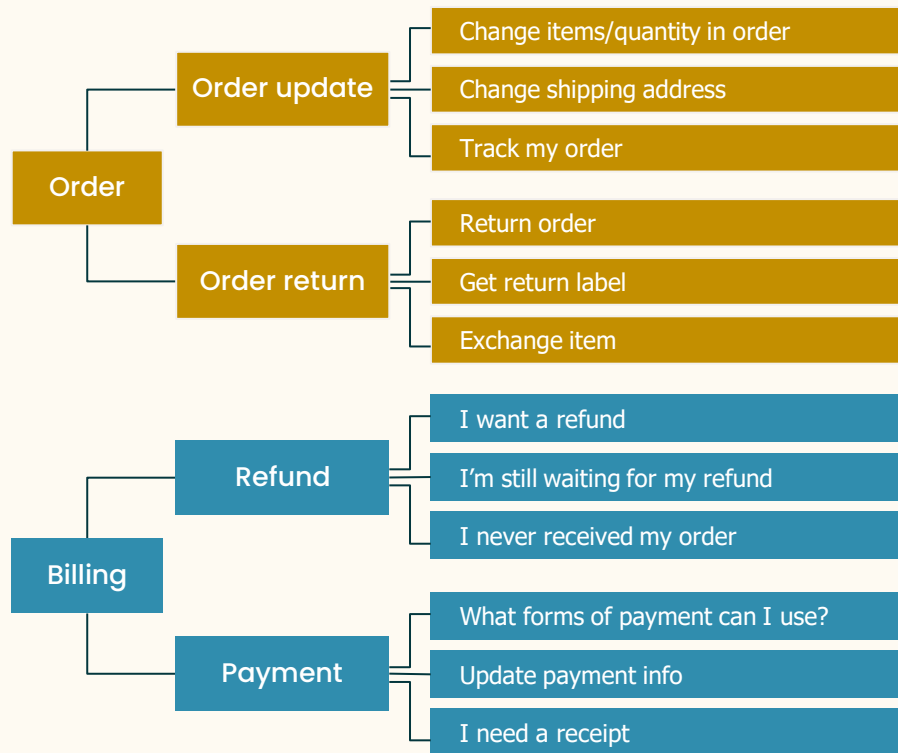
conversations our AI  
models are learning from





Built and trained on the best CX data

# Zendesk AI speaks service across industries and use cases through the highest quality CX data and expertise



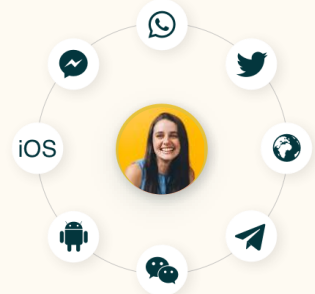
Mapping intents in the retail industry based on historical CX data



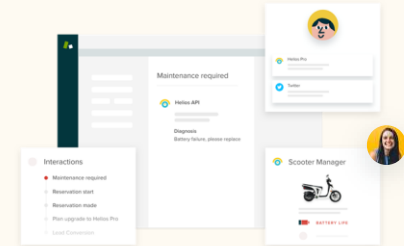
Designed for the entire service experience

# Zendesk AI infuses intelligence and automation for every role in service – customers, agents and admins

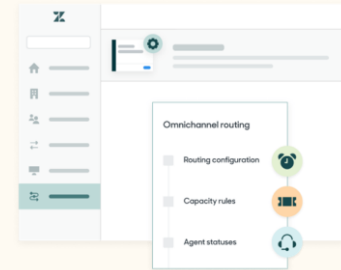
Customer-facing bots



Agent Co-Pilot



Intelligent workflows for Admins





Transparent and trustworthy

**Zendesk AI is leading the way with new AI trust and privacy standards that include granularity and control**



**Choice**



**Transparency**

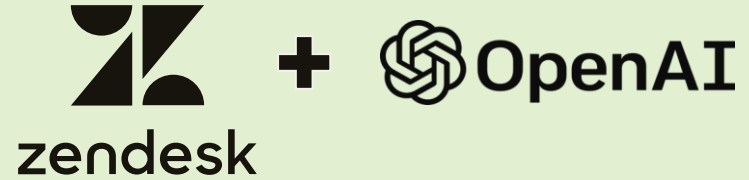


**Protection**

# **Zendesk's AI vision**

**Leveraging the  
power of  
generative AI,  
like ChatGPT,  
will continue to  
be a top priority**

Launched in May 2023



And we are currently working with  
Google AI, AWS AI, Anthropic AI  
and more to evaluate and  
potentially use their LLMs.


Consumers will  
get better,  
more direct  
answers to  
their questions  
with generative  
AI

From

how long do returns take?

THE ICONIC · Bot

Here are some articles that  
may help:

 [My return has been delivered  
but I haven't received my  
refund/...](#)

The information in this article  
refers to our general timeframes.

 [How do I lodge a return?](#)

Sending back your item is easy! To  
return items to us you'll need to

To

how long do returns take?

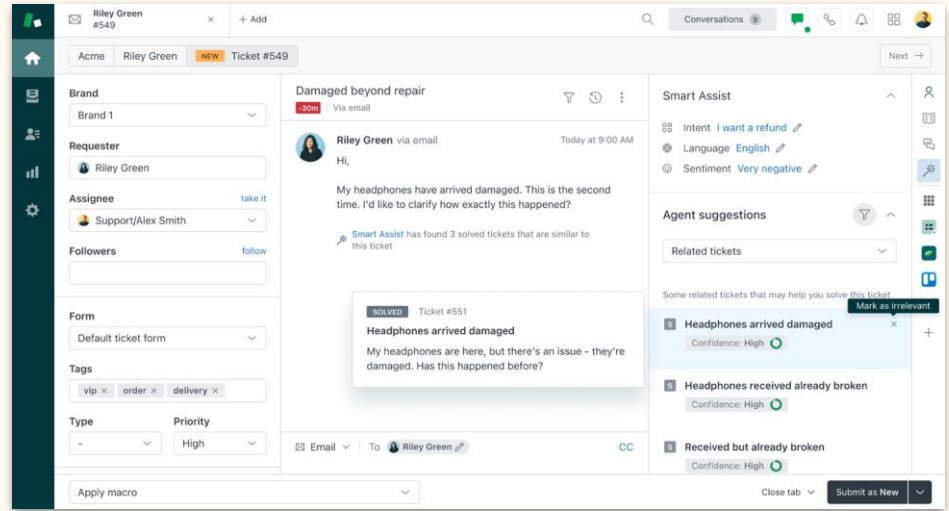
Knowledge Bot

At the moment, we are experiencing  
longer than normal returns  
timeframes. Please allow for 15-20  
business days for your return to be  
received and processed by our team.

[Current Returns Timeframes](#)

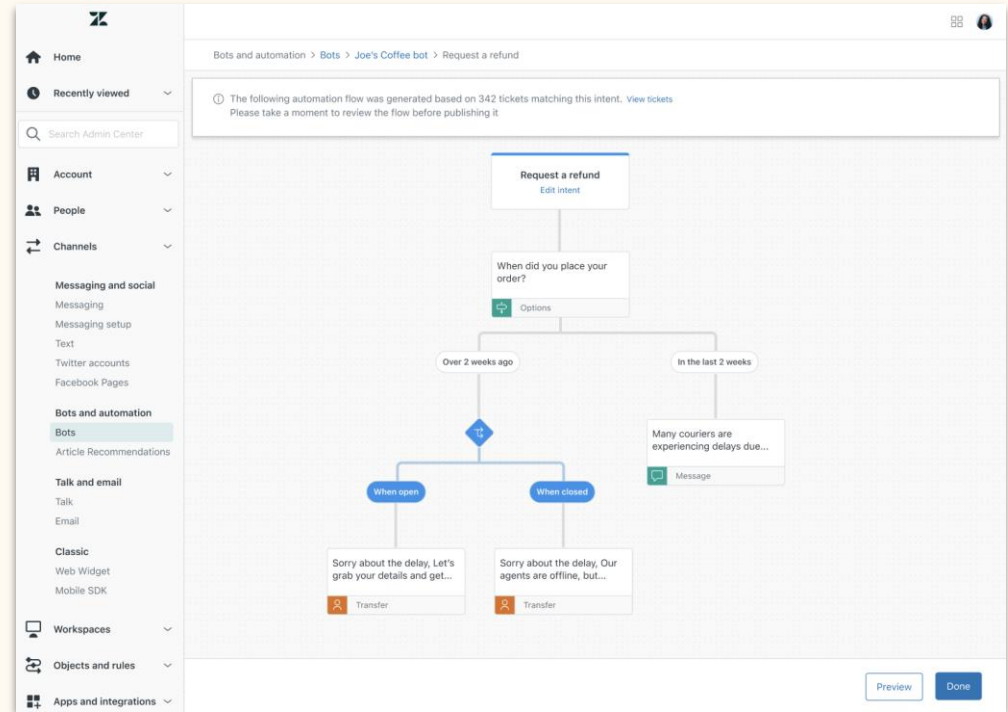
[View source](#)

Agents will work  
alongside an AI co-  
pilot helping them  
intelligently  
respond faster and  
more effectively to  
every customer



Example of using AI to solve tickets faster  
with related prior tickets

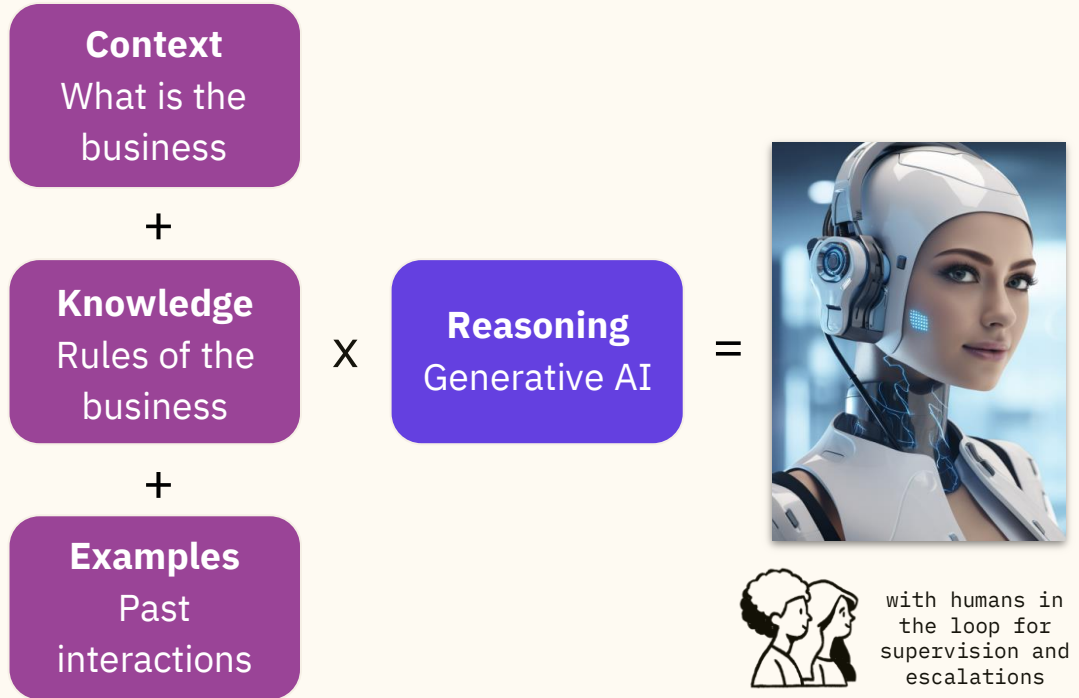
**Admins will have better insights and recommendations to improve knowledge and automate workflows**



Example of an AI generated workflow



Eventually,  
generative AI  
will evolve  
chatbots to  
completely  
automated  
agents

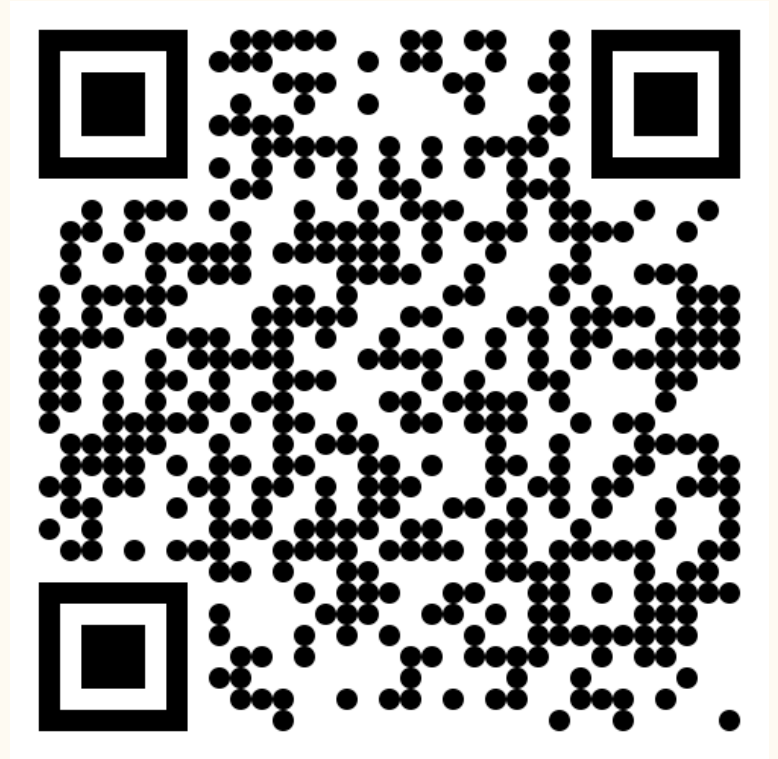






**Vielen Dank**

**Besuchen Sie uns auf  
unseren Stand  
oder „connecten“ sich  
mit mir auf LinkedIn.**



thank you

