GDS Summit
How to Harness AI in CX

**Moderated by Charlie Newark-French, SharpenCX CEO**

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Summary and Key-Takeaways

Top 5 Pain Points/ Challenges to rolling out AI

1. Knowing where to start! Identifying the initial steps and understanding what is possible and prioritizing where to start
2. General change management - avoiding ending up with "Frankenstein's Machine" and managing disparate approaches across an organization
3. Choosing the ideal partner and differentiating genuine claims from bold assertions made by vendors

4. Establishing effective datasets for AI implementation and ensuring agent involvement post-AI adoption
5. Balancing conflicting objectives, such as increasing self-service rates while maintaining high customer satisfaction

Top 5 Solution Tips for rolling out AI

1. Align AI initiatives with business goals and objectives and establish measurable ROI metrics
2. Create a balance between demonstrating fast value and building credibility while also experimenting with bigger initiatives
3. Prioritize Human in the Loop use cases to get the benefit of AI and human intelligence

4. Build a centralized approach to new technology and establish a governance council to streamline AI integration and maintain alignment with corporate objectives and divisions
5. Identify the appropriate solution for the issue at hand; generative AI may not be necessary in all cases
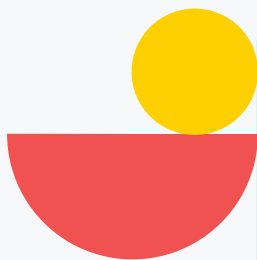
About SharpenCX

SharpenCX provides unified contact center software that empowers agents to deliver engaging customer experiences with an all-in-one, customizable platform.

Let's Talk