

Let's create experiences your customers actually want to experience. ↻



Workshop

Tuesday, 21 June 2022 | 11:00AM – 12:30PM

Using AI to unify your brand's support, digital and voice experiences

In today's digital customer service environment, experience is everything. Customers don't want to interact with bots designed for a simple Q&A that gets them nowhere. They want accurate answers to their problems quickly and across multiple channels. Join IBM experts and Advisory Success Manager for Honda as they show you how to build your own virtual agent within minutes and without writing a line of code. In this workshop you will learn how to navigate IBM Watson® Assistant and create a highly intelligent chatbot leveraging its award-winning NLU capabilities, intuitive user experience and seamless integration tools.

You'll leave this session with a working bot and some insight into best practices for deploying conversational AI at scale.

Speakers:

Alyssa Mercado, Advisory Customer Success Manager, IBM, Formerly Honda

Rob Yates, Director and Distinguished Engineer, IBM Watson



Main Stage Panel

Thursday, 23 June 2022 | 8:30AM – 9:00AM

Transforming customer care with (conversational) AI

Conversations are the foundation long-lasting relationships are built on. So why do we make it hard for customers to talk to us? As we rush to digitize the customer experience and offer self-serve options, we inadvertently increase the friction points between them and us. Friction leads to frustration, which leads to lost customers. Having meaningful conversations with each of your customers is how you keep them coming back. Achieving this at scale requires an advanced Conversational AI solution that is smart enough to deliver frictionless experiences to each of your customers. Join IBM and hear from real customers on how they put AI to work to increase customer satisfaction and build long-lasting brand loyalty.

Speakers:

Brian Cantor, CCW Moderator

Jack Meyers, Product Management Lead, Watson Assistant IBM

Darryl Dement, Business Analyst, San Jacinto College



Client Case Study

Thursday, 23 June 2022 | 11:00AM – 11:45AM

AI for customer care: build experiences your customers want to experience

Your customers don't want to chat, they want answers and action. Modern day customer support demands that you deliver timely answers and quickly take action in every situation, across any touchpoint.

Advances in Nature Language Understanding and Conversational AI have empowered businesses to automate many customer interactions, but like any new technology, there are technical and cultural hurdles to overcome. Join IBM for a discussion about realizing the value of automating customer care to bring intelligence back into conversational AI.

Speakers:

Darryl Dement, Business Analyst, San Jacinto College

Charles A. Quincy, Director, Product Management for Customer Care

Come by IBM booth #300 to see Watson Assistant, a leader in conversational AI. You'll score an IBM T-shirt!

