INTELLIGENT JOURNEY ORCHESTRATION & GENERATIVE AI IN MEDIA & TELCO
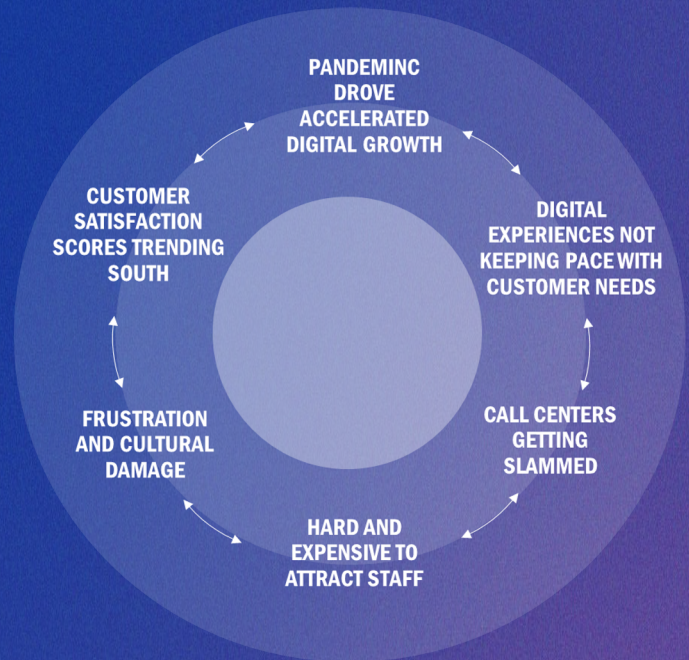
PRODUCTIVITY CHALLENGE

- Every business is challenged with doing more for less.
- But as digital commerce accelerates, many businesses are struggling to get systems talking to each other effectively.
- Employees are getting frustrated with inefficient processes and manual rework.
- Call Center staff are getting bombed with more calls than ever – at a time when finding and training good people is harder than ever.
- Digital customer experience still stuck in commerce engines and chatbots. The promise of personalization has been difficult and it isn't yielding the conversion jumps expected.
- These are common problems and there have been many carefully planned investments in systems to help improve performance. And they have helped. Just not as much as expected.

PANDEMINC DROVE ACCELERATED DIGITAL GROWTH

CUSTOMER SATISFACTION SCORES TRENDING SOUTH

DIGITAL EXPERIENCES NOT KEEPING PACE WITH CUSTOMER NEEDS

FRUSTRATION AND CULTURAL DAMAGE

CALL CENTERS GETTING SLAMMED

HARD AND EXPENSIVE TO ATTRACT STAFF

TRADITIONAL PROCESS AUTOMATION LIMITATIONS

- A lot of work has gone into process mapping tools to organize workflows.
- Process automation tools attempt to structure work and standardize outcomes.
- But we've been trying to solve dynamic processes with static systems and technology. Context and active use of data is often missing.
- The only way to solve a challenge that's changing moment-to-moment is to have processes that can adapt based on real-time information.
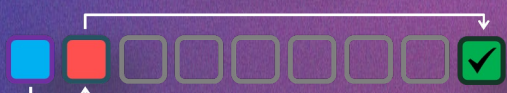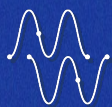
GENERATIVE AI IS CHANGING THE GAME

- Traditionally we have built software (including chat and automation tools) using an IMPERATIVE approach.
- At the end of a series of steps the user gets the outcome they were looking for.
- Sequential journeys are driven by 'if – then – else' routines that commonly trap customers in frustration loops.

- Generative AI works on a DECLARATIVE approach.
- I tell the user interface what I want. Then the AI does all the work and we just get the outcome we were looking for.
- Data orchestration and dynamic flows speed up processes and make things easy and intuitive for users.

SOFTWARE THEN:
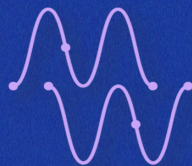**POINT AND CLICK WORKFLOWS**

NOW WITH GENERATIVE AI:
DESCRIBE AND DONE

SAP Endorsed App
Premium Certified

MYWAVE.ai
JOURNEY GENERATOR

Translate processes into Generative AI prototype experiences in hours not days.
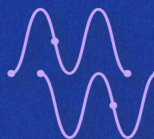
Rapid test and refine environments established.

No Code Journey Generator allows anyone with Business Analyst level technical skills to change and update journey flows.

Journeys managed by key business-defined conditions being met – no if, then, else routines and traps.

Simple API connections to any data source power intelligent journey orchestration and customer best-path experiences.

Natural language recognition and Generative AI means journeys are contextual, empathetic, and intuitive.

sky BROADBAND

Hi, nice to meet you! I'm WiFi Guy.

I'm here to help you see your WiFi, and how it compares to Sky's Lightning Fast WiFi!

Sounds good, let's begin!

MYWAVE.ai
SEE MY WIFI

Win more customers by allowing them to see the unseeable. MyWave used AR technology combined with Generative AI to create a guided WIFI measurement experience.

Results then guide customer to sign-up for their new ideal WIFI plan including boosters.

This powerful AI experience yielded over 50% of all new Broadband customers from all channels.

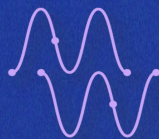MyWave's solution is ready to deploy and can be simply branded for any Telco.

MYWAVE.ai
INSTALL ME

Rolling vehicles to install Telco and Media products is expensive and frustrating for customers who need to arrange time off work to be available. Lower cost-to-serve and improve customer experience with guided set-up for Media and Telco services.

MyWave's Generative AI and AR partnership allows customers to be guided simply and intuitively through set-up journeys including assisted troubleshooting.
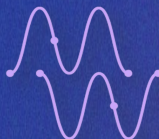
Park the trucks and throw away the fuel cards.

MYWAVE.ai
COMMERCE+

Make the most of your investment in SAP Commerce and other online tools.

MyWave creates intelligent and personalized guided sales journeys that sit on top of existing digital channels to superpower conversion rates and customer experience.

Seamlessly integrate into most back-end systems with MyWave's pre-configured connectivity.

MYWAVE.ai
LOYALTY FAN-X

Leverage content and technology innovation to create new and highly Fan Experiences to drive engagement and loyalty.

Beam presenters and players into peoples living rooms to create second screen personalized fan-engagement.

Using Generative AI, automatically mint NFT's in real-time to reward fans with ownable moments featuring their favorite heroes.

Create buzz and talkability around your brand.