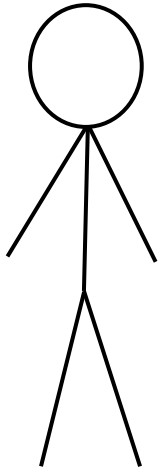
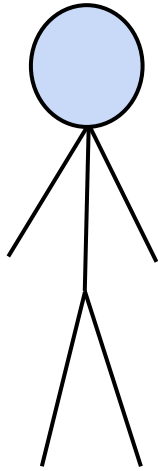


HUMAN VS MACHINE

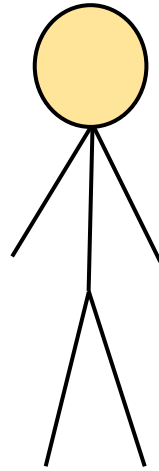
# ~~CHARACTERS~~ PERSONAS



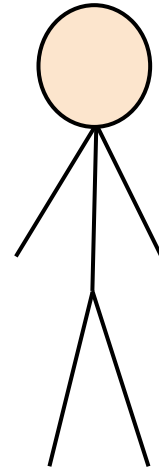
AGENT



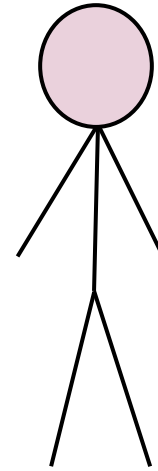
MOMENT  
BUILDER



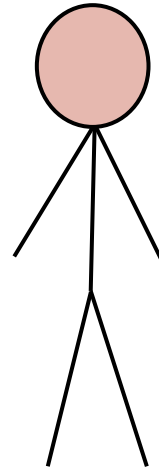
FORM  
BUILDER



QUALITY  
ANALYST



BUSINESS  
PERSON

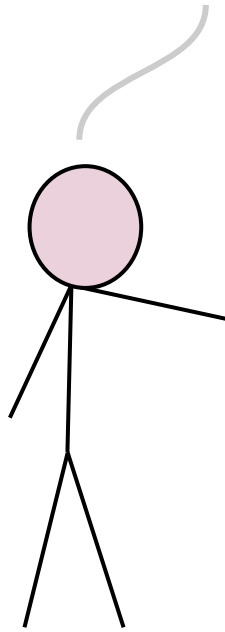


COACH

**Did the agent..... ?**

- Yes
- No
- N/A

WE NEED TO AUTOMATE THIS QUESTION

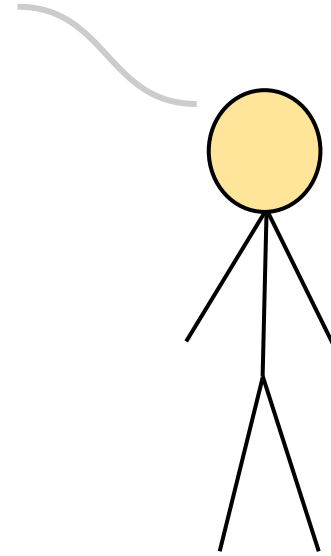


BUSINESS  
PERSON

Did the agent..... ?

- Yes
- No
- N/A

ALRIGHT! LET'S DO IT



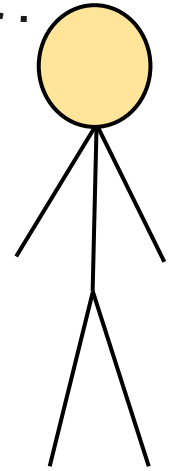
FORM  
BUILDER

TELL BUSINESS  
PERSON

NO

CAN THIS QUESTION BE AUTOMATED?

YES

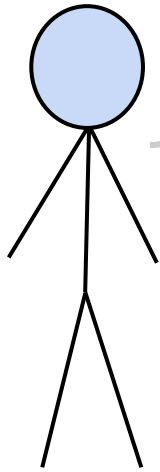


FORM  
BUILDER

Potential Problem / Opportunity

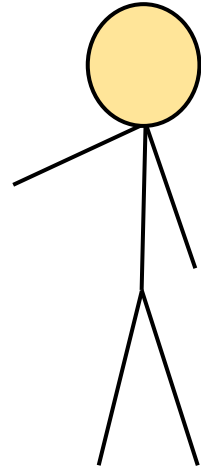
HEY MB! WE NEED A MOMENT TO  
AUTOMATE THIS QUESTION.

CAN YOU HELP?



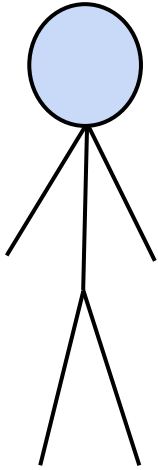
MOMENT  
BUILDER

ALRIGHT! LET'S DO IT

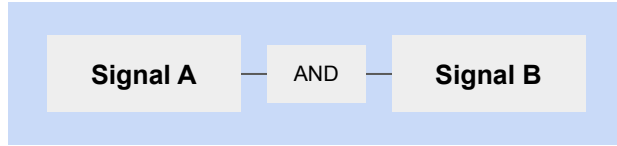


FORM  
BUILDER

BUILDS A MOMENT...

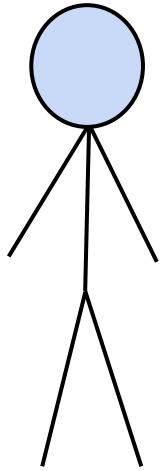


MOMENT  
BUILDER



**Advanced moment**

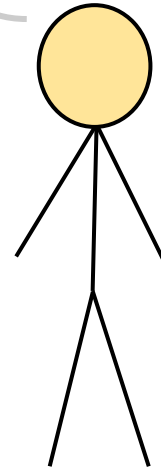
HEY FB! HERE'S YOUR **MOMENT**



MOMENT  
BUILDER

**Advanced moment**

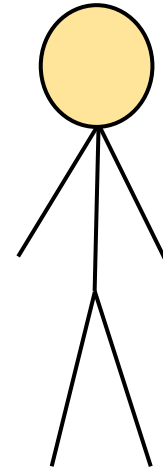
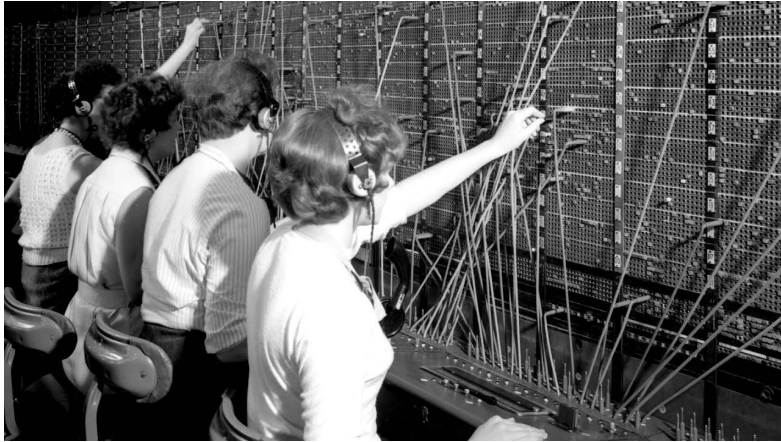
THANKS MB!



FORM  
BUILDER



# AUTOMATING THE QUESTION...

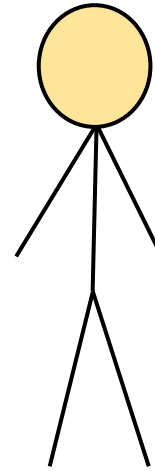
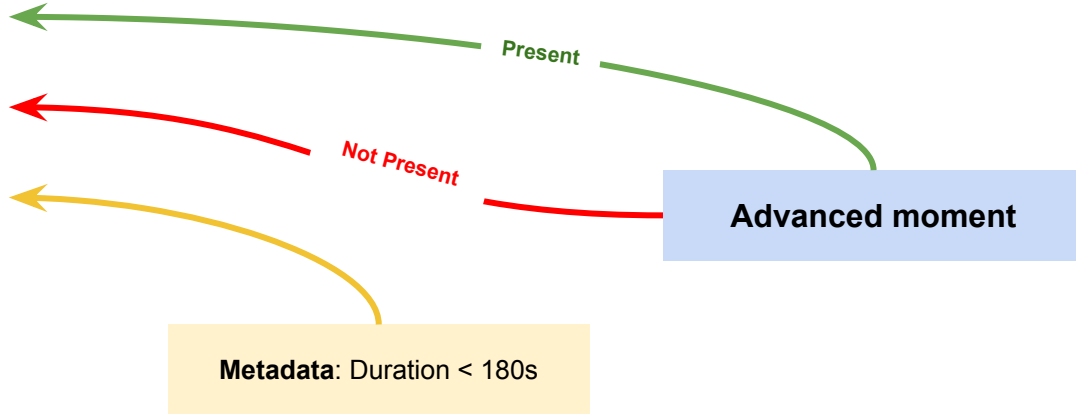


FORM  
BUILDER

# AUTOMATING THE QUESTION...

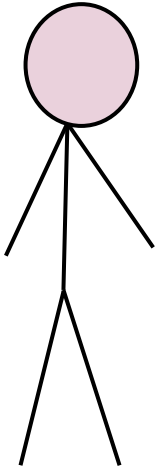
**Did the agent..... ?**

- Yes
- No
- N/A



FORM  
BUILDER

HEY! HERE'S THE AUTOMATION RULE

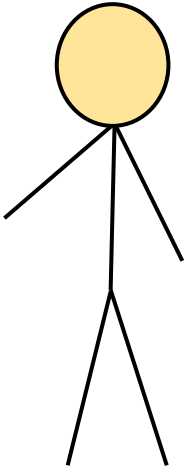


BUSINESS  
PERSON

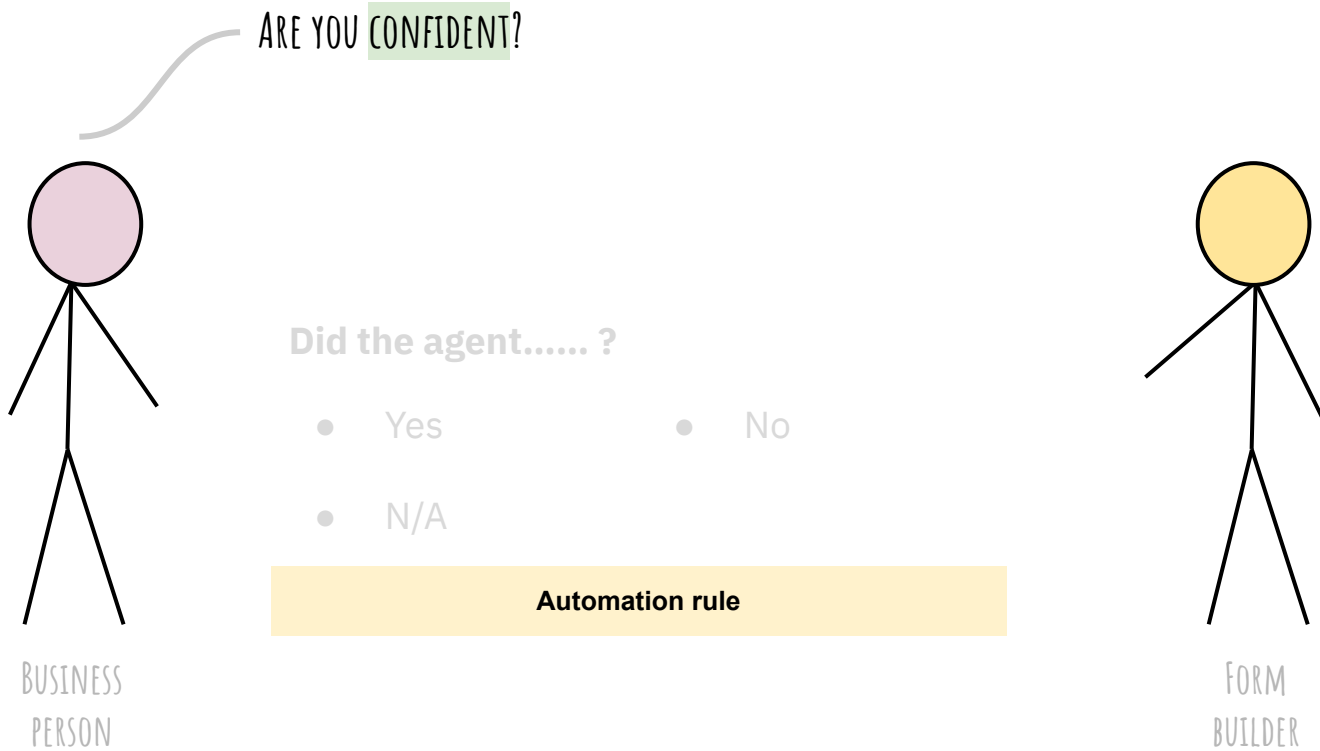
Did the agent..... ?

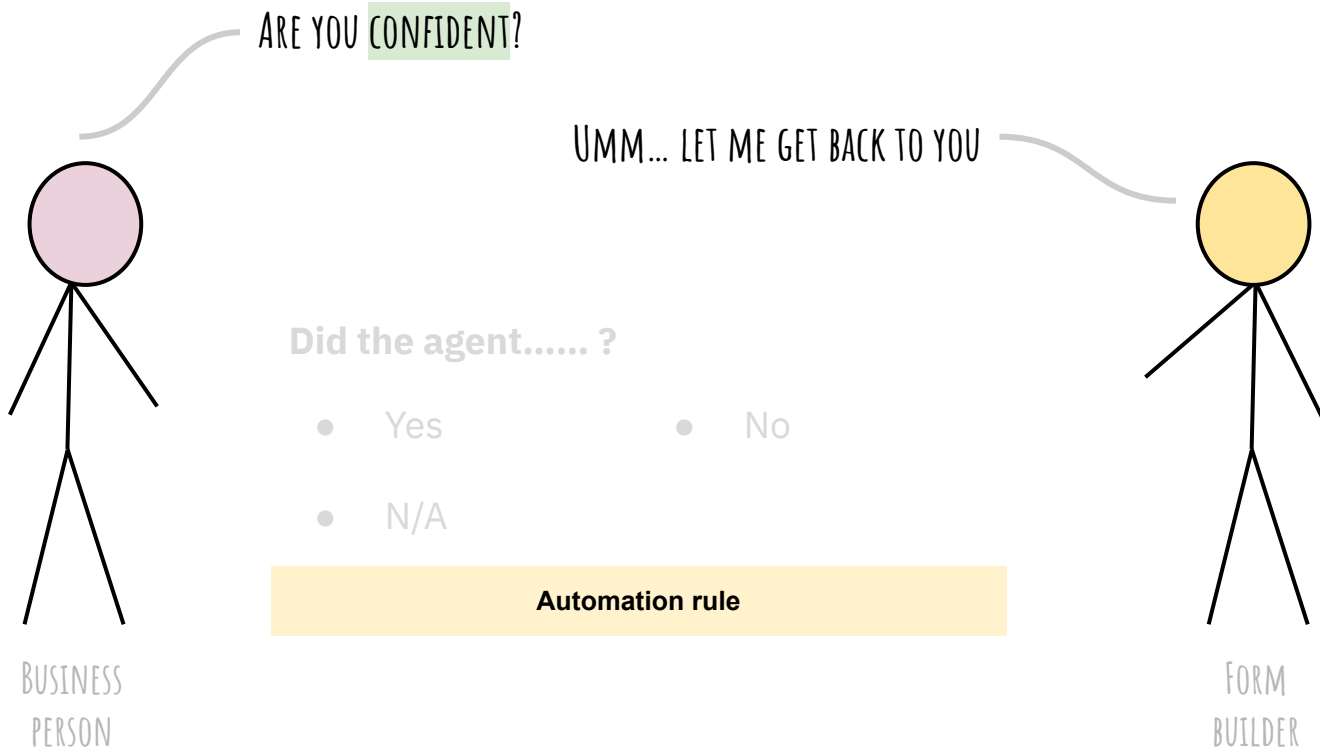
- Yes
- No
- N/A

**Automation rule**



FORM  
BUILDER





## Did the agent..... ?

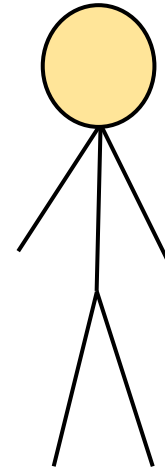
Call no.	Human said	Machine said	Score
1	Yes	Yes	10
2	Yes	No	0
3	Yes	Yes	10
4	Yes	Yes	10
5	No	No	10
6	Yes	Yes	10
7	No	Yes	0
8	Yes	Yes	10
9	N/A	N/A	10
10	No	No	10

**Human vs Machine Report**

Overall Score

**80/100 =**

**80%**

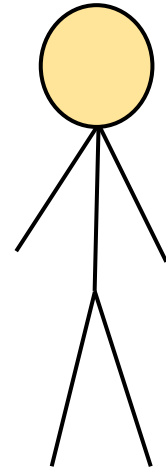


FORM  
BUILDER

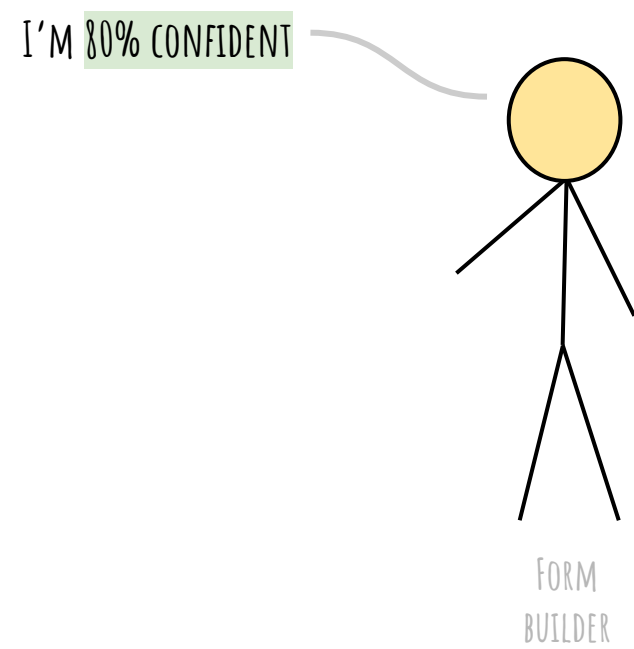
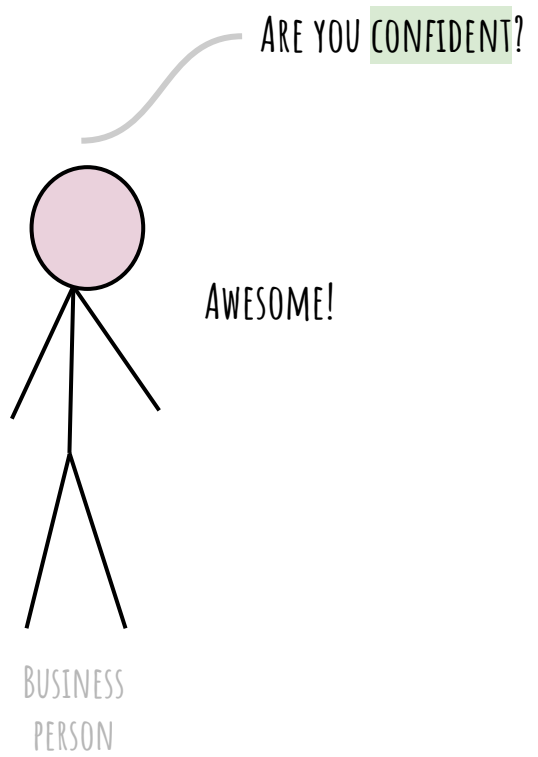
Overall Score  
**80/100 =**

**80%**

CONFIDENCE SCORE



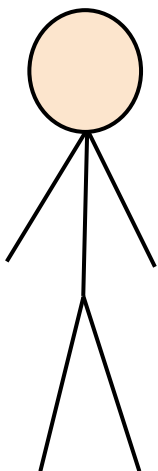
FORM  
BUILDER





EVALUATING A CALL...

# EVALUATING A CALL...

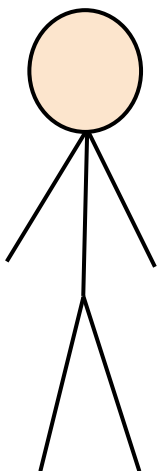


QUALITY  
ANALYST

**Did the agent..... ?**

- Yes
- No
- N/A

# EVALUATING A CALL...



QUALITY  
ANALYST

**Did the agent..... ?**

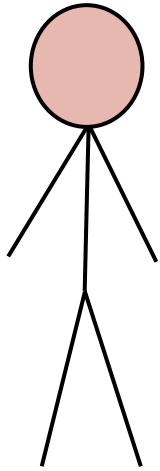
- Yes
- No
- N/A



0. AI RECOMMENDS 'YES' WITH 80% CONFIDENCE

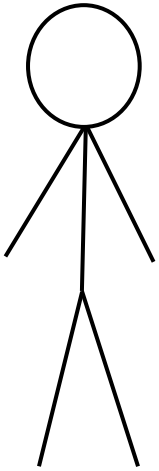
# COACHING AN AGENT

# COACHING AN AGENT



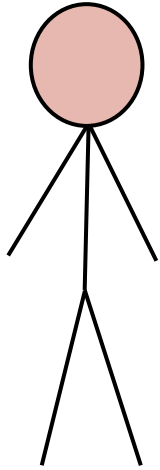
COACH

**Did the agent..... ?**



AGENT

# COACHING AN AGENT

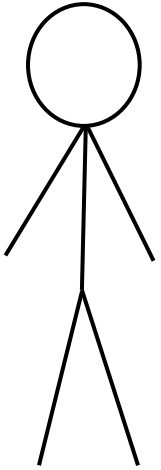


COACH

**Did the agent..... ?**



0. AI THINKS THIS IS A COACHING OPPORTUNITY  
WITH 80% CONFIDENCE



AGENT

DETERMINISTIC → PROBABILISTIC

YES → YES WITH 80% CONFIDENCE

# BUILD TRUST

O.AI RECOMMENDS 'YES' WITH 80% CONFIDENCE

Automate, Augment,  
Recommend confidently

O.AI RECOMMENDS 'YES' WITH 60% CONFIDENCE

Augment, Recommend less  
confidently, Change UI

O.AI RECOMMENDS 'YES' WITH 10% CONFIDENCE

Don't recommend



FIN