

# Soft wins. Harnessing AI for Customer Service Efficiency



A man and a woman are running on a city sidewalk. The man is in the foreground, wearing a white and black athletic vest and white sneakers with yellow accents. The woman is slightly behind him, wearing a black and white athletic top and white sneakers. They are running past a brick building with a large window. The scene is captured in a cinematic style with warm lighting and a slight lens flare effect.

Our vision:

**To be the most premium global  
sportswear brand: built on innovation,  
design, and sustainability**



# Value



# Challenges



Balancing  
**Personalization**  
& Data **Privacy**  
Compliance

Ensuring  
**Accuracy** and  
Brand's  
Coherence

Integration  
with **legacy**  
**systems**

Defining  
**Success** and  
measuring ROI

How do we support On's growth?

2024...



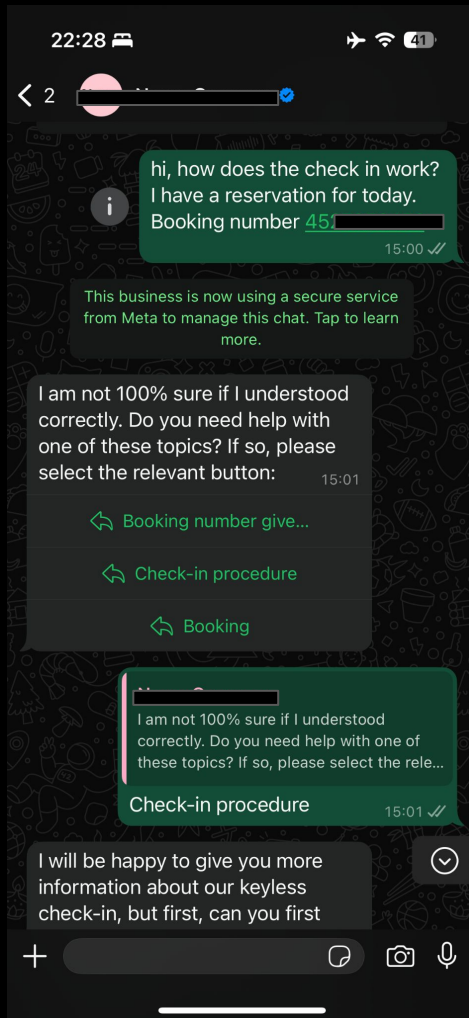
2024...

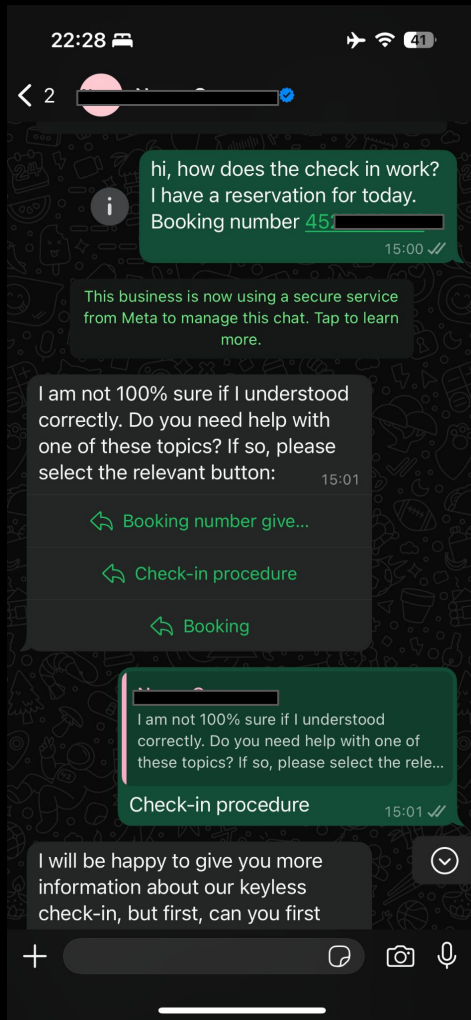
Experimenting  
Generative AI

1. What are our **customers** challenges?
2. What are our **cs agents** challenges?
3. What are your **business** challenges?

2025...

# Efficiency



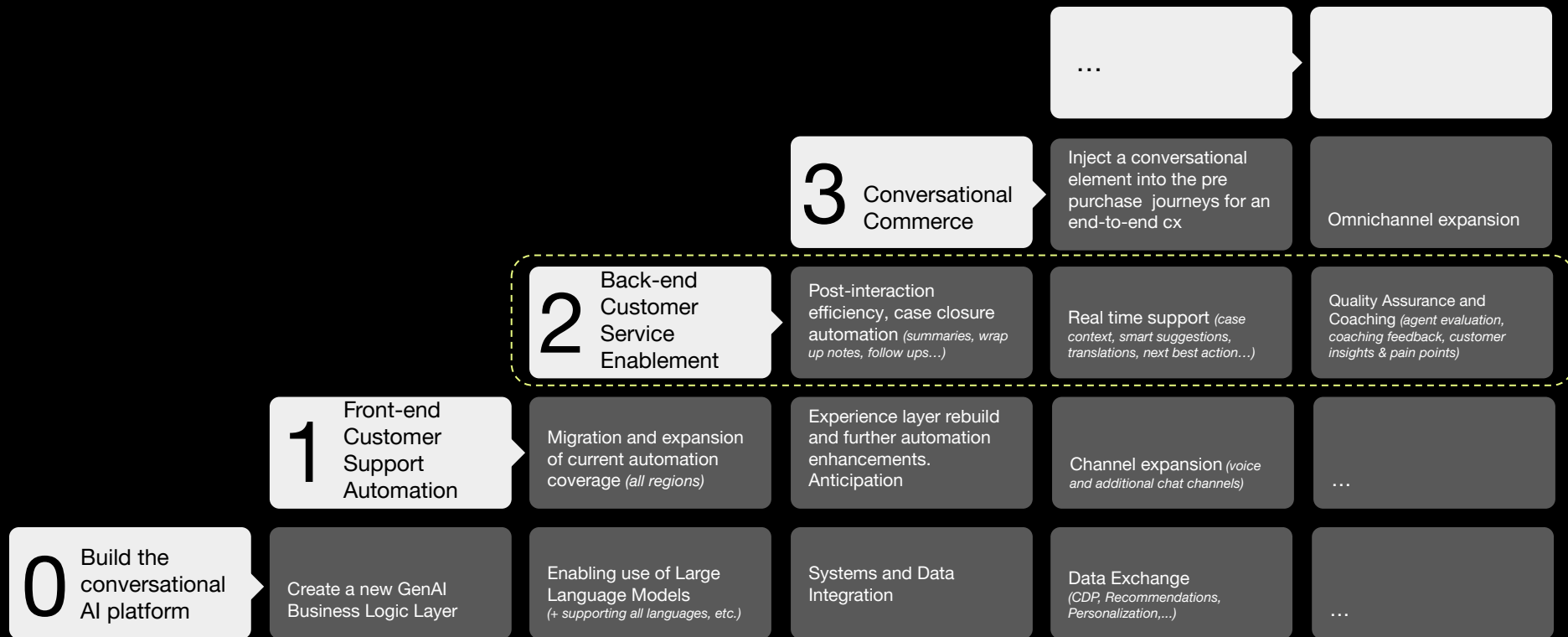


**Efficiency**

**Premium Experience**

We're **empowering our teams** with AI-powered conversational solutions to deliver exceptional, personalized service.





Groundwork for the Data/AI Platform team

Take action



Dream On.

# Thank you.



**Aura Hita**

Conversational  
AI Lead

