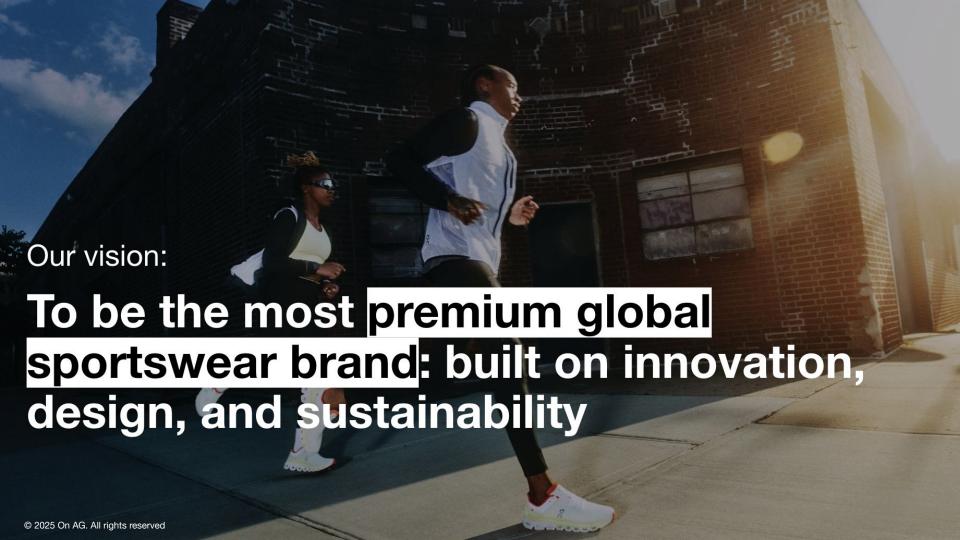
Soft wins. Harnessing Al for Customer Service Efficiency



Value

Challenges

Balancing
Personalization
& Data Privacy
Compliance

Ensuring
Accuracy and
Brand's
Coherence

Integration with **legacy** systems

Defining
Success and
measuring ROI

Chatbot Summit Berlin 2025

90

How do we support On's growth?

2024...

2024...

Experimenting Generative Al

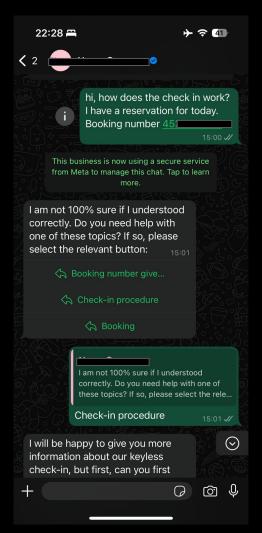
- 1. What are our **customers** challenges?
- 2. What are our cs agents challenges?
- 3. What are your business challenges?

2025...

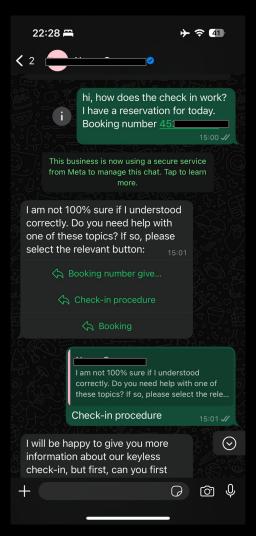
Chatbot Summit Berlin 2025

g

Efficiency











Efficiency

Premium Experience

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

Chatbot Summit Berlin 2025

90

3 Conversational Commerce

Inject a conversational element into the pre purchase journeys for an end-to-end cx

Omnichannel expansion

Back-end
Customer
Service
Enablement

Post-interaction efficiency, case closure automation (summaries, wrap up notes, follow ups...)

Real time support (case context, smart suggestions, translations, next best action...)

Quality Assurance and Coaching (agent evaluation, coaching feedback, customer insights & pain points)

Front-end
Customer
Support
Automation

Migration and expansion of current automation coverage (all regions)

Experience layer rebuild and further automation enhancements.
Anticipation

Channel expansion (voice and additional chat channels)

...

Build the conversational Al platform

Create a new GenAl Business Logic Layer Enabling use of Large Language Models (+ supporting all languages, etc.) Systems and Data Integration

Data Exchange (CDP, Recommendations, Personalization,...)

..

Groundwork for the Data/Al Platform team

Take action



Thank you.





Aura Hita

Conversational Al Lead

DQ

