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AI for the future of customer service

Powering intelligent, connected service journeys
at scale with Deloitte Digital and NiCE

Delivering measurable value with AI-enabled customer service

Organizations face rising expectations to deliver faster, more personalized and more consistent service across every customer touchpoint—while managing cost, complexity and scale. Meeting these demands requires a shift from fragmented service experiences to AI-enabled service journeys.

Conversational and agentic AI can significantly improve responsiveness, resolution and service quality. But value is realized only when AI is applied intentionally: embedded into service journeys, aligned to business objectives, and orchestrated across systems, channels and teams.

Deloitte Digital and NiCE help organizations operationalize AI across customer service to deliver measurable, sustainable impact.

AI agents are not one-to-one replacements for human teams, nor are they simple automation layers. Their impact depends on how they are designed, deployed and governed—and how well their capabilities align with customer needs, service journeys and the operating model that supports them.

Clear objectives and priorities can guide your path:



What outcomes do you expect from AI-powered customer service?



How should AI agent performance be measured alongside human teams?



Which technology and delivery choices will support long-term value?



How will new AI capabilities be governed, supported and evolved over time?

Deloitte Digital and NiCE work together to help organizations address these questions in ways that align technology, operations and business priorities.

The NiCE AI-powered customer service platform orchestrates human and digital agents to automate service, augment work and enable smarter experiences across service journeys. Built to support AI-first service strategies, it brings together knowledge data, connected systems and customer experience capabilities in a unified platform that orchestrates decisions and actions in real time across channels and systems.

Drawing on deep industry knowledge and contact center transformation experience, Deloitte Digital works with organizations at every stage of NiCE implementation, from strategy development through continuous improvements. Together, we can help align your IT and business objectives, envision the future of your AI-driven customer experience ecosystem, and identify the architecture and capabilities to support it.

Powering the next generation of customer service with a unified AI platform

Deloitte Digital and NiCE can help organizations reimagine customer service as a value-driven capability, with a focus on:



WORKFORCE AUGMENTATION

Equip service teams with agentic co-pilots that enable real-time guidance, proactive insights and enhanced productivity—allowing humans to focus on higher-value work.



WORKFLOW ORCHESTRATION

Move beyond managing interactions to orchestrating end-to-end service workflows. By coordinating proactive and reactive engagement across voice and digital channels, we can help deliver consistent, personalized experiences.



EXPERIENCE AUTOMATION

Progress from answering questions to automating intent through fulfilment in ways that reduce friction, improve speed and consistency, and elevate outcomes.

NiCE brings together agentic AI, automation and orchestration on a unified customer service platform designed to support complex enterprise service environments. By integrating intelligence, workflows and execution in a single foundation, organizations gain the visibility and control to operate service at scale, accelerate innovation and deliver measurable business outcomes.

Advancing the future of customer service with Deloitte Digital



STRATEGY

DEFINE A SERVICE VISION ALIGNED TO BUSINESS OUTCOMES

We work closely with the client organization's business and IT leaders to:

- Assess existing technology, data and service operations
- Develop an outcome-focused vision for applying agentic AI across customer service
- Address the compliance, ethics and security requirements of AI adoption
- Establish a roadmap for evolving service capabilities using the NiCE platform



DISCOVERY

BUILD ALIGNMENT AND A STRONG BUSINESS CASE

With a clear service strategy in place, we promote internal alignment with a strong business case and execution plan, including systems and processes for:

- Contract and vendor management
- Program governance
- Change management



DESIGN

ARCHITECT SCALABLE SERVICE CAPABILITIES

Next, we focus on designing the service architecture. Drawing on deep industry knowledge, advanced understanding of agentic AI and more than 25 years of experience scaling service operations, Deloitte Digital can:

- Infuse service architecture design with leading industry, business and IT practices
- Gather requirements to support deployment of the NiCE platform
- Design integrations that embed agentic AI into existing systems and service workflows
- Plan efficient project sprints and rigorous testing to support desired business outcomes



IMPLEMENTATION AND DEVELOPMENT

ACTIVATE SERVICE AT SCALE

Hands-on implementation support helps organizations operationalize agentic AI, including:

- Configuration, augmentation and orchestration of human and digital agents
- Design of customer interaction and service workflows
- Documentation, sprint management and testing
- Change management to support adoption



OPERATIONS

MEASURE AND CONTINUOUSLY IMPROVE SERVICE PERFORMANCE

With NiCE up and running, we help organizations realize ongoing value through:

- Telemetry KPIs to measure performance and support continuous improvement
- Maintenance and support to sustain and enhance AI-driven service
- Customer success and vendor management



Proven results in AI-enabled customer experience

Deloitte Digital and NiCE have helped organizations improve customer service performance, reduce operational cost and unlock new value through AI-enabled service experiences.

Case study: A global German insurance company needed to rapidly scale a voice chatbot pilot across nine additional countries and to migrate legacy conversational AI chatbot solutions into a unified platform. The objectives were clear: Eliminate customer wait times, improve first-contact resolution and reduce average handling time.

Working with Deloitte Digital and NiCE, the organization deployed voice-based service automation with chatbots as the first point of customer engagement. After authenticating the customer and understanding intent, the solution either resolved the inquiry automatically or routed the interaction to the appropriate service team for follow-up.



Together, the organization achieved measurable results including:



MORE THAN 5 MILLION
call center minutes automated
in the first year



OVER 85%
customer recommendation rate
for automated interactions



INSTANT CONNECTION
with a service bot, eliminating
customer wait time

Redefining what success looks like in customer experience:

A roadmap for the future of service

To advance from vision to value, we help organizations through a clear five-step roadmap.

1

SET THE DIRECTION

AI transformation succeeds when organizations begin with a clear ambition and a focused set of high-value use cases. We can help establish direction (what AI will enable for customers, employees and operations), scope (where to start, where to focus, and what to defer) and discipline (a structured portfolio that builds momentum).

2

GOVERN AND SCALE RESPONSIBLY

As organizations move from traditional automation to agentic AI, we help shift governance from a compliance function to an enterprisewide discipline that guides how AI is designed, how autonomy is assigned, how risks are managed, and how humans and machines share responsibility.

3

BUILD THE FOUNDATION

Technology strategy should be driven at the highest level to build the best-fit ecosystem of vendor partnerships and custom solutions that work together. We help align new tools with business requirements and existing architecture needs, while addressing data quality in ways that help improve reliability of models.

4

ENABLE THE ORGANIZATION

AI changes how work gets done, who does it and how systems are managed. We can help redesign how people and AI work together—preparing the workforce, leadership and culture for continuous, AI-enabled service.

5

REALIZE ENTERPRISE VALUE

Impact depends on shifting from isolated AI pilots to an integrated, scalable enterprise strategy. We help build a unified architecture, redesign operating models for human and AI collaboration, and standardize metrics for measuring value and success.





Get in touch

Take your customer experience to a new level with Deloitte Digital and NiCE.

**CONTACT US
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