The Future of Service

THE AGE OF INTELLIGENT EXPERIENCE

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Deloitte.
Digital

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EXECUTIVE **SUMMARY**

The **Age of Intelligent Experience** is upon us. Customer service is on the brink of its most profound reinvention in decades—an AI-first future where **every interaction is faster, smarter, and deeply personalized**. Technology has finally reached capability levels where it can address the most complex customer needs while simultaneously enabling the efficiencies required of today's contact center and field service business leaders.

We will explore how business leaders can harness today's opportunities to reshape and radically transform the customer experience with an **AI-first approach.** The Future of Service should see it shift from cost-center operations to value-driven experience ecosystems where AI becomes the **engine for both empathy and efficiency**. We'll take a look at how this transformation is not only redefining the workforce by shifting roles from reactive service agents to proactive knowledge curators and AI collaborators, but also creating new pathways for **intelligent revenue generation** through predictive insights and **hyper-personalized engagement**. Lastly, we'll explore how the convergence of data, automation, and human-AI collaboration is creating new architecture dependencies that demand trust, transparency, and unified data strategies to power intelligent customer experiences.

We will deliver a clear vision for building efficient customer service that continuously learns, evolves, and delights, culminating in a roadmap for thriving in the **Age of Intelligent Experience** where **humans are heroes, and AI does the rest**.

If you’re only optimizing people, **you’re already behind.**

The next decade belongs to those who optimize **service intelligence.**

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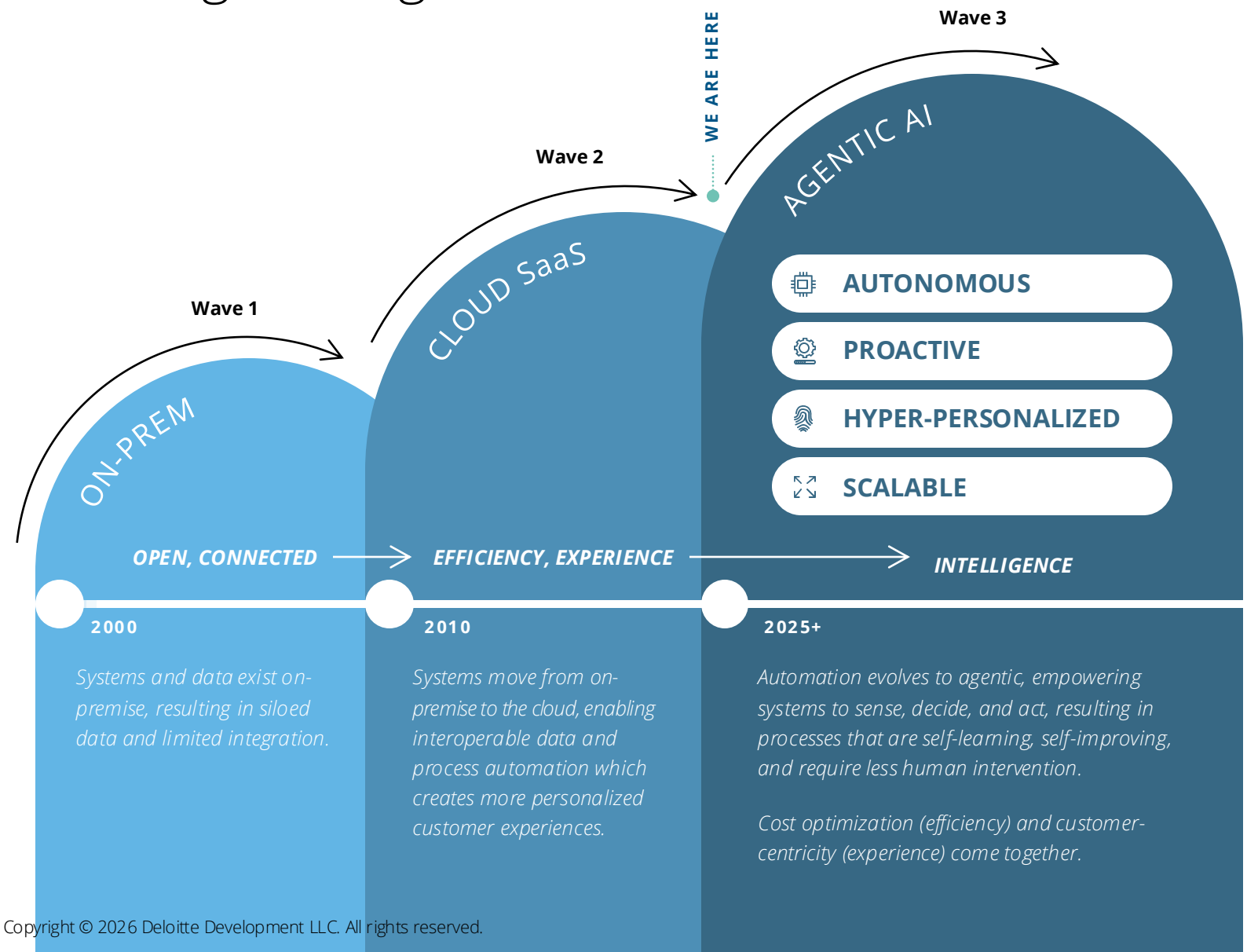
THE FUTURE OF SERVICE

THE AGE OF INTELLIGENT EXPERIENCE

The third wave of service

From digital to agentic



AI capabilities now drive **meaningful impact** through service that is:

AUTONOMOUS

AI understands requests, makes decisions, and completes tasks end-to-end in real time.

PROACTIVE

AI understands intent and anticipates customer needs before they are expressed.

HYPER-PERSONALIZED

AI tailors interactions to the individual customers' history, preference, and context.

SCALABLE

AI handles multiple interactions simultaneously.

45% of contact center leaders are **planning to use agentic AI** by **end of 2026**[1]

1. Global Contact Center Survey (publication pending), Deloitte Digital, 2026

Customer service leaders face mounting imperatives.

AI promises a bold, transformational response.

In the new era of Intelligent Experience, **humans and machines become one ecosystem** enabling each other.

SERVICE IMPERATIVES
IN THE AGE OF INTELLIGENT EXPERIENCE

DRIVE SERVICE EFFICIENCIES

Service operations costs are rising, and **traditional cost levers such as offshoring, consolidation, and standardization are becoming increasingly expensive** as volume grows and processes remain labor intensive.

>30%

estimated average cost reduction enabled by AI[1]

ENHANCE CUSTOMER EXPERIENCE

Customers expect fast, consistent, and personalized support across every touchpoint, yet traditional workflows are limited, creating gaps in experience that impact satisfaction and loyalty.

#1

priority for contact centers leaders[1]

CREATE NEW VALUE

Service is no longer just a cost center; **it is a potential engine for predictive insights, loyalty creation, and revenue expansion**

1.2x

more likely for customers to make repeat purchases when they have support in their preferred channel[2]

1. Global Contact Center Survey (publication pending), Deloitte Digital, 2026 | 2. TrustID Brand Index, Deloitte, 2025

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THE FUTURE OF SERVICE

THE AI SERVICE VALUE MAP

Today's technology advancements **impact the entire spectrum of service**

SERVICE CAPABILITY

SELF - SERVICE	CONTACT CENTER	FIELD SERVICE	IN-STORE / IN-BRANCH	CUSTOMER SUCCESS
MODALITY				
• In-product / in-app • Omnichannel virtual assistants • Web / mobile	• Live human support • Insourced / outsourced	• Coordination and delivery of service at customer's location	• Physical location, in-person	• Pre- and post- sale support and account management
PRIMARY FUNCTION				
Enable the tools and technology needed to resolve high-volume, transactional interactions in the customer's preferred channel at their convenience without the need for live agent intervention	Resolve more complex, emotional, and/or higher-risk inquiries through live agent interactions enabled by technology to provide a higher level of expertise and human empathy	Deliver hands-on service at a customer's location, including installation, maintenance, repair, inspections, or support of products, equipment, or systems through a mobile, distributed workforce	Provide personalized service to a customer at the point of sale, allowing for dedicated, extended interactions and handling of sensitive information where in-person presence is required	Manage customer relationships throughout the journey to support satisfaction and adoption of products and services while identifying opportunities for expansion through renewals and cross-selling / upselling

Biggest Opportunity Areas

VALUE DRIVEN BY AI

1 DEFLECT INTERACTION VOLUME & **REDUCE CUSTOMER EFFORT**

How do I improve channel convenience and functionality to reduce the need for live interactions?

2 REDUCE HANDLE TIME & **REPEAT SERVICE INTERACTIONS**

How do I deliver expertise quickly and accurately when it's needed most?

3 INCREASE REVENUE PER INTERACTION & **CROSS-SELL CONVERSION**

How do I optimize opportunities to enhance the customer experience and unlock new value through personalized interactions?

While AI impacts the entire service ecosystem, several capabilities **present significant opportunities for creating value**

SELF-SERVICE	CONTACT CENTER	FIELD SERVICE	IN STORE/ IN BRANCH	CUSTOMER SUCCESS
IVR / IVA	Live Voice	Work Order Management	Appointment Scheduling	Business Management
Chatbot	Live Messaging	Scheduling & Dispatch	POS Integration	Customer Journey Design
Web	Email & Ticket Support	Mobile Technician Enablement	Service Deck	Offering Management
Mobile / In-Product Support	Channel Management	AR/VR Remote Assistance	Inventory Management & Visibility	Customer Lifecycle Management
Social Media	Agent Assist	Predictive Maintenance	Feedback & Experience Capture	Operations & Enablement
Knowledge Base / FAQ Management	Service Delivery Model	Parts & Inventory Management		Customer Intelligence
Community Forums / Peer Support	Supporting Operations (e.g., WFM / QA)	Route Optimization		Retention Management
Multimodal	Telemetry & Diagnostics	Warranty & Contract Management		

ENABLERS

Data Architecture & Integration	Case Management	CRM / Customer Data	Governance & Security	Cross-Sell / Upsell Engine
Proactive Notifications	Self-Healing	Knowledge Management	Talent & Training	Analytics

AI Opportunity High Medium Low

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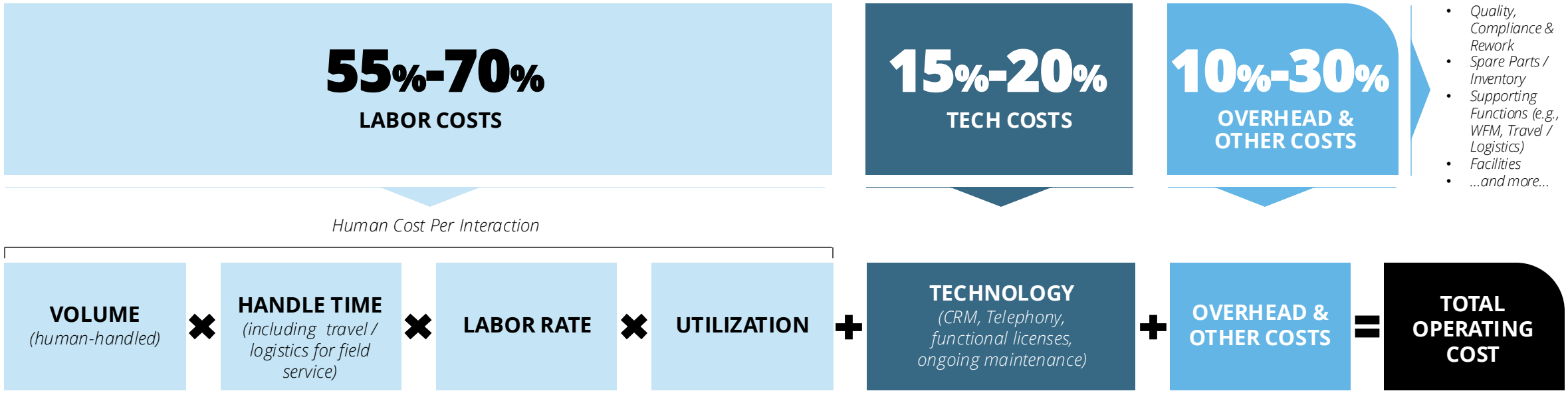
THE FUTURE OF SERVICE

THE ECONOMICS OF AI

Today, the cost of labor **drives the economics of service**

SERVICE COST BREAKDOWN TODAY

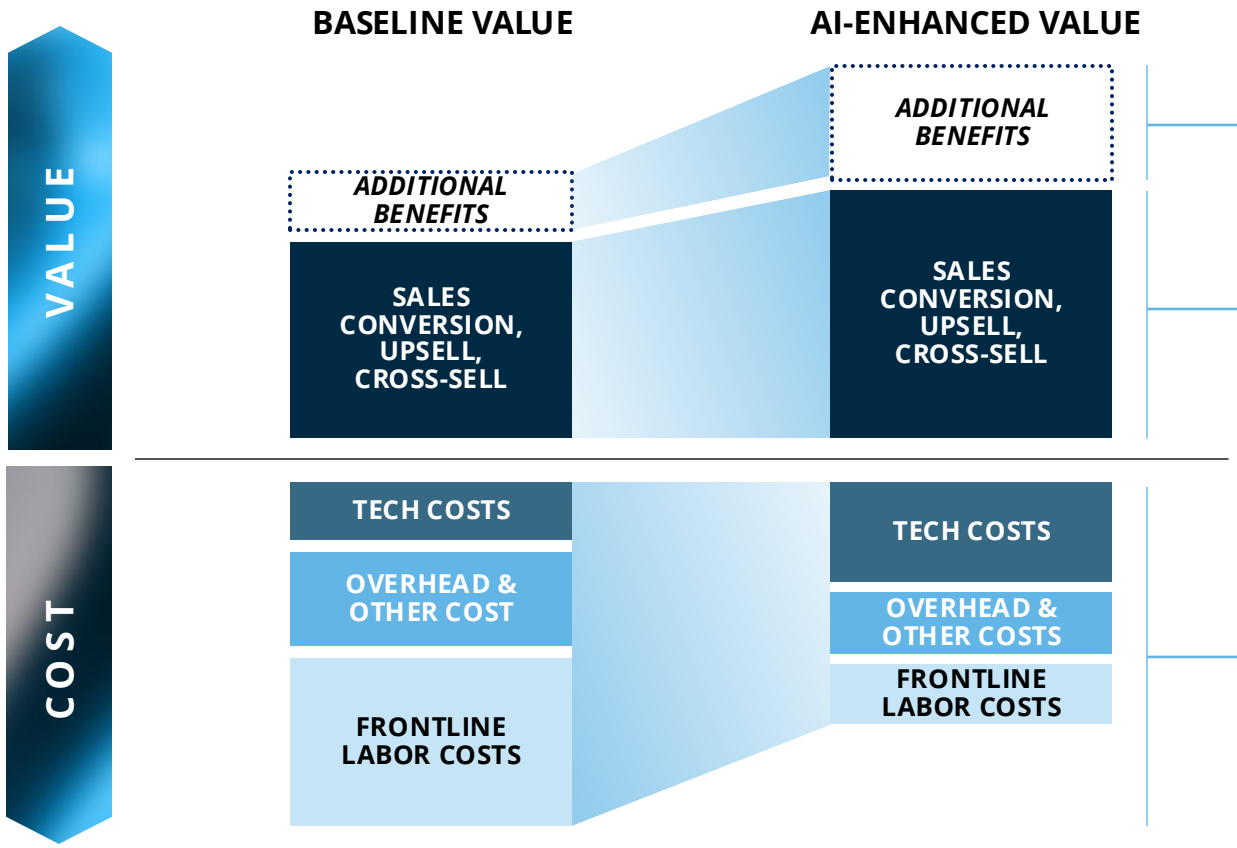


IMPACT

- Volume to human agents **decreases**
- Handle time is pushed up as AI handles more complex calls, but pushed down by AI copilots helping human agents
- Labor costs **decrease** with AI enabling increased low-cost country resourcing
- Utilization **increases** as AI tools improve agent efficiency
- Technology costs **increase** with the addition of AI capabilities across the ecosystem
- Other costs **decrease** as AI unlocks back office efficiency

Investing in advanced AI service capabilities reduces overall service cost.

Deploying more advanced AI technology in service **drives up benefits while reducing cost to serve**



WHAT DRIVES THE **VALUE?**

EXPERIENCE, LOYALTY, & TECH UPSIDE

Improved service enhances customer experience, **driving loyalty,** while unlocking other benefits through extensions of AI foundation cross-enterprise

REVENUE UPLIFT

More advanced tech (AI) reduces friction leading to **improved conversion and retention rates**

10%-25%
potential revenue uplift

SERVICE COST SAVINGS

Tech expense increases with more advanced capabilities but is balanced by the ability to handle **the increased volume of automated interactions**

30%-60%
potential cost savings

With AI technology, the driver of service costs moves from scaling with license costs to **scaling with model consumption.**

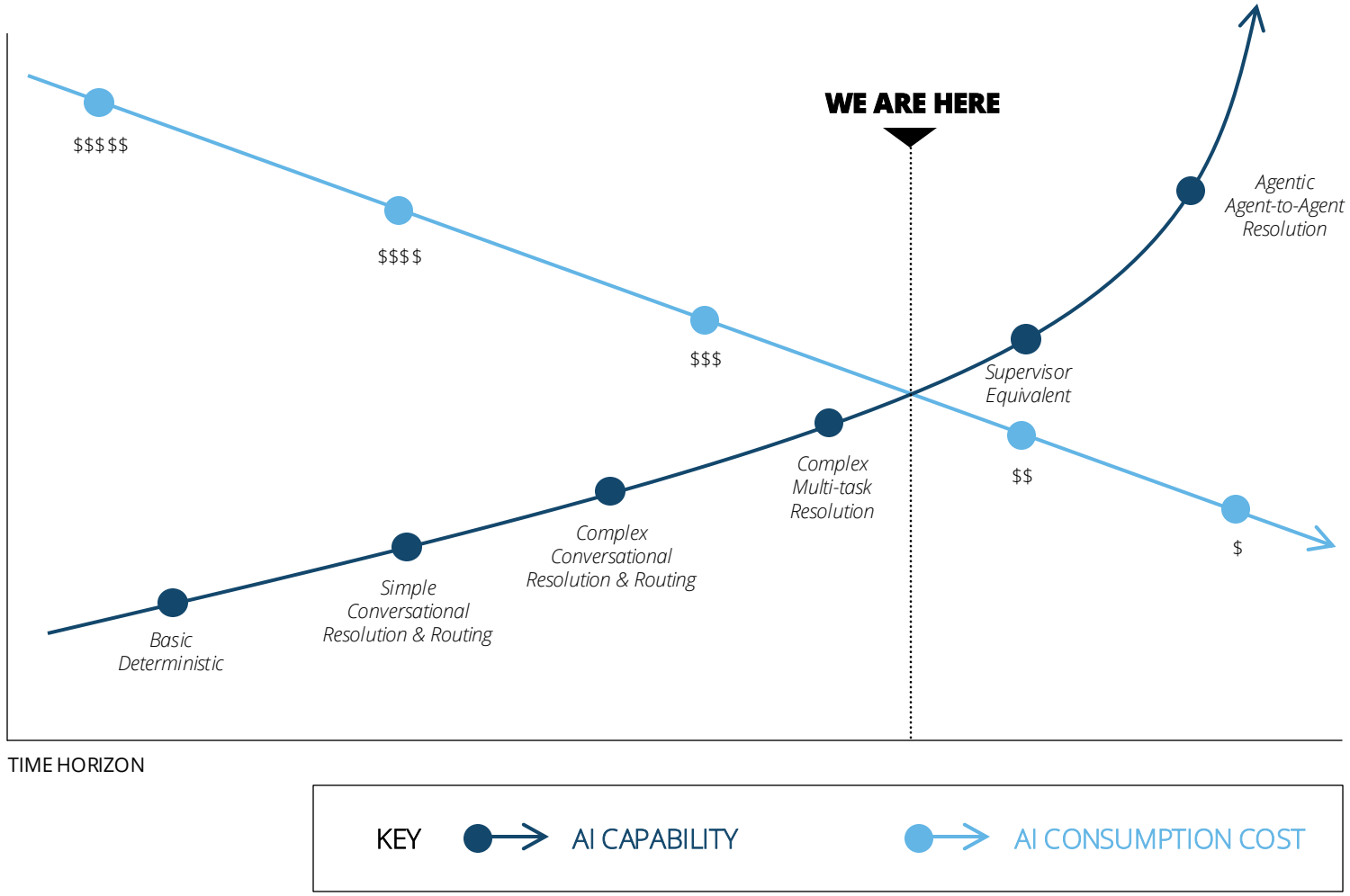
AI capabilities have improved dramatically as the cost of AI continues to fall

Over

280x

decrease in AI consumption costs ("inference costs") in the last two years[1]

THE **TIME TO INVEST** IN ADVANCED AI CAPABILITIES **IS NOW**



1. "The 2025 AI index report," Stanford Institute for Human-Centered AI, 2025.

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THE FUTURE OF SERVICE

THE AI LEVERS POWERING EFFICIENCY IN THE NEW CONTACT CENTER

Investing across different generative and agentic AI capabilities can potentially create **50% efficiency across contact center operations**

PRIMARY | **FORCE MULTIPLIERS**

1 | AI **VIRTUAL AGENTS**

Implement an AI agent capable of handling voice and text / chat channels to deliver end-to-end self-service resolution.

2 | AI **AGENT ASSIST** (COPILOT)

Augment human agents with real-time, next-best-action coaching and sentiment analysis, rapid smart search for knowledge retrieval, automated note-taking and summarization across channels for context retention, and guided workflows for complex processes.

3 | AI **LANGUAGE TRANSLATION** & ACCENT REDUCTION

Drive lower labor costs and increase utilization with AI that automatically "upskills" every human agent into a multilingual expert with real-time translation & accent reduction.

4 | AI **PREDICTIVE & PROACTIVE OUTREACH** FOR ISSUE RESOLUTION

Utilize self-healing AI to proactively detect issues requiring service and conduct outreach to customers to resolve issues before it becomes a call.

5 | AI **CONTINUOUS INTENT ANALYSIS** & CHANNEL OPTIMIZATION

Establish ongoing understanding of interaction drivers across channels to define the optimal handling approach, creating a feedback loop of real-time agent process improvements, customer & product insights, and intent recognition to build continuous agent performance improvements and effective AI automations.

EXPECTED VALUE

Deflect Interaction Volume

↑ **50%-80%** interactions deflected or automated

Reduce Service Handle Time

↓ **20%-40%** handle time reduction

Upskill the Workforce

↓ **30%-50%** labor cost reduction

Deflect Interaction Volume

↑ **50%-80%** interactions deflected or automated

Understand to Inform Deflection

Key AI Enabler

PRIMARY | FORCE MULTIPLIERS

1 | DEFLECT INTERACTION VOLUME

AI Virtual Agents

AI-powered voice and chat agents that deliver intelligent self-service to resolve customer inquiries end-to-end.

These Agentic bots use conversational AI and business rules to understand intent, retrieve information, and complete tasks to reduce live agent volume while improving speed and consistency.

KEY TECHNOLOGY ENABLERS

- **SPEECH-TO-TEXT / TEXT-TO-SPEECH MODELS**
- **CONVERSATIONAL AI & LLM ENGINES FOR DIALOG GENERATION**
- **CONTINUOUS LEARNING LOOPS FOR INTENT & RESPONSE OPTIMIZATION**
- **INTENT CLASSIFICATION & JOURNEY ORCHESTRATION INTEGRATED WITH CRM / CCAAS**

WHAT THIS UNLOCKS

- **Efficiency & Deflection |** Agentic self-service automates routine calls and chats, reducing live-agent volume and queue time
- **Always-On Service |** 24 × 7 service support is available across channels without increasing staffing or cost
- **Consistency & Accuracy |** Responses are grounded in enterprise data and business rules deliver reliable experiences every time
- **Lower Cost to Serve |** Automation reduces per-interaction costs compared with traditional agent support

POTENTIAL PERFORMANCE IMPACT[1]

50%–80%
Interaction Deflection / Automation

- **Reduced** average response time
- **Higher** first contact resolution
- **Reduced** cost per interaction

SUGGESTED ACTIONS

- Design a comprehensive intent model and knowledge integration for strong containment
- Define fallback paths and seamless escalation for complex requests
- Implement strict prompt guardrails to avoid hallucination and maintain brand voice
- Continuously review and test conversation flows for deflection effectiveness, experience quality, and gaps in trust

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Combines LLM dialogue design, CRM systems, and testing of autonomous behaviors)	*(Requires training datasets, governance setup, and intent taxonomy design)*	*(CX and brand risk if guardrails and fallbacks are not properly implemented)*

1. Deloitte experience

PRIMARY | FORCE MULTIPLIERS

2 | REDUCE SERVICE HANDLE TIME

AI Agent Assist (copilot)

AI copilots work with human service agents in real time to make them faster, smarter, and more consistent.

These assistive agents listen to or read live interactions, retrieve relevant knowledge, summarize key details, and recommend next-best actions, reducing handle time and wrap-up work while improving quality and compliance.

KEY TECHNOLOGY ENABLERS

- REAL-TIME TRANSCRIPTION & NATURAL-LANGUAGE UNDERSTANDING (NLU)
- RETRIEVAL-AUGMENTED GENERATION (RAG)
- EMBEDDED COPILOTS IN CRM / CCAAS SYSTEMS
- PROMPT-ENGINEERING AND DETERMINISTIC LOGIC
- SENTIMENT ANALYSIS + AUTO-SUMMARIZATION + WORKFLOW AUTOMATION

WHAT THIS UNLOCKS

- **Efficiency & Speed |** Agentic support reduces handle time by surfacing contextually relevant information and suggested actions during calls
- **Quality & Consistency |** Responses are grounded in verified knowledge sources, improving FCR and customer satisfaction
- **Productivity |** Automates wrap-up tasks and data entry, reducing after-call workloads
- **Trust & Compliance |** Built-in prompt guardrails and human oversight help mitigate hallucination and create AI outputs that are explainable, compliant, consistent, and support confident adoption

POTENTIAL PERFORMANCE IMPACT[1]

50%-80%	>5%	>10%
Reduction in Average Handle Time	Increase in First Contact Resolution	Faster Agent Training & Proficiency

SUGGESTED ACTIONS

- Validate knowledge base accuracy and update cadence to maintain AI grounding
- Embed governance, privacy & security measures for interaction transcript
- Invest in change management and UX to drive agent adoption and trust
- Establish continuous learning loops to optimize prompt logic and output accuracy

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium	**Medium**	**Low-Medium**
(Requires integration across CRM, LLM, and knowledge systems)	*(Build phase involves context and knowledge organization setup)*	*(Governed through guardrails, review, & testing frameworks)*

1. Deloitte experience

PRIMARY | FORCE MULTIPLIERS

3 | UPSKILL THE WORKFORCE

AI Language Translation & Accent Reduction

AI translation and accent reduction removes communication barriers, enables globally distributed teams to deliver consistent high-quality support, accelerates resolutions and creates a scalable and trusted customer experience.

KEY TECHNOLOGY ENABLERS

- SPEECH-TO-TEXT / TEXT-TO-SPEECH MODELS
- NEURAL MACHINE TRANSLATION (NMT)
- ACCENT NORMALIZATION & VOICE CONVERSION MODELS
- REAL-TIME SPEECH ENHANCEMENT & NOISE SUPPRESSION
- LOW-LATENCY STREAMING INFRASTRUCTURE

WHAT THIS UNLOCKS

- **Higher Quality |** Clear, accurate communication across channels improves customer understanding and satisfaction
- **Greater Efficiency |** Faster resolutions and reduced handle time
- **Global Scale |** Enables a truly global multilingual workforce
- **Smarter Operations |** Standardized language data enhances analytics, QA, and automation accuracy

POTENTIAL PERFORMANCE IMPACT[1]

30%-50%
Improved efficiency

- **Reduced** average handle time
- **Highly** skilled workforce
- **Cheaper** cost per interaction

SUGGESTED ACTIONS

- Establish high quality audio and diverse language models
- Integrate tightly with existing contact center platforms for seamless, real-time use across channels
- Implement strict guardrails to avoid hallucination and maintain brand voice
- Maintain low latency performance and strong privacy control
- Continually improve system for better efficiency

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrate AI into existing telephony, CCaaS and agent systems)	*(Requires training agents, governance setup, & operational change management)*	*(CX and brand risk if guardrails and compliance strategies are not properly implemented)*

1. Deloitte experience

PRIMARY | **FORCE MULTIPLIERS**

4 | UPSKILL THE WORKFORCE

AI Proactive Outreach for Issue Resolution

Utilizing self-healing AI to proactively detect issues, request service and conduct outreach to customers to resolve issues before they become a call. Addressing issues early and offering tailored solutions delivers smoother experiences, faster resolutions, and efficient service operations.

KEY TECHNOLOGY ENABLERS

- **PREDICTIVE ANALYTICS & ANOMALY DETECTION MODELS**
- **OMNICHANNEL DELIVERY INFRASTRUCTURE**
- **JOURNEY ORCHESTRATION & AUTOMATION ENGINES**
- **REAL-TIME SPEECH ENHANCEMENT & NOISE SUPPRESSION**

WHAT THIS UNLOCKS

- **Reduced Inbound Contacts |** Issues are resolved before customers need to reach out to service centers
- **Customer Trust |** Timely outreach demonstrates proactiveness, care, and reliability
- **Personalized Customer Journey |** Outreach tailored to behavior and context increases engagement and satisfaction
- **Efficient Operations |** Human agents can focus on higher value tasks instead of avoidable issues

POTENTIAL PERFORMANCE IMPACT[1]

50%-80%
Reduction in Average Handle Time

- **Reduced** average handle time
- **Faster** Resolution
- **Cheaper** cost per interaction

SUGGESTED ACTIONS

- Enable real-time data capture to detect issues and trigger timely actions
- Validate predictive models with real customer scenarios to limit false alerts or unnecessary outreach
- Implement strict guardrails for tone, accuracy and privacy to limit hallucination and maintain brand voice
- Continually monitor performance and refine models based on outcomes and trust gaps

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrate Ai into existing telephony, CCaaS)	*(Predictive modeling and data accuracy and signal quality)*	*(CX and brand risk if guardrails and compliance strategies are not properly implemented)*

1. Deloitte experience

PRIMARY | **FORCE MULTIPLIERS**

5 | UNDERSTAND
SERVICE LEVERS

AI Continuous Intent Analysis & Channel Optimization

Establish ongoing understanding of interaction drivers across channels to define the optimal handling approach, creating a feedback loop of real-time agent process improvements, customer & product insights, and intent recognition to build continuous agent performance improvements and effective AI automations.

KEY TECHNOLOGY ENABLERS

- **REAL-TIME INTENT DETECTION MODELS**
- **DYNAMIC ROUTING ENGINES**
- **BEHAVIORAL ANALYTICS & JOURNEY TRACKING**
- **FEEDBACK & OPTIMIZATION LOOP SYSTEMS**

WHAT THIS UNLOCKS

- **Lower Operation Cost |** Directing simple interactions to automated channels frees human agents for higher value tasks
- **Greater Efficiency |** Intent driven routing minimizes back and forth
- **Standardized Experience |** Overall improved quality in service and reduced effort from the customer
- **Continuous Improvement |** AI learns from every interaction, making routing smarter over time

POTENTIAL PERFORMANCE IMPACT[1]

KEY ENABLER FOR OTHER LEVERS

- **Reduced** average handle time
- **Reduced** effort from customers
- **Cheaper** cost per interaction

SUGGESTED ACTIONS

- Validate intent models with real customer scenarios before scaling
- Design clear channel strategies that balance automation with human support to confirm customers get support where, when, and how they want it
- Implement change management and train agents and teams
- Implement strict guardrails for tone, accuracy, and privacy to help limit hallucinations
- Continually monitor performance and refine models based on outcomes

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrate AI into existing telephony, CCaaS and agent systems)	*(Requires training agents, governance setup, and operational change management)*	*(CX and brand risk if guardrails and compliance strategies are not properly implemented)*

1. Deloitte experience

05

THE FUTURE OF SERVICE

DRIVING ROI WITH AI EFFICIENCY IN **FIELD SERVICE**

Investing across different generative and agentic AI capabilities can drive **20%-30% efficiency across your field service organization**

PRIMARY

1 | REMOTE DIAGNOSTICS & **VIRTUAL SUPPORT**

Implement an AI agent capable of handling voice and text/chat channels to deliver end-to-end self-service resolution.

EXPECTED VALUE

Deflect Calls & Truck Rolls

10%-20% interactions eliminated or deflected with self-service and channel optimization

2 | PREDICTIVE & **PREVENTIVE MAINTENANCE**

Employ predictive analytics to schedule service before failure, with the goal of establishing that necessary parts and resources will be available and generating real-time notifications for potential issues.

Deflect Calls & Truck Rolls

15%-30% interactions deflected through less unplanned downtime

3 | AI COPILOTS & **GUIDED REPAIR FOR TECHNICIANS**

Enable advanced remote assistance capabilities including augmented reality, text, and image recognition to aid and improve visualization and interaction during onsite operations.

Reduce Service Handle Times

15%-20% handle time reduced and mean time to repair

4 | **INTELLIGENT SCHEDULING,** DISPATCH, & ROUTING

Utilize AI-powered scheduling capabilities to assign the right technician, optimizing for skills, availability, location, and emergency risks while proactively avoiding scheduling conflicts and resource allocation issues.

Increase Labor Utilization

15%-20% labor cost reduction and/or time saved towards higher-value work

5 | PARTS, INVENTORY, & **KNOWLEDGE OPTIMIZATION**

Use predictive analytics to forecast which parts will be needed where and when, automate ordering for needed parts, and optimize shipments.

Decrease Fraud & Mistakes

8%-15% boost in first-time fix rates and reductions in downtime costs

1 | **DEFLECT**
CALLS & TRUCK ROLLS

Remote Diagnostics & **Virtual Support**

Implement AI agents capable of handling voice and text / chat channels to deliver end-to-end self-service resolution remotely and reduce need for onsite visits.

KEY TECHNOLOGY ENABLERS

- **AI-POWERED CHATBOTS & NATURAL LANGUAGE PROCESSING**
- **SECURE, MULTI-CHANNEL COMMUNICATION PLATFORMS**

WHAT THIS UNLOCKS

- Rapid remote resolution and fewer costly site visits
- 24/7 scalable support and automated triaging
- Expert escalation with minimal wait times
- Improved first-time resolution metrics
- Enhanced customer satisfaction through real-time updates

POTENTIAL PERFORMANCE IMPACT[1]

10%-20%

interactions eliminated or deflected with self-service and channel optimization

- **Reduced** cost for unplanned downtime
- **Increased** self-service resolution
- **Improved** customer service

SUGGESTED ACTIONS

- Train teams in digital troubleshooting etiquette & data usage
- Integrate remote tools with core service workflows
- Balance automation with human escalation when needed
- Ensure reliable, high-quality connectivity for end users
- Prioritize cybersecurity and privacy for remote sessions

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrating AI into existing agent systems)	*(Requires training agents, and operational change management)*	*(CX and brand risk if there is a cybersecurity issue)*

1. Deloitte experience

2 | **DEFLECT**
CALLS & TRUCK ROLLS

Predictive & Preventive Maintenance

Leverage AI-driven analytics to predict equipment failures, schedule proactive maintenance, and track uptime and asset longevity, while Generative AI (GenAI) delivers automated post-job summaries for complete, accurate service records.

KEY TECHNOLOGY ENABLERS

- IOT SENSORS & REAL-TIME ASSET MONITORING
- PREDICTIVE ANALYTICS & MACHINE LEARNING MODELS
- GENAI FOR AUTOMATED DOCUMENTATION & SUMMARIES
- DIGITAL TWINS FOR SCENARIO SIMULATION
- CLOUD PLATFORMS FOR DATA AGGREGATION & PROCESSING

WHAT THIS UNLOCKS

- Proactive maintenance reduces unplanned downtime
- Data-driven scheduling lengthens asset lifespan
- Consistent, detailed job reporting with minimal manual effort
- Shorter service windows and higher equipment uptime
- Insights for continuous improvement and warranty management

POTENTIAL PERFORMANCE IMPACT[1]

15%-30%
interactions deflected through less unplanned downtime

- **Reduced** ad-hoc service calls
- **Increased** unplanned downtime
- **Improved** utilization

SUGGESTED ACTIONS

- Enable precise and reliable capture of sensor and asset data
- Validate AI models for reliability and interpretability
- Incorporate automated summaries into the service completion process
- Implement change management for adoption
- Implement strict guardrails for accuracy and secure operational data within compliance standards.

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
High	**High**	**Medium**
(Implement IoT sensors and AI predictive models)	*(Requires training agents, governance setup, & operational change management)*	*(Lack of trust in solution and false positive alerts)*

1. Deloitte experience

3 | REDUCE SERVICE **HANDLE TIME**

AI Copilots & Guided Repair for Technicians

Equip field technicians with AI copilots and step-by-step guided repair solutions, providing contextual expertise, intelligent troubleshooting, and hands-free access to manuals or repair scenarios, increasing first-time fix rates and technician proficiency.

KEY TECHNOLOGY ENABLERS

- GENAI CONVERSATIONAL COPILOTS ACCESSIBLE VIA MOBILE/AR
- CONTEXT-AWARE KNOWLEDGE DATABASES
- VISUAL RECOGNITION FOR REAL-TIME PART IDENTIFICATION
- VOICE-ACTIVATED, HANDS-FREE ACCESS TO MANUALS & PROCEDURES
- FEEDBACK & OPTIMIZATION LOOP SYSTEMS

WHAT THIS UNLOCKS

- On-demand expertise for every technician of any experience level
- Higher first-time-fix rates and lower repeat visits
- Reduced ramp-up time for new hires or complex jobs
- Agile troubleshooting for rarely-seen issues
- Fewer support calls and escalations to back office

POTENTIAL PERFORMANCE IMPACT[1]

15%-20%

handle time reduced and mean time to repair

- **Higher** first-time fixes
- **Reduced** Tier 2 support calls
- **Improved** customer experience

SUGGESTED ACTIONS

- Focus on creating intuitive and user-friendly interfaces
- Regularly revise guidance informed by industry feedback
- Provide support for multiple languages and accessibility needs
- Keep repair documentation current and pertinent
- Continuously track and enhance the accuracy and dependability of the copilot system
- Implement strict guardrails for accuracy and validate that operational data is managed securely and in compliance with standards

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrate AI into existing systems)	*(Requires training agents, governance setup, & operational change management)*	*(CX and brand risk if guardrails, & compliance strategies are not properly implemented)*

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4 | **INCREASE** LABOR UTILIZATION

Intelligent Scheduling, Dispatch, & Routing

Optimize resource allocation and reduce operational overhead using AI-driven scheduling, real-time dispatch, and dynamic routing, automatically matching an appropriate technician to each job, minimizing travel time and maximizing productivity.

KEY TECHNOLOGY ENABLERS

- AGENTIC AI FOR SCHEDULE & DISPATCH OPTIMIZATION
- REAL-TIME LOCATION & TRAFFIC DATA INTEGRATION
- SKILLS & AVAILABILITY MAPPING ALGORITHMS
- DYNAMIC ROUTE PLANNING ENGINES
- WORKFORCE MANAGEMENT & NOTIFICATION PLATFORMS

WHAT THIS UNLOCKS

- Optimal technician-to-job matching, boosting productivity
- Minimum travel time and service delays
- Transparent, interactive communication for customers
- Real-time adaptation to emergencies or last-minute changes
- Reduced operating and fuel costs

POTENTIAL PERFORMANCE IMPACT[1]

15%-20%

labor cost reduction and/or time saved towards higher-value work

- **Reduced** cost on travel time
- **Improved** proficiency in service delivery
- **Improved** scheduling & skills adaptability

SUGGESTED ACTIONS

- Incorporate AI scheduling into current ERP/CRM platforms
- Develop override procedures for special situations
- Regularly assess route precision and equity
- Ensure smooth communication between customers and technology
- Consider compliance, union agreements, and regulatory requirements

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrate AI into existing ERP/CRM platforms)	*(Requires training agents, governance setup, & operational change management)*	*(CX, financial, and brand risk if guardrails & compliance strategies are not properly implemented)*

1. Deloitte experience

5 | **DECREASE**
FRAUD & MISTAKES

Parts, Inventory, & **Knowledge Optimization**

Utilize AI to predict part needs, automate inventory management, and surface relevant knowledge assets, with the goal of establishing the right components and information are at hand to reduce delays, excess stocking, and service interruptions.

KEY TECHNOLOGY ENABLERS

- AI-DRIVEN DEMAND FORECASTING & AUTO-REPLENISHMENT
- REAL-TIME INVENTORY TRACKING WITH IOT/RFID
- KNOWLEDGE GRAPH SOLUTIONS FOR DOCUMENTATION ACCESS
- GENAI-POWERED CONTENT SEARCH & RECOMMENDATIONS
- INTEGRATED PROCUREMENT & SERVICE DATA PLATFORMS

WHAT THIS UNLOCKS

- Optimal technician-to-job matching, boosting productivity
- Minimum travel time and service delays
- Transparent, interactive communication for customers
- Real-time adaptation to emergencies or last-minute changes
- Reduced operating and fuel costs

POTENTIAL PERFORMANCE IMPACT[1]

8%-15%
boost in first-time fix rates and reductions in downtime costs

- **Reduced** job delays & return visits
- **Optimized** inventory & parts availability
- **Reduced** service downtime

SUGGESTED ACTIONS

- Integrate inventory, procurement, and field systems comprehensively
- Validate that relevant knowledge assets for the field are up-to-date
- Guarantee accuracy of inventory data and enforce chain-of-custody controls
- Automate seamless flow of part requests and fulfillment
- Provide mobile-friendly access to parts and content

COMPLEXITY & RISK PROFILE

COMPLEXITY	EFFORT LEVEL	RISK LEVEL
Medium-High	**High**	**Medium**
(Integrate AI into existing systems)	*(Requires training agents, governance setup, and operational change management)*	*(Change management and user adoption risk)*

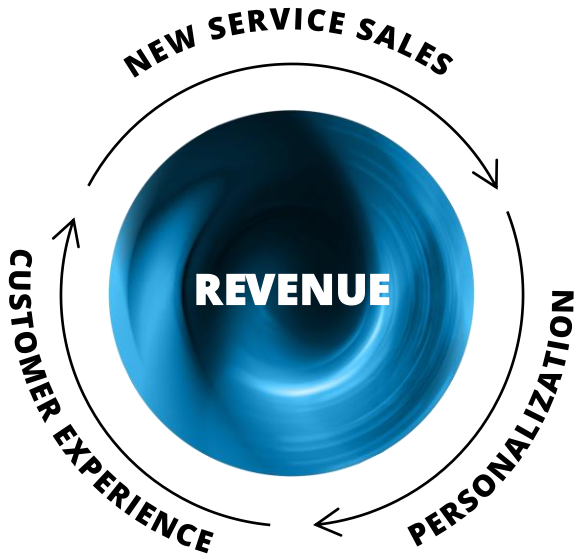
1. Deloitte experience

06

THE FUTURE OF SERVICE

UNLOCKING NEW REVENUE STREAMS WITH AI & DRIVING IMPROVED EXPERIENCE

AI evolves service from cost center to value generation with potential to drive up to **25% new revenue growth**



NEW SERVICE SALES *enabled by* → **PERSONALIZATION** *resulting in* → **CUSTOMER EXPERIENCE**

During service interactions, **autonomous agents and AI copilots identify "issue-to-offer" opportunities,** providing relevant, tailored add-ons, upgrades, or new solutions to address customer needs or supplement existing products or services, allowing organizations to better **retain, expand, and monetize relationships**.

AI continuously analyzes **customer interaction history and profile data to anticipate what customers need** next, treating every customer as a VIP. Agentic systems apply "next best action" logic in real time to tailor interactions, recommendations, and outreach—**enabling elite, concierge service levels for every customer**.

AI combines detection of emotion, intent, and context signals to interpret how customers feel and what they need next. By integrating real-time analytics, customer journey data, and predictive modeling, organizations can **engage customers with the right resolution, channel, and tone at every moment**, with each touchpoint feeding smarter, more insightful future engagement to **create repeat customers.**

VALUE LEVERS

- *Cross-sell / upsell / next best offer recommendations*
- *Churn prediction*
- *Personalized pricing, promotions, and offer bundles*
- *Dynamic customer profiling*
- *AI journey orchestration*
- *Proactive renewals*

EXPECTED VALUE

INCREASE REVENUE & RENEWALS

INCREASE LOYALTY & NPS

INCREASE CUSTOMER LIFETIME VALUE & BRAND TRUST

AI DOESN'T JUST REDUCE COST — IT **COMPOUNDS VALUE** ACROSS EVERY CUSTOMER MOMENT.

NEW SERVICE SALES

TARGETED CROSS-SELL / UPSELL AND RETENTION

WHAT IT IS

During service interactions, autonomous agents and AI copilots identify “issue-to-offer” opportunities, providing relevant, tailored add-ons, upgrades, or new solutions to address customer needs or supplement existing products or services, allowing organizations to better retain, expand, and monetize relationships.

WHAT THIS UNLOCKS

- Hyper-targeted recommendations and bundles configured in real-time within service interactions
- Seamless checkout, authorization and account updates without multiple handoffs
- Service-led cross-sell and upsell human agent coaching that increases share of wallet
- Predictive retention and loyalty management through proactive outreach and personalized incentives.
- Automated sales outcome analysis enabling identification of new monetizable products or services

POTENTIAL PERFORMANCE IMPACT[1]

5%-10% increase in follow-on revenue through upsell & retention offers

10%-30% increase in customer renewals

TECHNOLOGY ENABLERS

- GenAI copilots for real-time cross-sell / upsell coaching
- Predictive retention and churn models integrated with CRM and billing
- Dynamic contract intelligence and SLA analytics engines
- Unified customer data and AI-driven next-best-action orchestration

COMPLEXITY & RISK PROFILE

Complexity	**High**
Level of Effort	**Medium - High**
Level of Risk	**Medium**

1. Deloitte experience

PERSONALIZATION

AI-DRIVEN PERSONALIZATION & NEXT-BEST ACTION

WHAT IT IS

AI continuously analyzes customer interaction history and profile data to anticipate what customers need next, treating every customer as a VIP. Agentic systems apply "next-best action" logic in real time to tailor interactions, recommendations, and outreach—enabling elite, concierge service levels for every customer.

WHAT THIS UNLOCKS

- Hyper-personalized recommendations, offers, and service responses
- Predictive identification of customer needs before they arise
- Seamless integration of sales, marketing, and service data for unified targeting
- Improved engagement and conversion by delivering relevance at every touchpoint

TECHNOLOGY ENABLERS

- Customer Data Platform (CDP) with unified profiles and consented data
- LLM-based recommendation engines integrated with CRM and marketing systems
- Predictive analytics for segmentation, renewal propensity, and purchase likelihood
- AI copilots for real-time content generation and personalization orchestration

POTENTIAL PERFORMANCE IMPACT[1]

Up to 120pt increase in NPS

1.5x increase in revenue per customer and loyalty metrics

COMPLEXITY & RISK PROFILE

Complexity	**Medium - High**
Level of Effort	**Medium**
Level of Risk	**Low - Medium**

1. Deloitte experience

CUSTOMER EXPERIENCE

INTELLIGENT CUSTOMER JOURNEY ORCHESTRATION

WHAT IT IS

AI combines emotion, intent, and context detection to interpret how customers feel and what they need next. By integrating real-time analytics, journey data, and predictive modeling, organizations can proactively engage customers with the right resolution, channel, and tone at every moment.

WHAT THIS UNLOCKS

- Real-time detection of emotion and intent signals to personalize tone and response.
- Seamless, omnichannel experiences that maintain context across transitions.
- Predictive engagement that reduces customer effort and anticipates churn.
- Empowered agents who respond faster and more empathetically through AI copilots.

TECHNOLOGY ENABLERS

- Real-time speech and text sentiment analysis
- Intent classification and emotion detection models
- AI journey orchestration for contextual handoffs
- Feedback analytics integrated with CRM and CDP

POTENTIAL PERFORMANCE IMPACT[1]

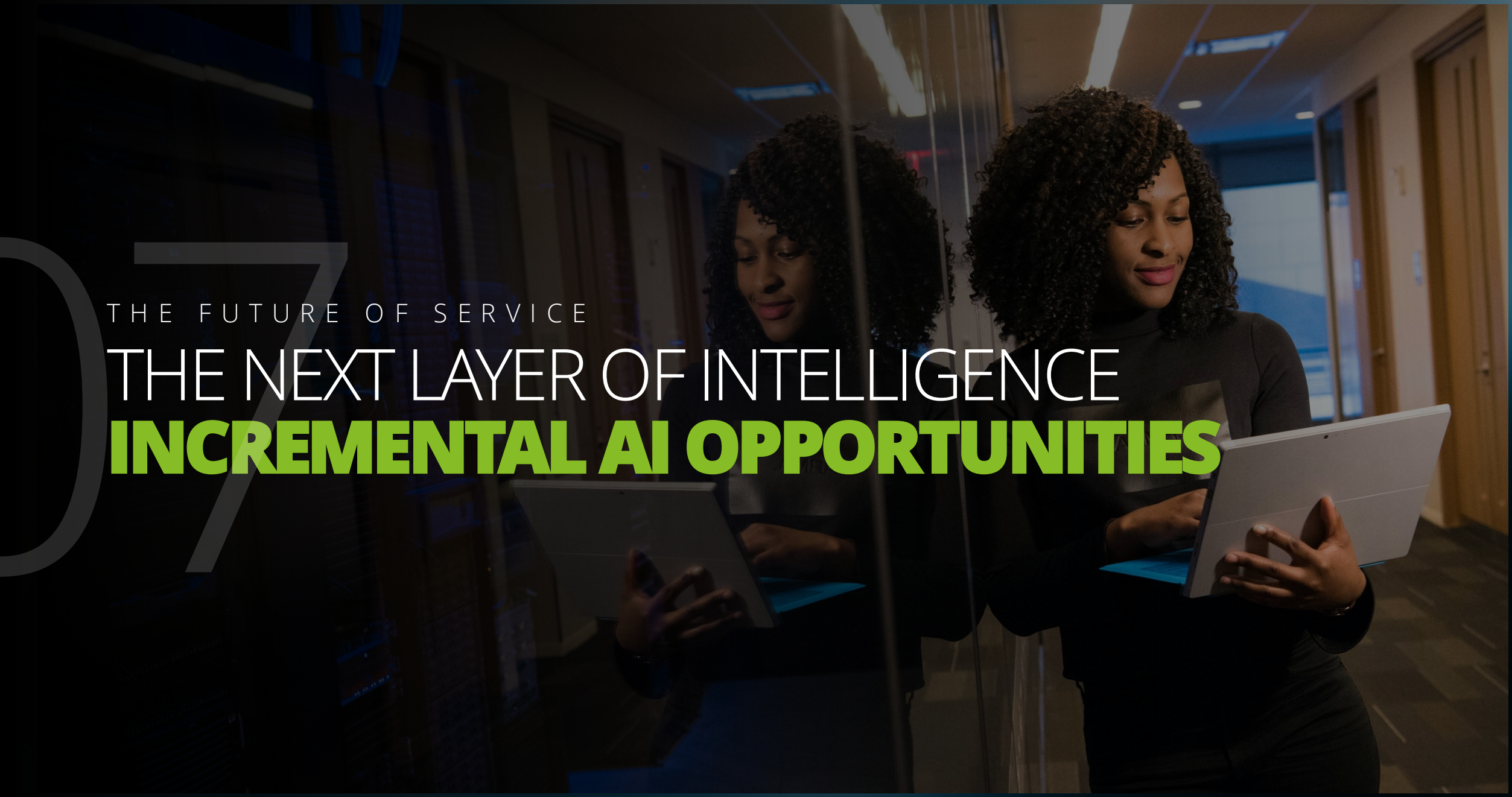
5%-15% decrease in repeat calls and transfers

10%-20% improved conversion rates through contextualized insights

COMPLEXITY & RISK PROFILE

Complexity	**Medium - High**
Level of Effort	**Medium**
Level of Risk	**Low - Medium**

1. Deloitte experience



07

THE FUTURE OF SERVICE

THE NEXT LAYER OF INTELLIGENCE
INCREMENTAL AI OPPORTUNITIES

In addition to customer and human agent-facing AI capabilities, AI automation can **optimize the back office to streamline operating costs**

1	2	3	4	5
LABOR UTILIZATION **OPTIMIZATION**	QUALITY OVERSIGHT **ENHANCEMENT**	COMPLIANCE RISK **REDUCTION**	WORKFORCE PROFICIENCY **ACCELERATION**	REPORTING CYCLE **OPTIMIZATION**
COST LEVERS				
AI-driven workforce engagement management, including forecasting and scheduling, optimizes labor supply vs. demand, improving utilization of base and flex capacity, and reducing idle time.	Automate call-scoring and QA reviews using AI and sentiment analysis to reduce manual effort and increase coverage, accuracy, and representative insights at scale.	Apply AI to monitor policy adherence, summarize audit results, and auto-flag non-compliant records in real time.	Use AI to identify skill gaps, generate personalized coaching plans, build AI-assisted training programs and accelerate human agent readiness through continuous learning loops.	Automate performance reporting and KPI dashboards using AI for faster, more accurate insights and reduced manual analysis.
EXPECTED VALUE				
↓ **5%-10%** labor optimization	↑ **10%-15%** QA efficiency gain	↓ **5%-10%** time savings in compliance audits	↑ **10%-15%** faster proficiency ramp	↑ **Up to 50%** faster reporting turnaround

AI modernizes back office operations with impacts across the service journey, helping to **improve quality, compliance, efficiency, and decision-making**

	BEFORE INTERACTION	**DURING** INTERACTION	**AFTER** INTERACTION
	Customers seek help through self-service or digital channels, and the organization routes and prepares the interaction.	*Customers engage with a live agent via voice or messaging to resolve questions, issues, or requests.*	*The organization finalizes the interaction through documentation, follow-up actions, and process handoffs.*
LEVERS IN ACTION			
LABOR UTILIZATION OPTIMIZATION	• Smart routing triage aligns customer intent to staffing capacity • Forecasting & scheduling optimize agent availability before contact	• Dynamic skill-based routing matches customers with best-fit agents • Smart occupancy balancing adjusts loads across teams	
COMPLIANCE RISK REDUCTION	• Automated compliance intake detects disclosures, consent, and risks associated with self-service interactions being passed to humans • Advanced fraud detection and verification capabilities prevent social engineering and account takeover risks	• Automated policy validation checks disclosures and required steps • Instant audit trail creation improves accuracy and reduces risk	• AI-generated audit trails & evidence logs support regulatory needs • Compliance detection identifies risks in post-interaction surveys
QUALITY OVERSIGHT ENHANCEMENT	• Insights from AI-enabled QA monitoring of 100% of interactions inform more targeted human agent training to preempt quality issues before they happen	• Real-time QA scoring flags quality, empathy, and compliance issues for human agents or supervisors to rectify • Automated compliant call summaries reduce manual after-call effort	• Automated QA scoring of up to 100% of interactions increases consistency, coverage, and depth of insights while accelerating review cycles
WORKFORCE PROFICIENCY ACCELERATION	• AI-guided onboarding prepares agents for expected interaction types • Pre-interaction knowledge retrieval equips agents with needed context	• Knowledge copilots surface context-aware answers in the moment • Guided workflows support troubleshooting and exception handling • AI QA prompts support agents in real time	• Post-interaction insights continuously improve training programs
REPORTING CYCLE OPTIMIZATION			• Automated reporting dashboards surface key operational KPIs • Anomaly detection highlights trends and improvement opportunities

THE FUTURE OF SERVICE

THE NEW SERVICE TECHNOLOGY ARCHITECTURE

Realizing the ROI of AI requires fundamentally **rethinking the service technology architecture**

Foundational technology decisions (next pages)

DEFINE YOUR **AI TECHNOLOGY STRATEGY**

AI technology choices should be determined as part of broader enterprise goals, target use cases, and gaps in your existing technology stack.

ORCHESTRATE AN **INTELLIGENT, MULTI-AGENT** SERVICE ARCHITECTURE

The future service architecture will weave together multi-agent systems in an integrated ecosystem where data flows freely and an orchestration engine coordinates multiple, distributed agentic systems

BUILD A UNIFIED, MULTIMODAL EXPERIENCE **DATA LAYER**

Data becomes the critical foundation for accurate, autonomous AI. Unified data systems, enhanced by new kinds of performance monitoring, enable new enterprise capabilities around a wealth of customer interaction data.

DETERMINE THE BEST-FIT **AI TECH STACK**

Service leaders should evaluate business priorities and technology requirements to decide where packaged vs. composite vendor combinations will enable the target ROI for the future AI tech stack.

MODERNIZE FRAUD & **RISK MITIGATION**

Ever-changing AI tools create new risks (e.g., voice impersonation) for service organizations, requiring leaders to proactively prepare with stronger guardrails and leverage new AI tools to mitigate enterprise risk.

OPTIMIZE **INFRASTRUCTURE FOR AI CONSUMPTION** NEEDS

Compute resources needed to run AI workloads will increase drastically, requiring a hybrid architecture that combines the strengths of cloud and on-premise platforms.

EMBED **UX PRIORITIES** INTO ARCHITECTURE DECISIONS

To effectively drive automation that customers willingly use, agentic AI requires architectures designed for natural speech synthesis with minimal latency and millisecond processing times.

RETHINK THE **CONVERSATIONAL DESIGN TOOLKIT**

Conversational experience design should expand beyond traditional tools to include dynamic behavior rules and non-linear conversation paths requiring new tools and skills.

UNDERSTAND **CONSUMPTION-BASED AI COST MODELS**

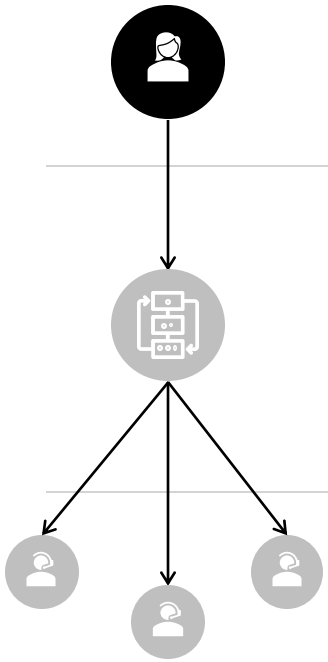
In the AI era, service costs will scale with compute and model usage rather than licenses

DESIGN DYNAMIC, **CONTEXT-DRIVEN GUARDRAILS**

AI systems require guardrails (e.g., bias detection, explainability, drift mitigation) that dynamically balance tradeoffs between risk potential, system details, and functionality

Service architecture becomes an **orchestrated network of distributed intelligence** to handle a broader range of customer service needs

FROM | ISOLATED AUTOMATION, LIMITED CAPABILITY
Rules-Based, Scripted Interactions



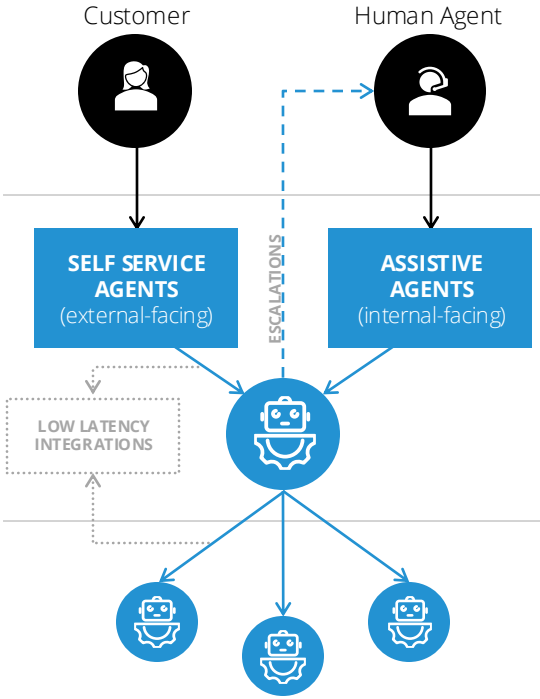
END USER | A **user starts** an interaction, asking for help with their issue **using keywords or menus,** matching it to one of a few predefined intents.

VIRTUAL ASSISTANT | A Virtual Assistant **follows deterministic logic** (if/then rules) or basic machine learning to match each request to a **pre-defined intent** and run scripted workflows. If the request doesn't fit the script, the system **fails to help and escalates to a human agent.**

HUMAN AGENTS | The issue may get resolved, but with **higher cost human intervention,** and experience doesn't improve over time because the **system doesn't learn.**

✗ ***Uncontained***

TO | MULTI-AGENT INTELLIGENCE
Agentic, AI-Orchestrated Interactions



END USER | Customers or employees interact with the system through autonomous and conversational interfaces that interpret requests, initiate workflows, and determine when to escalate to other agents or systems.

AI ORCHESTRATION ENGINE | A combination of deterministic workflows and AI decisioning **acts as the integration layer that decomposes tasks** and routes them to the appropriate agents or systems, maintaining context across the interaction.

FUNCTIONAL AI AGENTS | Specialized AI agents and systems that **perform domain-specific actions,** executing business rules, processing transactions, and integrating with enterprise platforms and APIs.

✓ ***Contained***

In the age of agentic AI, a connected orchestration layer designed for low latency replaces isolated chatbots and disconnected human workflows with **autonomous multi-AI agent systems that can execute end-to-end service actions.**

41% of service leaders see data as their biggest barrier[1], but it's also the core service asset; **effective data strategies can create competitive advantage**

START HERE…

Build **governance into your data architecture** starting on day one.

AI failures become brand failures requiring planning and management before they impact your brand.

A **cross-functional governance council** champions responsible AI practices, **setting guardrails** around how models consume, store, and reason over data and **designing human-in-the-loop workflows** where needed.

CRM tables are no longer enough—**AI needs access to *all* customer data unified across the enterprise** with event-driven data pipelines, real-time ingestion, and retrieval-augmented generation patterns.

For LLMs to surface the right answers, **data needs to be cleaned and structured for LLM interpretation and learning.** No unified data → no personalization, no proactivity, no automation.

FEED AI MODELS **MULTI-MODAL, REAL-TIME CONTEXT**

TREAT DATA AS A PRODUCT, NOT A BY-PRODUCT

ESTABLISH NEW **AI PERFORMANCE MONITORING** BEYOND STANDARD COMPLIANCE

Service interaction data **fuels customer insights across the enterprise,** such as customized upsell recommendations, targeted marketing campaigns, and improved customer journey mapping

Data productization allows AI to scale beyond pilots to enable true understanding of customer interactions.

New performance metrics become key enterprise performance indicators. Tracking model accuracy, precision, and recall **can establish that AI models act within defined business and compliance guardrails.**

Similarly, **technical performance measures become critical to validating that the AI is delivering on the promised ROI** (e.g., latency, telemetry, data cleanliness and availability.)

…TO MAXIMIZE AI VALUE

- ✓ **Enterprise-level** customer intelligence
- ✓ **Fully autonomous** and reliable AI decision-making
- ✓ **Trusted, explainable** AI models backed by proper guardrails

Data is now your core service asset; your competitive advantage comes from **the data you own and how intelligently you use it.**

1. Global Contact Center Survey (publication pending), Deloitte Digital, 2026

Choosing an AI service stack isn't just about "build vs. buy"...

PACKAGED

- Seamlessly integrated suite of capabilities
- Access to product upgrades
- Consolidated business architecture & billing
- Vendor lock-in
- Less flexible
- Potential for higher licensing costs

COMPOSITE

- Slower time to market
- Increased stress on interoperability
- Flexible, custom, tailored to specific use cases
- Ownable platform (no vendor lock-in)

END-STATE SERVICE ARCHITECTURE WILL BE **SHAPED BY MULTIPLE STRATEGIC DECISIONS** THAT MAY INFORM WHAT TECH STACK TO CONSIDER

PACKAGED		COMPOSITE
SPEED TO MARKET	**CAPABILITY NEEDS**	DEPTH OF CAPABILITY

Seamless integration and rapid deployment with lower potential capability vs. best-of-breed capabilities requiring greater oversight and integration management

INVEST IN EXISTING STACK	**TRANSFORMATION APPETITE**	READY FOR TRANSFORMATION

Did you just invest in another Service transformation or fully "bought in" on a certain platform OR is your architecture ripe for transformation, looking to leapfrog straight to advanced AI in service?

ENTERPRISE-WIDE	**AI BUSINESS PRIORITY**	SERVICE-DRIVEN

Who is driving your AI transformation? Is Service the core use case for your AI capabilities, or is another part of the business driving the transformation?

LOW	**SOLUTION COMPLEXITY / RISK**	HIGH

How critical is the stability of your AI platform to your business, both day-to-day as well as long-term viability (risk of bankruptcy or acquisition)?

LOW	**NEED FOR AI AGILITY**	HIGH

Do you need to keep your AI systems at the cutting edge? Do you want to be at the forefront of innovation and avoid vendor lock-in?

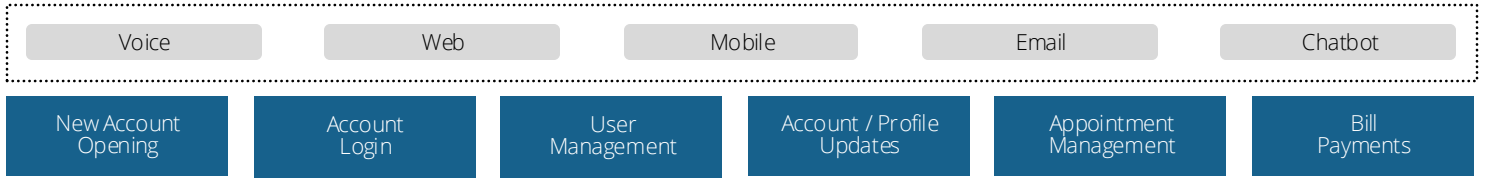
LOW	**INVESTMENT APPETITE**	HIGH

How much are you willing to spend on your AI service stack? How much of your future state cost structure should be variable consumption-based?

AI creates a **new set of technology risks** across the service journey that **require new mitigation strategies**

THE IMPERATIVE

AI is enabling new kinds of fraud using voice cloning and deepfake technology to impersonate customers and carry out fraudulent transactions. Many service organizations rely on outdated verification methods which are easily compromised.



HOW TO ACT

1. Deploy AI-driven identity & fraud detection

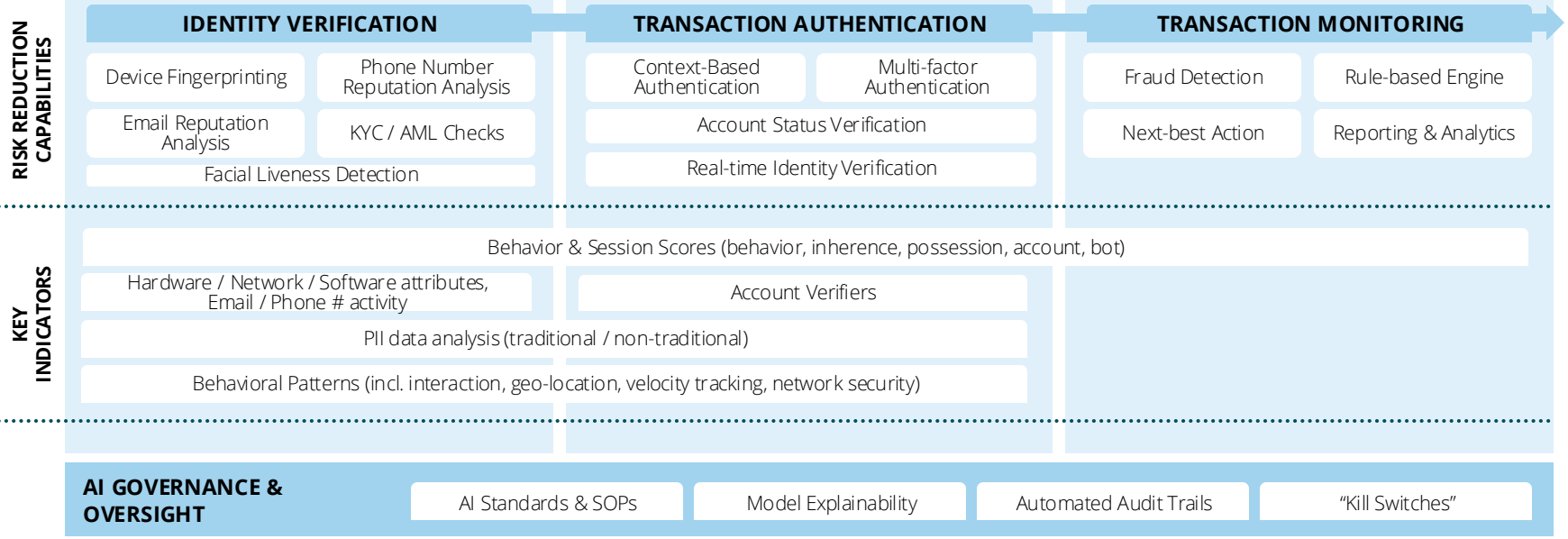
Use AI to upgrade your authentication capabilities with biometrics and real-time analytics to flag suspicious attempts before they even get to your human agents.

2. Build a unified risk & fraud intelligence layer

Deploy a real-time risk engine that ingests signals from agents and channels across the enterprise for continuous improvement of fraud prevention tactics.

3. Implement Responsible AI governance & oversight

Embed explainability and transparency with monitoring practices into every AI-enabled process to establish safety and public trust.



AI can transform your contact center—but unless you **upgrade identity programs, unify risk signals, and modernize governance**, it can also transform/expand your attack surface.

09

THE FUTURE OF SERVICE

THE HUMAN DIMENSION

REDEFINING THE WORKFORCE OF SERVICE

The age of intelligent experience is not about humans with point solutions—**it's about humans and machines working together**

FROM

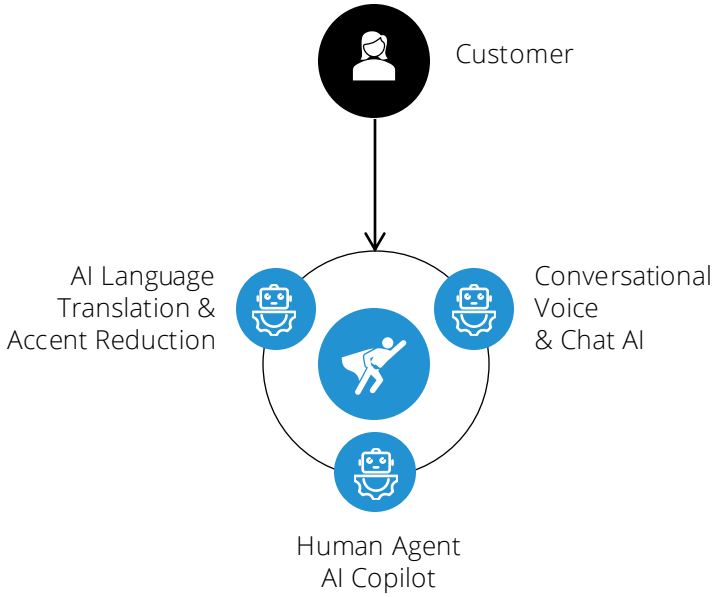
Humans Only

Agent-led Interactions

TO

Humans x Machines

Human-led, Tech-enabled Interactions



AI ENABLES SERVICE ORGANIZATIONS TO **DO MORE, WITH LESS:**

- For interactions still handled by humans, **humans will collaborate with AI tools/copilots** to accelerate and improve Service interactions
- AI will expand the range of capabilities for every Human—**every Human agent becomes more like an elite super-agent**—resulting in combining of roles and flattening of organizations
- Work should be **redesigned around the new relationship between AI agents and human agents,** identifying the different levels of autonomy given to AI and where the human plays a critical oversight role

In the age of the intelligent experience, the service workforce will dramatically evolve, and **service delivery models should be designed around humans x machines.**

With new AI capabilities, greater volumes shift to self-service, **elevating the role of human agents** for the remaining, more complex interactions

Low Complexity — **FUTURE OF SERVICE INTERACTION SPECTRUM** — *High Complexity*

SERVICE CHANNEL

SELF-SERVICE	TECH-LED, HUMAN-ASSISTED	HUMAN-LED, TECH-ENABLED
INTERACTION DESCRIPTION		
Simple and non-urgent interactions with low emotional need will be shifted to self-service channels and virtual agents	Moderately complex interactions that require integration of information from multiple sources will be managed by human agents supported by GenAI capabilities	Highly emotional and complex interactions will still require skilled human agents to navigate members across complex care needs and various health care point solutions through the support of advanced platforms and tools
VOLUME		
● **HIGH**	● **MEDIUM**	● **LOW**

As AI advances, human agents will handle fewer "basic" calls as **customers opt for faster resolution through automated channels.** Instead, **human agents will guide customers through more complex needs** using AI-enabled tools.

AI transforms the nature of existing service roles and creates new ones, **which will require new, streamlined service delivery models**

In the new world of service, tiers are flattened to create a universal agent model where the remaining human agents can handle more specialized topics across more languages and locations.

The real competitive advantage lies in **designing work, roles, skills, and organizations so that humans and machines collaborate,** trust is built, and talent thrives in the new environment.

As role and skill needs evolve, **humans will need upskilling** to optimize use of AI tools and achieve service goals

HOW THE NATURE OF WORK CHANGES

SHIFTING HUMANS FROM **REPETITIVE TO STRATEGIC** WORK

Move human agents away from repetitive, low value tasks to interactions requiring problem-solving, personalized service, and decision-making.

ENHANCING **COLLABORATION BETWEEN AI & HUMANS**

AI becomes a copilot for human agents, providing real-time insights, recommendations, and automating parts of the workflow to enhance agent productivity, while requiring human agents to learn how to most effectively collaborate with their new AI "coworkers".

SHIFTING FROM STATIC TRAINING TO **ONGOING LEARNING**

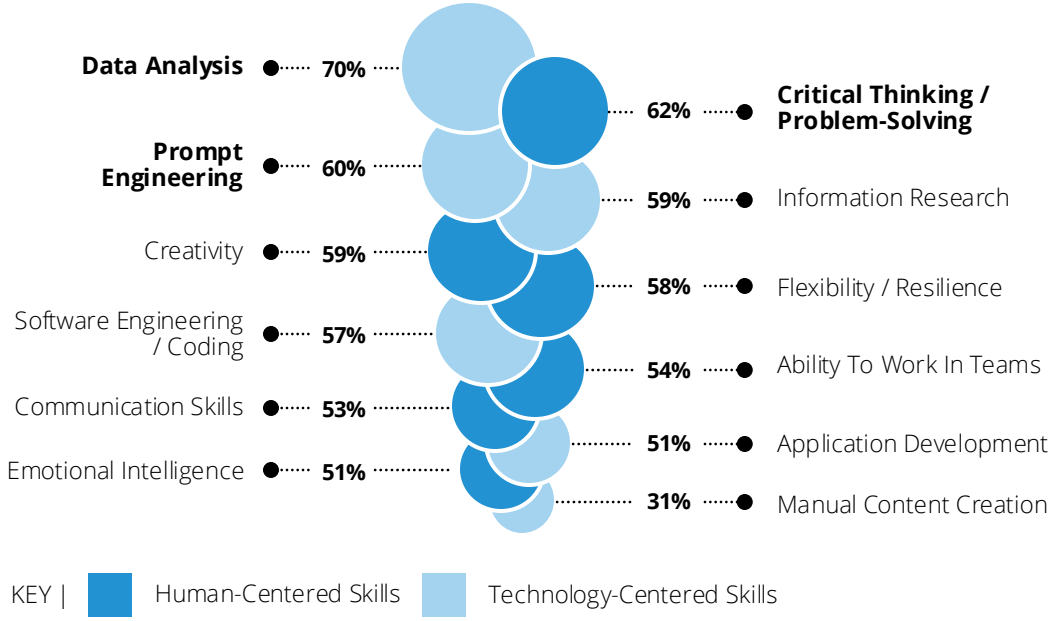
As technology matures, the balance of call types handled by humans will shift, demanding a focus on learning that is adaptable and continuous training based on expanded datasets.

EVOLVING WORKFLOWS TO **MONITOR AND IMPROVE AI**

The nature of some roles change to focus on reviewing and monitoring AI systems to confirm ongoing accuracy and safety of the model outputs.

HOW AGENTS' REQUIRED SKILLS CHANGE

HUMAN SKILLS RISE IN VALUE BECAUSE OF AI TOOLS & DIGITAL CAPABILITIES[1]



1. The State of Generative AI in the Enterprise Survey, Deloitte, 2024

Human agents will need to be trained to use AI tools in the right way –
learning to maximize the benefits while also understanding limitations.

The new operating model of service work is shifting so that talent, technology, operations, and HR need to **collaborate more closely**

AI LEADERSHIP,
TRUST & CULTURE

Build psychological safety by giving workers permission to learn with AI that supports their needs, clearly explains its outputs, performs competently, and can be relied upon, enabling confident co-creation and responsible delegation.

ORGANIZATION
& GOVERNANCE

Create an adaptive structure that defines decision rights for AI and the integration of human and machine teams, including hierarchies and reporting relationships, to support dual accountability for human and machine outputs.

AI LITERACY
& CHANGE

Keep AI literacy at the forefront of learning programs and establish comprehensive change management activities to maximize proficiency in AI technologies and accelerate outcomes achievement.

TALENT
LIFECYCLE

Modernize talent acquisition, learning & development, career pathing and performance management to address updated expectations for workers in redesigned roles.

WORKFLOW INTELLIGENCE
& AUTOMATION

Orchestrate agentic systems, assistants, and workforce engines into business routines while providing contextual memory and learning for tools to improve through usage.

Successful AI transformations are underpinned by organizational systems that
continuously evolve as Human x Machine capability and collaboration improves.

Realizing the value of AI requires trust from the leadership down to the frontline

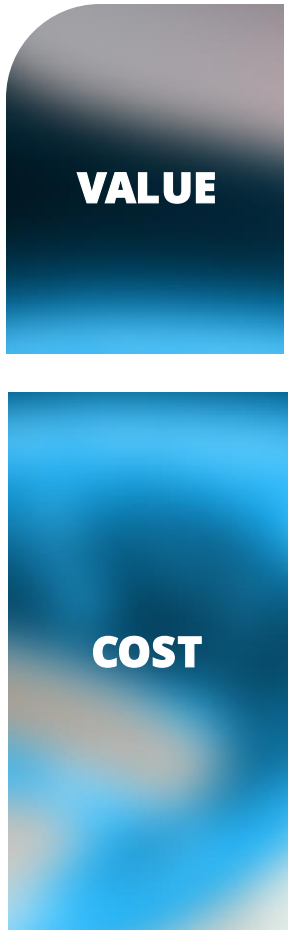
When **engagement and trust are high,** employees are **2.8x more likely to adopt GenAI tools** and help realize the value of future service technologies[1]

DELOITTE'S FOUR FACTORS FOR TRUST[1]	HOW DO YOU CREATE AN ENVIRONMENT WHERE ENGAGEMENT AND TRUST THRIVE?	
	WORKERS + LEADERSHIP	**HUMANS + MACHINES**
HUMANITY	Workers believe leadership cares about their well-being and empathy and kindness are demonstrated throughout the transformation	AI directly supports workers' specific needs and meaningfully enhances their work performance
TRANSPARENCY	Workers are informed through straightforward language why leaders are investing in AI and the benefits and impacts to the workforce	AI outputs, data usage, and decision logic are explainable in clear, plain language, enabling workers to understand how results are generated and how AI is being used at scale
CAPABILITY	Leadership has provided workers with the resources to shift to new responsibilities and ways of working while creating a positive environment to enable change	AI demonstrates competence by producing accurate, unbiased outputs aligned with its stated purpose and by effectively collaborating with workers and human-in-the-loop interactions to improve work quality
RELIABILITY	Workers can depend on leadership to address issues and leadership is confident AI will produce the intended outcomes	AI has been extensively tested and validated to provide consistent and dependable outcomes

1. TrustID Workforce Index, Deloitte, 2025 – *Backed by 35M+ datapoints and a proprietary workforce trust index built on 60K+ employee responses across sectors annually*

Meaningful collaboration and adoption of AI comes from **establishing trust with humans** that the AI tools are an enabler to their work, **amplifying the critical skills only humans can provide,** rather than replacing them.

As the balance between workforce and technology evolves, key success metrics should shift to **better measure human *and* AI effectiveness**



	HOW SERVICE IS MEASURED **TODAY** *FROM*	HOW SERVICE WILL BE MEASURED **WITH AI** *TO*
VALUE	Focus on channel performance / efficiency *Example: digital channel response time and resolution time*	Focus on **quality & customer experience** *Example: customer effort score, sentiment delta over time*
VALUE	Focus on sales *Example: conversion rate, renewal rate*	Focus on **turning everyday customer interactions into revenue opportunities** *Example: revenue per interaction, cross-sell conversion*
COST	Focus on containment *Example: self-service containment, deflection rate*	Focus on **automation and precision with AI** *Example: AI adoption rate, AI containment rate*
COST	Focus on speed *Example: average handle time, average speed of answer*	Focus on **quality and accuracy** *Example: first contact resolution, escalation avoidance rate*
COST	Focus on technical support *Example: digital channel response time and resolution time*	Focus on **risk and compliance** *Example: AI accuracy, AI escalation rate, AI decision provenance*
COST	Focus on cost management *Example: cost per contact, cost per agent-handled contact*	Focus on **outcomes** *Example: cost per resolved intent*

With AI, success in service shifts from speed and efficiency of live agent resolution **to AI accuracy in supporting human agents and improving customer experiences**

TECH ALONE IS **NOT ENOUGH**

Service leaders who haven't rethought the nature of service work, workforce, and organization will likely **fail to achieve the value of AI**

The **Future of Service Roadmap**

SET THE DIRECTION *(Strategy & Prioritization)*	GOVERN & SCALE RESPONSIBLY *(Governance & Leadership)*	BUILD THE FOUNDATION *(Readiness & Architecture)*	ENABLE THE ORGANIZATION *(People, Process, & Measurement)*	REALIZE ENTERPRISE VALUE *(Transformation & ROI)*
DEFINE THE AMBITION	CREATE AN AI GOVERNANCE & ETHICS FRAMEWORK	ALIGN AI SERVICE ARCHITECTURE WITH ENTERPRISE ARCHITECTURE	REDESIGN THE WORKFORCE MODEL	ESTABLISH CONTINUOUS IMPROVEMENT PROCESSES
PRIORITIZE USE CASES FOR IMPACT & FEASIBILITY	ALIGN LEADERSHIP & CULTURE AROUND EXPERIMENTATION	ESTABLISH DATA READINESS	ESTABLISH NEW KPIs & MEASUREMENT SYSTEMS	PLAN THE PATH TO SCALE

SET THE **DIRECTION**

AI transformation succeeds when organizations begin with a clear ambition and a focused set of high-value use cases. These steps 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)

DEFINE THE AMBITION

A strong AI ambition should answer these questions…

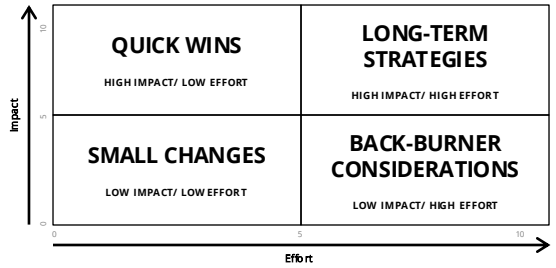
1. What value are we trying to unlock? (Efficiency, experience, revenue, risk reduction)
2. Where will AI show up in the customer and employee journey?
3. How will our operating model need to change?
4. What level of AI autonomy are we comfortable with?

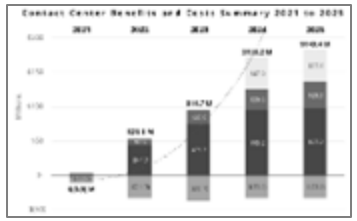
WINNING FORMULA | *Frame ambition in terms of business outcomes rather than technologies*

PRIORITIZE THE USE CASE PORTFOLIO

Not all use cases matter equally. High-performing organizations:

- Build a value vs. feasibility matrix with identified use cases
- Identify high-impact, high-readiness "strategic" use cases
- Prioritize use cases to build the foundation for cumulative capability and value





Illustrative

WINNING FORMULA | *Start with 2–3 use cases that demonstrate value visibly (e.g., Agent Assist, Predictive Service, Personalization)*

IF YOU DO THIS RIGHT, **YOU CAN AVOID…**

- ✖ "Random acts of AI" with uncoordinated proofs of concept with no cumulative value
- ✖ Launching use cases that cannot scale (e.g., use cases chosen only because the tech is "cool")
- ✖ Over-investing in complex use cases too early, leading to slow progress and internal skepticism
- ✖ Misaligned stakeholders with no consensus on value or ownership that could stall pilots

WHEN DONE CORRECTLY, **YOU GET…**

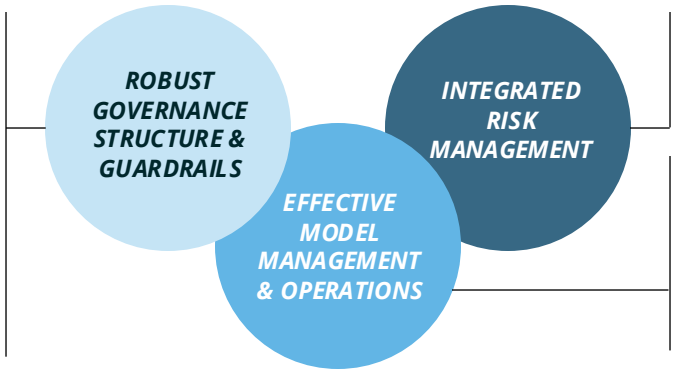
- ✔ Clear direction for investment and transformation
- ✔ Early momentum through quick-win use cases
- ✔ Leadership alignment on where AI matters most
- ✔ A credible roadmap that builds trust internally

GOVERN & SCALE RESPONSIBLY

As organizations move from traditional automation to Agentic AI, governance shifts from a compliance function to an enterprise-wide discipline that guides **how AI is designed, how autonomy is assigned, how risks are managed, and how humans and machines share responsibility**

CREATE AN AI GOVERNANCE & ETHICS FRAMEWORK

- How do you create accountability and transparency for AI-related decisions and actions across functions?
- Who is responsible for overseeing AI governance, and what are their roles and responsibilities?



- What tools or methodologies do you use for continuous risk assessment and management?
- What standards or protocols do you follow to allow for seamless integration, interoperability, and AI lifecycle monitoring?
- How do you handle data exchange and communication between different AI modules?

ALIGN LEADERSHIP & CULTURE AROUND EXPERIMENTATION

Set Clear Expectations
Leaders clearly communicate how AI will be used, why it matters, and what it means for people.

Create Space to Experiment
Teams are encouraged to test ideas, try AI tools, and learn fast — without fear of failure.

Systematize What Works
Successful experiments are formalized through governance, training, and cross-functional routines.

Reinforce Momentum
Visible wins boost belief in AI, motivating more teams to use and improve the tools.

Each cycle strengthens clarity, confidence, and adoption.

IF YOU DO THIS RIGHT, **YOU CAN AVOID...**

- ✖ Misaligned vision & confusion over the role of AI, leading to conflicts
- ✖ Inconsistent or unsafe AI behavior due to undefined guardrails
- ✖ "Shadow AI" or unapproved deployments creating security and compliance risk
- ✖ Lack of trust from employees or customers resisting adoption
- ✖ Ethical or regulatory exposure due to violations of privacy or compliance rules

WHEN DONE CORRECTLY, **YOU GET...**

- ✔ Trusted AI adoption across teams
- ✔ Faster cycle times for piloting & experimentation
- ✔ Consistent standards for all service and sales AI deployment
- ✔ Empowered workforce ready for agentic AI
- ✔ Risk reduction and operational stability
- ✔ A foundation that accelerates future AI innovation

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. New tools should be **aligned with business requirements and existing architecture needs,** supported by quality data to enable reliable models.

ALIGN THE ARCHITECTURE

ESTABLISH GOVERNANCE & OWNERSHIP → **DEFINE THE TARGET SERVICE ARCHITECTURE** → **EVALUATE PLATFORM OPTIONS** → **BUILD A ROADMAP**

KEY ACTIVITIES

- Assign ownership for orchestration, routing logic, model integration, and channel consistency
- Define decision rights and accountability for AI vs human autonomy
- Set standards for architecture, APIs, security, and lifecycle management
- Align on enterprise architecture goals (future-proofing, scalability, interoperability)
- Map how CRM, CCaaS, AI orchestration, virtual agents, and human tools will work together
- Assess buy/build/extend as well as package/platform/custom decisions using structured evaluation criteria
- Test feasibility across vendors with probing questions (e.g., AI memory IDs, telemetry, multimodal support)
- Confirm CCaaS and CRM readiness for AI-native workflows and integrations
- Sequence platform transitions, integrations, and dependencies
- Identify quick wins (agent assist, automated QA) and foundational enablers (routing redesign, data integration)
- Outline resource and change requirements for near-term and long-term improvements

ESTABLISH DATA READINESS

AI depends on clean, connected, governed data—this step confirms the organization has built a data foundation that enables AI to be accurate, trusted, and continuously improving.

Assess Current-State Data
Inventory key datasets and identify quality and accessibility gaps.

Define AI Data Requirements
Specify the data needed for copilots, virtual agents, and routing models.

Set Data Governance Standards
Establish policies and ownership for security, quality, and retention.

Build the Data Integration Layer
Enable shared access and flow AI outputs into core systems.

IF YOU DO THIS RIGHT, **YOU CAN AVOID...**

- ✖ Technology decisions that limit AI scalability later
- ✖ Fragmented systems with duplicated workflows and inconsistent customer experiences
- ✖ AI that performs poorly due to missing, unclean, or inaccessible data
- ✖ High cost of ownership from overlapping platforms and technical debt

WHEN DONE CORRECTLY, **YOU GET...**

- ✔ A unified, future-ready architecture that accelerates AI adoption
- ✔ Clean, governed data streams that improve model performance and reliability
- ✔ Lower integration cost and faster deployment of new AI capabilities
- ✔ Consistent, seamless experiences across agents, channels, and AI tools

ENABLE THE **ORGANIZATION**

AI changes how work gets done, who does it, and how systems are managed. Therefore, organizations should **redesign how people and AI work together**, preparing the workforce, leadership, and culture for continuous, AI-enabled service.

REDESIGN THE WORKFORCE MODEL

Organizations should redesign **how work is done, not just who does it.** This includes redefining the relationship between humans & AI, establishing new oversight roles, and building systems that support continuous adaptation.

1 | REDESIGN ROLES FOR HUMAN–AI COLLABORATION

WHAT YOU DESIGN FOR

- Task allocation between AI and humans
- New AI oversight roles (AI Supervisor, Quality Analyst)
- Expectations for escalations, interventions, & collaboration

2 | BUILD AN AI-INTEGRATED SERVICE ARCHITECTURE

- New service tiers including AI agents
- Monitoring processes for AI performance (drift, accuracy, errors)
- Governance that replaces "human in the loop" with scalable oversight

3 | CREATE A CONTINUOUS CAPABILITY SYSTEM

- Always-on learning loops
- AI-generated performance insights
- Dynamic skills refresh tied to new AI capabilities

ESTABLISH NEW KPIs AND MEASUREMENT SYSTEMS

Assess Current Metrics
Review existing KPIs to identify where traditional measures fall short in an AI-enabled service model.

Define Future-State KPIs
Establish new metrics focused on accuracy, outcomes, quality, and customer experience rather than speed or cost.

Standardize Definitions & Data
Create consistent definitions, data sources, and calculation methods to ensure reliable measurement across teams.

Set Future-State Targets
Determine performance goals that reflect AI-driven value, such as improved accuracy, containment, and interaction outcomes.

Build Dashboards & Governance
Develop reporting and governance structures to monitor human + AI performance and drive continuous improvement.

IF YOU DO THIS RIGHT, **YOU CAN AVOID...**

- ✖ Agents resisting AI due to fear, unclear roles or lack of trust
- ✖ Under-trained teams misusing or ignoring AI tools
- ✖ Leadership misalignment that slows transformation
- ✖ Pilots that fail because culture cannot support experimentation

WHEN DONE CORRECTLY, **YOU GET...**

- ✔ A confident, AI-literate workforce
- ✔ Leadership alignment on how AI changes service
- ✔ Faster adoption and improved agent performance
- ✔ A culture of experimentation that accelerates value realization
- ✔ A scalable human + machine operating model

REALIZE **ENTERPRISE VALUE**

Scaling requires shifting from the mindset of isolated AI pilots to an integrated **enterprise strategy** built on **unified** architecture, **redesigned** operating models for human + AI **collaboration**, and standardized metrics for measuring value and success.

FOUNDATION

- **Discovery & Value Definition**
  Identify pain points, define success metrics, and validate value hypothesis
- **Readiness Assessment**
  Confirm data, integrations, channel feasibility, governance + safety needs
- **MVP Build & Test**
  Develop minimal viable flows / logic; test with controlled users
- **Operational Readiness**
  Define training, SOP updates, and support models

EXPANSION

- **Pilot Deployment**
  Launch to targeted users/channels; monitor live performance
- **Iterative Enhancement**
  Improve flows, guardrails, accuracy, latency, usability, and integration points
- **Broader Coverage**
  Roll out to additional teams, geographies, channels, or segments
- **Performance Calibration**
  Fine-tune based on KPIs (containment, AHT reduction, CSAT impact, accuracy)

SCALE

- **Full Rollout & Automation**
  Broaden to all channels/regions; increase autonomy where safe
- **Multi-Agent Orchestration**
  Connect with Agent Assist, proactive outreach and routing intelligence
- **Closed–loop Analytics**
  Feed insights continuously into training, routing and workforce tools
- **Ongoing Governance & Value Management**
  Maintain accuracy, compliance and measurement frameworks

Establish mechanisms for continuous improvement of AI models over time as new data and insights are captured

EXPECTED OUTCOME

- Prove readiness for broader rollout
- Capture immediate value in priority segments
- A scalable, governed, measurable AI capability that compounds value across efficiency, experience, and growth.

IF YOU DO THIS RIGHT, **YOU CAN AVOID...**

- AI stagnating at POC / pilot stage
- Fragmented tools creating inconsistent experience
- Loss of trust in AI outcomes
- Workforce confusion and resistance about the role of AI
- ROI leakage from unmeasured performance

WHEN DONE CORRECTLY, **YOU GET...**

- A scalable, reusable AI foundation
- Cross-functional orchestration across service & sales
- A workforce operating at higher leverage
- Compounding value across efficiency, experience, and growth
- A durable operating model for continuous AI innovation

Example high-level roadmap: standing up key contact center AI capabilities

PLAN FOR ENTERPRISE SCALING & INTEGRATION

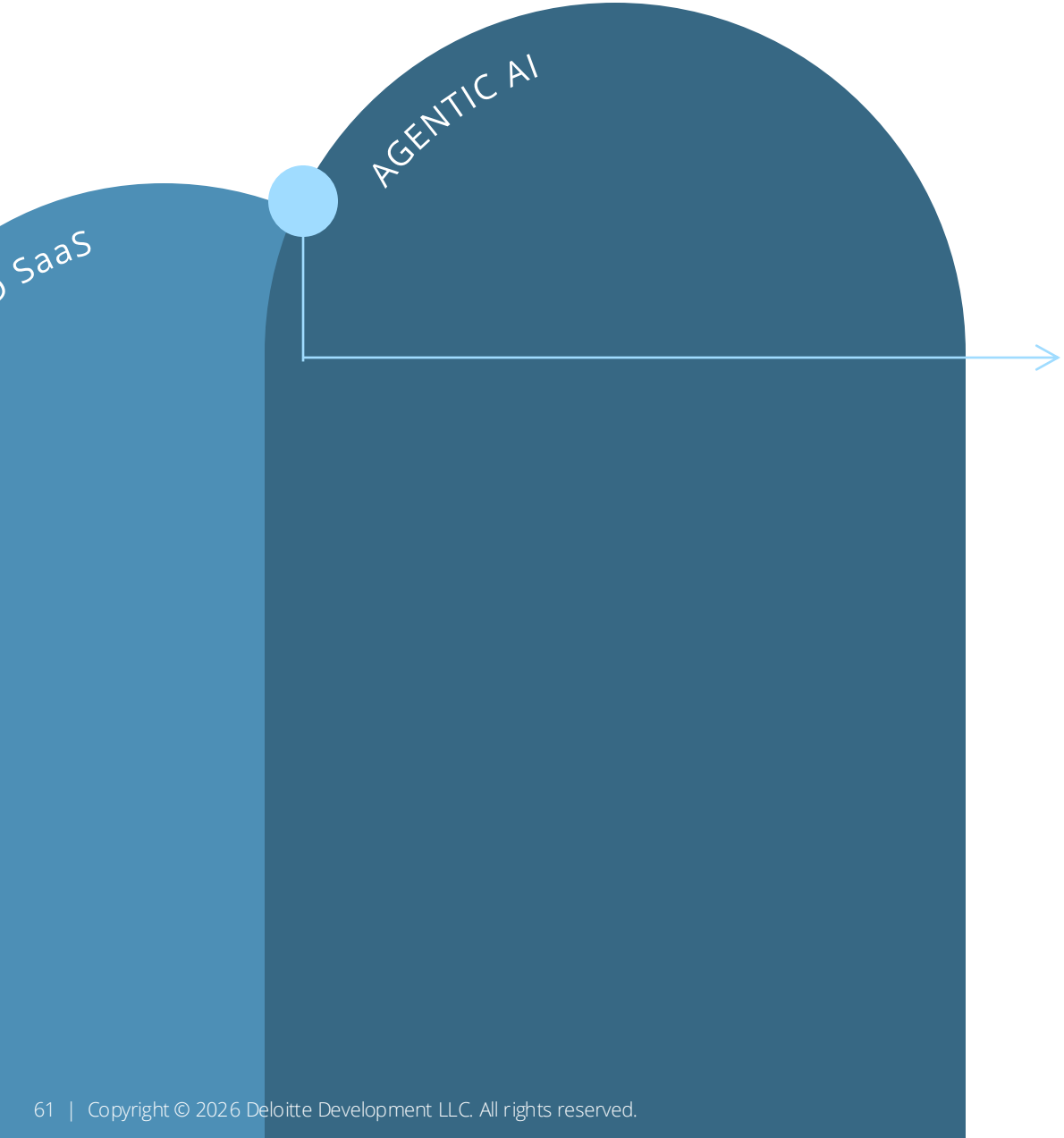
These full foundation-to-scale transformations can be stood up and ready for scale in as little as 6 months.

EXAMPLE USE CASE	FOUNDATION	EXPANSION	SCALE
CONVERSATIONAL VOICE & CHAT AI	• Define intents and map high-volume journeys • Build MVP bot flows • Establish CRM / telephony integration patterns	• Expand bot coverage & complexity • Add multi-turn conversational flows • Measure containment & refine	• Autonomous resolution for broader journeys • Expand across brands / markets • Integrate agentic orchestration
HUMAN AGENT AI ASSISTANCE	• Deploy transcription and summarization pilots • Connect KB, CRM, and content sources • Test assistive prompts with a small agent group	• Scale next-best-action assist • Embed assist UI in agent desktop • Add real-time sentiment and guidance	• Full enterprise rollout • Integrate with WFM, QA, training systems • Enable advanced coaching & workforce insights
AI LANGUAGE TRANSLATION & ACCENT REDUCTION	• Assess language and geography needs • Pilot translation/accent models • Validate accuracy and latency	• Expand language coverage • Integrate into CCaaS and Agent Assist • Improve QA & translation tuning	• Global multilingual rollout • Real-time voice and chat translation at scale • Reduce reliance on location-based staffing
AI PROACTIVE OUTREACH & SELF HEALING	• Identify predictable events (billing issues, outages, delays) • Build signals and triggers • Define early-warning workflows	• Launch proactive outreach • Integrate outbound channels (SMS, email, push) • Test end-to-end self-healing flows	• Full self-healing engine • Automate proactive cross-channel journeys • Connect to CRM and ERP for closed-loop resolution
AI CONTINUOUS INTENT ANALYSIS & CHANNEL OPTIMIZATION	• Establish taxonomy and training data • Baseline intent distribution • Connect analytics to routing	• Use insights to improve bots and routing • Implement closed-loop learning across channels • Optimize deflection journeys	• Real-time routing and dynamic optimization • Industrialize intent intelligence layer • Enterprise-wide insights feeding all levers

EPILOGUE

THE FUTURE OF SERVICE

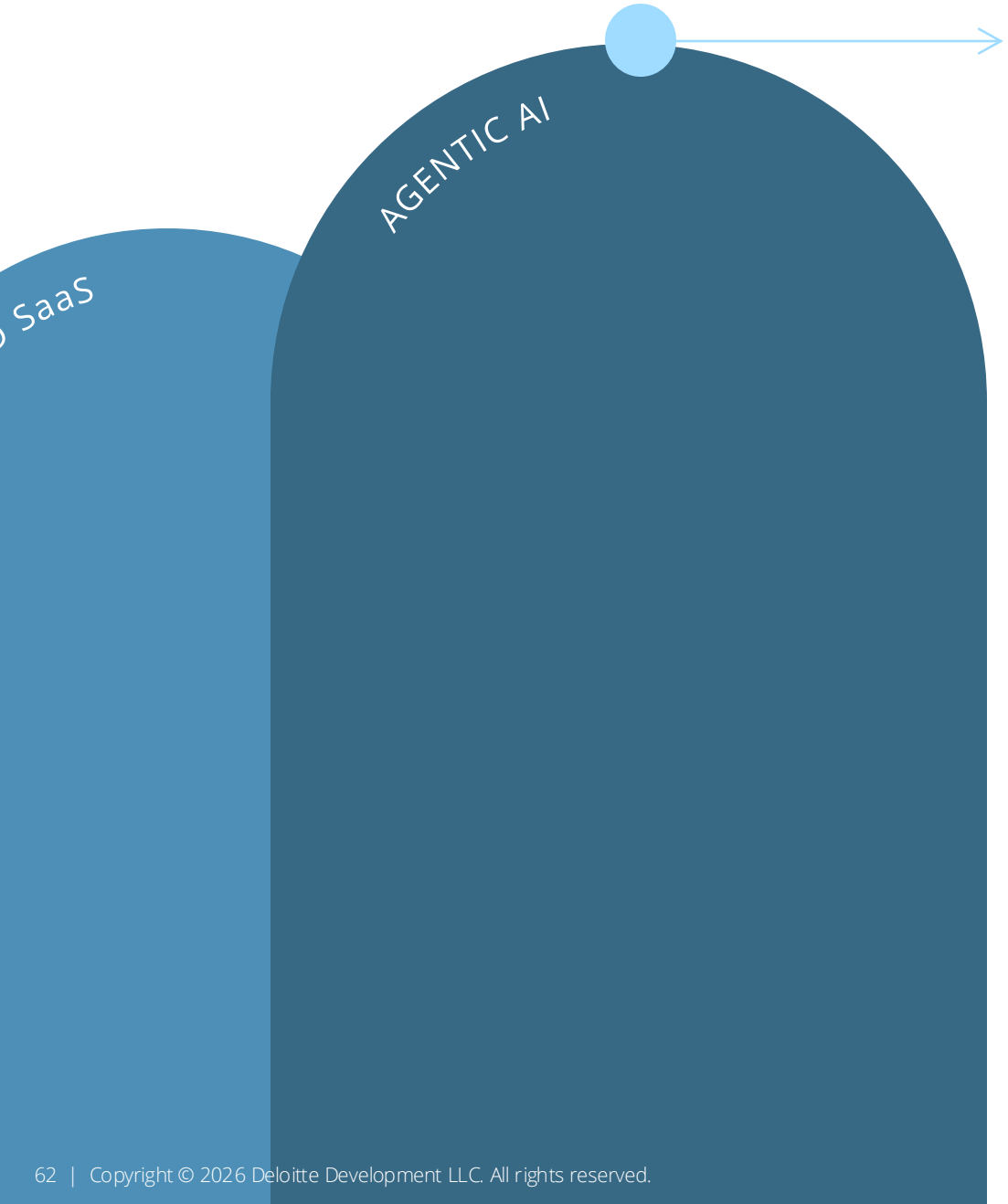
EVOLVING TO HORIZON TWO



THE FUTURE IS ALREADY HERE!

HORIZON ONE: Leading organizations **today** are already realizing significant operational savings using AI to drive efficiency, revenue growth, and loyalty.

This is your opportunity to catch the **next wave** of service innovation and transformation from the beginning.



HORIZON **TWO**

Within 3-5 years autonomous, proactive, personalization at scale will be the new service standard.

FULLY AUTONOMOUS

As Agentic use cases expand, AI will be able to handle more service interactions end-to-end. AI Agents will be able to **negotiate and resolve issues across vendors and systems,** including with customers' own AI assistants acting on their behalf, while human agents continue to handle highly complex, relationship-sensitive interactions. Autonomous interactions will move beyond digital channels through use of **robots powered by physical AI.**

PERSONALIZATION AT SCALE

Service will become increasingly personalized to the **individual customers' emotions, preferences, and context,** with the ability to adapt in real-time. **Digital twin profiles and humanlike AI avatars** in digital and physical channels will further expand the ability to connect with the customer on a deeply personal level. Human agents will act as trusted advisors armed with customer-specific insights used to tailor highly personalized service interactions.

PROACTIVE & PREDICTIVE

Service will move from reactive to proactive as real-time customer insights that support customer interactions evolve into an **AI concierge** that can anticipate and resolve customer issues before they even notice. **Service will be embedded in products** with built-in AI services that can self-diagnose and fix issues, escalating advanced cases to human agents with all the necessary context for expedited support.

FULLY AUTONOMOUS

SELF-RESOLVING ECOSYSTEMS

AI negotiates and resolves issues **across partners, vendors, and systems**—eliminating the need for customers to intervene.

74% of companies plan to deploy agentic AI within two years.[1]

EARLY MOVERS | *Leading AI model builders have aligned on standard protocols for vertical and horizontal integration, allowing AI agents to communicate with each other and securely exchange information across enterprise platforms and applications.*

AGENT-TO-AGENT RESOLUTION

Customers' own AI assistants collaborate directly with Service AI agents to handle all service needs.

82% of companies expect at least 10% of their jobs to be fully automated in the next 3 years.[1]

EARLY MOVERS | *Service technology providers, from traditional CCaaS players to new entrant hyperscalers and start-ups, have rapidly added automated QM offerings leveraging AI to enhance their platforms*

AUTONOMOUS BACKEND FUNCTIONS

AI autonomously handles call monitoring, quality insights, and human agent forecasting & scheduling with **minimal human oversight.**

16% of companies expect IoT-driven retail to drive the greatest impact on their industry.[1]

EARLY MOVERS | *Major workflow automation companies are rolling out cross-vendor, cross-platform automation including issue routing and resolution using inter-system AI.*

1. State of AI in the Enterprise, Deloitte, 2026

PERSONALIZATION AT SCALE

IMMERSIVE AI AGENTS

Customers interact with **humanlike AI avatars** in digital channels, stores, hospitals, and service environments.

42% of engineering & construction companies are already using or experimenting with augmented reality technologies.[1]

EARLY MOVERS | *Numerous startups across industries are launching hyper-realistic digital humans for service, sales, and health care triage.*

SENTIENT-LEVEL PERSONALIZATION

Service adapts to **customer emotions, preferences, and context** in real-time.

75% of consumers report they are more likely to purchase from brands that deliver personalized content.[2]

EARLY MOVERS | *New AI tech players are deploying AI that senses emotion from voices and faces, and dynamically adapts service scripts and routing decisions.*

CUSTOMER DIGITAL TWINS

Enterprises use real-time **digital twin profiles** to deliver frictionless, predictive, hyper-personalized service.

19% of companies believe digital twins will drive the greatest impact on their industry.[3]

EARLY MOVERS | *Cloud providers are now offering digital twin platforms for both physical products and consumer behavior modeling.*

1. The future of the digital customer experience in industrial manufacturing and construction, Deloitte, 2024 | 2. Marketing Trends, Deloitte Digital, 2025| 3. State of AI in the Enterprise, Deloitte, 2026

PROACTIVE & PREDICTIVE

AI CONCIERGE

AI anticipates needs and resolves issues **before customers even notice.**

77% of consumers expect companies to anticipate and solve problems before they reach out.[1]

EARLY MOVERS | *Generative AI model providers are piloting context-aware assistants that recommend actions before users ask, such as "AI-first" phone features, predictive reminders, etc.*

EMBEDDED PRODUCT SUPPORT

Products will include **built-in AI service** that self-diagnoses and resolves issues without human involvement.

30% predicted share of GenAI-enabled smartphones that were shipped in 2025.[2]

EARLY MOVERS | *Cars can self-diagnose and trigger service visits proactively and smartphone devices now guide users to resolve issues without support calls.*

AI-DRIVEN SERVICE COMMERCE

Service becomes a revenue-generating channel, with AI intelligently cross-selling, upgrading, and renewing.

20% of companies currently achieving revenue growth through AI.[2]

EARLY MOVERS | *Many commerce platforms now leverage "AI sales agents" to recommend add-ons, upgrades, and renewals during live support.*

1. Global Contact Center Survey (publication pending), Deloitte Digital, 2026 | 2. Technology, Media & Telecommunications Predictions, Deloitte, 2026 | 3. State of AI in the Enterprise, Deloitte, 2026

The Future of Service should be **proactive, autonomous, and deeply personal** for the organizations who start building toward it now…

WELCOME TO THE **AGE OF INTELLIGENT EXPERIENCE**

Deloitte.
Digital