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The AI-powered service leader

**HOW AI AGENTS ARE
DRIVING TRANSFORMATION**

This fictional scenario is designed to spur thoughtful conversations about the kind of AI-enabled future today's business leaders might envision for their organizations and workforces. At Deloitte Digital, we believe in the power of human and machine collaboration, where the human workforce is augmented by AI to become more efficient and productive.

Meet Sarah, Head of Customer Experience at a major financial services firm. Her day-to-day responsibilities have transformed dramatically with the rise of AI agents. Let's peek into how her work, teams and strategy might evolve over the next few years.



2025

A day in the life of a service leader: 2025

6:30 am

Sarah's alarm goes off at 6:30. Over morning coffee, she's already scanning multiple dashboards—customer satisfaction scores, call volumes, staffing levels and exception reports.

She notices their average handle time has crept up. It'll take her team a few hours to compile the necessary data so she can determine if this is a concerning trend or simply normal variation for this time of year.

Sarah's alarm goes off at 6:30.

Sarah scans multiple dashboards—customer satisfaction scores, call volumes, staffing levels and exception reports.



2030

Same day reimagined: 2030

6:30 am

Sarah still starts her day at 6:30, but now her Customer Experience Analyst Agent has already interpreted overnight data and pushed key insights to her phone.

As she sips her coffee, she sees a subtle shift in customer interactions. The virtual agent has detected a 4% increase in loan documentation queries across the website, call center and social media, likely tied to recent policy changes. Based on real-time analytics, the agent has generated recommended staffing adjustments for her approval.

Sarah still starts her day at 6:30.

Customer Experience Analyst Agent has already interpreted overnight data.



A day in the life of a service leader: 2025

10:00 am

Sarah's team needs to analyze the performance of their newest digital self-service features, but extracting meaningful insights from millions of customer interactions is a big lift. It'll take much of the day to sample and manually analyze the results.

Sarah's team needs to analyze the performance of their newest digital self-service features.



Manually analyzing the results will take much of the day.

Same day reimagined: 2030

10:00 am

Sarah receives an automated alert triggered by Customer Experience Data Analyst Agent regarding an emerging pattern in call center interactions. The system has noted a correlation between recent marketing campaigns and customer queries. The AI agent has drafted call center responses for Sarah to review and updated the knowledge base.

Sarah receives an automated alert triggered by Customer Experience Data Analyst Agent.



The AI agent has drafted call center responses.



12:00 pm

The data added from a recent digital self-service feature, while insightful, compounds Sarah's workload significantly. Needing to manually sample and sort through the new analytic information is tedious. This requires Sarah to work through her lunch hour just to stay on track.

Another lunch hour is spent on manual tasks.



12:00 pm

Sarah joins her team in an illuminating lunch-and-learn designed to upskill them in de-escalation and empathy. This will allow her reps to better manage the complex interactions escalated by AI agents.

Sarah joins her team in an illuminating lunch-and-learn.



A day in the life of a service leader: 2025

2:15 pm

Sarah's afternoon is consumed by back-to-back meetings, analyzing historical trends to forecast next quarter's staffing needs. Her team presents mountains of data, but connecting the dots between customer feedback, operational metrics and business outcomes still requires significant interpretation.

Data presented by the team requires detailed analysis and significant interpretation.



Same day reimagined: 2030

2:15 pm

Sarah's afternoon looks drastically different. Now that AI agents handle most routine calls and disputes with minimal human intervention, employees are less burned out and more supported at work. Today, she is able to focus her attention on strategic initiatives and innovation. She spends time reviewing AI-generated insights and weighing potential service enhancements and operational improvements based on concrete data.

AI agents help reduce team workload, allowing Sarah to focus on strategic initiatives and innovation.



3:30 pm

Sarah listens in at the call center and notices her team members struggling to de-escalate highly charged interactions. She observes how these instances are counterproductive for customers and draining for employees. She makes a mental note that, when they find the time, they need to better train some of the team members to navigate such situations. She will review a particular rep's qualitative and quantitative performance.



Team members struggle to de-escalate highly charged interactions.

Sarah must review team performance data and formulate a training plan.



3:30 pm

Sarah listens in at the call center and hears a service rep effectively cross-selling a loan using the AI agent's real-time, integrated view of the caller's past queries. This rep is now able to focus her efforts on selling since her AI agent has been handling all of the routine customer services calls since the morning, with minimal intervention required from her. Sarah is pleased that this rep has come such a long way with the help of her agent. Additionally, she's happy to see her rep thriving with this new way of working.



Service reps cross-sell using the AI agent's real-time, integrated data.

The AI agent reduces customer service calls, boosting service rep productivity and sales.



A day in the life of a service leader: 2025

6:00 pm

As she closes her laptop, Sarah feels like she's been in reaction mode all day, working on routine tasks instead of thinking about strategy. She'll have to work late into the evening. Feeling like she's always behind has motivated her to investigate how new technology, such as AI agents, can free up her time for more important tasks, like performance building and customer care activities.



Always feeling behind has motivated Sarah to seek out new technology, such as AI agents.

Sarah feels like she's been in reaction mode all day. She'll have to work late into the evening.



Same day reimagined: 2030

6:00 pm

At home and reflecting on her day, Sarah is thinking about how things used to be, before autonomous AI agents handled 80% of routine interactions.

Now, with the rich information provided by AI agents, her team is able to concentrate on the conversations that matter. Call wait times are shorter, cases are resolved more quickly, live agents are better prepared to solve issues and customer satisfaction scores have never been higher.



Now, with the rich information provided by AI agents, her team is able to concentrate on the conversations that matter.

Sarah is thinking about how things used to be, before autonomous AI agents handled 80% of routine interactions.



The above is a vignette that presents a plausible future for business leaders. We hope these vignettes will prompt you to reflect as you work toward shaping your ideal future.

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With the right vision, strategy and implementation partner, AI agents can serve as agents of change that elevate experiences for customers and employees—while harnessing efficiency and scalability across your service operation.

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