

The background of the slide features a close-up of a human eye, which is the central focus. Overlaid on the eye is a complex, futuristic digital interface. This interface includes several concentric circles, some of which are dashed or segmented. There are also various geometric shapes, such as triangles and squares, arranged in a circular pattern. The overall color scheme is dark blue and black, with bright cyan and white highlights from the digital elements. The Deloitte logo is positioned in the top left corner, and the conference information is in the bottom left corner.

# Deloitte.

*Together makes progress*

From data to connection:  
GenAI in the *customer  
experience* of the future

**APCC CONFERENCE 2025**

October 2025





**Portugal** is the  
World Football Champion,  
Porto is the European Capital  
of Culture, and the war in  
Europe and Middle East have  
come to an end

**2030**

The **world has evolved**  
and so has customer service.



# LET'S MEET

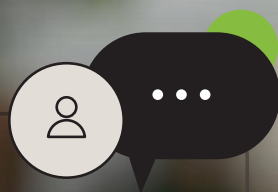
FOLLOW THEIR JOURNEY AS A CUSTOMER AND AN AGENT

A portrait of Ana Silva, a woman with short brown hair, wearing a light-colored button-down shirt. She is smiling slightly and looking towards the camera. The background is a blurred indoor setting.

**Ana**

**Ana Silva** | 40 years old

Patient who uses digital healthcare services  
Values relationships and human touch

A portrait of Manuel Costa, a man with short brown hair and a beard, wearing a dark blue button-down shirt. He is looking slightly to the side with a neutral expression. The background is a blurred indoor setting.

**Manuel**

**Manuel Costa** | 35 years old

Agent in a healthcare contact center  
Passionate about helping other people and teamwork

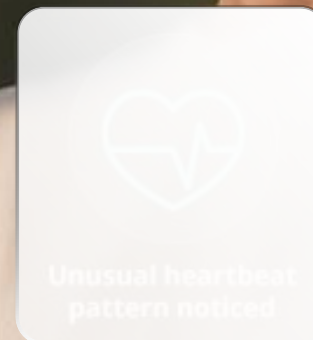


## BEFORE THE INTERACTION

Ana has been **feeling some discomfort for the last two days.**

Through her connected smartwatch, she receives a proactive alert suggesting she should check her symptoms.

1





## AUTOMATED INTERACTION

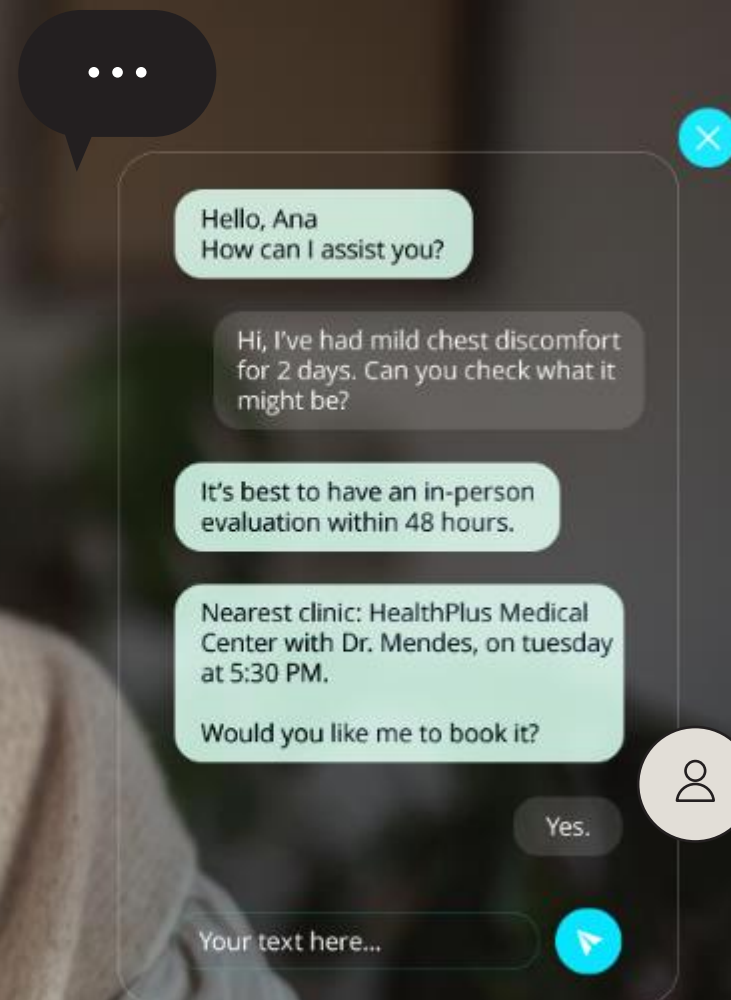
Ana decides it's time to find out what's wrong.

She **interacts via chat with the symptom checker** and asks for information.

2

The virtual assistant **identifies the reason for the contact** and **shares available doctors and appointment times** based on her request.

3



## AUTOMATED INTERACTION

Ana picks a date, **receiving an immediate confirmation and automatic reminder via SMS and email.**

4

The virtual assistant **holds that slot and confirms the booking within seconds**, with no human intervention.

5





DURING INTERACTION:  
HUMAN-REQUIRED SITUATION

...

A few days later, Ana receives an automatic notification explaining that **her chosen doctor will be unavailable on the scheduled date.**

The virtual assistant offers new options, but Ana has doubts about the replacement doctor. **She decides to contact the call center to speak with a human agent.**

6



Report 0000011122344

Patient Name  
**Ana**

Patient age  
**40 years old**

Agent:  
**Manuel**  
(Nurse, Contact Center)

Interaction Type:  
**Phone call**

Reason for Contact:  
Patient received an automated notification that her originally scheduled physician will be unavailable on the appointment date. Patient contacted the contact center to confirm appropriate care.

...

When Manuel takes the call, the **system automatically presents a 360° patient snapshot and a Clinician Fit Score** showing the compatibility of alternative doctors.

7



**DURING INTERACTION:  
HUMAN-REQUIRED SITUATION**

During the call, **Ana shares her concerns about the new doctor** and **provides additional information** about her health condition.

8

Manuel, guided by GenAI explains the options empathetically, **supported by trusted internal sources displayed on-screen.**

Using a **side-by-side clinician comparator** and **based on Ana's profile**, Manuel suggests a doctor and appointment, which corresponds to what she was looking for.

9

**Ana accepts the proposed doctor** and mentions she is available on the slot suggested by Manuel.

10

**Doctor Profile**

**Dr. Ricardo Gomes**  
General Cardiology

Subspecialty  
Cardiac Rehabilitation  
and Preventive Medicine

[Book an appointment](#)

**Doctor Profile**

**Dr. Beatriz Silva**  
Interventional Cardiology

Subspecialty  
Heart Failure and  
Adult Congenital  
Heart Disease

[Book an appointment](#)

## AFTER THE INTERACTION

The **appointment** is rescheduled within minutes, and all records update automatically.

11

She receives then a **personalized thank-you message and a request for feedback**. She feels heard, supported, and in control — strengthening trust in the brand.

12



## AFTER THE INTERACTION

With the implementation of **GenAI mechanisms**, **Manuel now has access to monthly performance dashboards** showing quality metrics and patient satisfaction scores, which allow him to **evaluate where he could perform better to provide a more efficient customer service.**

13



# GenAI is a massive transformation and will have a tremendous impact in our world

## AI Set to Add Nearly US\$1 Trillion to Southeast Asia's Economy by 2030

AI adoption across Southeast Asia could boost the region's GDP by 13% by 2030, with Singapore spearheading policy and adoption, while Malaysia emerges as a major hub for AI infrastructure.

Fintech News Singapore — August 1, 2025 · 6 Mins Read

LinkedIn Facebook Twitter



17 set 2024

## IDC: Artificial Intelligence Will Contribute \$19.9 Trillion to the Global Economy through 2030 and Drive 3.5% of Global GDP in 2030

### Every Dollar Spent on AI Will Generate \$4.60 Into the Global Economy

NEEDHAM, Mass., September 17, 2024 – New research from IDC entitled, [The Global Impact of Artificial Intelligence on the Economy and Jobs](#), predicts that business spending to adopt artificial intelligence (AI), to use AI in existing business operations, and to deliver better products/services to business and consumer customers will have a cumulative global economic impact of \$19.9 trillion through 2030 and drive 3.5% of global GDP in 2030. As a result, AI will affect jobs across every region of the world, impacting industries like contact center operations, translation, accounting, and machinery inspection. Helping to trigger this shift are business leaders who almost unanimously, 98%, view AI as a priority for their organizations.

### AI's Net Positive Global Economic Impact

According to the research, in 2030, every new dollar spent on business-related AI solutions and services will generate \$4.60 into the global economy, in terms of indirect and induced effects. This is determined by:

- Increased spending on AI solutions and services driven by accelerated AI adoption
- Economic stimulus among AI adopters, seeing benefits in terms of increased production and new revenue streams
- Impact along the whole AI providers supply chain, increasing revenue for the providers of essential supplies to AI solutions and

## AI could impact 40 per cent of jobs worldwide in the next decade, UN agency warns



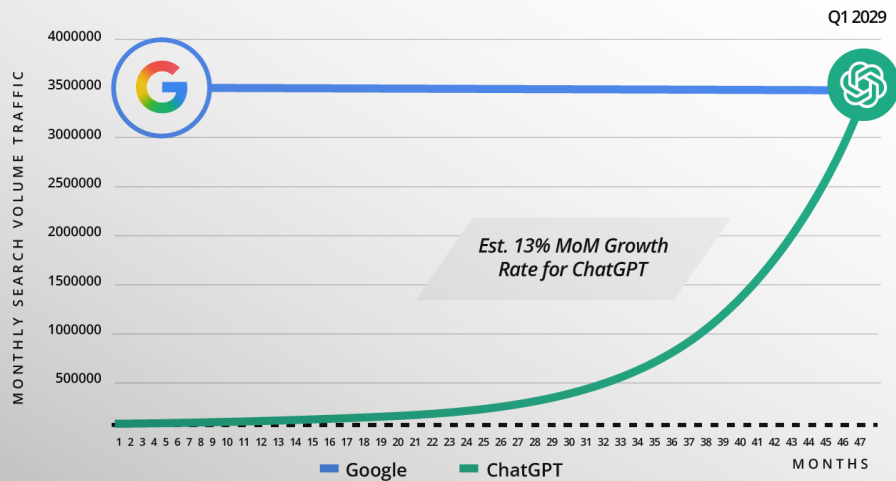
Copyright Canva



# Platform adoption show us the impact of this technology over others

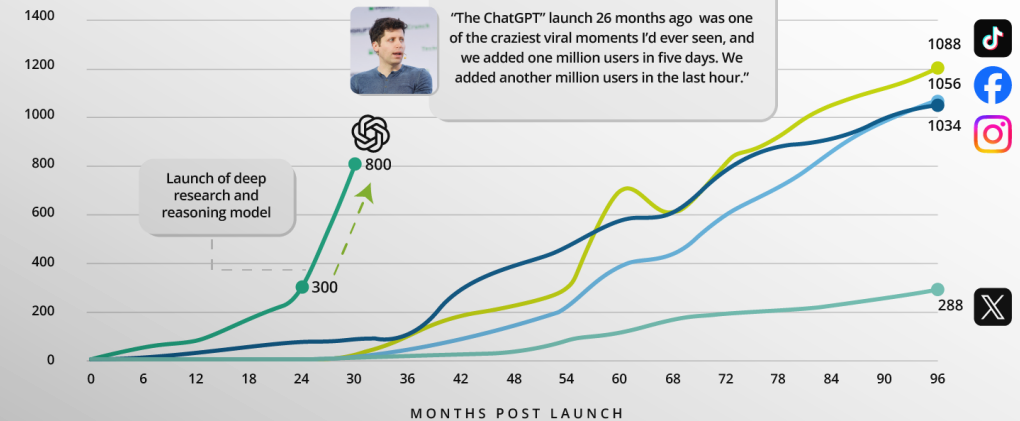


Est. search volume traffic, Google vs ChatGPT



Source: Coatue Management 2023

Number of monthly active users (MAUs) post launch (millions)



Source: Coatue Management 2023

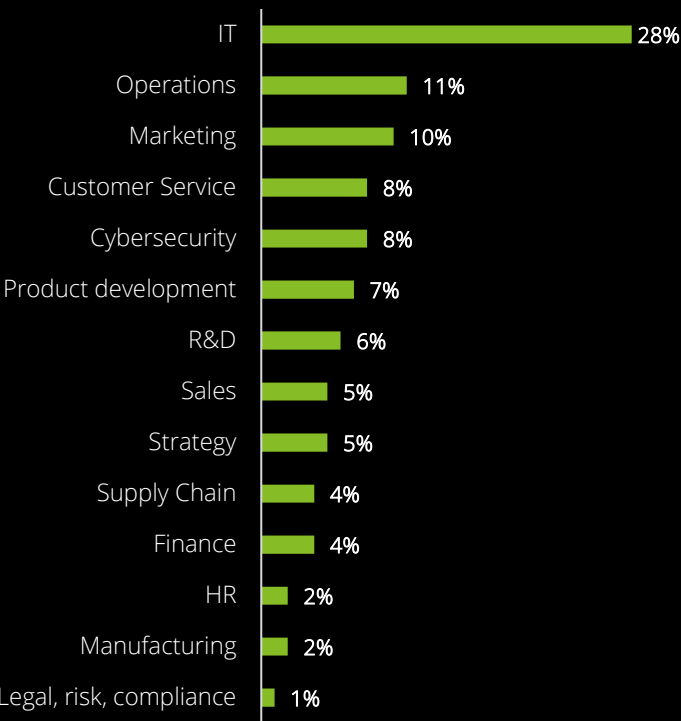
# Customer service is one of the **priority areas**

Use Case **adoption over time**



Source: a16z survey of 100 CIOs across 15 industries 2025

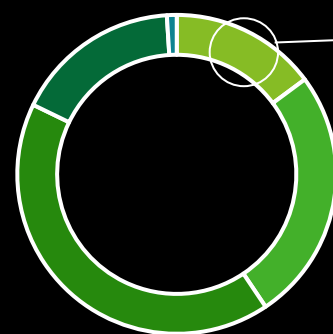
GenAI initiatives are most advanced within these functions



Source: Deloitte 2025



# Early adopters benefit in terms of initial results



1 in 6 contact centers have deployed generative AI capabilities.

Service innovators are 8x as likely as those with less advanced service to have deployed GenAI.

15%  
Currently using GenAI

26%  
Plan to use in 2024

42%  
Plan to use in 2025

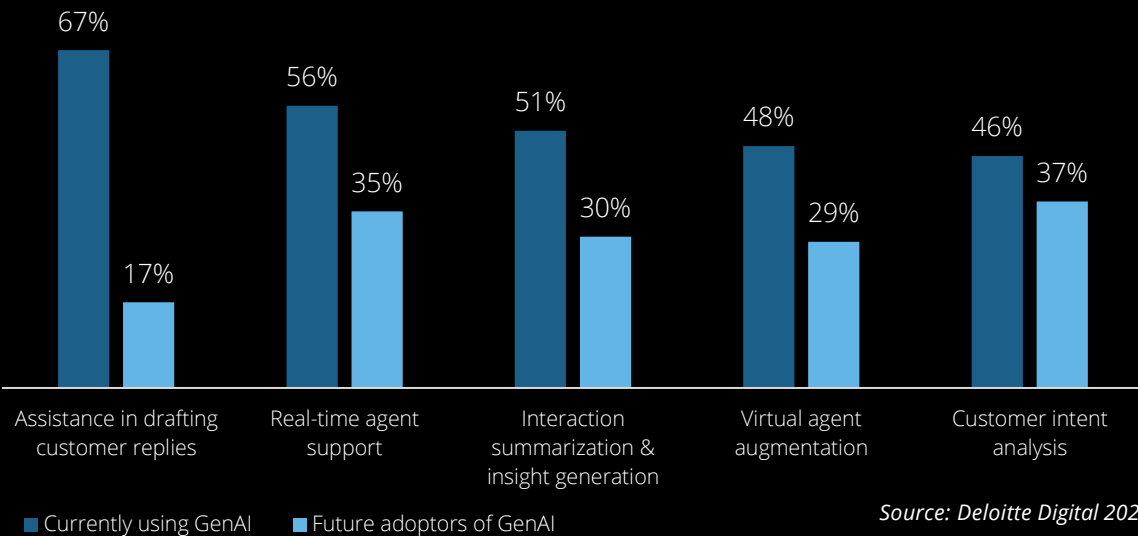
17%  
Plan to use in 2026 or later

1%  
No plans to use

Generative AI's early adopters experience greater impact than future adopters anticipate



Early adopters use Generative AI more broadly than future adopters anticipate



Source: Deloitte Digital 2024

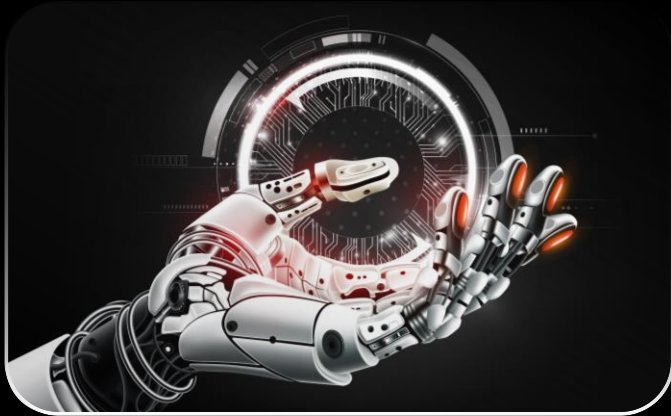
# GenAI is already transforming the landscape of Customer Service



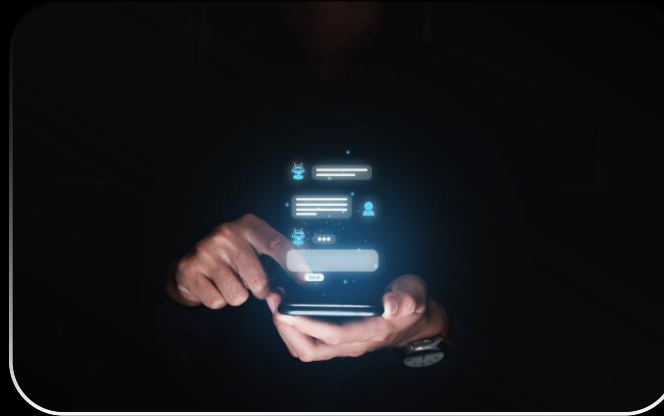


# This transformation is being driven by key trends that are accelerating the adoption of GenAI

AGENTIC AI



CONVERSATIONAL CONTAINMENT



SERVICE EVERYWHERE



REAL TIME AND  
EMOTIONAL  
PERSONALIZATION



SERVICE AS A  
GROWTH ENGINE



# Trend 1: Agentic AI

## What is happening?

GenAI is evolving into **autonomous agents** that **think, learn, and act independently**, driving automation, personalized experiences, and intelligent decision-making at scale.

## Why it matters?

52% of leaders are most interested in agentic AI among all the emerging GenAI-related, making it the frontrunner

45% of leaders are interested in multiagent systems among all the emerging GenAI-related innovations

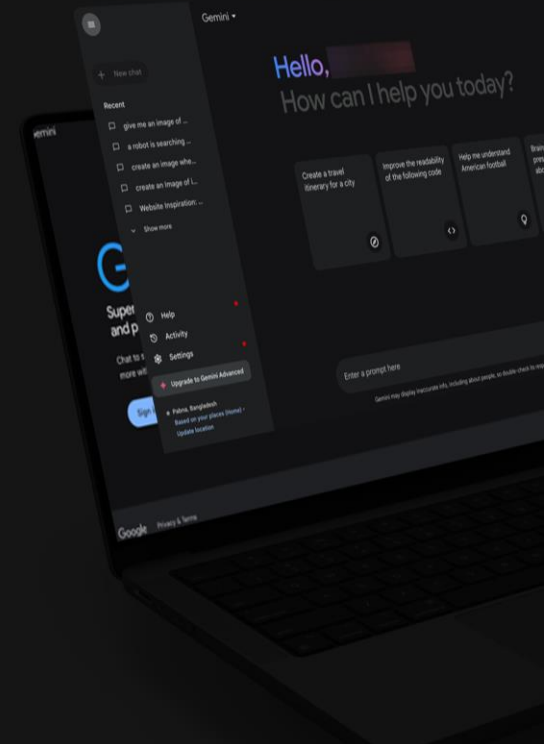
### USE CASE

## Deloitte x Google Cloud **GEMINI ENTERPRISE**

Gemini Enterprise is a unified platform to orchestrate, manage, and govern AI agents, enabling organizations to harness agentic AI at scale.

In Retail and Consumer, agents like Shopping Concierge personalize customer experiences, while others support dynamic pricing, demand forecasting, and omnichannel operations.

**Deloitte.** **Google**



Source: Deloitte 2025



# Trend 2: Conversational Containment

## What is happening?

Conversational AI is redefining self-service, moving beyond scripted bots to **systems that understand intent, take action, and resolve issues.**

Voice and chat AI can now authenticate users, complete tasks, and summarize interactions.

## Why it matters?



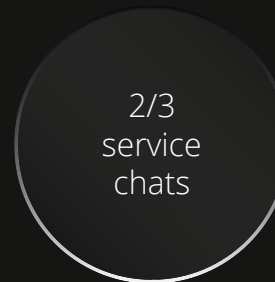
70% of consumers buy more from companies offering seamless conversational experiences

64% spend more when issues are resolved in the same channel they're using (e.g., WhatsApp, app)

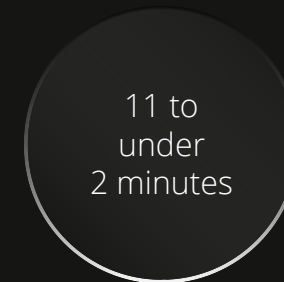
### USE CASE

## Klarna's AI assistant

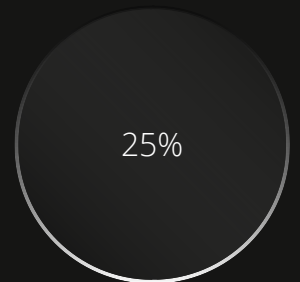
Klarna's AI assistant quickly scaled support, handling 2.3 million conversations equivalent, while maintaining a human + AI model.



Klarna's AI assistant handled 2/3 service chats in its first month (2.3M conversations). The equivalent to the work of ~700 FTEs



It cut resolution time from 11 to under 2 minutes



AI assistance reduced repeat contacts by 25%

**Klarna.**



Source: Zendesk 2023; Klarna 2024

# Trend 3: Service everywhere

## What is happening?

Customer service is becoming proactive and contextual, shifting from reactive support to continuous assistance that meets customers where they already are - whether in an app, on a device, in-store, in their car or home, - without customers having to reach out.

## Why it matters?



61% of service professionals say their organizations address issues proactively

Only a third of customers agree

### USE CASE

## Delta Concierge



Delta Concierge is an AI assistant in the Fly Delta app that automates travel support across the journey.



Source: Salesforce 2024; Delta 2025; Breaking Travel News 2020

# Trend 4: Real time and emotional personalization

## What is happening?

GenAI is allowing evolution from predefined interactions to real-time, adaptive experiences where AI continuously interprets customer emotions and context to adjust responses, tone, and actions moment by moment for more empathetic and personalized service.

## Why it matters?

USD 2,137.5 million

Global emotion AI market size in 2024

CAGR of 22.9% from 2025 to 2033

### USE CASE

## Fortune 50 Insurance

A Fortune 50 insurance company with more than 3,000 agents and a volume of over three million calls per year saw significant improvement by using GenAI in their claims and sales line of business.

3-point  
NPS  
improvement

3.3%  
increase  
in FCR

8% higher  
sales

Source: Grand View Research 2025; ASW 2021



# Trend 5: Service as a Growth Engine

## What is happening?

Customer service is becoming a **strategic growth driver**, as Gen AI enables auto QA across nearly all interactions, evaluating compliance, empathy, and procedures in real time to **accelerate agent improvement**, turning every customer interaction into an opportunity for **retention, cross-sell, and loyalty building**.

## Why it matters?

88% of customers are more likely to purchase again when companies meet their superior service expectations



### USE CASE

## MSC

MSC, a \$3.25B industrial distributor, transformed their call center into a profit center, by using AI.

The system highlights due-to-reorder items, wallet share gaps, and new product recommendations, guiding sales representatives on who to contact and what to sell.

13%

Conversion on AI-suggested  
upsell/cross-sell recommendations

\$15K

Sales representatives generating  
approximately \$15K in upsell/cross-  
sell revenue per year.

Source: Salesforce n.d.; Proton 2025

# Gen-AI powered transformation helps tackle 3 important axes



## EFFICIENCY PLAY TO REDUCE CONTACT

Improve operational performance through improved productivity by doing more with less

Automatic resolution

Proactive intervention

Optimise costs

Reduce drudgery

Remove waste

Improve speed



## CAPABILITY PLAY TO AUTOMATE CONTACT

Create enterprise digital and data capabilities that are underpinned by GenAI

Flexibility on issues and their interpretation

Transparent forwarding to human agents

Augment workforce skills

Improve decisioning

Generate new insights

Extend asset utility



## EXPERIENCE PLAY TO OPTIMIZE CONTACT

Provide highly personalized experiences to customers, partners and employees

Dynamic agent support scripts

Differentiate services

Enhance quality and outcomes

Automatic article generation

Querying complex knowledge bases

Personalize content

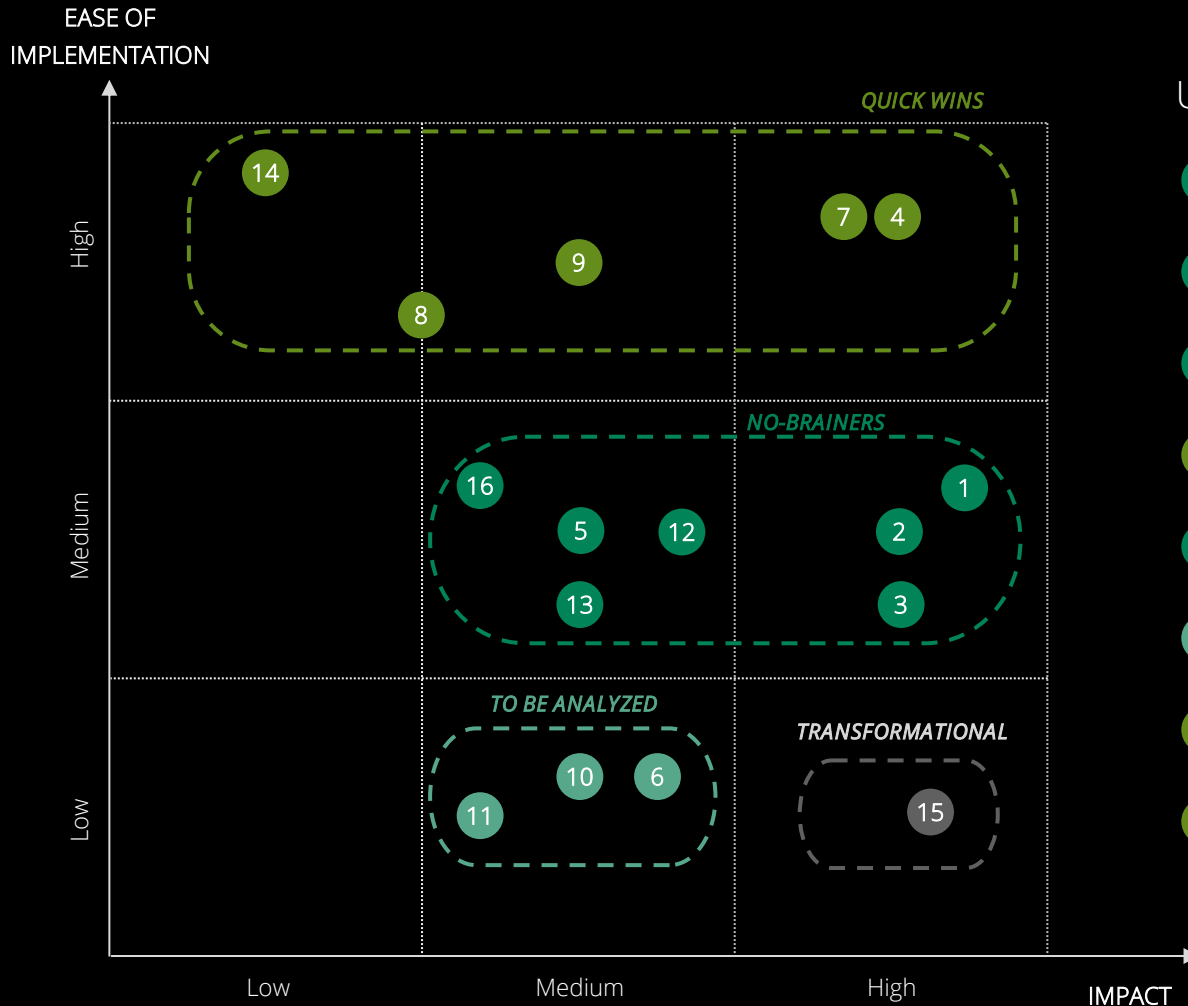
## EXAMPLES

Personal productivity gains for agents through automation of administrative tasks to allow more time speaking to customers

Fully automated 24/7 virtual assistant interaction with ability to detect customer intent and satisfaction with proposed resolution

Tailored scripts for customer service agents which embed highly personalized recommendations

# We have identified 16 use cases relevant to customer service operations



## Use Cases:

- |  |  |
|--|--|
| 1 Intent-based routing in IVR              | 9 Sentiment analysis                   |
| 2 Knowledge article recommendation         | 10 Dynamic customer profiles           |
| 3 Real-time agent assistance               | 11 Training with generated simulations |
| 4 Automatic call summarization             | 12 Channel-adapted responses           |
| 5 Automatic creation of knowledge articles | 13 Assisted upsell/cross-sell          |
| 6 QA of 100% of interactions               | 14 Real-time translation               |
| 7 Automatic case classification            | 15 Task recording and execution        |
| 8 Automatic follow-up                      | 16 Skills diagnostics and training     |



# Infrastructure is what separates us from the massive adoption of Gen AI

COMPUTER POWER & PERFORMANCE



TRUST, SECURITY & DATA GOVERNANCE



COST & ENERGY EFFICIENCY



INTEGRATION & ORCHESTRATION



SUSTAINABILITY & REGULATION





THANK U FOR YOUR  
COLLABORATION,  
**MANUEL!**

...



“Deloitte,” “us,” “we” and “our” refer to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”) member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities and, therefore, do not bind each other for all intents and purposes. Accordingly, each entity is only liable for its own acts and omissions and cannot be held liable for the acts and omissions of the other. Furthermore, DTTL does not provide services to clients. To learn more, please consult [www.deloitte.com/about](https://www.deloitte.com/about).

Deloitte provides industry-leading Audit & Assurance, Tax & Legal, Consulting | Technology & Transformation and Advisory | Strategy, Risk & Transactions to nearly 90% of the Fortune Global 500® among thousands of private companies. Our professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society and a sustainable world. Building on its 180 year history, Deloitte spans more than 150 countries and territories. To learn how Deloitte’s 460,000 people worldwide make an impact that matters please consult [www.deloitte.com](https://www.deloitte.com).

