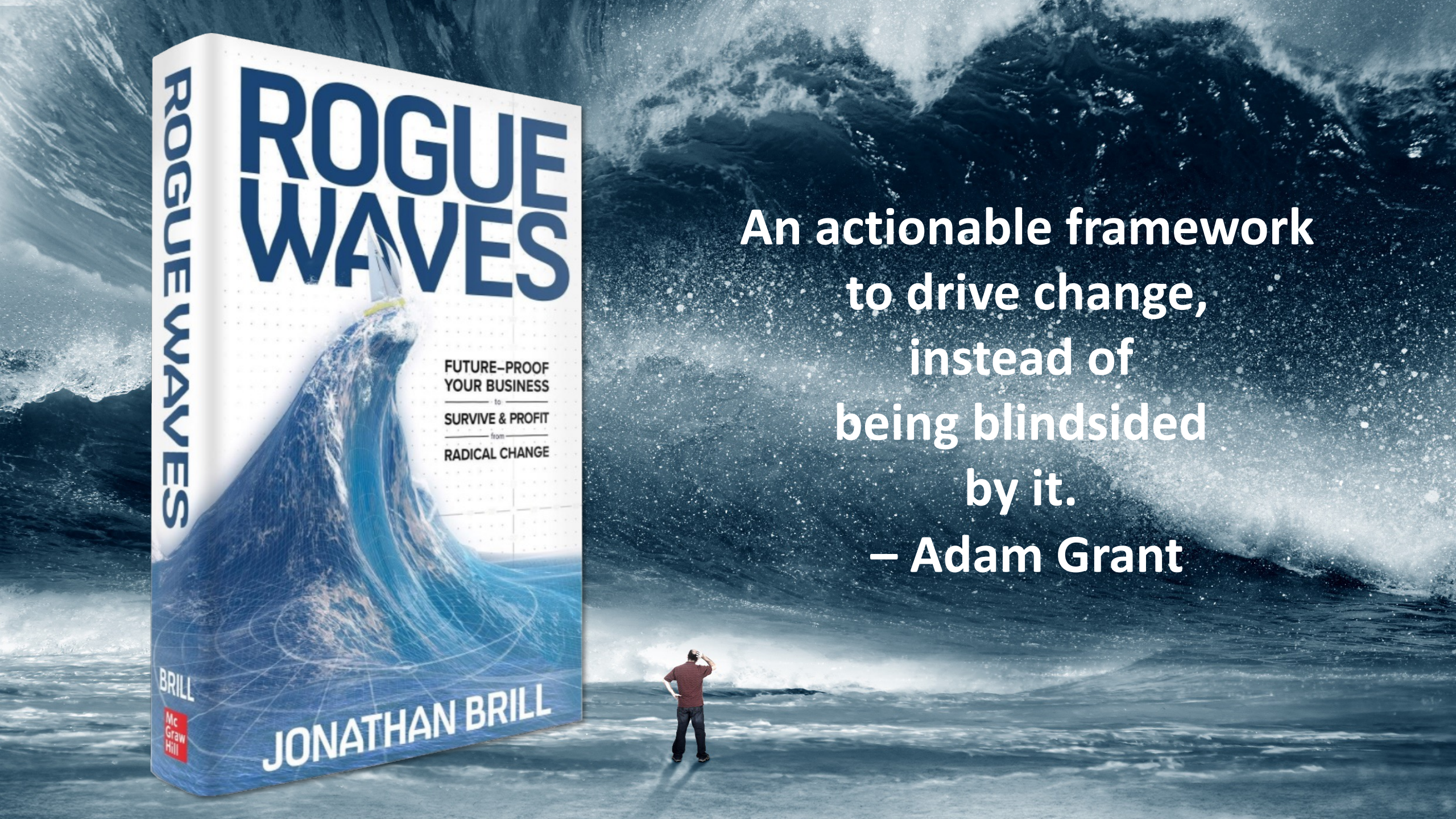


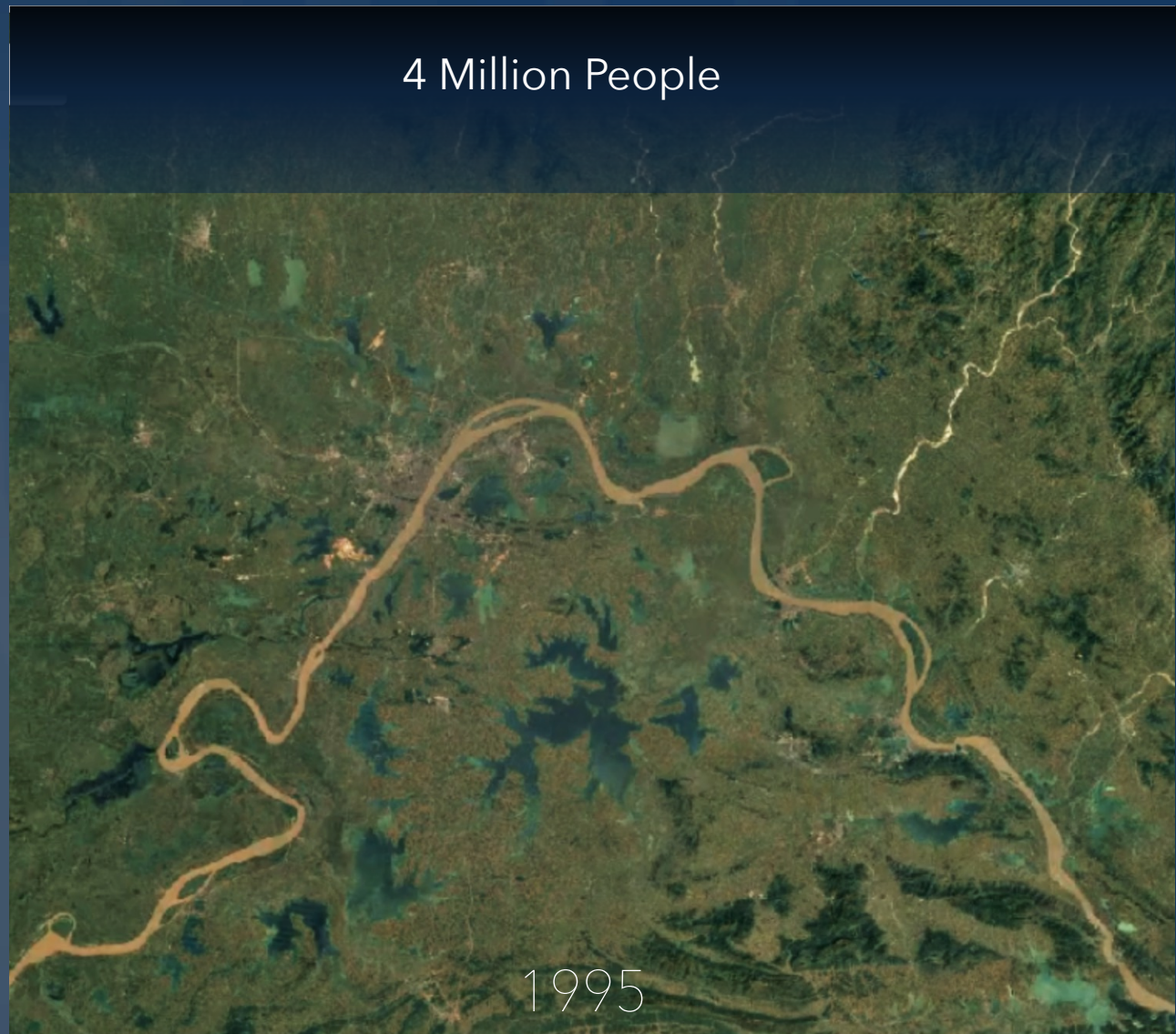
An actionable framework
to drive change,
instead of
being blindsided
by it.
– Adam Grant

2019

THE USE OF MOBILE PHONE IS NOT
PERMITTED WHILE UNDER WAY
AND AT ANCHOR

COVID
is a
ROGUE WAVE

Wuhan



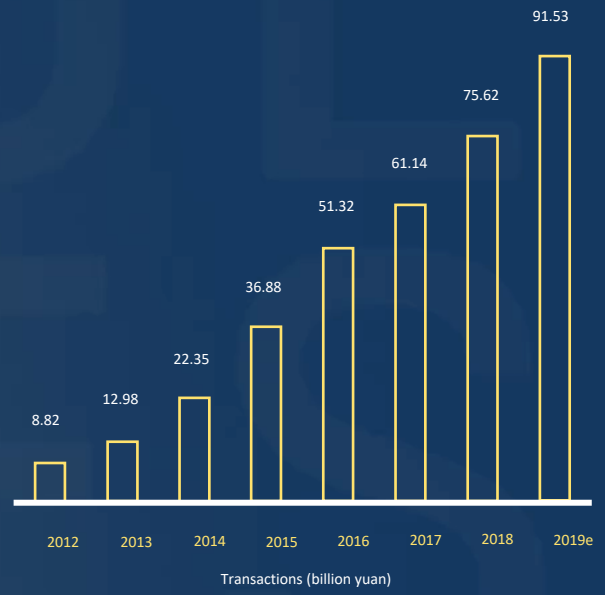
Spark

Spread

400,000,000
Chinese move to cities.
1995 - 2019

Source: Oxford Economics/Haver

16 Highspeed Rails
connect population.



10x International Tourism
2012 - 2019

Source: iResearch, Sept 2019

Managers bailed out of
ROGUE WAVES

45%

of the time.

Source: HP Study

CUSTOMER SUPPORT
is in a
ROGUE WAVE

THE WAVES KEEP ON COMING

TECHNOLOGICAL

Accelerating innovation
Emerging Tech
Convergence & Remixing

ECONOMIC

Data Economy
Labor and Automation
Rise of Asia
Cheap Money

SOCIAL

Changing Demographics
Digital Trust
New Social Contracts

パス
カラオケ
まねきねこ
新生銀行
PROMISE
プロミス
LAB
SHINJUKU
YUNIKA
YUNIKA VISION
九段下
Kudanshita
市ケ谷
Ichigaya
小滝橋
Oiwake Brdg.
新宿駅

BRAND WORLD

amazon
WORLD

STAND
ALONE

ECOSYSTEMS

VCR
NATIVES

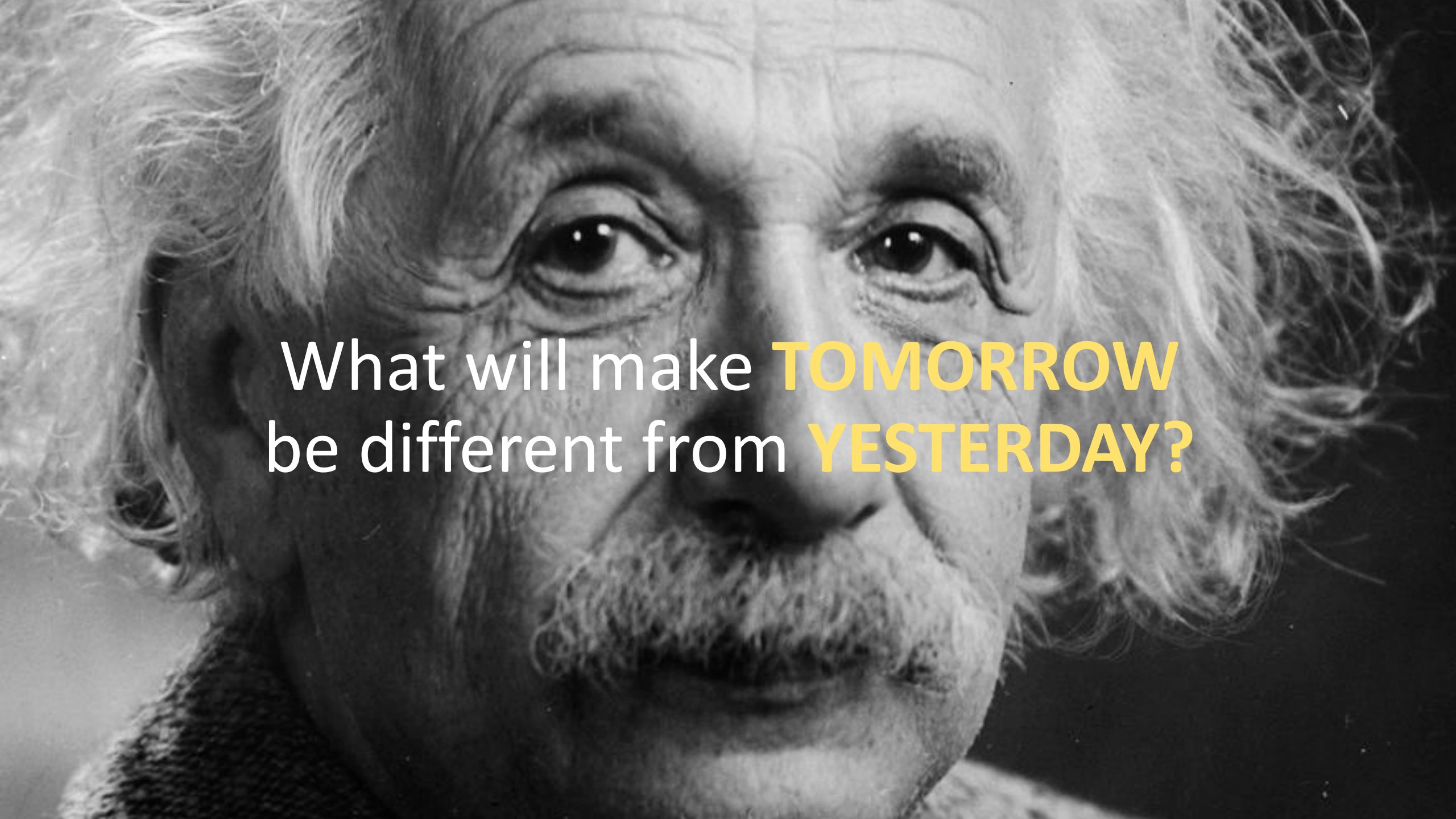
AI NATIVES

Disposable Products

Circular Economies

Labor Cost

Labor Retention


What will make TOMORROW
be different from YESTERDAY?

WE DON’T NEED CALL CENTERS.

WE NEED
SOLUTION CENTERS.

CUSTOMER SUPPORT

isn’t a

SUPPORT FUNCTION

YOUR CALL CENTER
is
YOUR BRAND

YOUR CALL CENTER
is
YOUR PROFIT CENTER
ANNUAL REPORT
MAIN HUB for STATISTICS & DATA
ANALYTICAL TOOLS

DIGITAL EXPERIENCE

drives

CUSTOMER ENGAGEMENT

WHAT

should be

AUTOMATED?

WHAT IS YOUR VALUE PROP?

WHAT HAPPENS WHEN OMNICHANNEL FAILS?

BANK OF AMERICA

WHAT DO BOTS

think should be

AUTOMATED?

SOURCE: SYNESTHESIA.AI

THE SCI-FI FUTURE

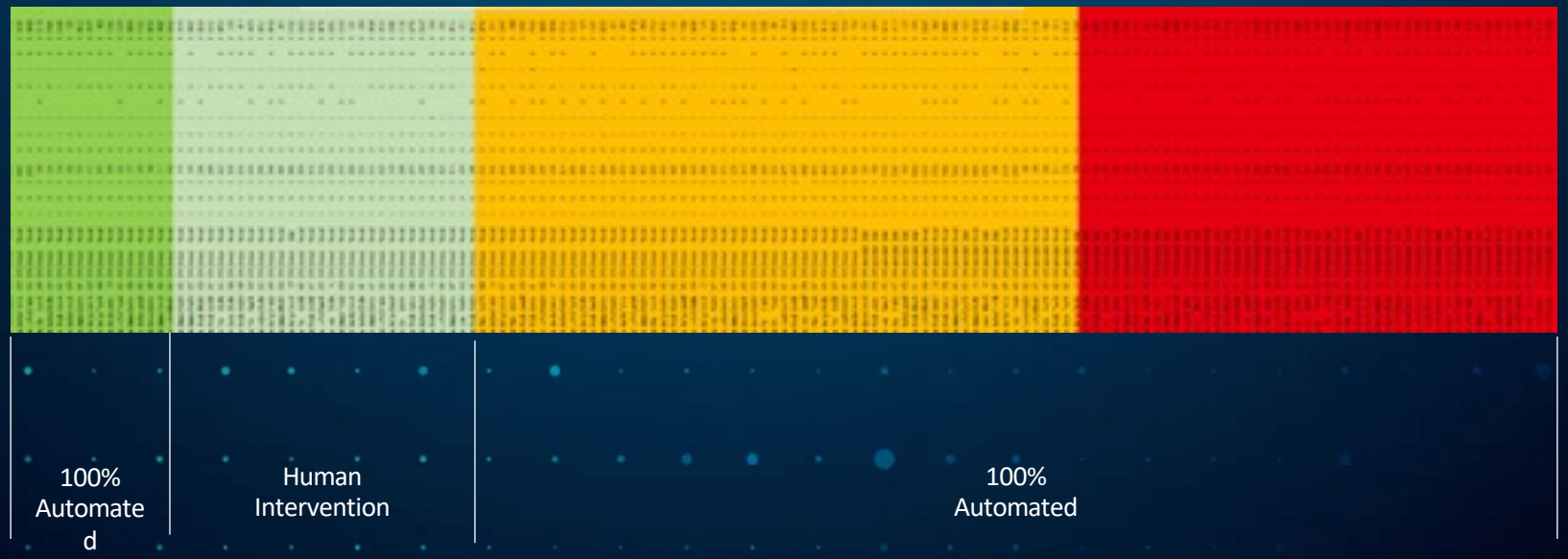
PARTNER: Territory Studio

is

HERE

PRESCRIPTIVE ANALYTICS

FORECLOSURE RELIEF
80% of cases automated.



3x increase in productivity. Removed 70% of backlog.

PARTNER: SAFEROCK

Using AI to Continue Conversations

CUSTOMIZATION

NAME
Chris

DEALER
Empire CJDR West Islip

CAR MODEL
Jeep Cherokee

SCREENSHARE
Car Make & ModeL

RESULTS
Replaced 6 operators
82% ^ Open rate
62% ^ Reply rate
18% ^ Appointments

TECHNOLOGY PARTNER
Bhuman.ai

PEOPLE DIFFERENTIATE SERVICE, MACHINES CAN BE COPIED.

FAQ

to

RAQ

How can AUTOMATION improve HYBRID WORK

1. Recruiting vs. Attrition
2. Mental Health vs. Performance
3. Training vs. Quality

We need to increase

INTELLIGENCE

as well as

ARTIFICIAL INTELLIGENCE

FOUR TOOLS *to* SOLVE PROBLEMS

	Unknown	Known
Known		
Unknown		

FOUR TOOLS

to

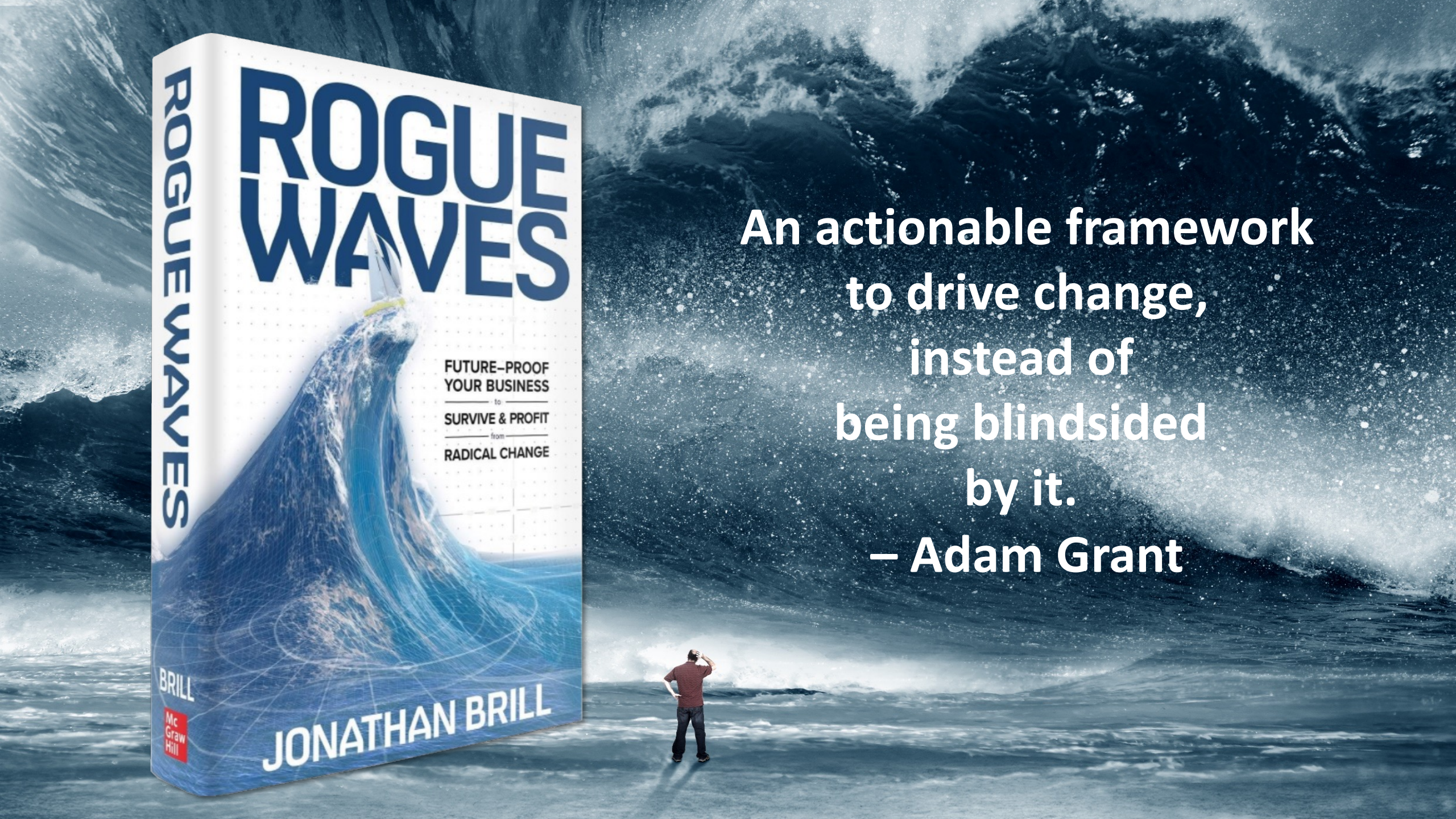
SOLVE PROBLEMS

FOUR TOOLS *to* SOLVE PROBLEMS

	Unknown	Known
Known	Economist (BAYESIAN)	Lawyer (INDUCTIVE)
Unknown	Artist (ABDUCTIVE)	Scientist (INDUCTIVE)

We live in a world of
rogue waves.

Are your people
PREPARED
for the rare?


ROGUE WAVES
ROGUE WAVES
FUTURE-PROOF YOUR BUSINESS
to
SURVIVE & PROFIT
from
RADICAL CHANGE
BRILL
Mc Graw Hill
JONATHAN BRILL
An actionable framework to drive change, instead of being blindsided by it.
– Adam Grant

ROGUE
WAVES