

From scripted experiences to carefully controlled improv

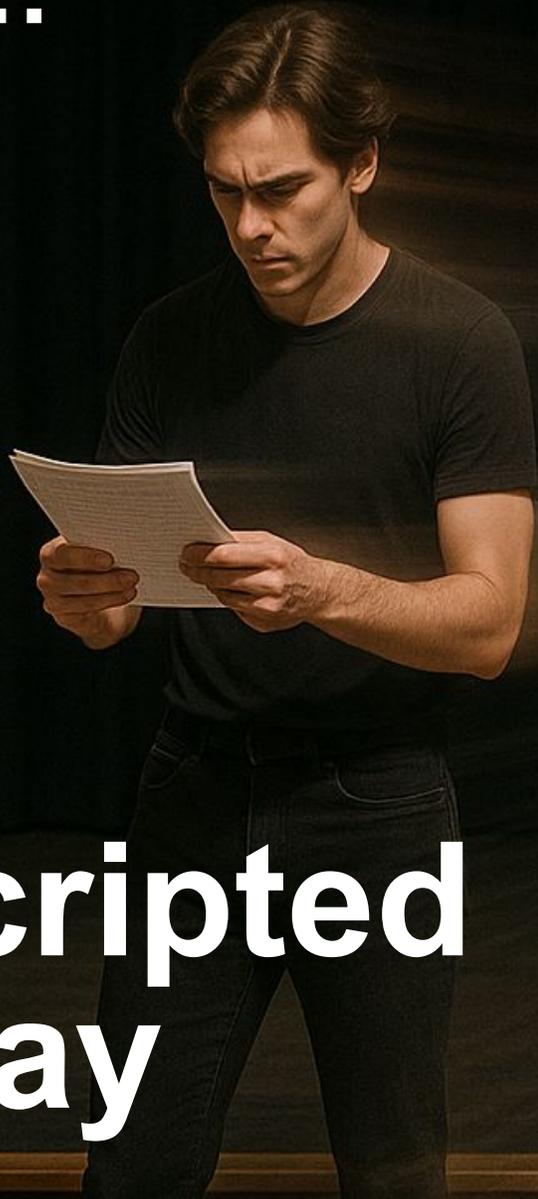
Harnessing generative AI in
customer service without regrets



09/10/2025



**When you are adopting Agentic
AI ...**



**Scripted
Play**



Improv

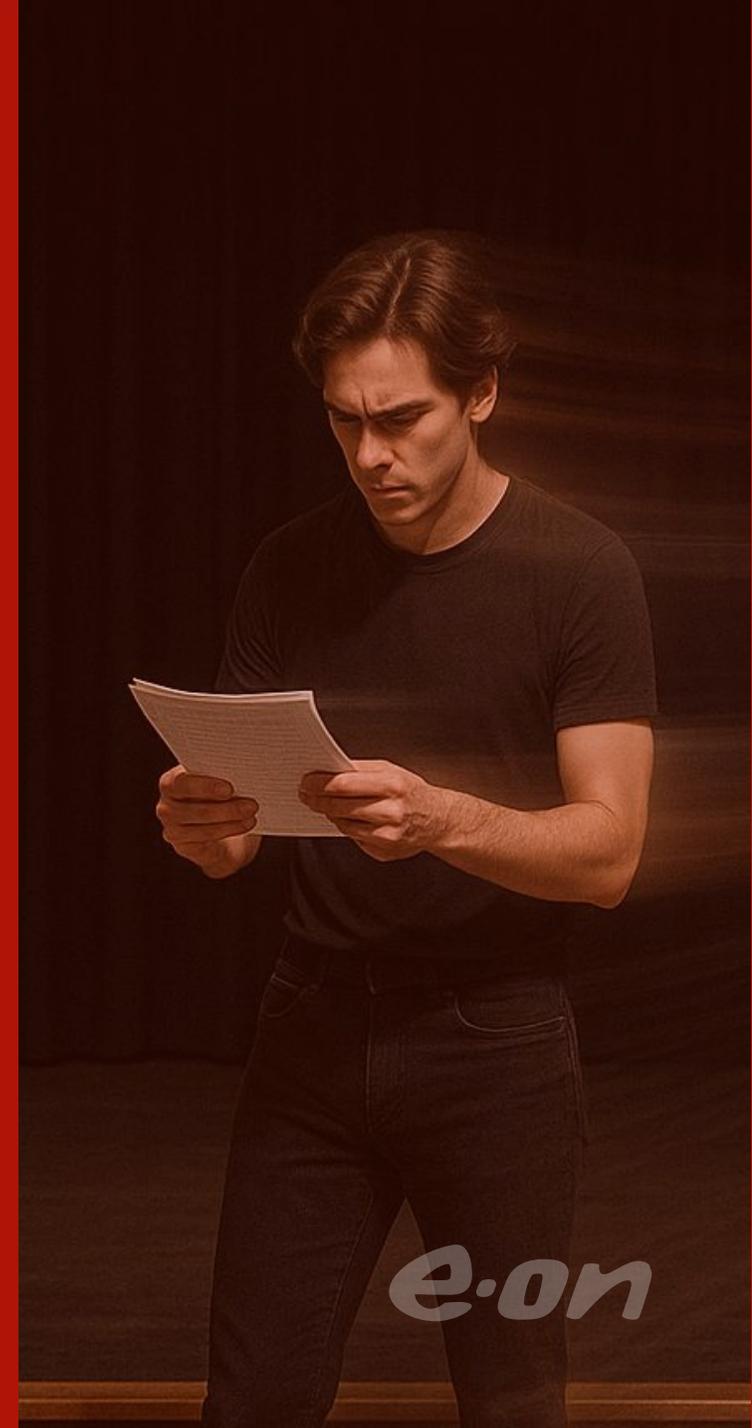
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Scripted Play: Submit Meter Reading



Meter
Value

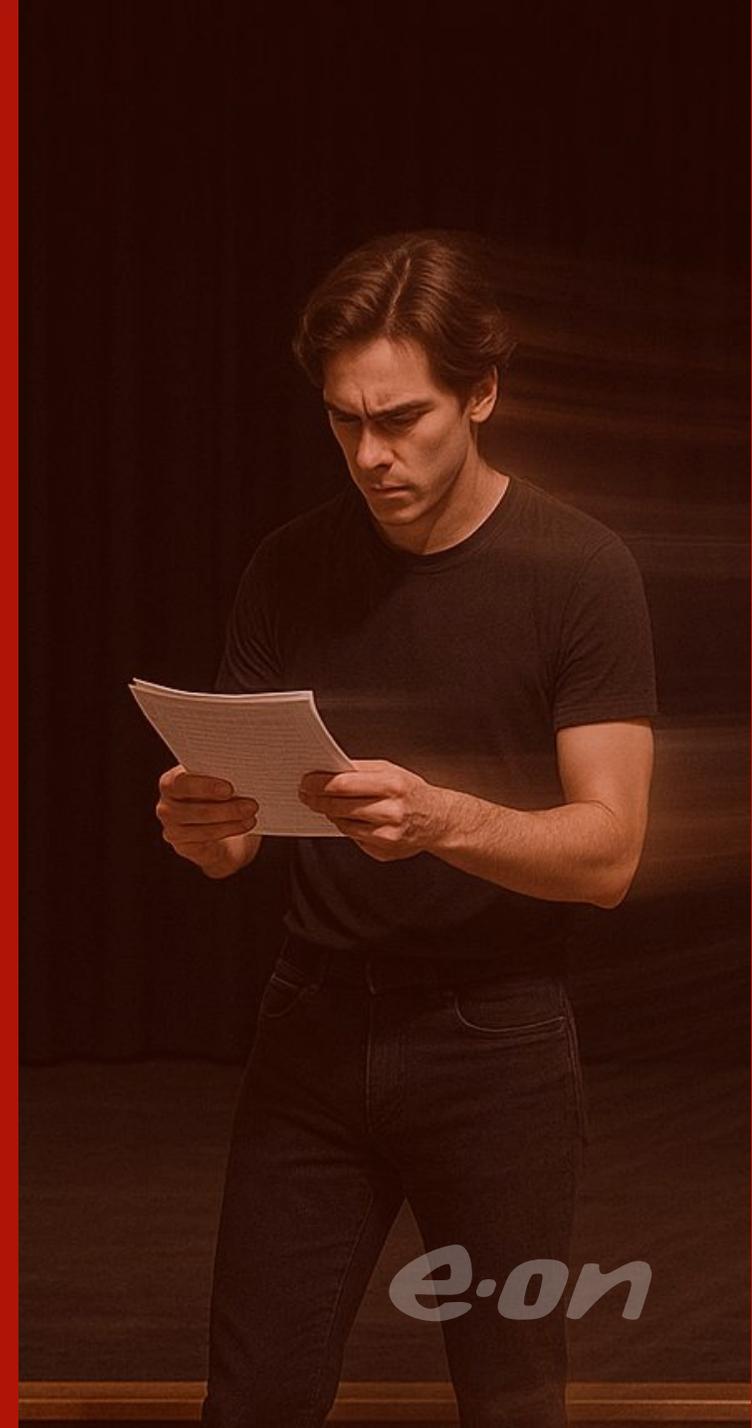
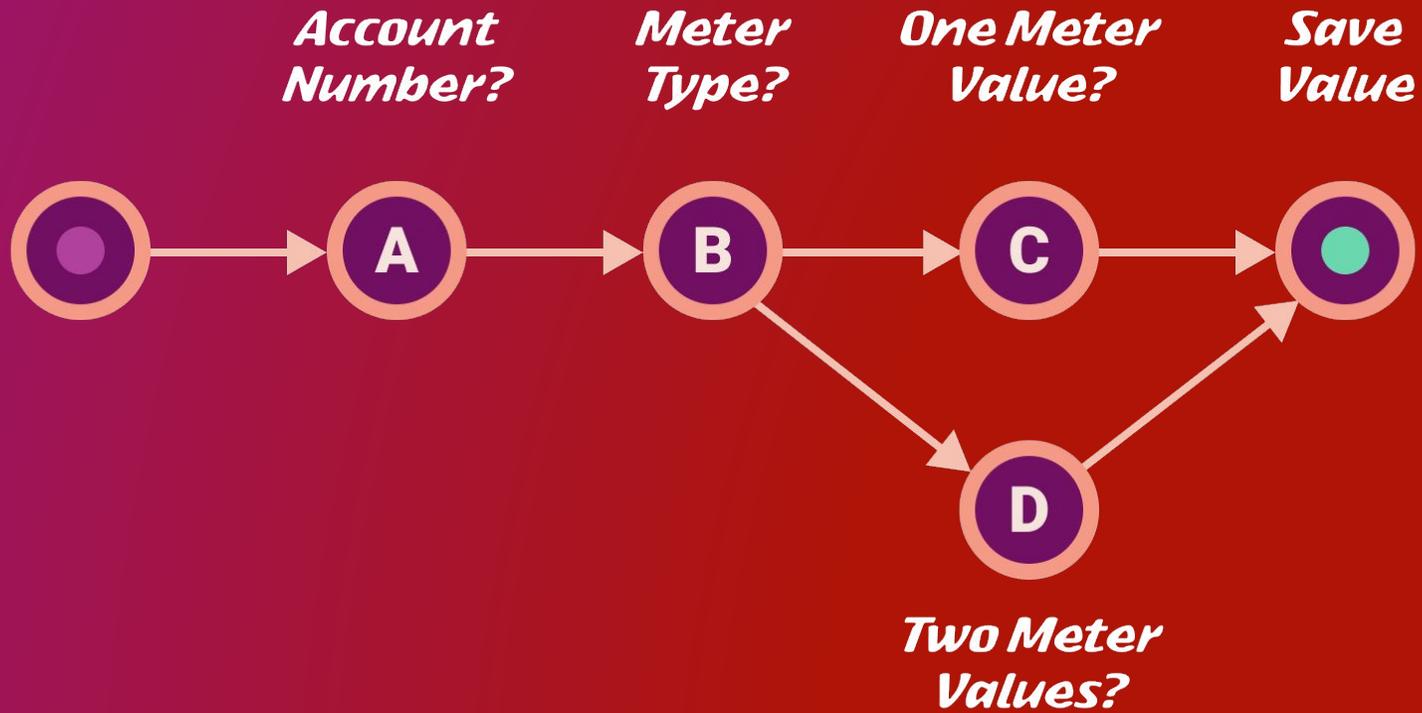
Meter
ID



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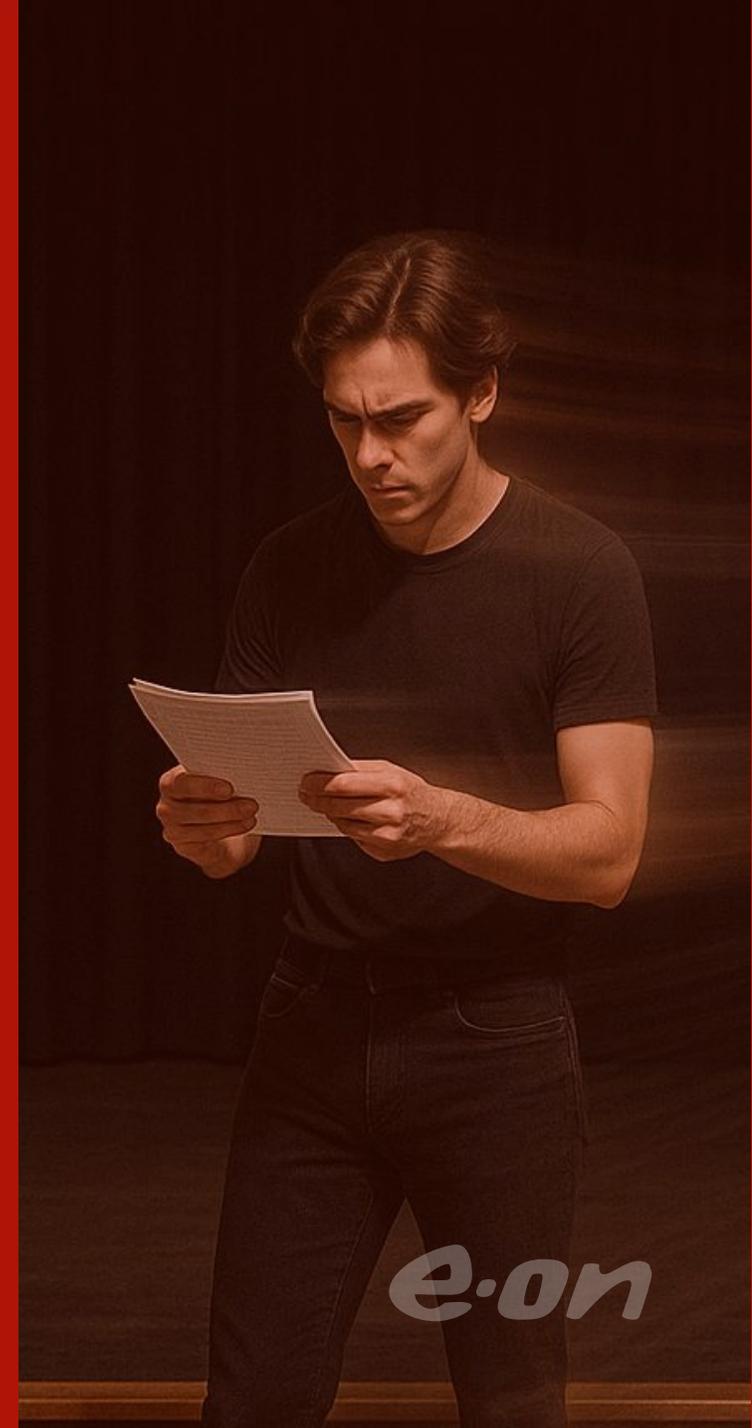
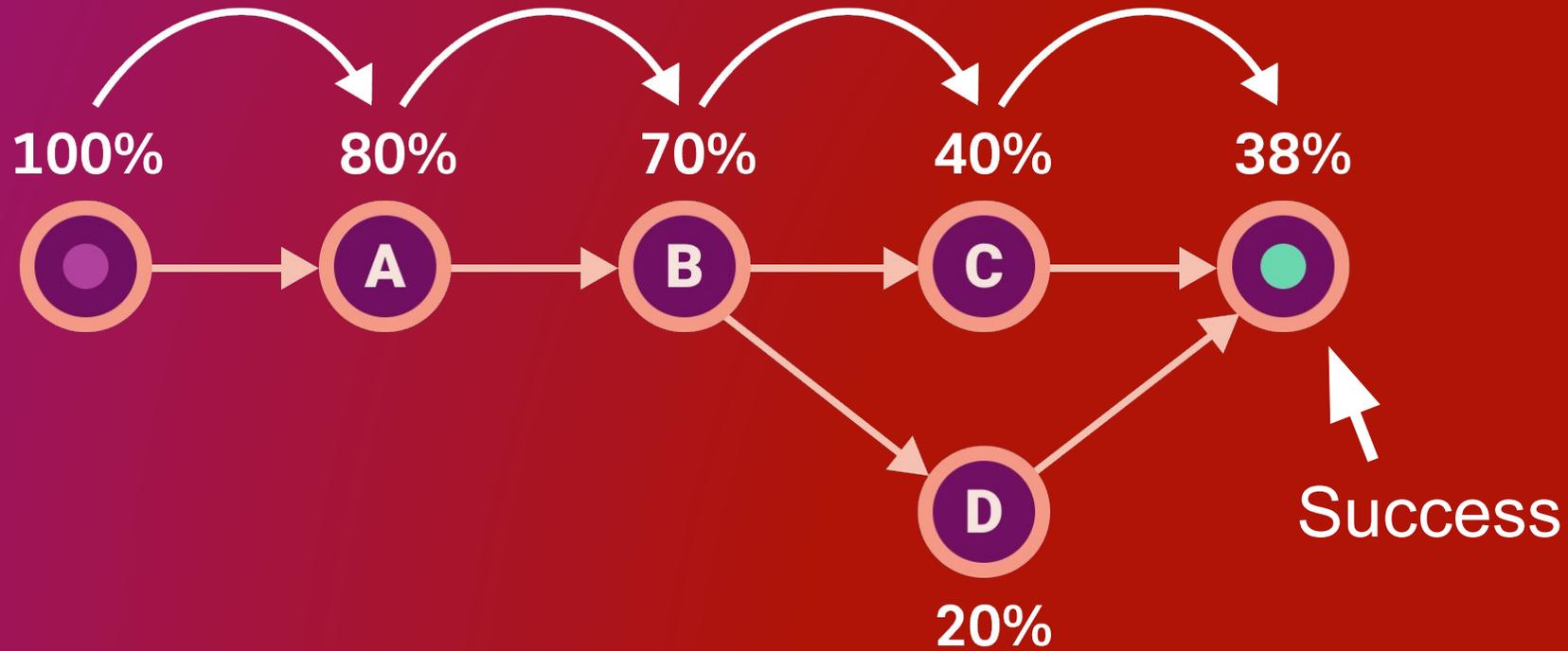
Scripted Play: Submit Meter Reading

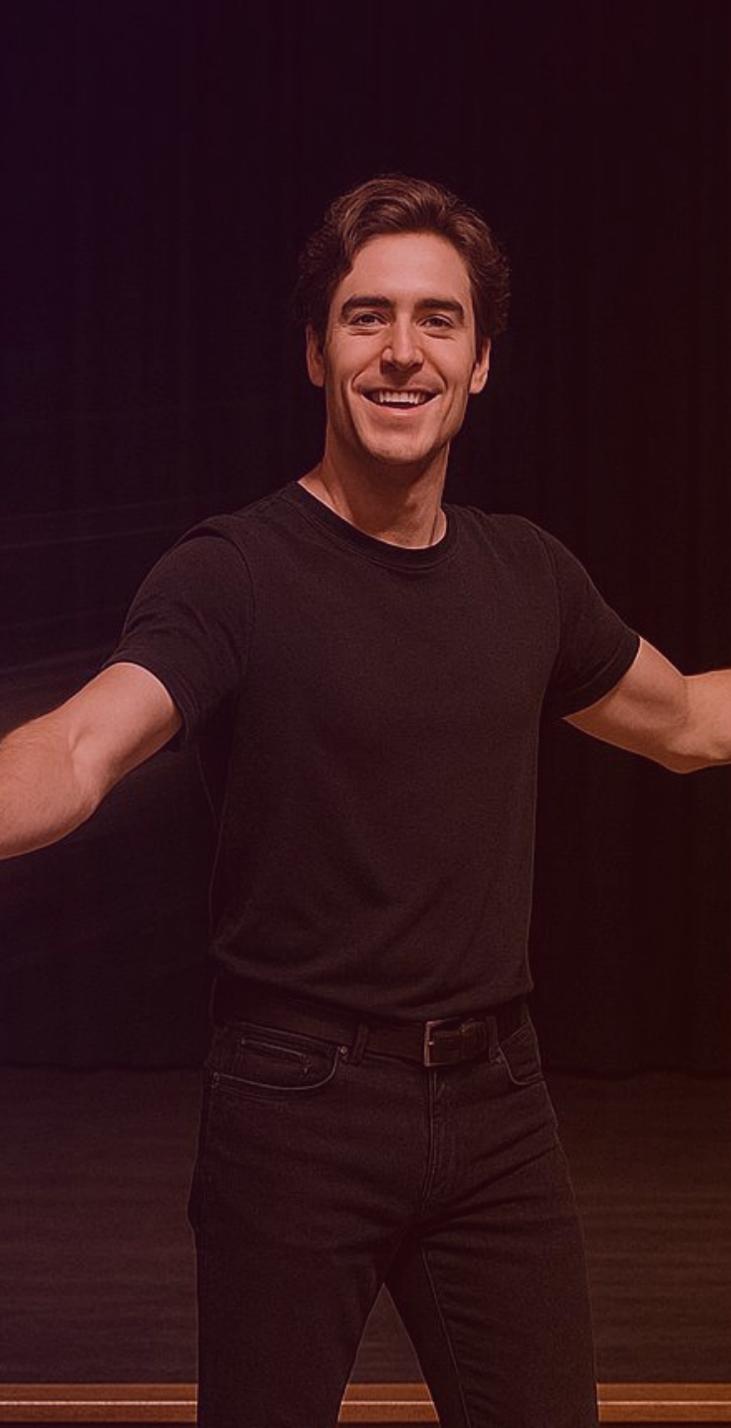
Static flows make for static experiences



Static is easy to test & monitor

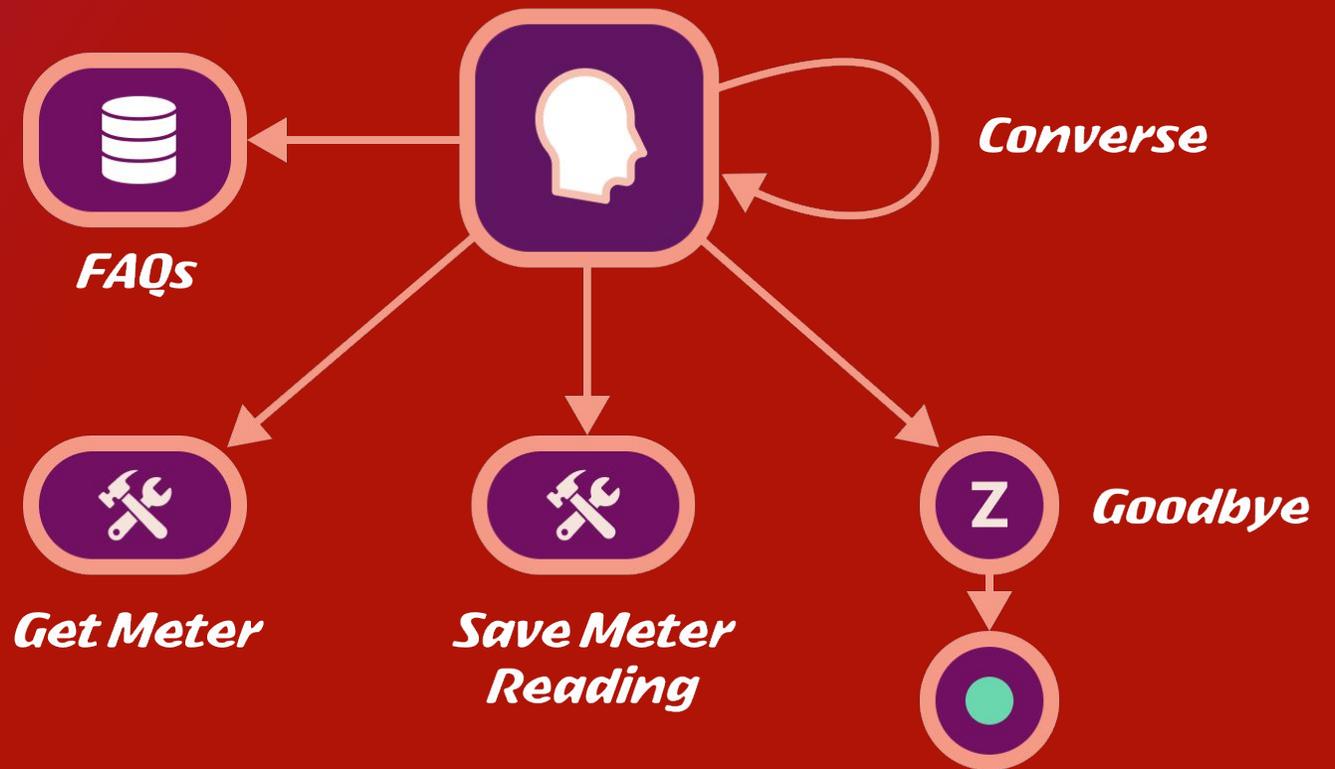
Tree traversal tests & tracking (micro) conversions





How to monitor & test?

The agent determines what to do next*.



*= The determination of the agent is based on its instructions and goals. The instructions can define an order in which to proceed.

It can go wrong



Company apologizes after AI support agent invents policy that causes user uproar

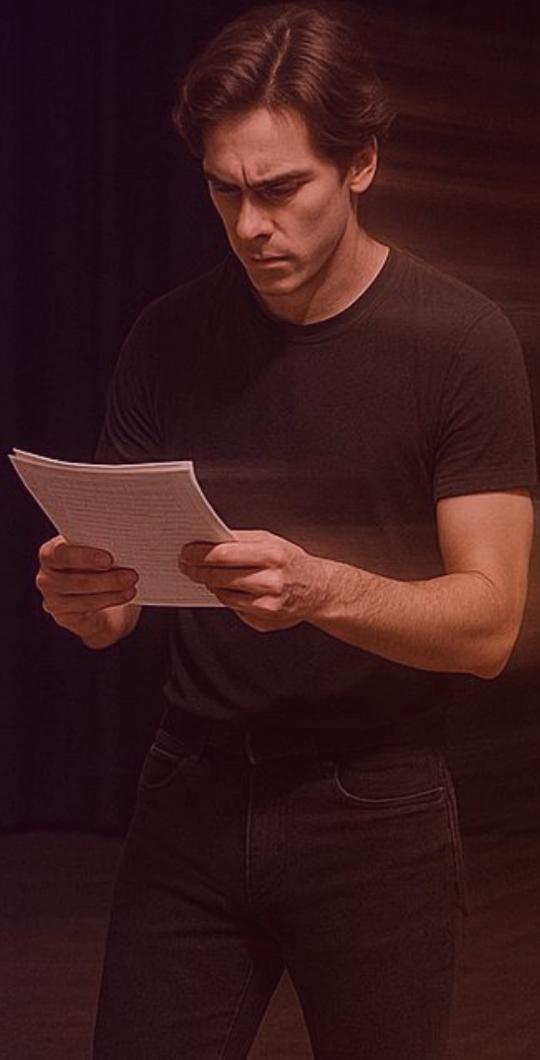
Frustrated software developer believed AI-generated message came from human support rep.

BENJ EDWARDS · 18. APR. 2025 00:42 | 171

Ars Technica, 2025-04-18

e-on

Capable ?



From Scripted to Agentic:
**Testing & Monitoring
need to step up!**

MLOps

**GenAI
Tooling**

Reliable ?



Spotlight: Automatic Transcript Analysis

Monitoring: AI Transcript Analysis

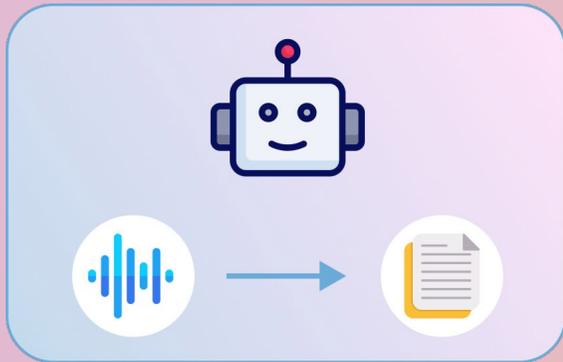


Automate analysis of conversations

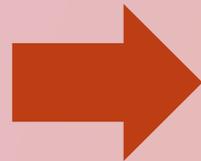
- Identify dialog issues (especially „breakdowns“)
- Sentiment analysis
- Topic and intent classification (open/closed)
- Prompt-based custom analysis
(e.g. „Conversations without a proper closure.“)

Spotlight: Automatic Transcript Analysis

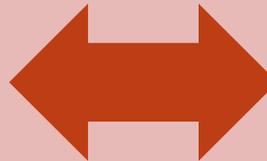
Conversation
Transcripts



Conversational AI
Platform



Database



Mass
Analysis



AI Application

Flexible
Analyzer Set

- Build custom sets of analyzers
- Define analyzers via prompt

AI Transcript Analysis: Conversational Breakdowns

Spotting problematic conversational turns.



I don't have them!!! That's what this is all about.



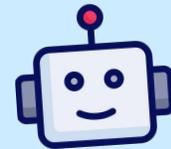
Are you serious?



I don't have a contract yet.



That doesn't answer my question.



I'm sorry, I didn't understand you.

NLU Bot: Users expect more understanding from our bots.



A red LED is lit on my meter, = standstill.

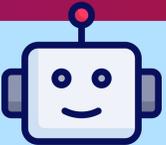


I am missing a meter reading request for a meter reading.



I am not familiar with meter 5LOG087654; I do not own this meter.

Critical:
Understand &
acknowledge your
limits



I can help you with the following topics related to your meter and meter reading:

meter reading card

meter replacement

Submit meter reading

Check meter reading

Other topics

Capable!

**Let's
do
improvement!**

Reliable?



Capable!

**Let's
do
improv!**

Reliable?

**From Scripted
to Agentic:**

- Step up your Ops
- GenAI for monitoring/testing
- Actively manage risks
- Combine static and agentic components

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Thank you

