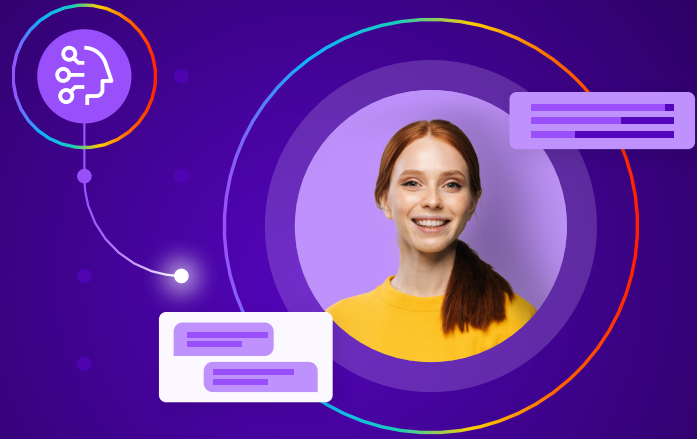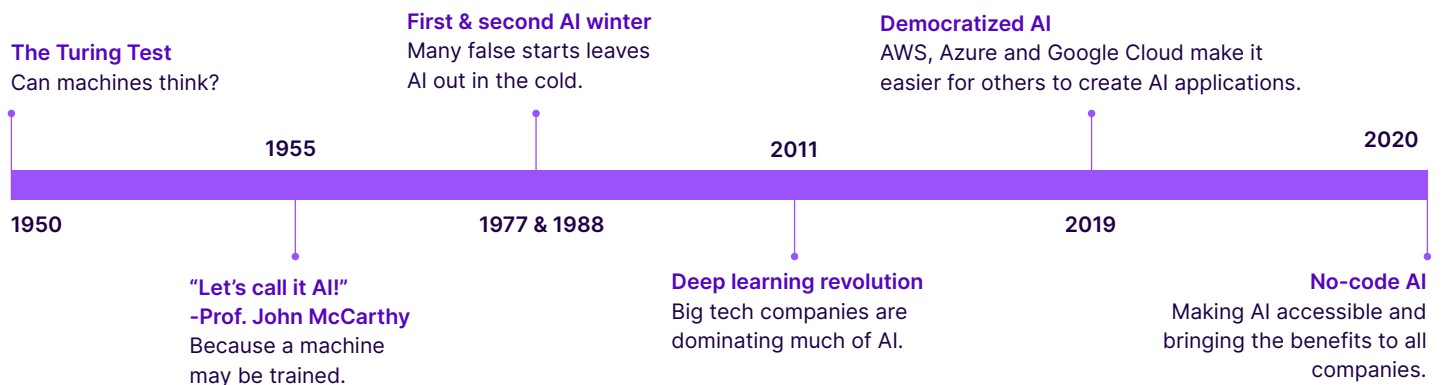# talkdesk®

Why AI is a gamechanger for customer service

You're already using AI!

Artificial intelligence simulates human intelligence processes using computer systems and AI models. AI Models are clever computer programs (or algorithms) trained on a set of data to understand human language and replicate a decision process to support humans with their daily tasks. We all use AI in our day-to-day lives, often without being aware of it. For example, we use AI to blur out our backgrounds on video calls, auto-correct our spelling or grammar, and fill our social media feeds with personalized ads. We even use AI first thing in the morning to unlock our smartphones with facial recognition or our fingerprint.

The evolution of AI

The Turing Test
Can machines think?

First & second AI winter
Many false starts leaves AI out in the cold.

Democratized AI
AWS, Azure and Google Cloud make it easier for others to create AI applications.

1955

2011

2020

1950

1977 & 1988

2019

"Let's call it AI!"
-Prof. John McCarthy
Because a machine may be trained.

Deep learning revolution
Big tech companies are dominating much of AI.

No-code AI
Making AI accessible and bringing the benefits to all companies.

AI is a fast learner

AI-powered models learn through trial and error, and unlike humans, can do millions of trials, and remember everything. Every time an AI model gets something right, it makes a connection to its previous correct guesses. With every correct guess, the connections get stronger. With a barrage of guesses, the computer can distinguish between right and wrong and can form its own neural network to successfully complete requested tasks.

AI for scale, speed and accuracy

The more data you feed an AI model, the more precision you can expect. By feeding and caring for your AI models, you can automate labor intensive tasks with accuracy and precision. Contact centers are adopting AI technology to automate time-consuming, repetitive tasks so agents can focus on more complex tasks that require empathy and human skills. AI technology is empowering businesses to easily scale their customer service and consistently deliver customer answers with speed and accuracy.

Using AI to achieve goals faster and more efficiently.

The 'jobs to be done' framework is an approach to developing products based on understanding the customer's specific goal or job. For example, if you want to put up a picture on the wall, your 'job to be done' is to get a hole in the wall. To get this job done, you need a drill and a nail. By pinpointing the job, we can identify the tools that can get the 'job done'. It's about the goal, not the tool.

● ● ●

"People don't want a quarter-inch drill, they want a quarter-inch hole."

— THEODORE LEVITT
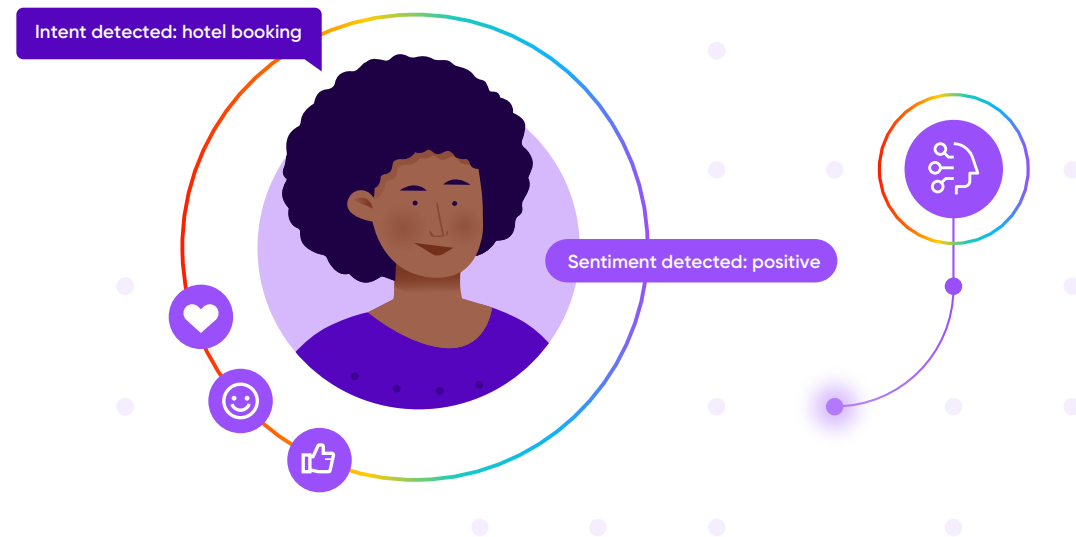
Our AI product and engineering teams use the 'jobs to be done' framework to pinpoint the main issues customers need to solve, and identify the most impactful applications of AI in the contact center.

The top three 'jobs to be done' in the contact center that can be best solved with AI are:

1. **Increase customer self-service rate.**

2. **Identify causes of customer issues.**

3. **Help agents resolve issues correctly and quickly.**

It is important to note that these have been the same for decades and have been solved with different solutions. Today AI is the best solution to get these jobs done. AI doesn't change your 'job to be done', but allows you to do it faster and more efficiently.

If you're curious to know more about how you can use AI and solve the top three 'jobs to be done' in your contact center, take a look at our **quick guide to Talkdesk AI** and find out more about our AI tools.

Intent detected: hotel booking

Sentiment detected: positive

About Talkdesk

Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes.

:talkdesk®

Experience. A better way.

Talkdesk AI Platform