

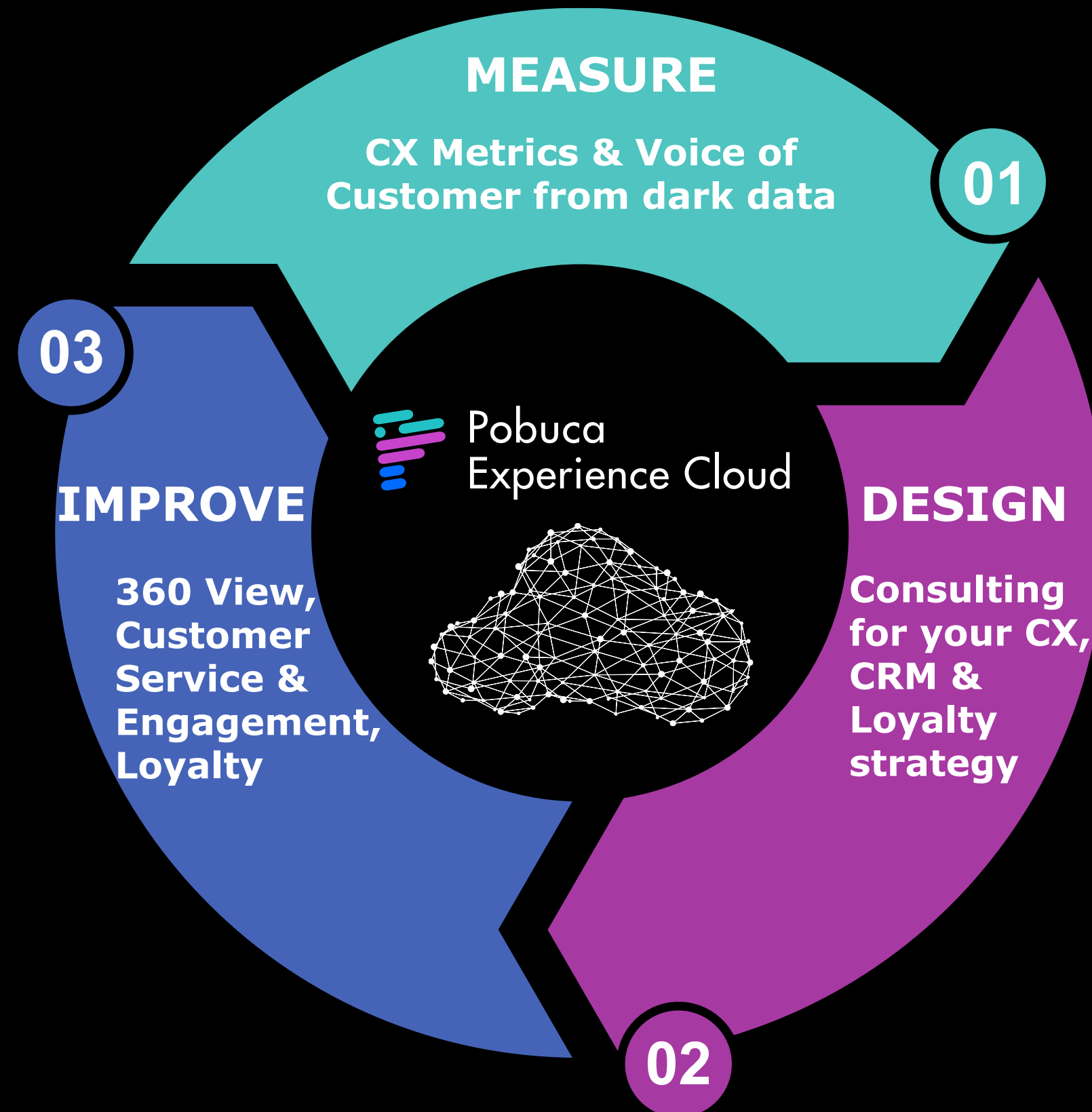


POBUCA

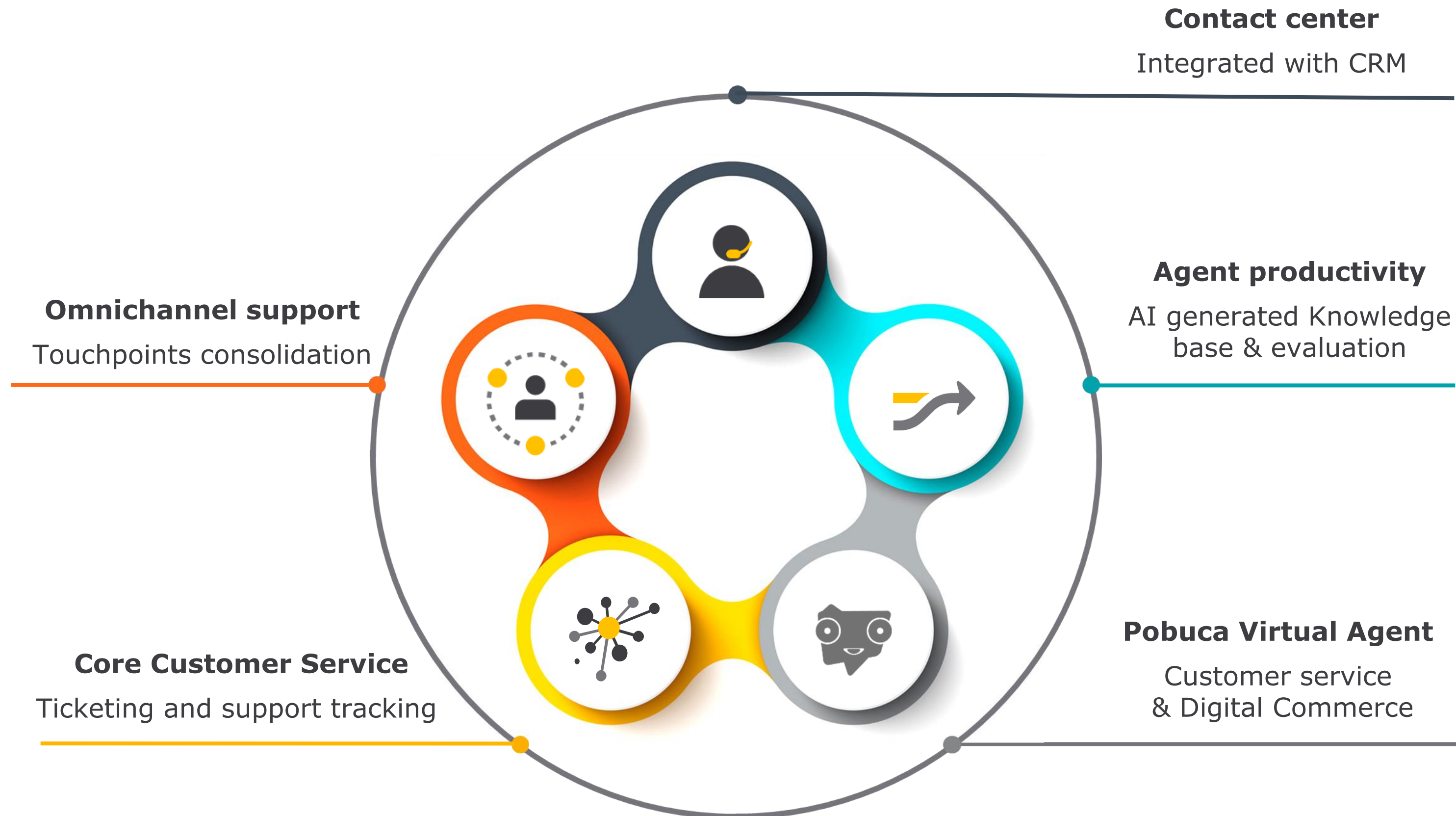
AI powered Customer Service here and now
examples of successful AI implementations

Why with Pobuca

Turn-key CX, CRM and Loyalty projects



Our offering in Customer Service



Our clients



YOUR GROWTH. OUR RESPONSIBILITY.





79% of customer
service leaders*
plan to invest in
AI in the next 2
years

**Deloitte report*

Agent productivity



KNOWLEDGE BASE

Agents resolve problems, AI analyzes their answers and builds Q&A articles



SHARE BEST PRACTICES

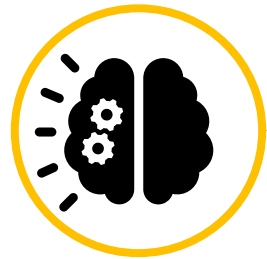
Bring to the spotlight the best practices in customer service and train your agents upon them



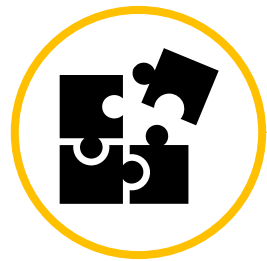
CUSTOMER SERVICE PERFORMANCE

You can't improve what you don't measure. Evaluate customer service performance with AI.

Virtual agent



**The frontliner in
Customer Service**



**Content from the AI
generated Knowledge Base**



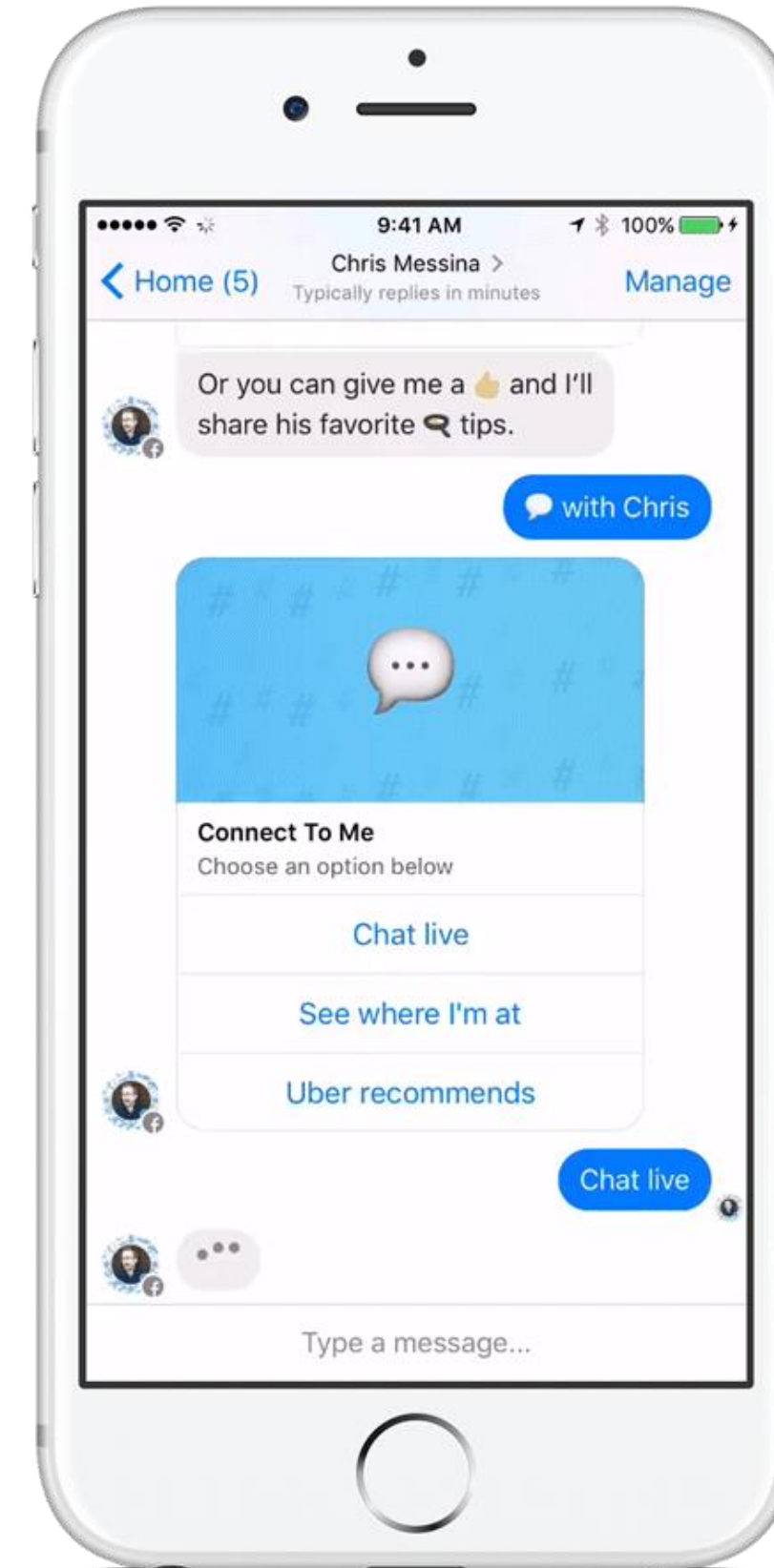
Customer Service skills



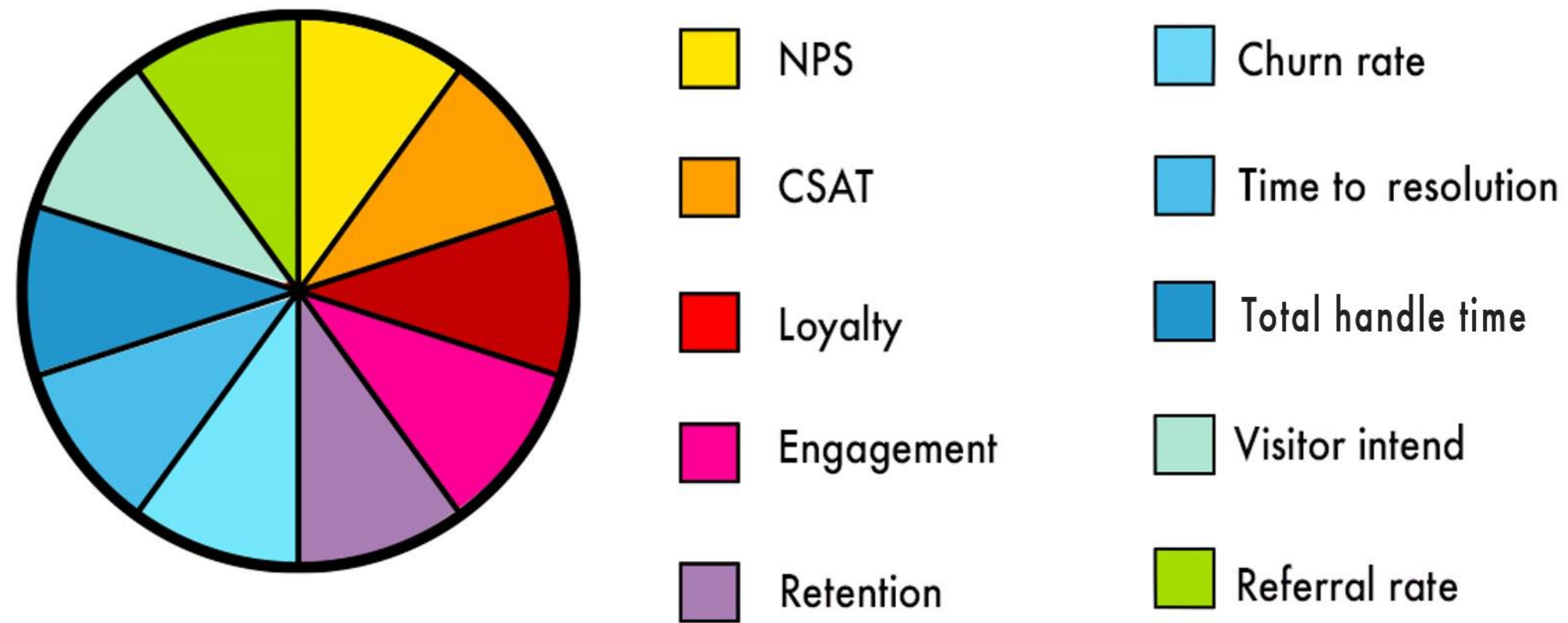
Digital Commerce Skills



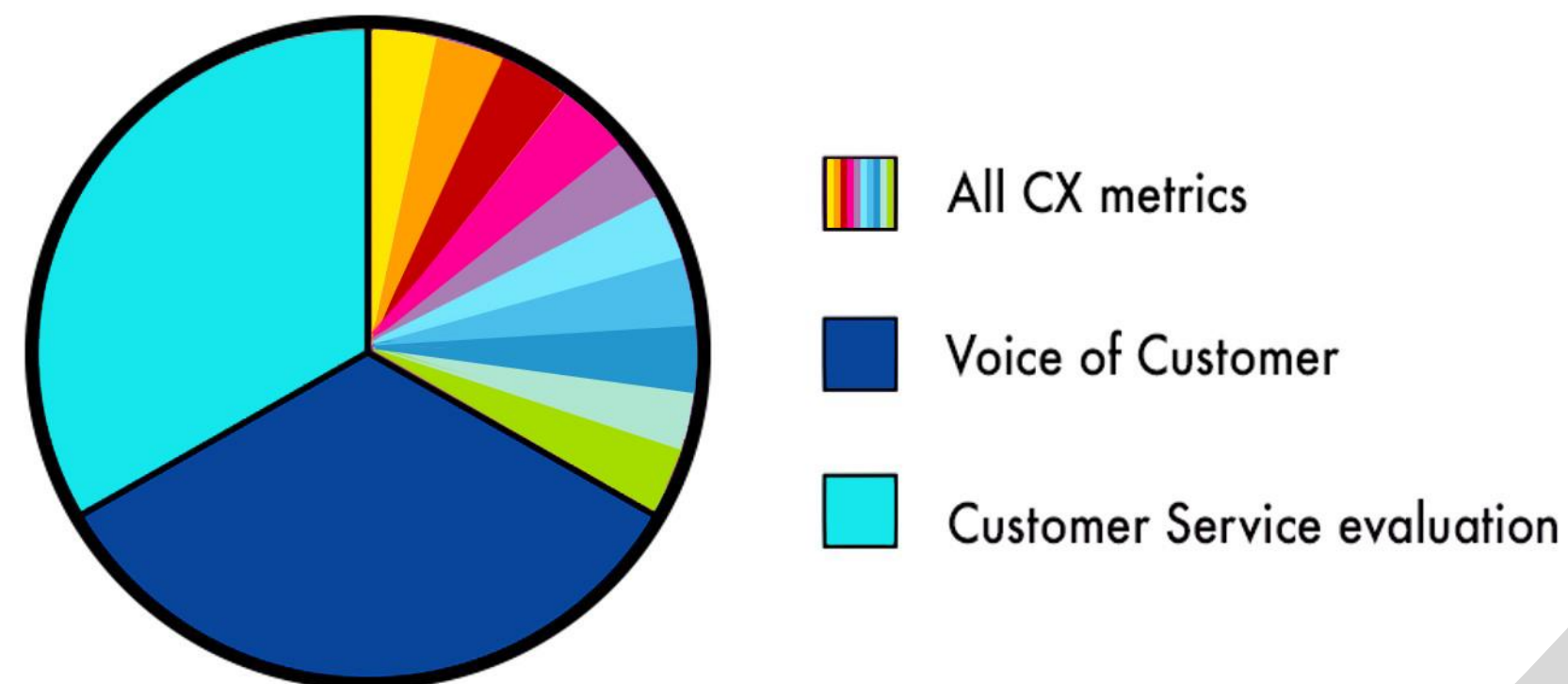
Escalates to human



Survey your customers to extract...



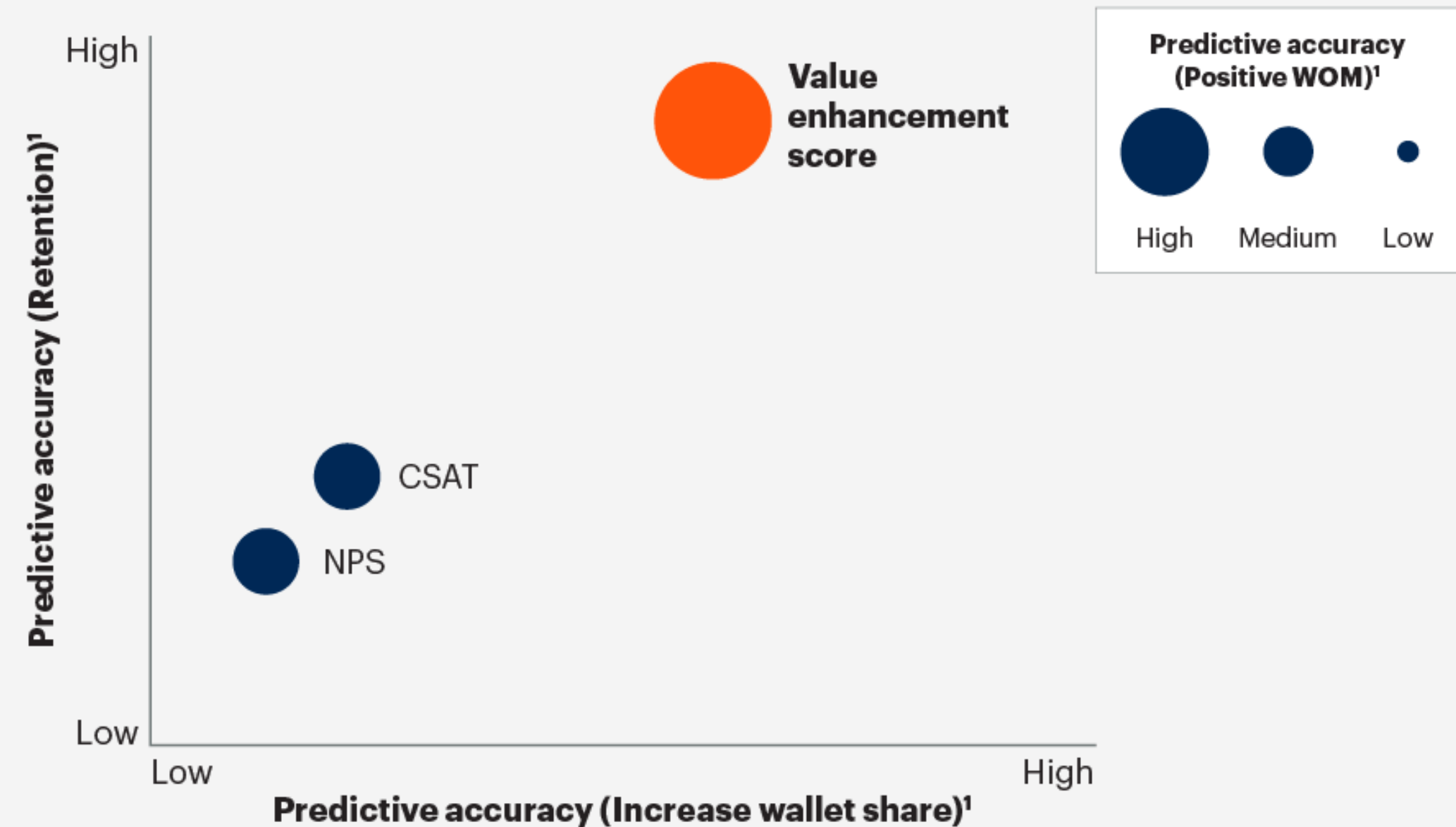
Listen to your Customers and get...



**Use AI to listen
to Voice of
Customer at
scale!**

VES: How Service Leaders Can Increase Customer Loyalty

Relative impact on loyalty (retention, increased wallet share and positive word of mouth) of NPS, CSAT and value enhancement score



n = 2,196
¹Scale uses log odds as predictive accuracy.
Source: 2020 Gartner Loyalty Through Customer Service and Support Survey
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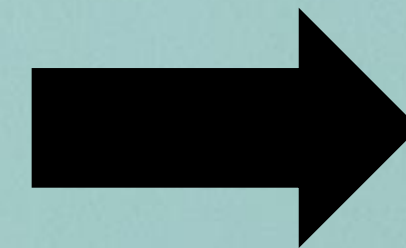
Gartner

Customer Service journey





**Measure your
CX & Loyalty**



cx.pobuca.com

Thank you!