

Humanizing the Algorithmic Digital World via Human-centered AI

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Experiences can be ...

Simple

Complicated

Complex



Humans Love When...

Recognized

Listened

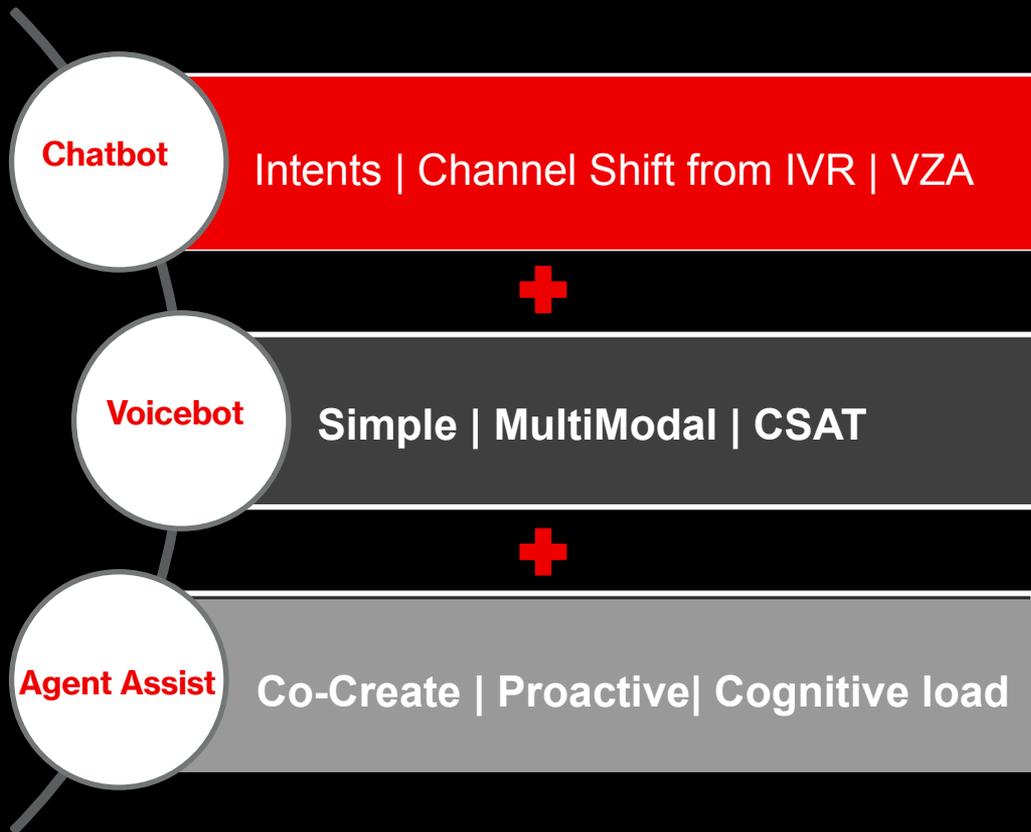
Respected



Verizon conversational experiences is a cognitive practice at scale **humanizing digital and digitizing humans** to drive positive outcomes for our customers, employees and overall business.

Our Vision...

The algorithmic Digital world craves for Humanness, Ai is the secret sauce that blends digital with human behaviour to humanize the experiences.



Right Balance across Experience & Business Value

**Business & Process
Rules**

**Low Value
High Satisfaction**

Satisfaction

**High Value
High Satisfaction**



**Double down on
what's successful
and scale**

**Harm vs Good
Short, Mid, and Long
term Solutions**

**Low Value
Low Satisfaction**

Value

**Low Satisfaction
High Value**

**Optimize & enhance CX
through comprehensive
Feedback Loops**



Voice of the Customer...



Our Experience “Big Rules”

Make it easy

- ❑ Avoid Cognitive Overload
- ❑ Blend Voice & Digital
- ❑ Make it Work

Make it mine

- ❑ Emphasis on Personalization
- ❑ Lead with Context
- ❑ Keep it Seamless

Make it Human

- ❑ Blur Bot & Human
- ❑ Quality vs Quantity
- ❑ Avoid Automation

