


A tropical beach at sunset. The sky is a mix of orange, yellow, and blue, with scattered clouds. The sun is low on the horizon, reflecting on the water and the wet sand. Several palm trees are silhouetted against the bright sky. The ocean waves are gently washing onto the shore.

**Digital Operations through
INTELLIGENT AUTOMATION**

 **WorkFusion**

THE FUTURE OF WORK IS HERE

Shared Services
1970s

Outsourcing
1990s

Analytics
2000s

Digital Operations
2017

...BUT IT'S NOT DISTRIBUTED EVENLY

DIGITAL COMPANIES ENJOY
10x DIFFERENCE IN PERFORMANCE

Sales per employee

Netflix = **\$4,500,000**

Average bank = **\$350,000**

A man in a dark suit and tie stands centrally, flanked by two statues of Lady Justice. A bright green horizontal bar is superimposed over the middle of the image, containing the text "\$1 BILLION".

\$1 BILLION

Meson, Netflix's AI-based recommendation agent reduces customer churn by several % saving \$1b+

GENERAL MOTORS BUYS CRUISE

Automotive giant to pay \$1b for startup in race against Ford, Toyota to be first to self-driving cars



CHARLES SCHWAB REINVENTS ITSELF WITH ROBO ADVISORS

Schwab Intelligent Portfolios accumulated US\$3 billion in assets
in less than four months



**WHAT DO THESE DIGITAL
COMPANIES HAVE IN COMMON?**



**“We no longer program
by prescribing rules,
but by giving examples.**

**We let the computer
learn.”**

- Sebastian Thurn

**Inventor of autonomous car
Board member of Credit Suisse**

DIGITAL CUSTOMER EXPERIENCE RUNS ON DIGITAL OPERATIONS



Access



Context



Immediacy



Precision



Agility



AI

BUSINESS



Access



Context



Immediacy



Precision



Agility



Core Apps



Unstructured
Data



Limited
Capacity



Conversations



Smart Process
Automation



Smart
Crowd



Chatbots



FRAGILE

Core Apps



Unstructured
Data



Limited
Capacity



Conversations



Smart Process
Automation



Smart
Crowd



Chatbots



Cognitive
Bots



Robotic Bots



People



Crowd



Chatbots

So how do we market?

Personas



COO
Sets the Mandate



Head of Transformation
Breaks Shit

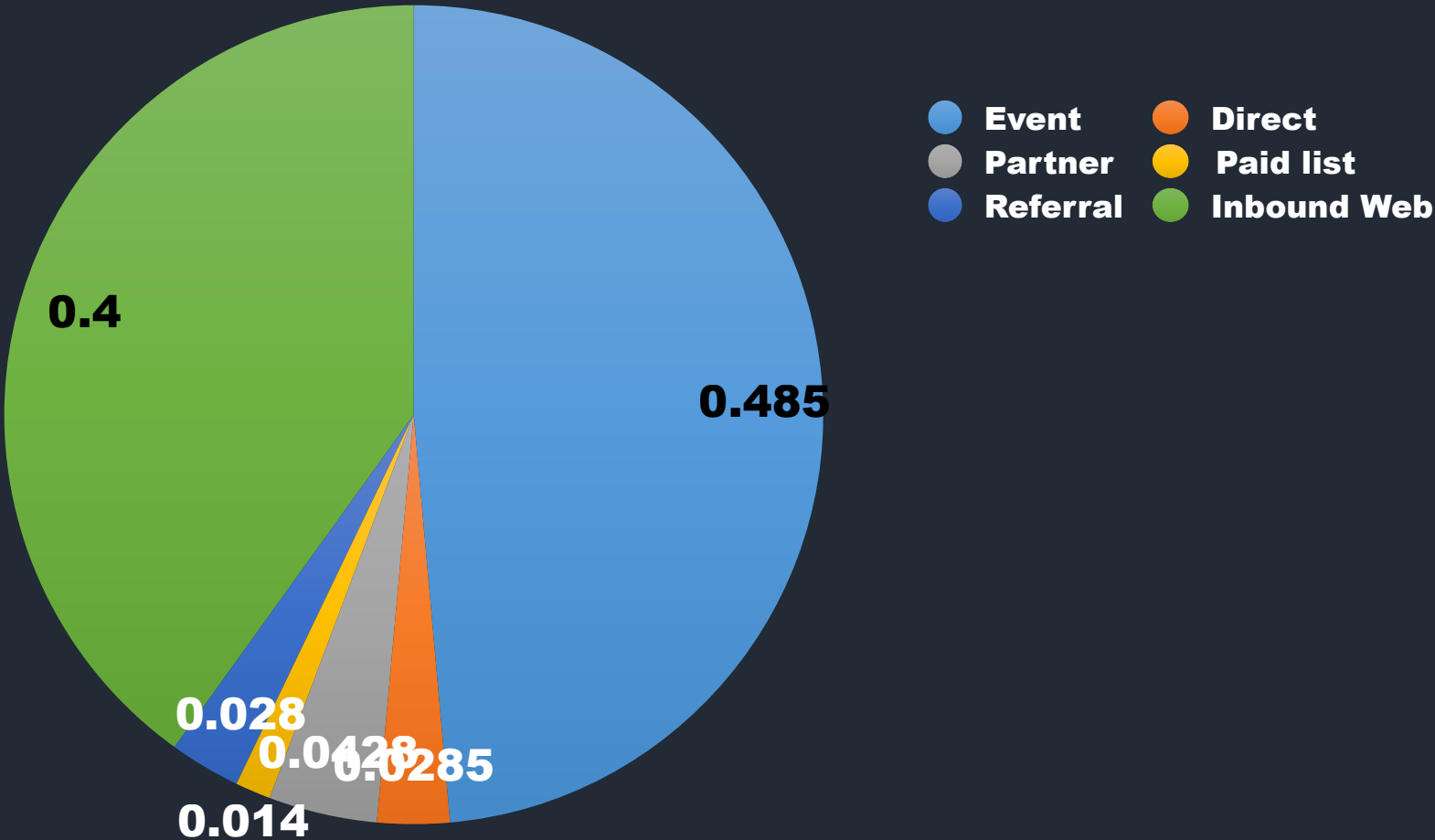


Head of Automation
Implements

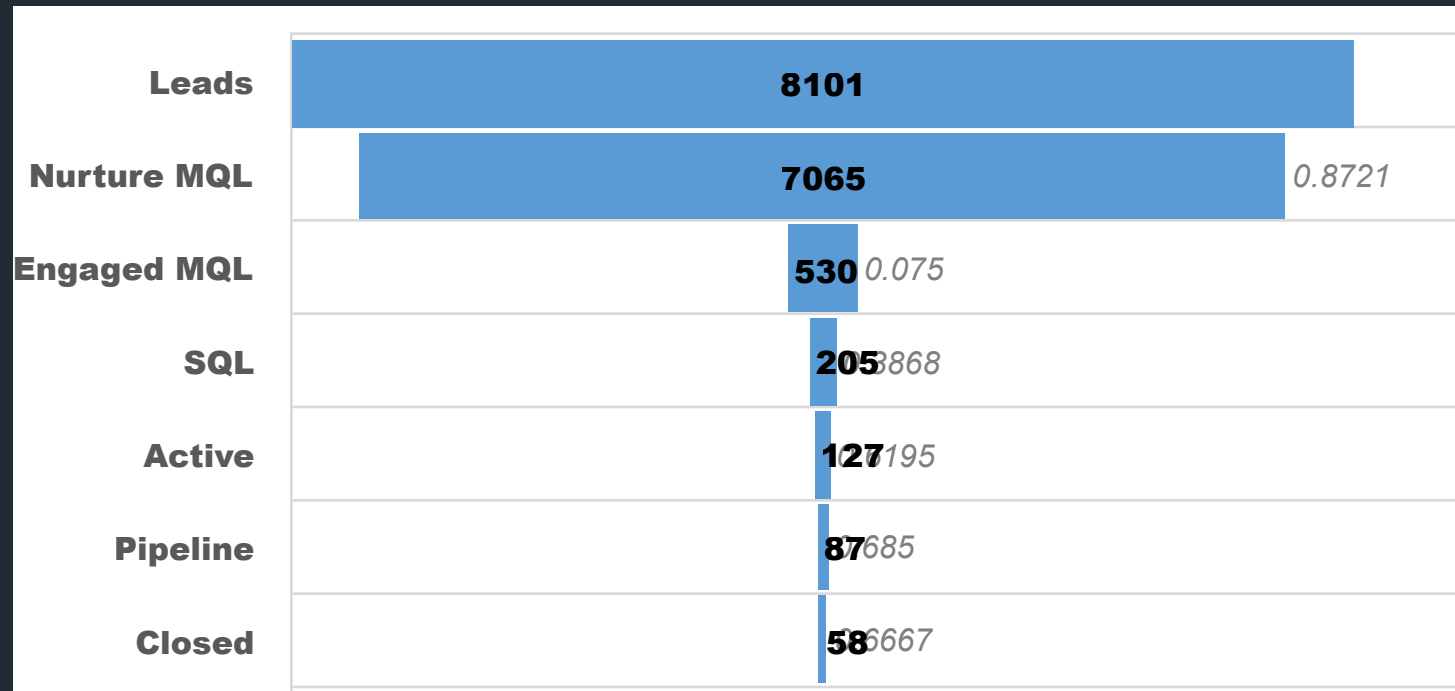
KPIs

- Sales Qualified Leads (SQLs)
- NPS
- Analyst coverage
- Content

Stack / tactics



Funnel





Q&A

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