

# Keys to success: Optimize your automation journey

## Find your **why**

- ✓ Establish understanding
- ✓ Motivate
- ✓ Agree on a direction

## **What** to do

- ✓ Conduct a pre-study
- ✓ Act on insights and data
- ✓ Involve the organisation
- ✓ Focus on the customer's challenge
- ✓ Follow up

## **How** to do it

- ✓ Take strategic decisions early
- ✓ Adopt a long-term mind-set
- ✓ Process for new and changed information
- ✓ Put it in writing
- ✓ Add knowledge continuously

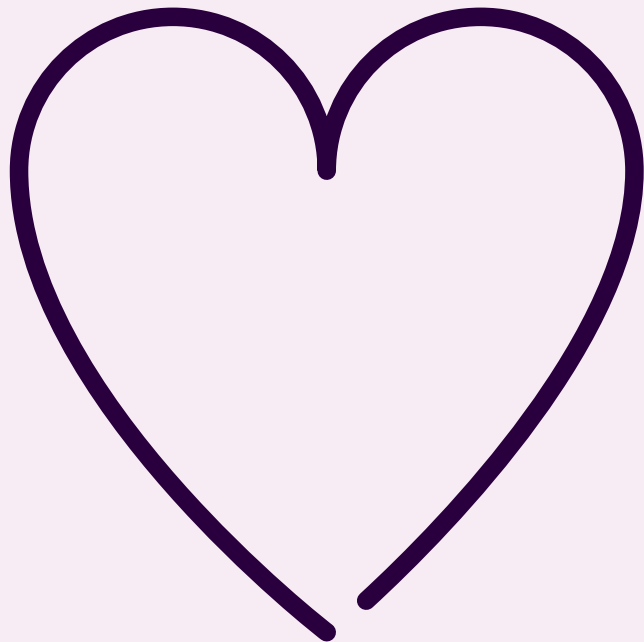
## **Who** does it

- ✓ Mirror your best employees
- ✓ Give mandate, resources and time
- ✓ Connection to Customer Service
- ✓ Build your dream team
- ✓ Create new roles
- ✓ Generate career opportunities
- ✓ Check-in regularly

# Smart technology needs love

This guide has been created so that you and your organization can get the most out of your investments in ACE self-service solutions such as FAQs, chatbots and virtual agents. It is quite easy today to buy and quantify technology, but those who excel in their automation journeys have understood that customers and employees are people and what all people ultimately desire, is to be understood and seen.


So if we want to get the maximum effect from, and fully capitalize on, our investments we need to come to the understanding that the people behind the technology are at just as important as the investment.




*“Creating a chatbot or self-service solution is easy, but in order to create one that delivers results you have to put your heart in it...”*

Contact me if you want to know more or have any questions.

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