

## Customer service is increasingly hindered by fragmented tools, disconnected channels and manual processes

In an experience-led market, customer service is a growth and loyalty driver – not just a cost center.

Yet organizations may struggle to deliver fast, personalized, and consistent service at scale, with limited visibility into customer context and rising operating costs.

### THE PROBLEM

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**Increasing churn**  
Disconnected service experiences can degrade quality and make it harder to retain customers
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**Rising costs**  
Reliance on manual and fragmented customer service capabilities can increase operating costs and slow response times
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**Missed revenue growth**  
Limited insights and tools may constrain contact centers' ability to grow relationships and revenue

## WHY AGENTIC AI AND WHY NOW?

<div style="background-color: #004a6c; color: white; padding: 10px; font-size: 24px; font-weight: bold;">90%</div> <p>Potential to automate up to 90% post-interaction work<sup>1</sup></p>	<div style="background-color: #004a6c; color: white; padding: 10px; font-size: 24px; font-weight: bold;">20%</div> <p>Up to 20% reduction in handling time<sup>2</sup></p>	<div style="background-color: #004a6c; color: white; padding: 10px; font-size: 24px; font-weight: bold;">50%</div> <p>Approximately 50% increase in service efficiency<sup>2</sup></p>
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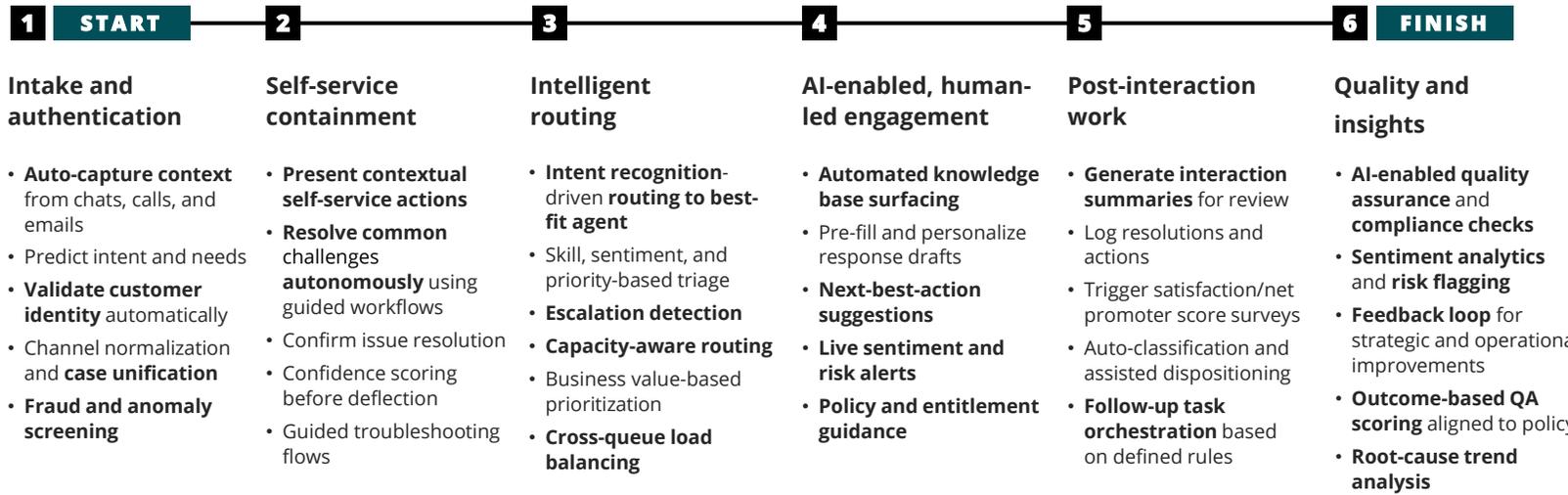
- ▶ Helps enable customers to **resolve challenges faster** through highly personalized self-service across channels, **lowering costs** and **improving experiences**, powered by Google Gemini
- ▶ Provides **intelligent and automated quality insights** to support more actionable evaluations of service performance at scale
- ▶ Supports service agents with **real-time guidance through agent assist** to resolve customer issues faster and with higher quality, enhancing the customer experience (CX)
- ▶ Advances **trusted CX decision-making at scale** with unified insights across the customer journey, powered by BigQuery and Looker for faster, confident actions
- ▶ Helps **unlock value across the customer journey** by connecting customer service AI and commerce AI capabilities at **enterprise scale**

## DELOITTE'S ENGAGEMENT MODEL

Deloitte's structured, end-to-end engagement model helps clients move seamlessly from vision to value



# KEY BUSINESS PROCESSES REIMAGINED WITH AGENTIC AI



## OUR SOLUTION, TrueServe™

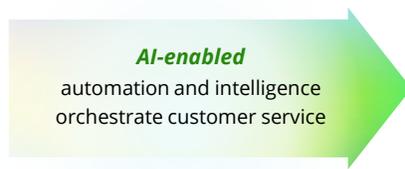
TrueServe™ is a broad contact center platform combining Google AI capabilities with leading technologies and industry accelerators with embedded governance and controls to support improved service, faster resolution, and greater value. It supports omnichannel engagement and self-service, intelligent routing, agent assistance, interaction summaries, and actionable customer insights.

Agentic AI supports continuous, real-time intelligence for *faster, better-informed action and improved service outcomes*



### CURRENT STATE

Contact centers often depend on **fragmented systems and manual processes** – driving **slower resolution, inconsistent experiences**, and limited visibility into performance and customer needs



### FUTURE STATE

Agentic AI helps **service issue resolution from self-service to human-provided service**, improving experience, **lowering cost-to-serve**, and **strengthening differentiation**

*Automated information extraction reduced from minutes to seconds*

## LET'S TRANSFORM TOGETHER

Deloitte is ready to help you move from strategy to scale, with demonstration sessions, discovery labs, rapid prototyping, and solution deployment. Deloitte can also help you with general enterprise AI readiness through the services of the Agentic Innovation Studio, a modular “agent factory” that helps clients industrialize and continuously evolve AI-driven processes.

## LEARN MORE



Discover how Deloitte can help you with your AI-led transformation journey

Scan or click to engage our team and accelerate your path to enterprise-wide value.

## LET'S TALK

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