

The AI-Driven Evolution of Enterprise Customer Success programs



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 GemSeek

Welcome & About Us

Kris Rearic

Global Head of Customer Success

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Morgan Evans

Managing Director

 GemSeek

Artificial Intelligence is ancient history

"every aspect of learning ... can in principle be so precisely described that a machine can be made to simulate it."

- John McCarthy, 1955





STARTERS



FOLLOWERS



LEADERS

**Promote from
the top**



Invest in talent



AI capabilities



Ethics

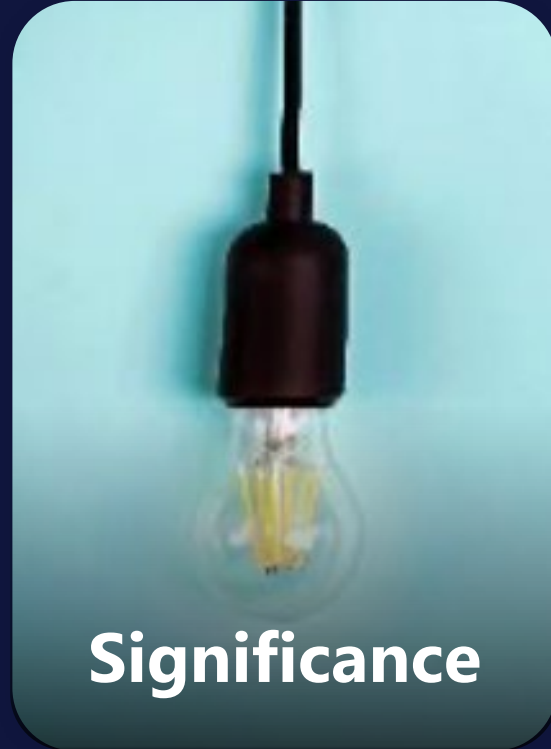


**Balance now and
the future**





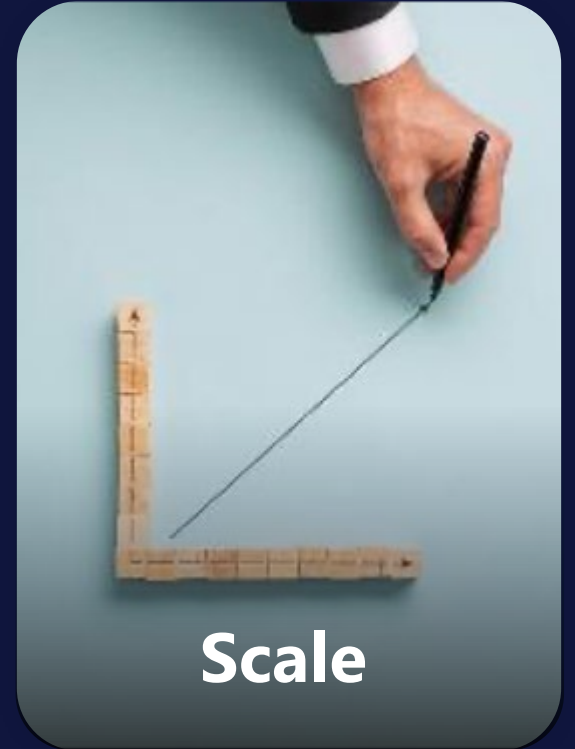
Sensing



Significance



Simplification



Scale

Strategic AI for enhanced customer experience

How is your executive leadership integrating data and AI strategy with your organization's customer experience objectives?

How are you evaluating AI initiatives for their potential to enhance customer experience, how are these initiatives prioritized to align with your company's customer-centric goals?

Are you allocating sufficient resources to develop AI solutions that are specifically aimed at improving CX, and how effectively are you leveraging partnerships?

Building a data and AI framework focused on CX

How does your cloud platform and technology strategy facilitate and improve customer interactions through AI?

Have you developed an enterprise-wide data platform with strong management & governance, tailored to meet CX needs?

Are your data science and machine learning teams aligned and integrated in projects that directly impact customer experience throughout the AI solution lifecycle?

Talent development with a customer-centric approach

Is your strategy for enhancing data and AI literacy among your employees aligned with improving customer experience?

Do you have a strategic talent model that focuses on developing AI expertise specifically for advancing customer experience?

How much emphasis is placed on fostering data and AI fluency among senior leaders and employees to drive better customer outcomes?

Responsible AI with a customer focus

Do you have a framework for responsible data and AI usage that emphasizes transparency, trust, and ethical considerations in customer interactions?

Are you consistently applying responsible AI practices throughout the lifecycle of your AI, ensuring they contribute positively to customer experience?

How are you staying ahead of AI-related legal & regulatory changes to ensure compliance & safeguard customer trust?



Drive business success with a total talent solution



Permanent talent solutions

Win talent share through focused and agile talent strategies and recruitment process outsourcing (RPO) programs that deliver – measurable and sustainable results.



Contingent talent solutions

Access human intelligence on-demand through strategic managed services programs (MSP) that create possibilities for strategic experimentation while fulfilling immediate talent needs.



Integrated talent solutions

Fuel business agility and results by moving beyond traditional talent silos to unleash the full potential of your talent through a fully integrated talent program.

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2023 in-demand skills dashboard

choose a skill cluster.

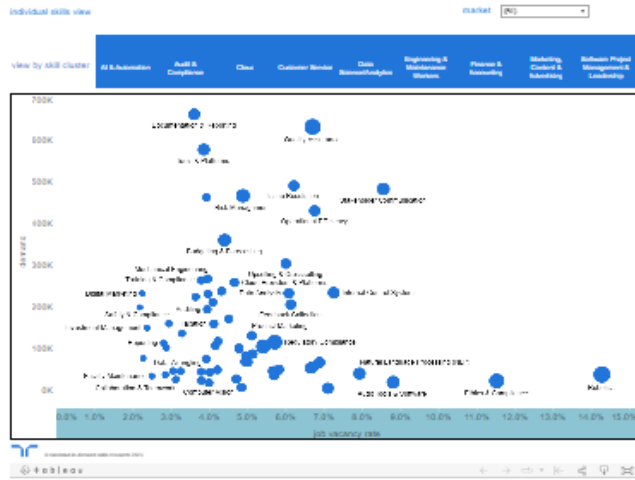
explore today's top 9 global in-demand skills.

As the use of artificial intelligence (AI) and automation continues to expand across all industries, the need for professionals with these skills has also grown rapidly. With demand constantly ramping up, it's clear that this skill cluster has fully transitioned from a once niche market into a mainstream, highly sought-after one. Although the domain encompasses a wide and over-growing array of AI and automation skills, high demand and low supply mean there remains a notable scarcity of specialized talent available to fill these roles.

Randstad Enterprise's latest Global In-Demand Skills research analyzes today's top 9 in-demand skills for enterprises across 6 different dimensions and 23 markets globally to help you understand today's labor market complexity, skills availability and the true potential of people.



individual skills summary



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2023 in-demand skills dashboard

choose a skill cluster.

AI & automation.

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- take me to:
- skills & motivations
 - skills demand
 - compensation
 - skills supply
 - remote & hybrid working
 - gender diversity

skills & motivations

This section provides a breakdown of the core skills (innate), sub-skills (learned) and motivations/aspirations for each skill cluster. Core skills and motivations/aspirations combined are commonly defined as "soft skills" in the market.

The AI and automation field involves the creation of artificial intelligence and automation solutions, such as machine learning and robotics. Such roles include developing systems that perform tasks typically requiring human intellect and/or manual labor.

Individuals pursuing careers in the field often share a unique set of innate abilities, or core skills, that can indicate overall performance, as well as sub-skills that are also integral to AI and automation. Additionally, they have certain key motivations when seeking a new position.

core skills

1. complex problem solving
2. logical and analytical thinking
3. mathematical aptitude
4. curiosity and inquisitiveness
5. creativity and innovation
6. attention to detail
7. interest in technology
8. persistence and determination
9. spatial reasoning
10. collaboration
11. ethical awareness

sub-skills

1. machine learning
2. robotics
3. AI frameworks and libraries
4. natural language processing
5. computer vision
6. AI infrastructure and tools
7. automation tools and platforms
8. ethics and compliance

motivations

1. technological innovation
2. problem-solving and intellectual stimulation
3. societal/ industrial impact
4. financial incentives
5. career advancement
6. research/academic engagement
7. entrepreneurial prospects
8. ethical considerations
9. global collaboration
10. continuous learning and skill development
11. creative expression
12. contribution to sustainability
13. work-life balance

global talent supply & demand: what's trending?

People who possess the most advanced technical skills – especially within the specialties of data science, AI and cloud – are expected to be highly sought after for the foreseeable future. Their work will also necessitate the need for specialists supporting project management, implementation and adoption of new technologies and workflows.

Of the sub-skills those acquired through learning within each cluster, some of the hardest to find are in robotics, ethics and compliance knowledge, audit tools and software, and natural language processing (NLP). In-demand skills that have relatively low talent availability are those in stakeholder communication, control systems related to auditing and quality assurance for auditing and software project management.

Market fluctuation has not affected skill clusters equally. For example, engineering and maintenance talent are experiencing stronger demand relative to other clusters.

At the same time, growth of this talent pool has been particularly slow, especially in the areas of green technology and emerging skills. Demand for content creation skills in emerging technologies is also growing as the digital marketing landscape becomes more competitive in a new era of possibilities.

Demand for customer service skills remains robust despite the prospect of automation from AI advancements. Demand in outsourcing supply in some facets of this cluster, depending on the complexity of jobs. Humans are still better at managing personal interactions, building client relationships and leveraging other soft skills than AI and robotics – at least for now.

The need for finance and accounting skills, especially for those with deep experience in the field, accounts for a significant number of roles advertised in our latest research. As these roles see significant change – affected by digitalization, heightened cybersecurity

concerns and greater decentralization of the function – every organization is seeking more expert knowledge of local regulations and best practices. As a result, the outsourcing of key functions remains very localized, and scarcity of expert talent remains high.

High levels of economic cycles, competition for the most in-demand skills remains fierce. Whether your business needs about engineers or customer service specialists, talent scarcity is real and will not go away in the near future unless you shift the way you recruit, train and develop your talent and development overall. Now is the time to investigate your best build/borrow/buy strategy to ensure access to critical talent long-term.



explore the data, find answers.

Building a sustainable workforce that will help your business drive innovation and a competitive edge requires talent intelligence. Understanding the market, talent availability, compensation and how skills map to greater competencies is the first step in building the skills-based organization you need to avoid the highly disruptive hire/fire cycles we've seen in recent years.

This Global In-Demand Skills research executive summary provides insights you can use to plan your talent strategy for the year ahead. But our interactive dashboard can help you answer specific questions about the skills your organization needs. So, what are you waiting for? Get the market intelligence you need now.

- [visit the dashboard](#)
- [request a consultation](#)



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about the in-demand skills research.

The Randstad Enterprise Intelligence team utilized a number of data sources across 23 different markets to compile the list of in-demand skill clusters for our 2023 Global In-Demand Skills research. This included reviewing millions of job postings and career profiles to derive important data on supply and demand, remote working trends, gender diversity, compensation and other factors. We summed up all the data for the majority of all global enterprise job demand, leading to the creation of the top 9 skill clusters.

Data sources vary based on those that are most representative for each market and include verified information (such as census data) and granular data (such as skill level, job advertisement databases, professional networking sites, social media, external networks and more). The research and analysis were conducted in the third and fourth quarters of 2023. Additional desk research involved various news and information sources to provide context and insights relevant to each skill cluster. You can learn more about the methodology on our interactive dashboard.

about randstad enterprise.

Randstad Enterprise is the leading global talent solutions provider, enabling companies to drive business agility by putting people at the center of their business success. As part of Randstad NV – the world's largest life services provider and owner to become the world's most valued "worklife partner" with revenue of € 278 billion – we combine unmatched talent insights and innovative technologies with global delivery capabilities.

We are uniquely positioned to support the world's leading enterprises with the inflow, crossflow and outflow of all talent – whether full-time, part-time, temporary, freelance or gig. We believe that driving these intentional and inclusive talent-centric strategies will create sustainable business value and support people to unleash their worklife possibilities.

Randstad Enterprise's talent market experts, thought leaders and delivery professionals continuously build and evolve our integrated talent solutions – talent acquisition, talent management, talent function – to solve critical talent challenges and enable organizations to deliver on the power of talent. We combine talent intelligence, talent mobility, talent strategy, optimization, and diversity, equity and inclusion.

For more information, visit randstadenterprise.com.
Learn more about Randstad SourceRight at randstadsourceight.com.
Learn more about Randstad RiseSmart at randstadrisemart.com.

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Randstad Client Experience Approach

Objectives

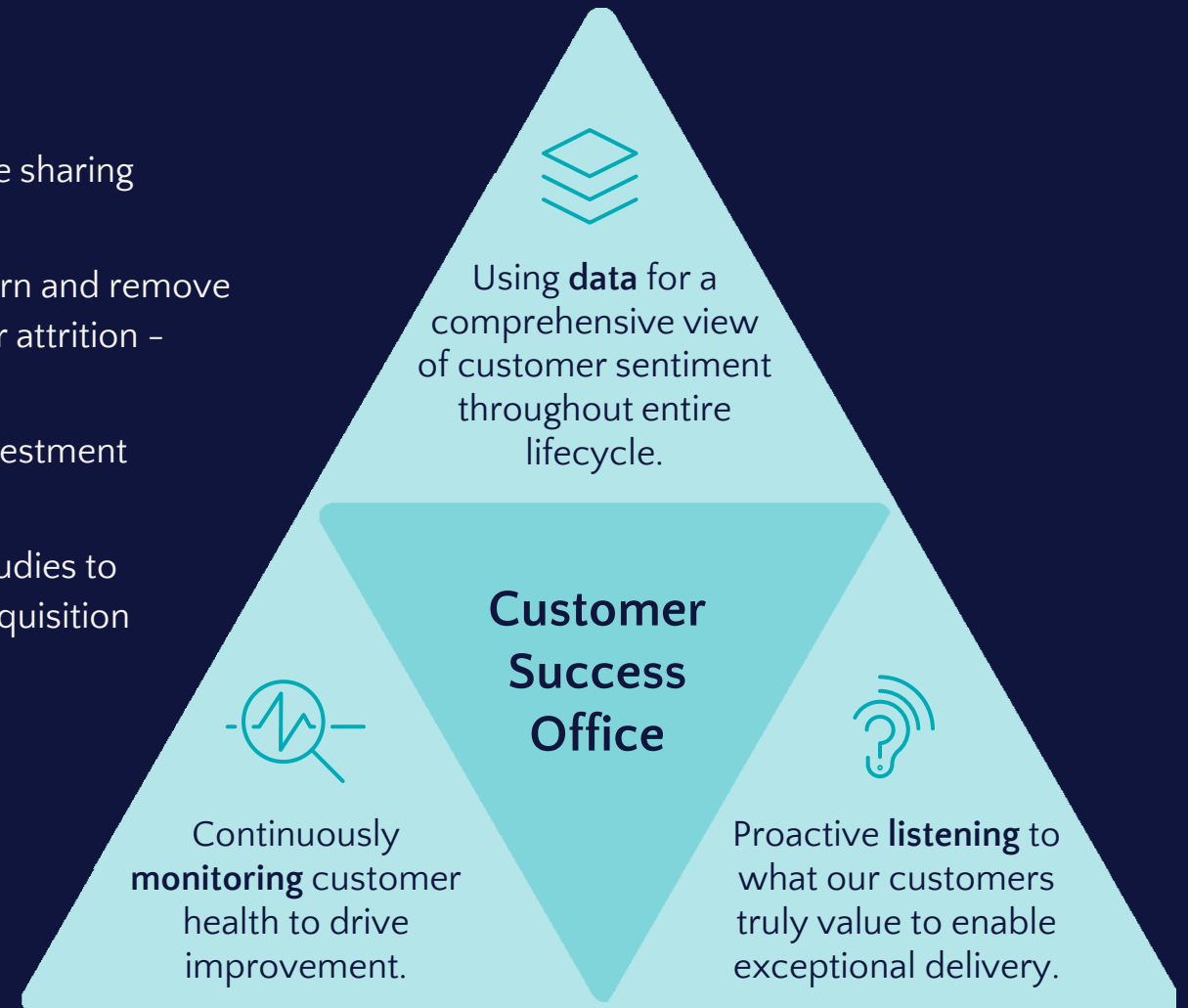
Customer Success is the business methodology of ensuring customers achieve their **desired business outcomes** while using our service.

It's at the heart of what we do and we are recognized as the **market leader** in talent experience for enterprise buyers, hiring managers and candidates.

RSR's integrated closed loop customer success model to **reduce churn and accelerate customer expansion**.

How

- **Optimize** best practice sharing across customers
- **Reduce** customer churn and remove "surprise" of customer attrition - measurable ROI
- **Improve** objective investment decisions
- More credible case studies to **support** new client acquisition



Customer Journey & Touchpoints

High touch approach to gain feedback from client from various personas and important moments in journey.



What is **generative AI** and how can I utilize

Generative AI refers to a class of artificial intelligence techniques that enable machines to generate **original content such as images, text, and music**. These techniques are based on deep learning algorithms and neural networks that can learn from large amounts of data, and use it to generate new output. The most popular application of generative AI tool is ChatGPT.



Generative AI capabilities

- Generating content and ideas
- Improving efficiency
- Personalizing experiences

Ideas on utilizing A.I. in Customer Experience

- Analysis of feedback
- Creating scripts and summary of slides
- Creating and updating Surveys
- Internal and client communications templates
- Data analysis of various touch points
- Training videos
- Developing and updating strategy
- Summarizing client interviews
- Creating and updating process
- Identifying issues in process
- Pulling key themes from data and comments across client journey



Example of Prompts

Survey questions writing:

"generate a new survey with current questions to ensure client centricity is at the heart of what we do"

Analyse feedback with specific intent

Summarize the feedback(insert all feedback. Focus on feedback specific to strengths. What are you recommendations?

Strategy:

Generate 2024 Customer Experience strategy (insert 2023 goals and objectives and new goals). or "propose a strategy for improving retention of customer located in _____, considering current industry trends and best practices in B to B customer experience.

Onboarding plan for new hires:

"create a 30-day onboarding plan for new hires in the customer experience team focusing on Medallia product training, customer success road map, team integration, and initial performance goals."

Thank you! Questions?

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Popular Gen AI LLM Tools*

1/2

What is It

Key Features



Chat GPT

<https://chat.openai.com/>

ChatGPT is an advanced language model developed by OpenAI designed to generate human-like text responses.

Free version

- Answers **general knowledge and general research, idea creation, writing emails, and summarizing**
- Trained on data up to January 2022

Paid version

- Chat with **voice**
- **Create and interact with images**
- Use and build **custom GPTs** for specific tasks

Note: Does not reference source material



Google Bard

<https://bard.google.com/>

Built by Google's family of large language models with similar performance to ChatGPT-4.

- **Automates tasks** such scheduling meetings and summarizing emails
- Can be **paired with google applications** and **seamlessly integrate with google search**
- Can **export output to Google Workspaces** such as Google Docs and gmail

Note: Currently only accessed through personal google account



Microsoft Bing Chat

<https://www.bing.com/chat>

Bing Chat is an AI assistant powered by ChatGPT-4 that can help you browse the web in a more intuitive and interactive way.

Basic version

- Chat using **text, voice, images**
- **Summarize** documents and web pages
- Can **use copilot GPTs**

Pro version

- **Access to copilot features** in Microsoft 365 (e.g. Word, Excel, etc.)
- **Access to the latest models** including chatgpt-4
- Can **build custom copilot GPTs** for specific tasks

Popular Gen AI LLM Tools*

2/2

What is It

Key Features



Anthropic Claude
<https://claude.ai/>

Designed using a technique called Constitutional AI which places emphasis on privacy, being harmless, and promoting truthfulness

- Used for **large text processing and summarization**. Can process up to **200,000 context tokens** or **150,000 words** or **500 pages** of text content
- Offers **full persona customization** with paid version



Poe AI
<https://www.poe.com>

Developed by Quora, a platform that lets people ask questions, get instant answers, and have back-and-forth conversations with a wide variety of bots powered by third-party LLMs and developers, including OpenAI and Anthropic

- Used to **ask questions and obtain answers from a range of AI bots** including ChatGPT and Claude
- Offers advanced customization for all bots with paid version



Perplexity AI
<https://www.perplexity.ai/>

AI-chat based conversational search engine to get instant answers to questions with sources and citations powered by a variety of LLMs including ChatPT

Free Version

- Search the web and **use up to 5 co-pilot queries** every 4 hours

Paid Version

- Unlimited copilot usage
- Access to GPT-4 and other advanced AI models
- Unlimited file uploads

Generative AI Resources

Prompt Engineering

- [OpenAI prompt engineering guide](#)
- Prompt Engineering Guides: [General](#)
- Videos on general prompting best practices: [Short](#) and [Long](#)

Blogs/Articles/Webinars

- [One Useful Thing](#)
- [Full Stack HR](#)
- [TL;DR AI](#)
- [Harness the potential of gen AI in HR](#)

Learning Courses

- [Introduction to generative AI](#)
- [Introduction to large language models](#)
- [AI for everyone](#)
- [Fundamentals of generative AI](#)
- [AI for beginners - by Microsoft](#)

Conferences

- [AI4Talent](#)
- [Generative AI Summit](#)
- [SourceCon](#)
- [The AI Conference](#)
- [Ai4](#)
- [World AI Summit](#)
- [RecFest](#)