

# AI BRIEFING:

## A CANDID DISCUSSION ON AI FOR CUSTOMER SERVICE

DECEMBER 4<sup>TH</sup>-5<sup>TH</sup>, 2017

Monday, December 4<sup>th</sup>, 2017

### Innovation Lab Location:

THE WESTIN ST. FRANCIS SAN FRANCISCO  
ON UNION SQUARE  
335 Powell Street, San Francisco, CA 94102

**4:00 P.M. – 7:00 P.M.**

### Innovation Lab & Welcome Reception

Join us in the Innovation Lab to see a live application of how AI is working to improve CX in different channels and processes. Various Solutions Providers will be on-site to present demos on demand, use case examples, and stand-out ideas all in a social setting with food and cocktails at our destination hotel.

Solutions Providers will give real-time examples of how to improve CX for the following channels:

- o Messaging
- o Self service
- o Social Care
- o Phone support
- o Email Support

### Meeting Location:

Square Headquarters  
1455 Market Street, 6th Floor  
San Francisco, CA 94103

Tuesday, December 5<sup>th</sup>, 2017

**8:30 A.M. – 8:45 A.M.**

### Introductions

Each panel participant will have a couple of minutes to introduce themselves, including their experience and their current responsibilities

**8:45 A.M. – 9:15 A.M.**

### An Overview of AI Trends for Customer Service With Square

Join Matt Capers, Data Science Lead at Square as he provides an overview of trends in ML/DL, in context of customer service, and how they're taking advantage of these trends at Square.

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#### **9:15 A.M. – 10:30 A.M.      Executive Roundtable With The AI Providers**

A list of questions will be prepared and shared with our vendor partners in advance of the session. The questions will be sourced from the audience in advance of the meeting. For each question, each participant will have up to three minutes to respond and then five minutes is allotted for discussion. This may include responses to comments made by other roundtable members and/or questions from the audience.

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#### **10:30 A.M. – 10:45 A.M.      Break**

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#### **10:45 A.M. – 12:15 P.M.      Executive Roundtable With The AI Providers Resumes**

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#### **12:15 P.M. – 12:30 P.M.      Closing Statements**

Each panel member is offered the opportunity to offer a closing statement.

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#### **12:30 P.M. – 1:15 P.M.      Lunch**

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#### **1:15 P.M. – 3:30 P.M.      Corporate Only Discussion**

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#### **3:45 P.M. – 5:00 P.M.      Cocktail Hour**

**Location:** TBA