Panel: What Will Customer Service Look Like in 2025?

Moderator: Paul Greenberg

Panel Participants: Brent Leary, Mike Asebrook, Ben Barton, Leslie Dickens

Date: Monday, June 4th

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Limitless possibilities. Real results.

Introductions: Today's Panelists

MODERATOR

Paul Greenberg
Managing Principal
The 56 Group, LLC

Advisor & Influencer

Brent Leary
Owner
CRM Essentials

Advisor & Influencer

Leslie Dickens
Vice President, Corporate & Product Strategy
NASCO

NASCO®

Ben Barton
Expert Customer Service Consultant
Pega

PEGA

Mike Asebrook
Director Product Marketing Customer Service
Pega

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Panel Discussion Format

1. Introductions:
- Panel overview
- Today's panelists

2. Interactive Twitter Poll for Audience:
- Opportunity to vote on key customer service trends for 2025

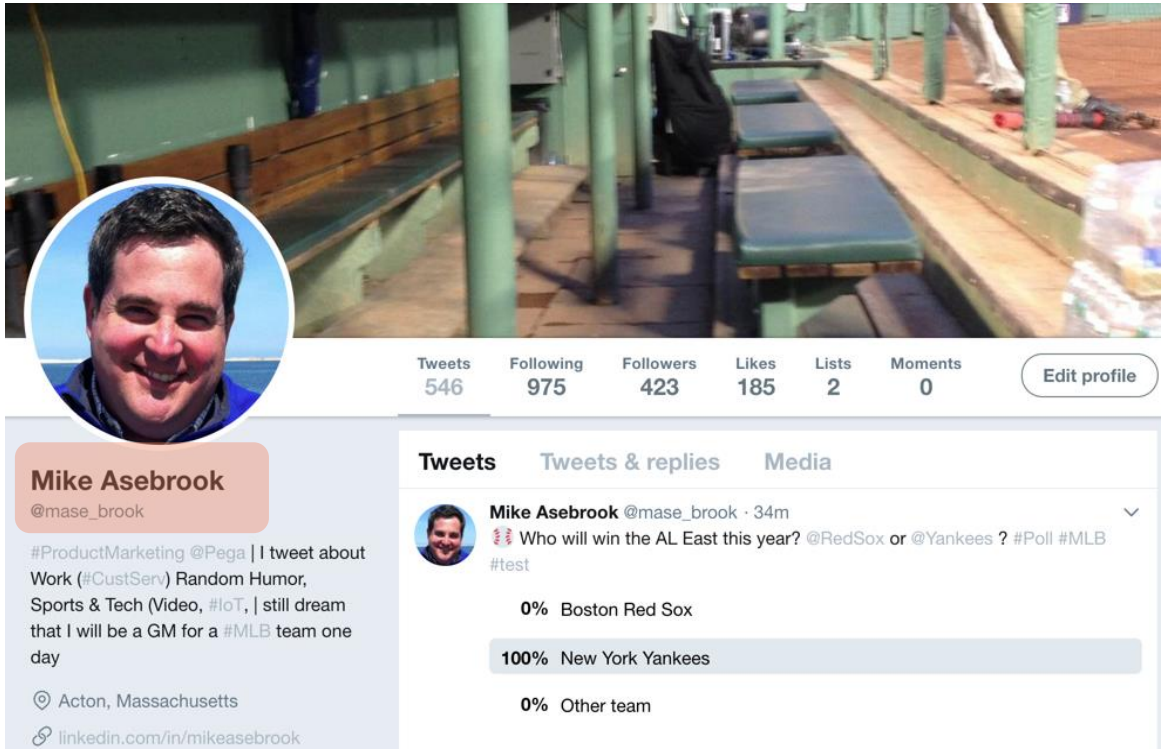
3. Panel Discussion:
- Questions on future customer service trends with panelists

4. Wrap-Up:
- Key points summarized
- Twitter poll results

5. Open Q&A:
- Ask the experts

What Will Customer Service Look Like in 2025?

Quick Interactive Poll for the Audience on Twitter



Steps to Vote:

1. Log on to twitter.com
2. Search for @mase_brook
3. Vote on my poll

Question: Which tech trend will have the biggest impact to the Customer Service industry by 2025?

- **Option 1:** Chatbots, Virtual Assistants & Messaging applications
- **Option 2:** AI advancements with NLP & Machine Learning
- **Option 3**: Wearable Technology
- **Option 4:** AR/VR: Augmented Reality / Virtual Reality

Panel Discussion

Questions on Future Customer Service Trends

Paul Greenberg
The 56 Group

Brent Leary
CRM Essentials

Leslie Dickens
Nasco

Ben Barton
Pega

Mike Asebrook
Pega

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Wrap-up:

- **Key points summarized**
- **Twitter poll results**

  Which option won?

  - **Option 1:** Chatbots, Virtual Assistants & Messaging applications
  - **Option 2:** AI advancements with NLP & Machine Learning
  - **Option 3**: Wearable Technology
  - **Option 4:** AR/VR: Augmented Reality / Virtual Reality

QUESTIONS?

ASK THE EXPERTS

Paul Greenberg
The 56 Group

Brent Leary
CRM Essentials

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Nasco

Ben Barton
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Mike Asebrook
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