

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

PW 18



**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



Ben Barton
Expert Customer
Service Consultant
Pega



Mike Asebrook
Director Product
Marketing
Customer Service
Pega



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



Tweets 546 Following 975 Followers 423 Likes 185 Lists 2 Moments 0 [Edit profile](#)

Mike Asebrook

@mase_brook

#ProductMarketing @Pega | I tweet about Work (#CustServ) Random Humor, Sports & Tech (Video, #IoT, | still dream that I will be a GM for a #MLB team one day

Acton, Massachusetts

[linkedin.com/in/mikeasebrook](https://www.linkedin.com/in/mikeasebrook)

Tweets Tweets & replies Media



Mike Asebrook @mase_brook · 34m

Who will win the AL East this year? @RedSox or @Yankees ? #Poll #MLB #test

0% Boston Red Sox

100% New York Yankees

0% Other team

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



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



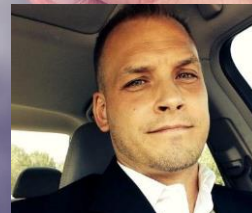
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