

"Insightful & comprehensive—if you run a service & support operation, put this book on your essential reading list right now!"

—**PHIL WOLFENDEN**, Cisco, VP, Customer Experience



The **AI REVOLUTION** in CUSTOMER SERVICE and SUPPORT

A Practical Guide to Impactful Deployment of
AI to Best Serve Your Customers



ROSS SMITH | **MAYTE CUBINO** | **EMILY MCKEON**

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