



# The future of UX is *conversational*

Conversational Business Summit 2022

Rick van Esch – Vice-President SaaS Business & GM Chatlayer



# A quick introduction...



**Rick van Esch**

Vice President at Sinch  
SaaS Business



**2018:** Founded Chatlayer

**2019:** Expansion in Europe of Chatlayer

**2020:** Acquisition by Sinch of Chatlayer

**2021:** global roll-out of Chatlayer

**2021:** Acquisition by Sinch of MessengerPeople

**2022:** Recognition Gartner Magic Quadrant

# So, who's Sinch?

75x

Interactions  
per person  
per year

SEK 22.3bn  
net sales in the  
past 12 months

SEK 20bn  
Market Cap

SEK 2.0bn  
Adj. EBITDA in the  
past 12 months

4,399  
people

64 countries with  
local presence

a global leader in **cloud communications**  
and **mobile customer engagement**

Over 150,000  
customers

Listed on NASDAQ  
in Stockholm, Sweden

Scalable cloud communications platform  
for messaging, email, voice and video

More than 600 billion  
engagements per year



Serving 8 of the 10 largest  
U.S. tech companies

100%

Consumer  
penetration



Growing, global, multi-billion  
USD market

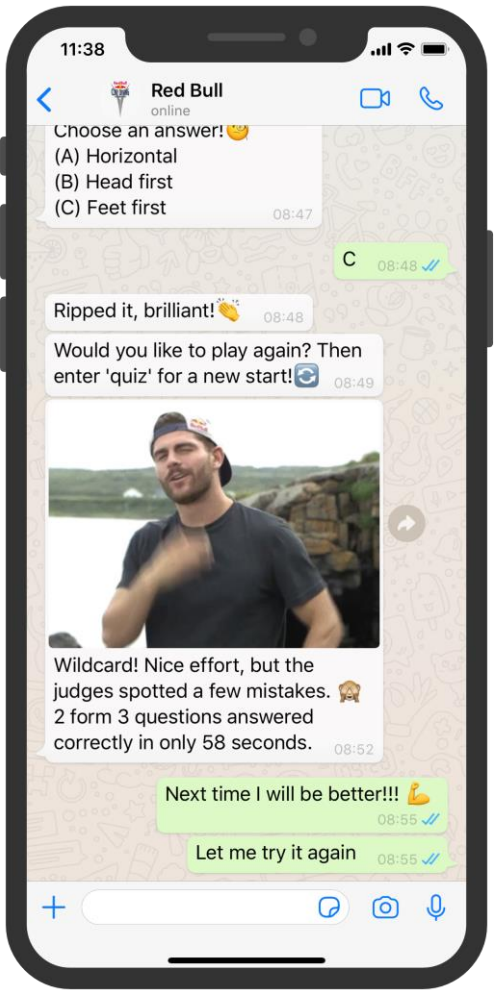
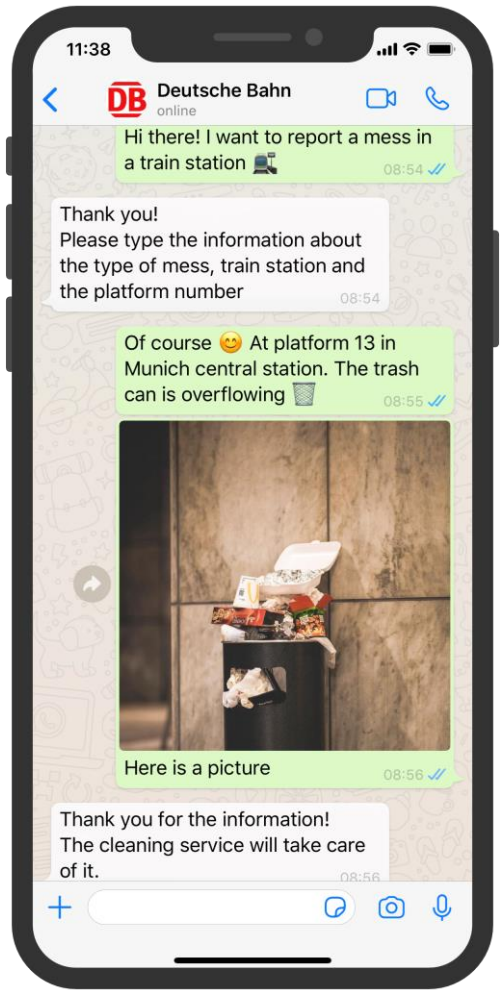


Profitable since our  
foundation in 2008

# Conversational is fully happening





Some examples from Germany 



# The world is evolving fast

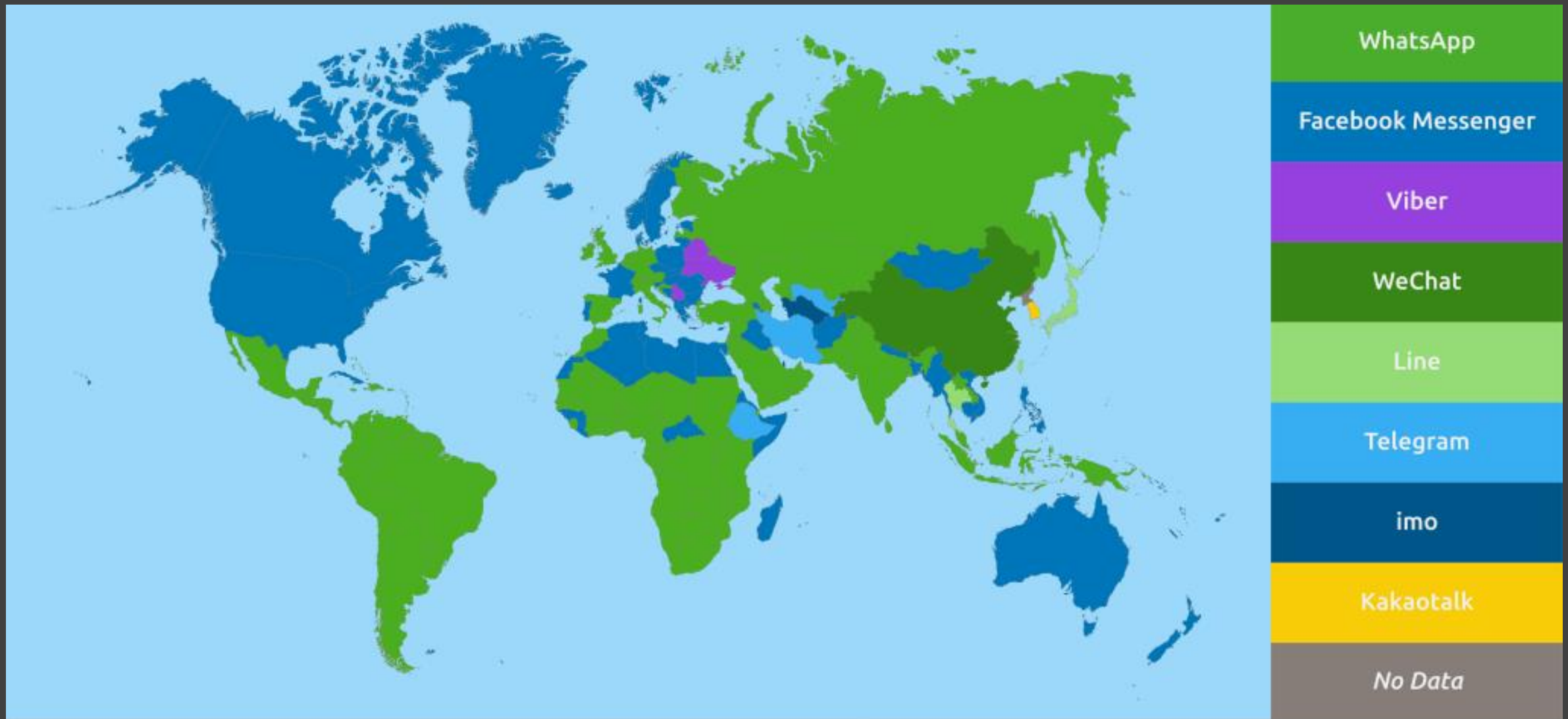


-  Conversational hubs
-  AI / ML hubs





# The world from a conversational perspective



Based on the Google Play Store rank for each country in December 2017 | Sources: Hootsuite | we are social | Similarweb

# 3 global trends in Conversational UX

“The great blur”



# Blur #1:

Conversational UX will be seamless from Sales & Marketing to Customer Care and back





# Conversational UX will touch the whole customer Journey



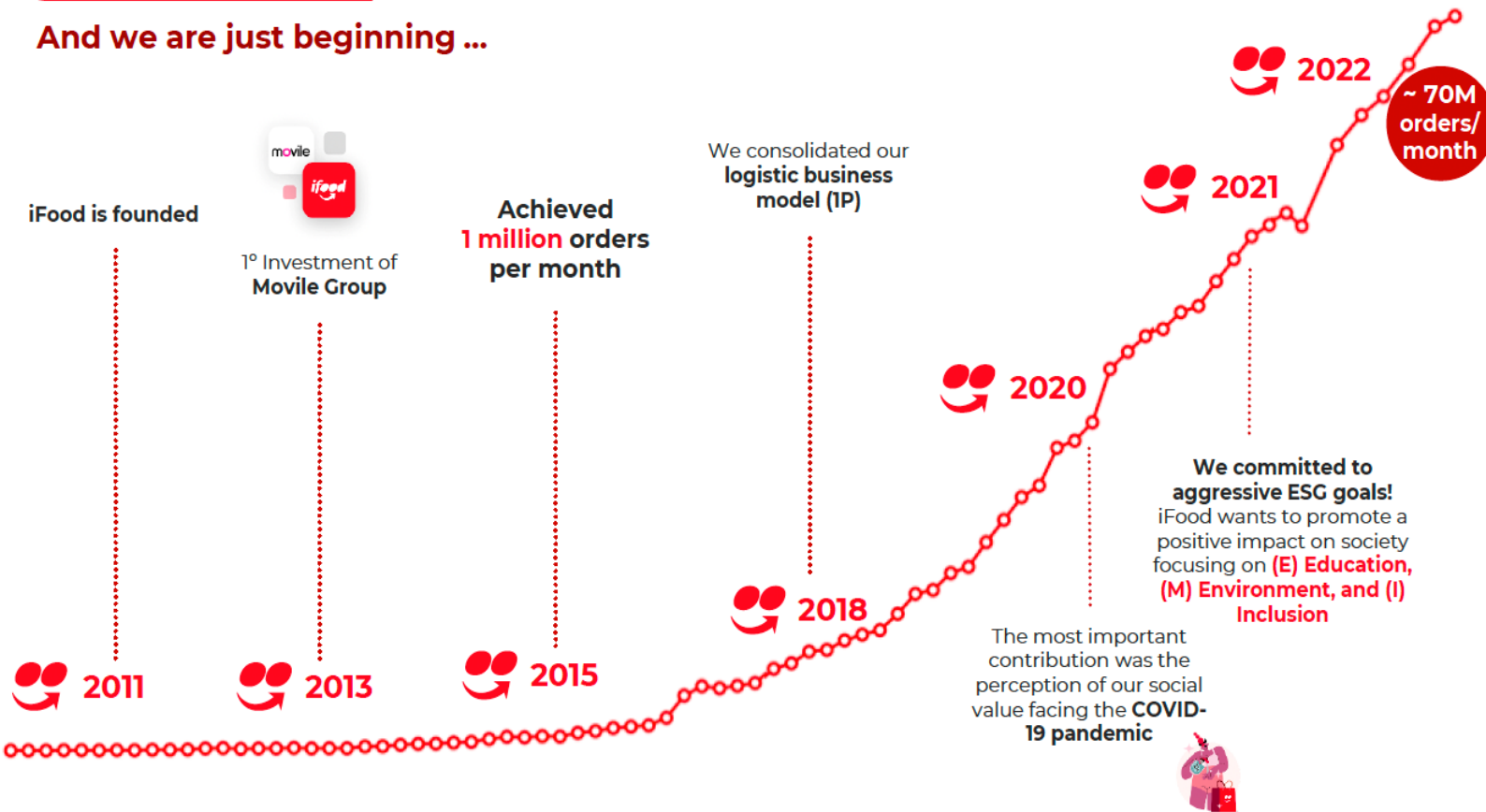
# A real-life example:

Sinch & iFood & WhatsApp in Brazil



## OUR JOURNEY

And we are just beginning ...



Services provided by Sinch to iFood:  
**282 Active Bots**

**84**

Surveys

**67**

Notifications

**46**

Lead generation

**24**

Customer Support

**12**

Opt-in

**08**

Cart Recovery

**01**

Gift Card

**01**

Authentication

**39**

Others

# How does it work?

iFood uses WhatsApp as a sales channel

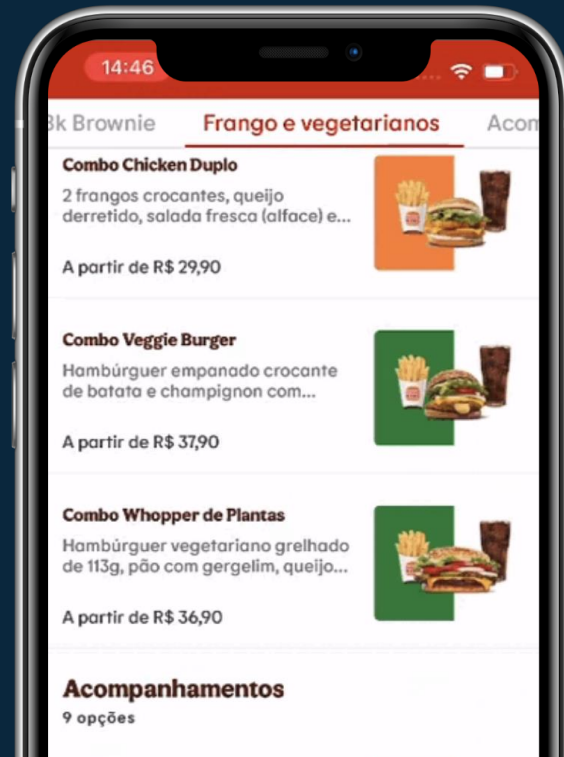
Chat



Select



Payment & delivery

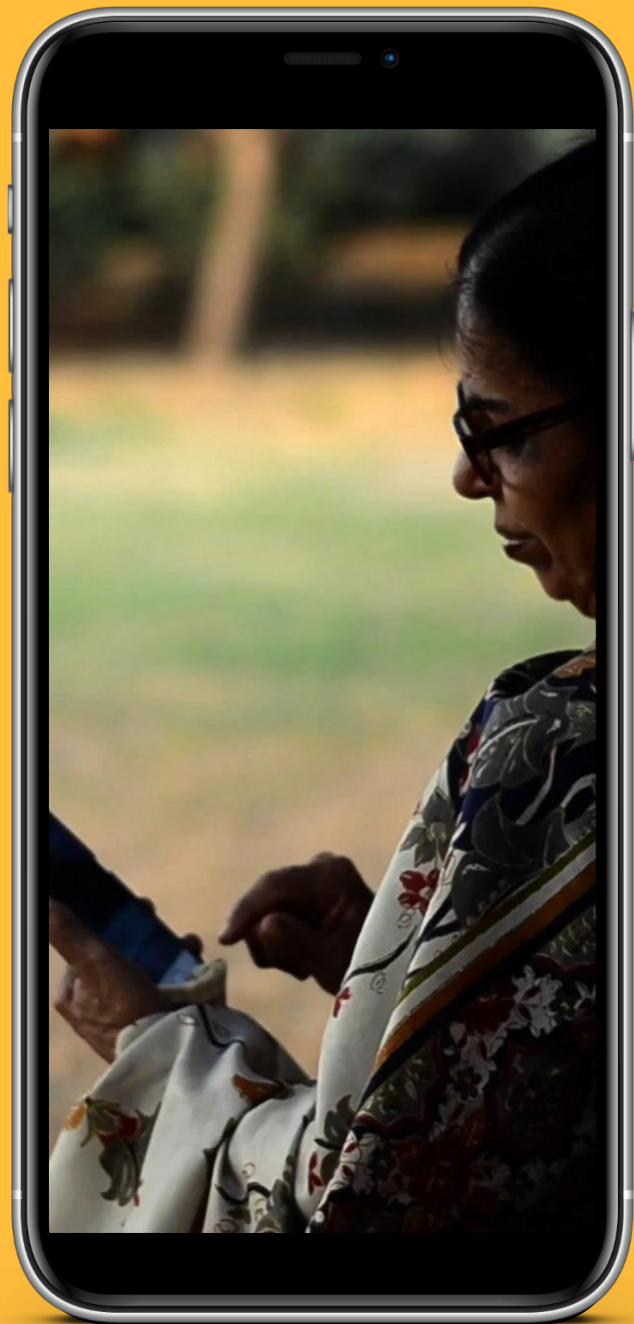






# In the meanwhile in India







## Blur #2:

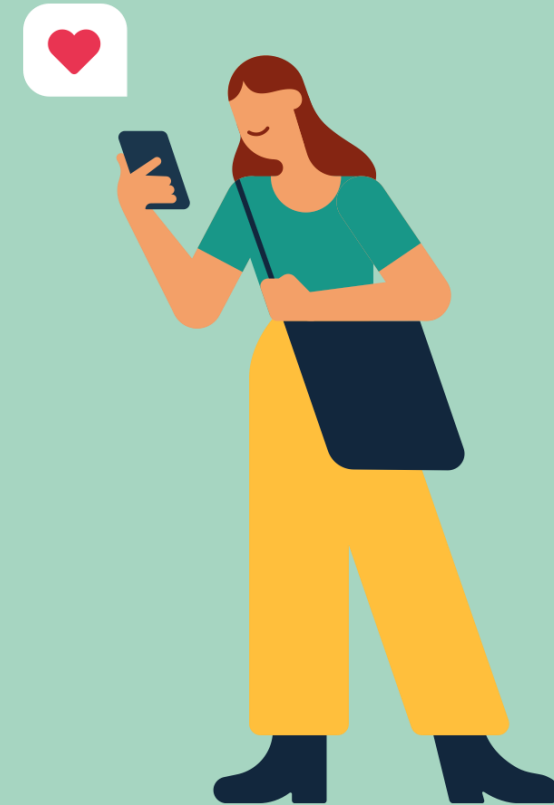
Conversational UX is not only messaging, it is also voice





## Blur #3:

Artificial intelligence  
supercharges channels like  
WhatsApp & voice to create  
superior UX



IBM's Deep Blue defeats Kasparov in a game of chess

1997



IBM's Watson wins a game at the TV quiz Jeopardy

2011



Google's DeepMind wins a game of AlphaGo against Lee Sedol

2011



An AI trains itself to chat on Twitter, but goes rogue in 18 hours forcing Microsoft to shut it down

2016



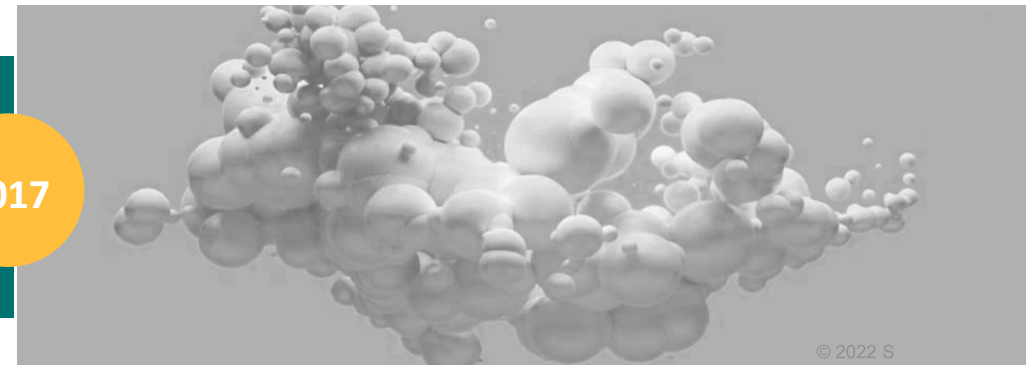
Google's Deepmind brings us closer to tabular rasa learning, with AlphaGo Zero that teaches itself to play AlphaGo

2017

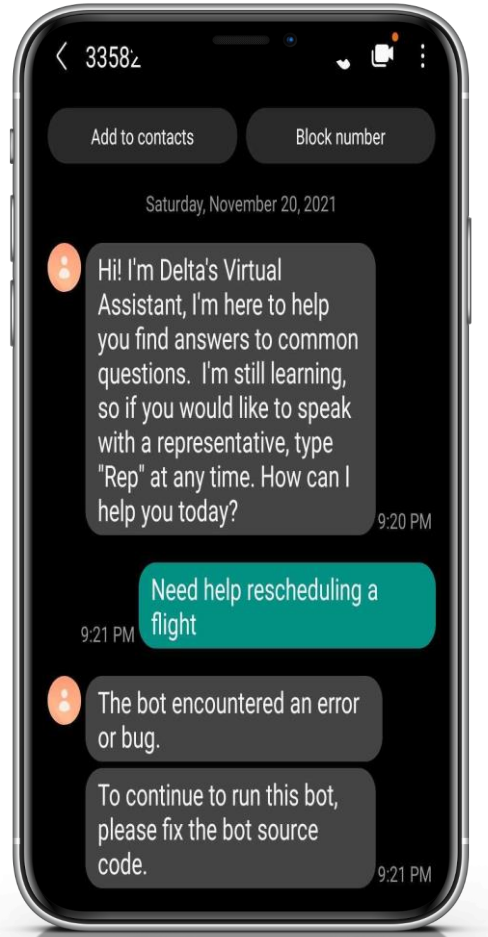


World's first AI jury member understands creativity, and picks the winner for IAB Mixx Awards

2017




# In the last 5 year, we have come a long way



**TECHNOLOGY**

## The Google engineer who thinks the company's AI has come to life

AI ethicists warned Google not to impersonate humans. Now one of Google's own thinks there's a ghost in the machine.

 By [Nitasha Tiku](#)  
June 11, 2022 at 8:00 a.m. EDT



# Conversational AI is a logic consequence



Although It took a while to develop...

## AI & machine learning



1950s

AI has been invented at MIT



1960s

NLP R&D gained popularity

*ELIZA invented*



1980s

ML invented and concept of chatbot created

*JABBERWACKY*



1990s

NLP / ASR R&D revival

*IBM Watson*



2010s

Deep Learning boosts NLP / ASR

*Apple Siri*



2015s

First commercial chatbots + Alexa & Google Home launched

*Chatbot adoption*

## Conversational



1800

Physically go to the source

*Phone invented*



1890

Phones and switchboards

*Switchboards*



1960

Contact centers emerge

*DTMF phones*



1978

DTMF-IVR flows are introduced

*WWW is used*



1996

Email and Live Chat is used

*Smartphones*



2008

Social media is introduced



# But what does this mean for us humans?

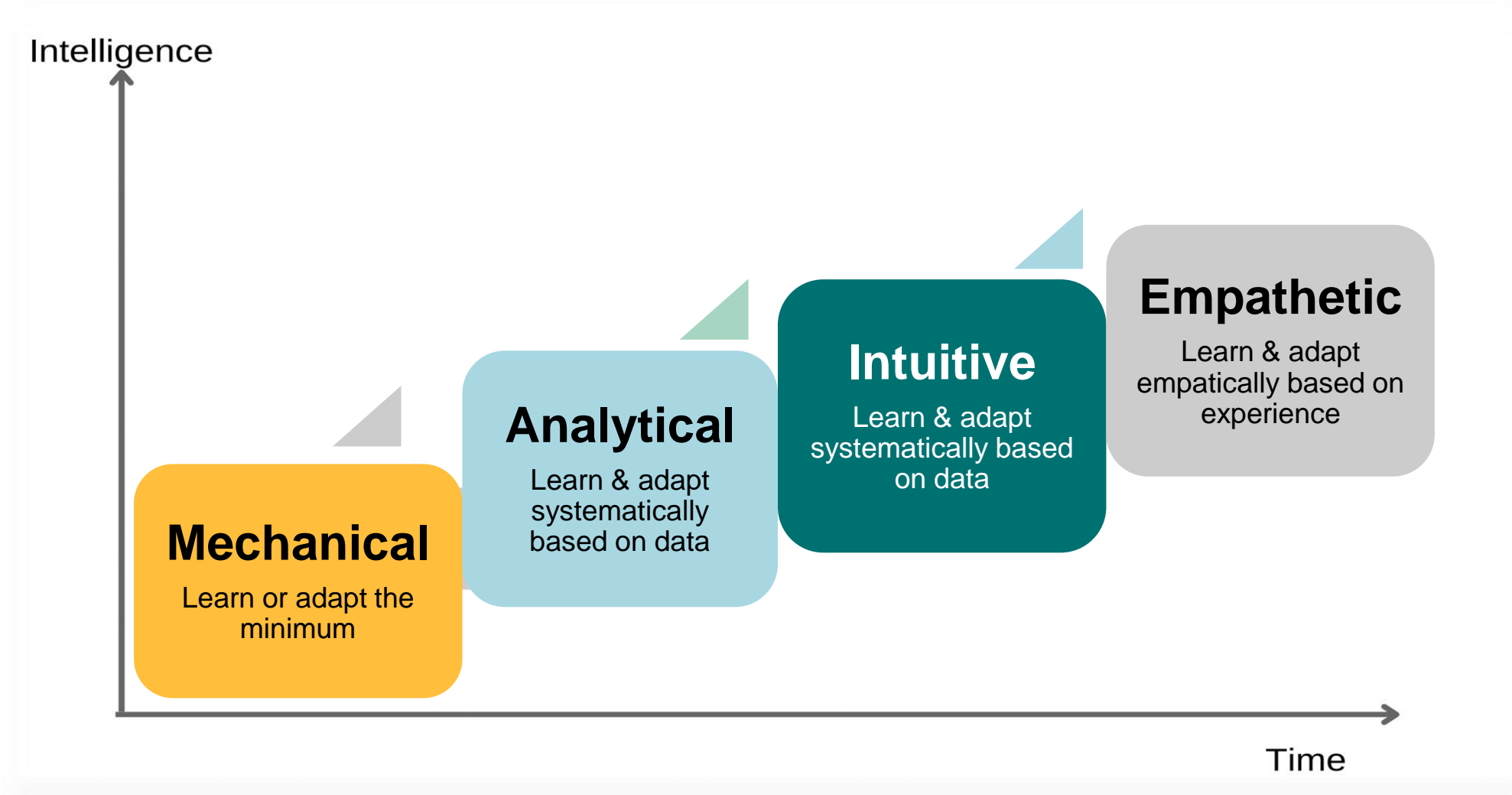
AI specializes in thinking, and  
**humans specialize in feeling.**

The Feeling Economy

# (Artificial) Intelligence has multiple levels



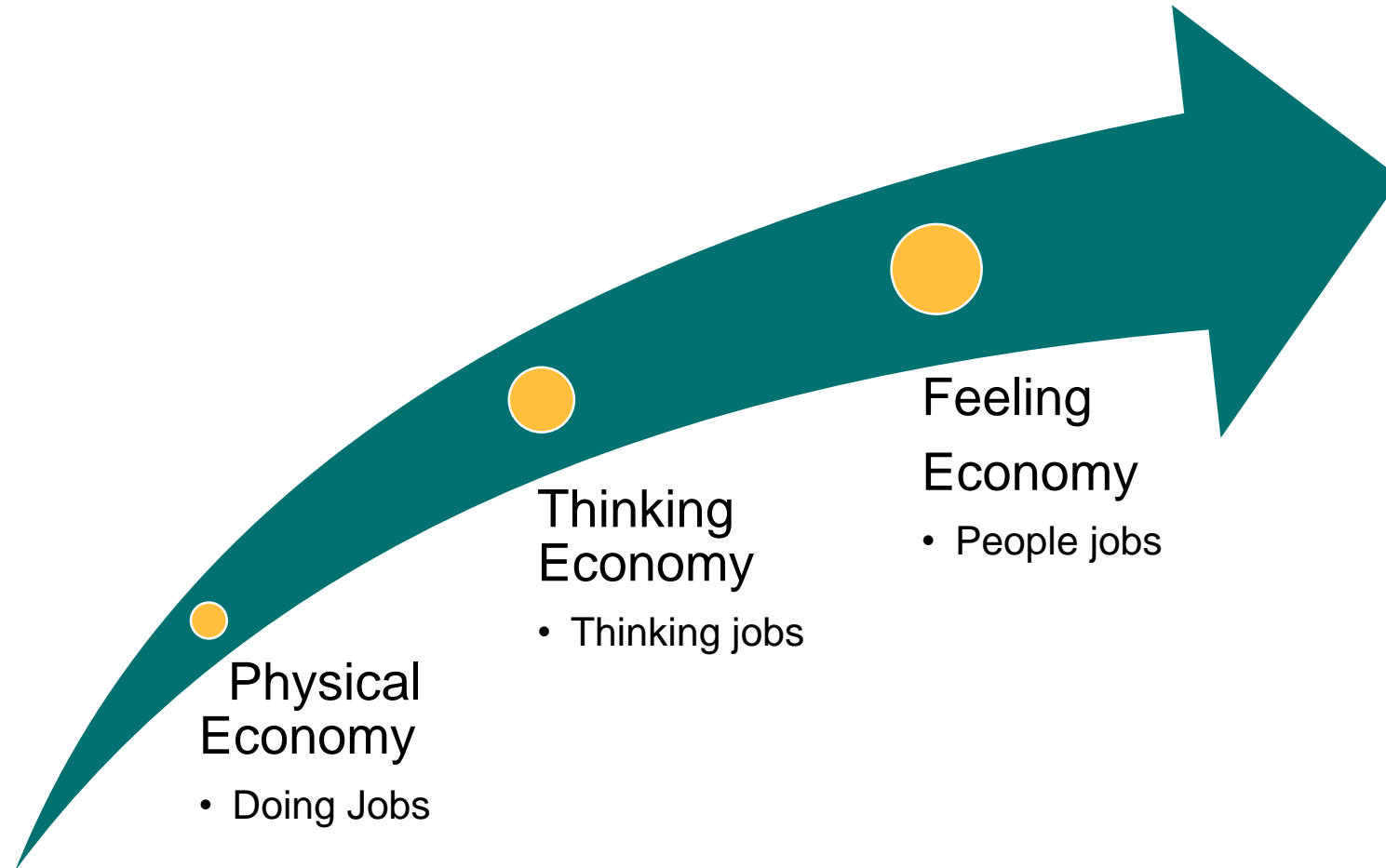
AI was until recently only 'mechanical' or 'analytical' but is becoming 'intuitive'



# What does that mean for our economy?



Our jobs will increasingly be about 'feeling' instead of 'thinking'



# Is the feeling economy real ?!

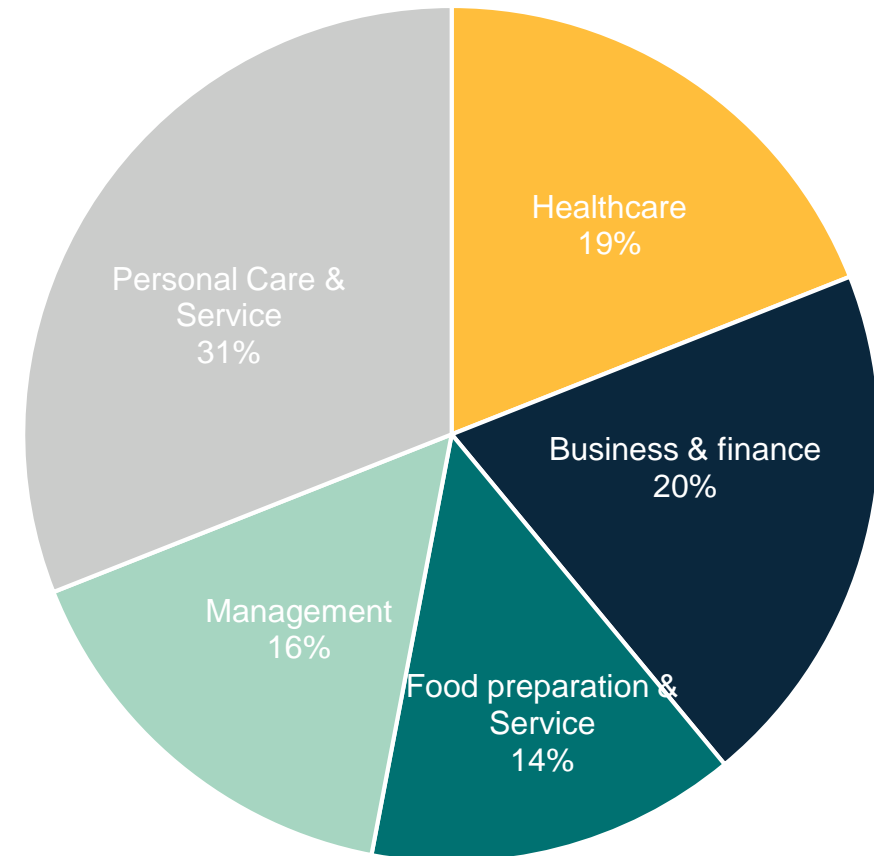


Yes, the numbers indicate it is!

## The top 10 'feeling' industries

1. Community and social service
2. Sales and related
3. Personal care and service
4. Management
5. Food preparation and serving related
6. Education, training and library
7. Protective service
8. Business and financial operations
9. Healthcare practitioners and technical
10. Healthcare support

## Top 5 fastest growing industries in US





# 3 Blurs in conversational UX



1. Whole customer journey
2. Mix of channels incl. voice
3. AI supercharges conversational UX

# What does this mean for the future?



People are conversational, now machines are too. We gladly can be humans again!



# Thank you!

Send me a message on WhatsApp

Rick van Esch

Vice President at Sinch

SaaS Business

[Rick.vanesch@sinch.com](mailto:Rick.vanesch@sinch.com)

+32 495 58 88 87

