



# FUTURE-READY SERVICE

Exploring innovations that will shape our world tomorrow.

Start

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# FUTURE SERVICES

"Speed. Personalization. Empathy."





# DEFINITION



speed



personalization



empathy

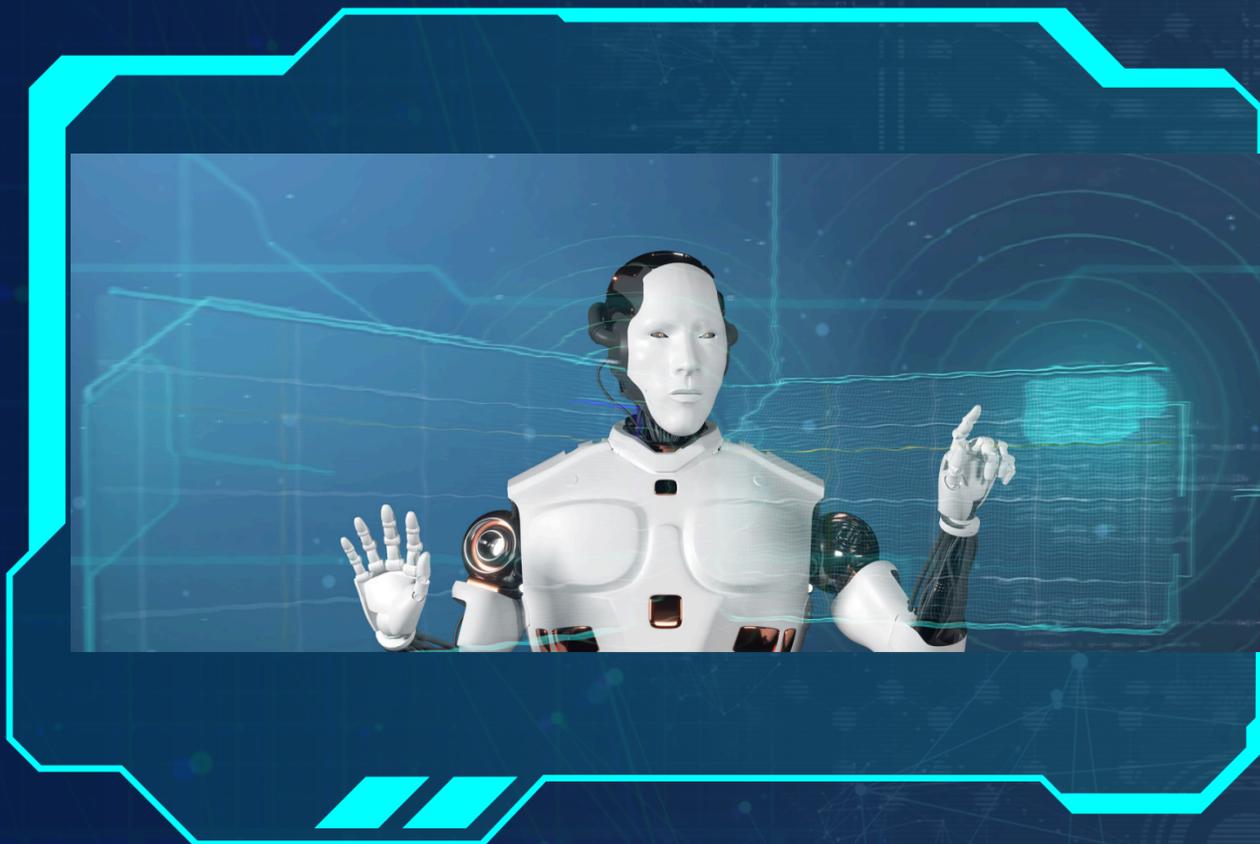


convenience





# STRATEGIC IMPACT



 differentiate

 royalty

 effectiveness

 reduce costs

 improve decision





# FUTURE TRENDS

Personalized  
Proactive  
Omnichannel  
AI-Driven  
Big Data Enabled





# IMPORTANT TECH

1.

## Artificial Intelligence & Machine Learning

Artificial Intelligence (AI)  
Machine Learning (ML)

2.

## AR / VR

Augmented Reality (AR)  
Virtual Reality (VR)

3.

## Internet of Things

IoT (Internet of Things)

4.

## Big Data Analytics

Data Visualization  
Graphic  
·Customer Insight  
·Predictive Analytics  
·Decision Intelligence

## Conversational Communication



Chatbots  
Voice Assistants  
Real-time Interaction





# CASE: FUTURE SERVICE



## Amazon

- AI Recommendation
- Seamless Omnichannel
- Flexible Return



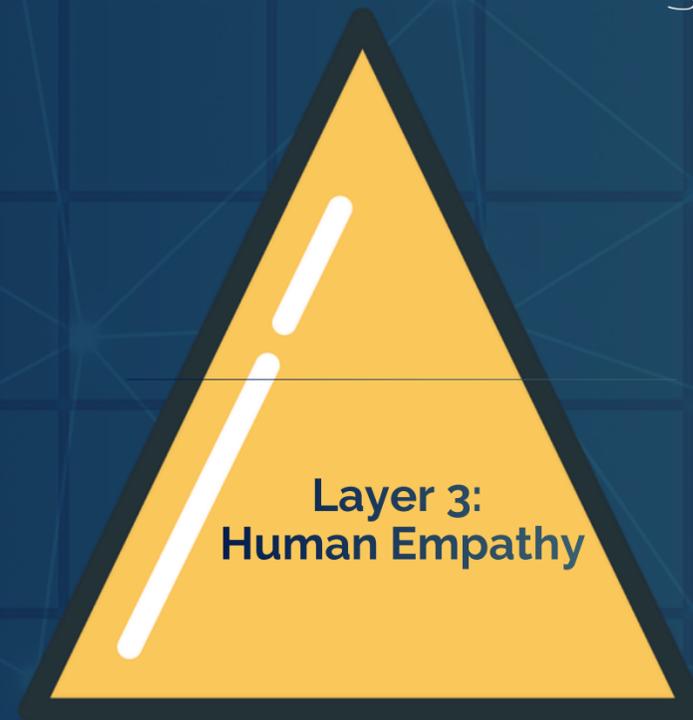
## Apple

- Experience-Centered
- Ecosystem Integration
- Human + Technology Balance





# SERVICE FUTURE MODEL





# VIRTUAL REALITY



Virtual Reality (VR) is extending its reach beyond gaming into areas like education, healthcare, and entertainment. By creating immersive, interactive experiences, VR has the potential to revolutionize how we learn, train, and even treat medical conditions. As the technology continues to improve, VR is expected to become an integral part of various industries, offering new ways to engage and experience the world.





# ACTIVE LEARNING

Space exploration is entering a new era, driven by advances in technology and a renewed interest in reaching beyond our planet. From ambitious missions to Mars to the development of space tourism, these efforts are expanding our understanding of the universe and pushing the boundaries of what humanity can achieve. The future of space exploration holds the promise of new discoveries and the potential for human settlement on other planets.

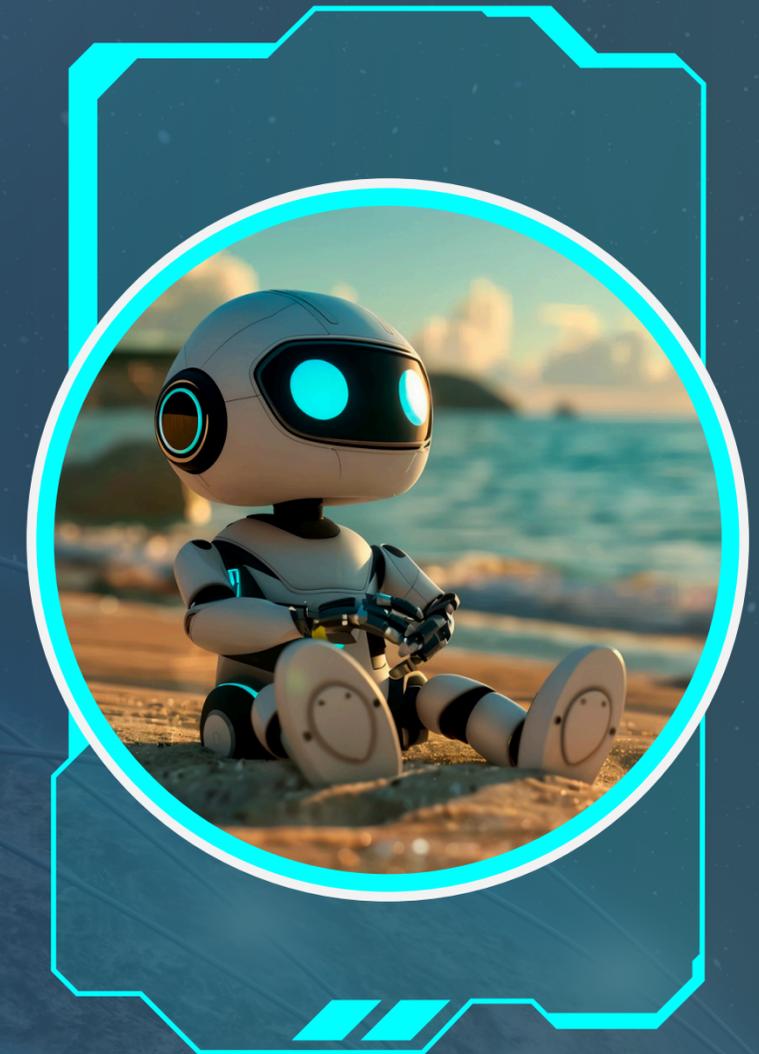




# SPACE EXPLORATION

Workshop:  
ให้นักศึกษาออกแบบ "Future Service Model 2030"  
โจทย์

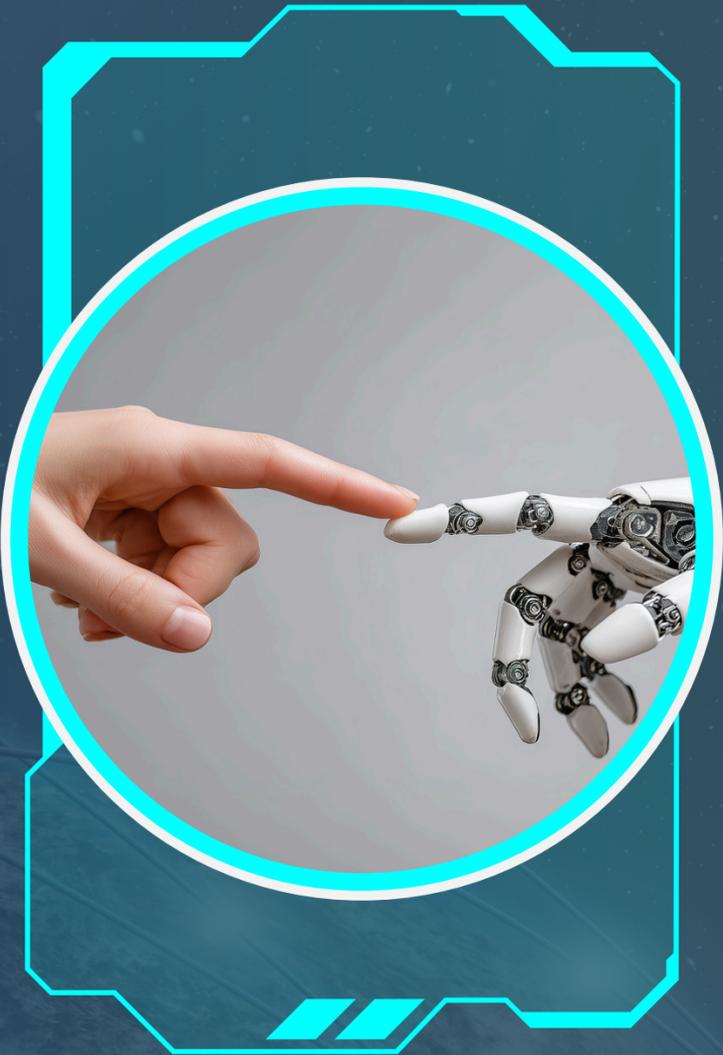
- ถ้าธุรกิจคุณต้องให้บริการลูกค้าในปี 2035
- ใช้เทคโนโลยีอะไร
- รักษาความเป็นมนุษย์อย่างไร





# SUMMARY

Future Customer Service = Technology × Empathy





# THANK YOU!

As we look to the future, these technologies will play a crucial role in shaping a better world for generations to come.

Service Mind & Service Innovation | Tongprssong, P. #dBizTECH

