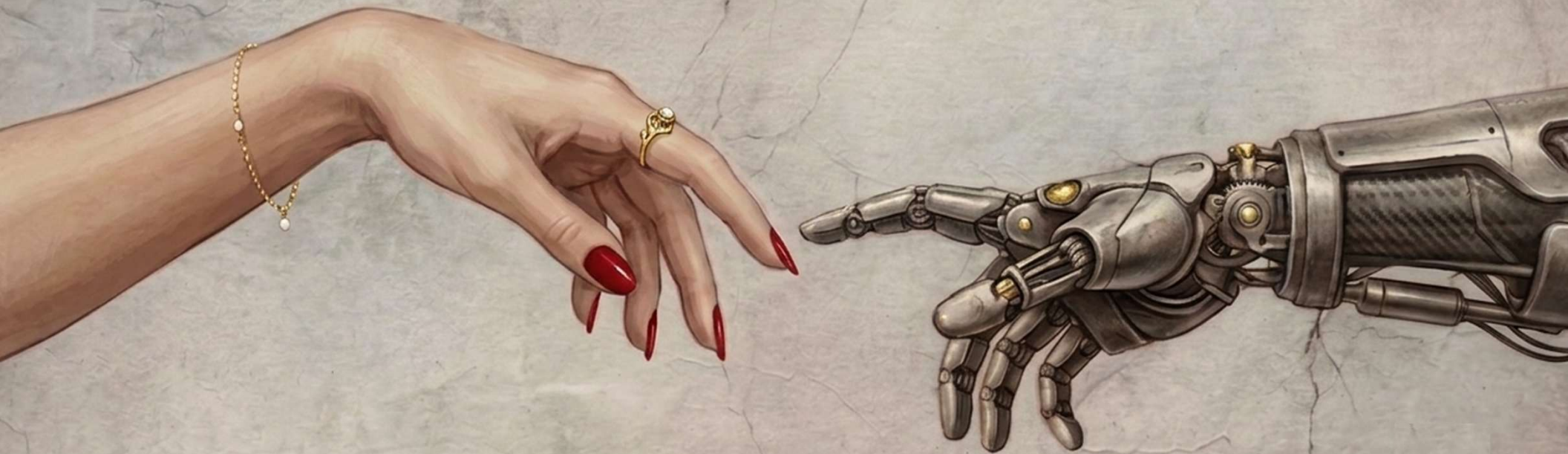


Bridge The Gap



Reut Shefer-Bar
STKI



Reut Shefer- Bar
VP and Senior Analyst



Leading STKI's Enterprise Applications research

QA and Testing

Ensuring quality and reliability of products

HCM and HR

Solutions for employee management and experience

Knowledge Management

System for organizing and accessing information

Enterprise Applications

AI-powered tools for business processes



AI Browsers and eCommerce

AI-enhanced browsing and online shopping

ERP and Cloud Transformation

Transition to cloud-based enterprise resource planning

Productivity Tools

Tools to enhance efficiency and output

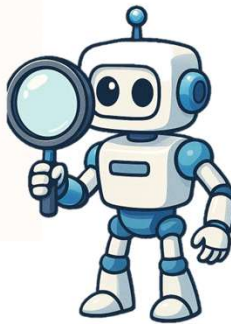
Call Center

Customer service and support center

With all that digital, why do we have more calls?

+40%

General grow in call center interactions since 2020.



Challenges in Digital Service Delivery



Overall Demand Grows



Human Preference Remains



Lack of Channel Integration



Wrong KPIs



Digital Doesn't Fully Solve the Problem



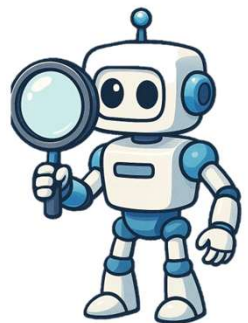
Failure Demand Persists



Poor User Experience



No End-to-End Resolution



The challenge is people

But AI helps!



Training & Onboarding
AI simulates customer interactions to develop empathy and financial service skills.

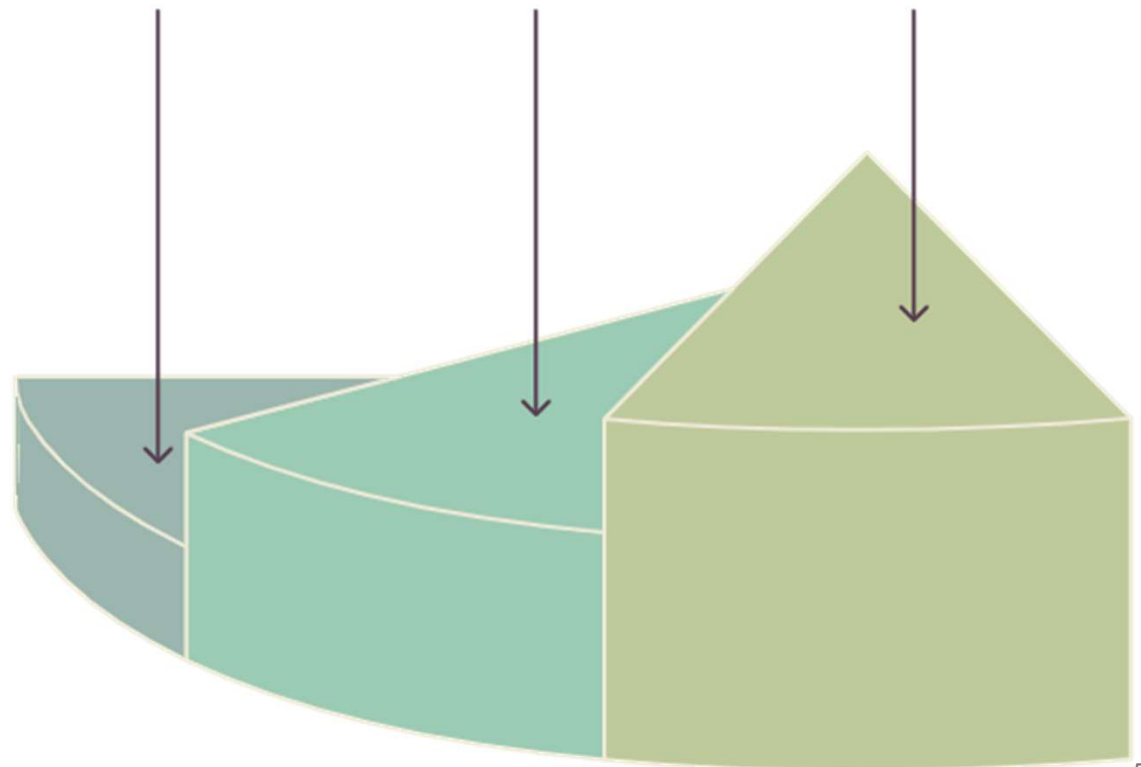


Real-Time Assistance

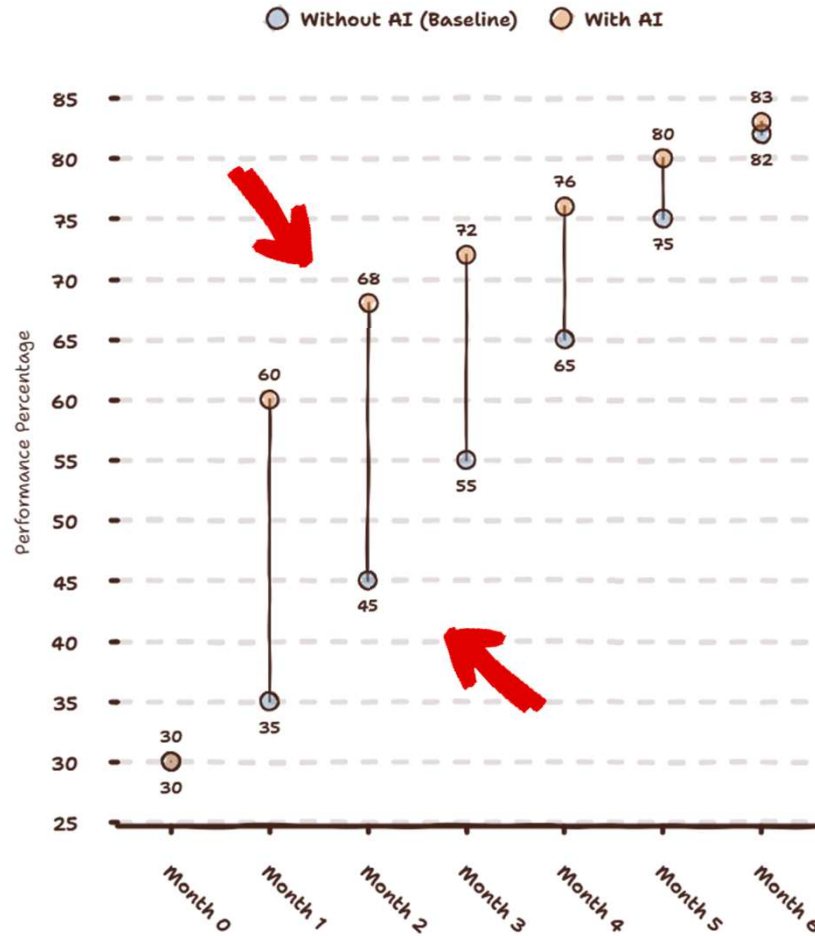
AI listens to conversations and provides instant guidance to agents.

Post-Interaction Insights

AI analyzes interactions to identify areas for improvement and coaching.



Training and Onboarding



Studies have shown that AI Can significantly improve training and onboarding as well as customer experience.





פרק 6: כיצד ייראה מוקד השירות ב 2027?



Subscribe to our
You Tube Channel



STKI.INFO Copyright@STKI_2026 Do not remove source or attribution from any slide, graph or portion of graph

Workforce Paradox

87%

layoff during 2026.

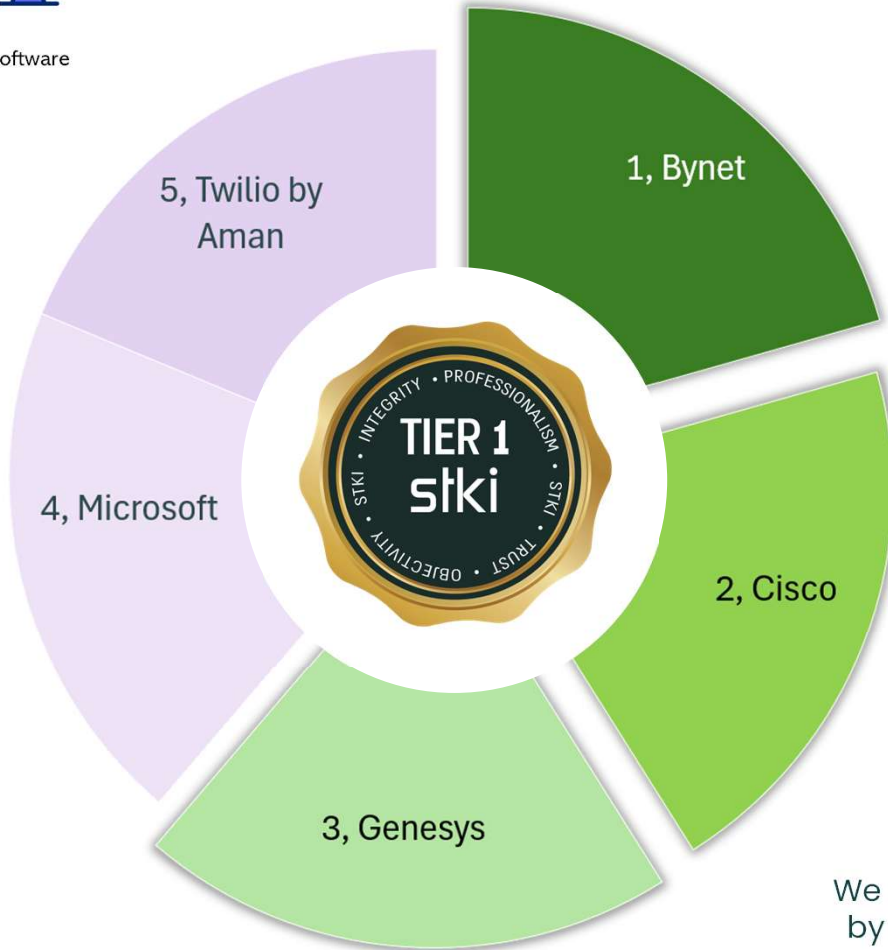
Organizations **lay off** employees to become more efficient
and then **rehire** because they lack the
necessary **knowledge and skills**.



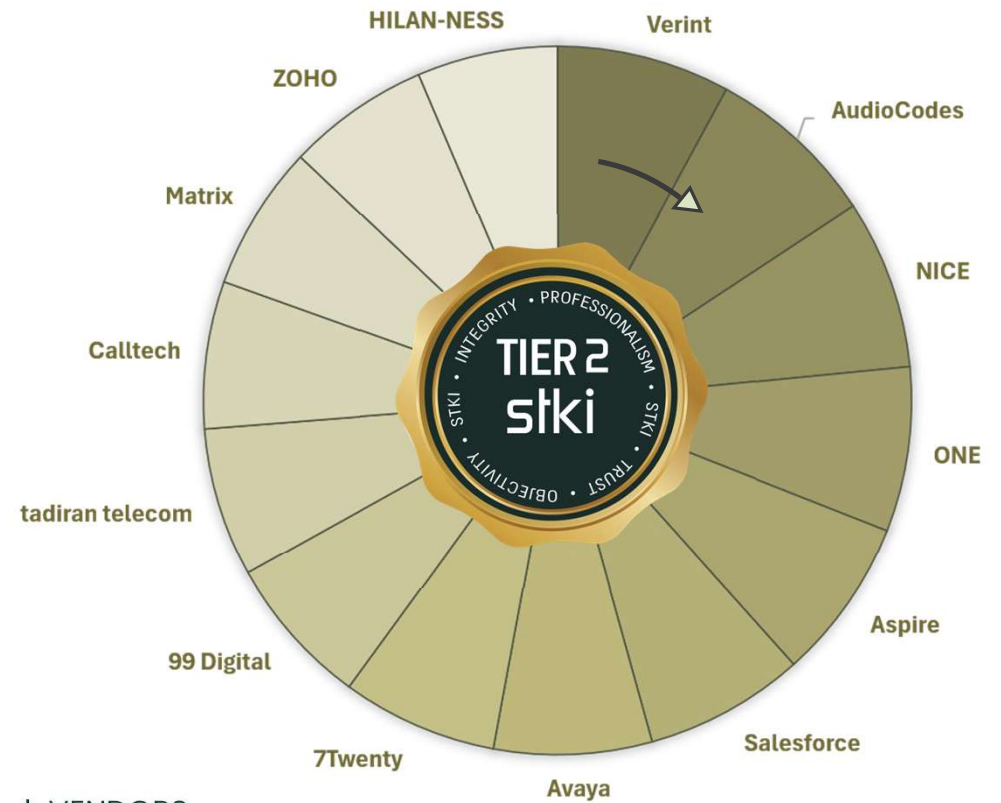


software

Contact Centers Platforms



We rank VENDORS
by REVENUE and
CLIENT MINDSHARE



STKI.INFO

Copyright@STKI_2026 Do not remove source or attribution from any slide, graph or portion of graph

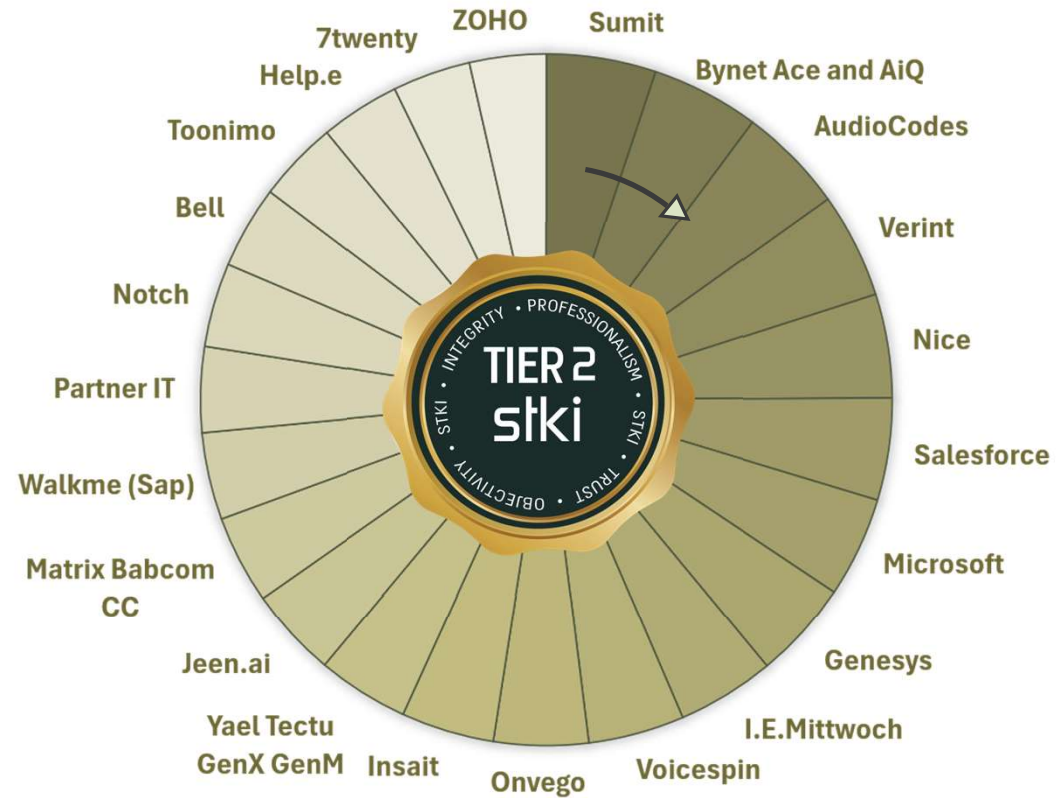


software

Interactions & engagement tools (Voice bots, Service bots, Multi-Channel Tools)



We rank VENDORS
by REVENUE and
CLIENT MINDSHARE



STKI.INFO

Copyright@STKI_2026 Do not remove source or attribution from any slide, graph or portion of graph

Nvidia's CEO Says the Next Millionaires Will Be Plumbers and Electricians, Not Coders

Omor Ibne Ehsan

Thu, June 25, 2026 at 10:10 PM GMT+3 • 5 min read



STKI.INFO

Copyright@STKI_2026 Do not remove source or attribution from any slide, graph or portion of graph

Nvidia.com, fortune.com

June 28, 2026

N

STKI CEO Dr. Jimmy Schwarzkopf: Learn Workflow Engineering and Industrial Engineering



No job is fully safe, but some are much harder to automate



Human Interaction

Roles requiring
empathy, emotional
intelligence, and
complex interpersonal
skills.



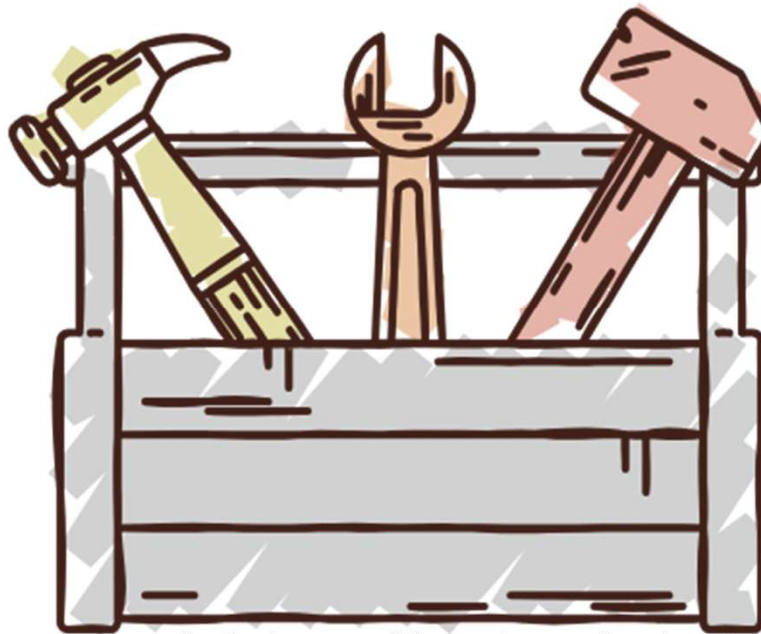
Physical Dexterity

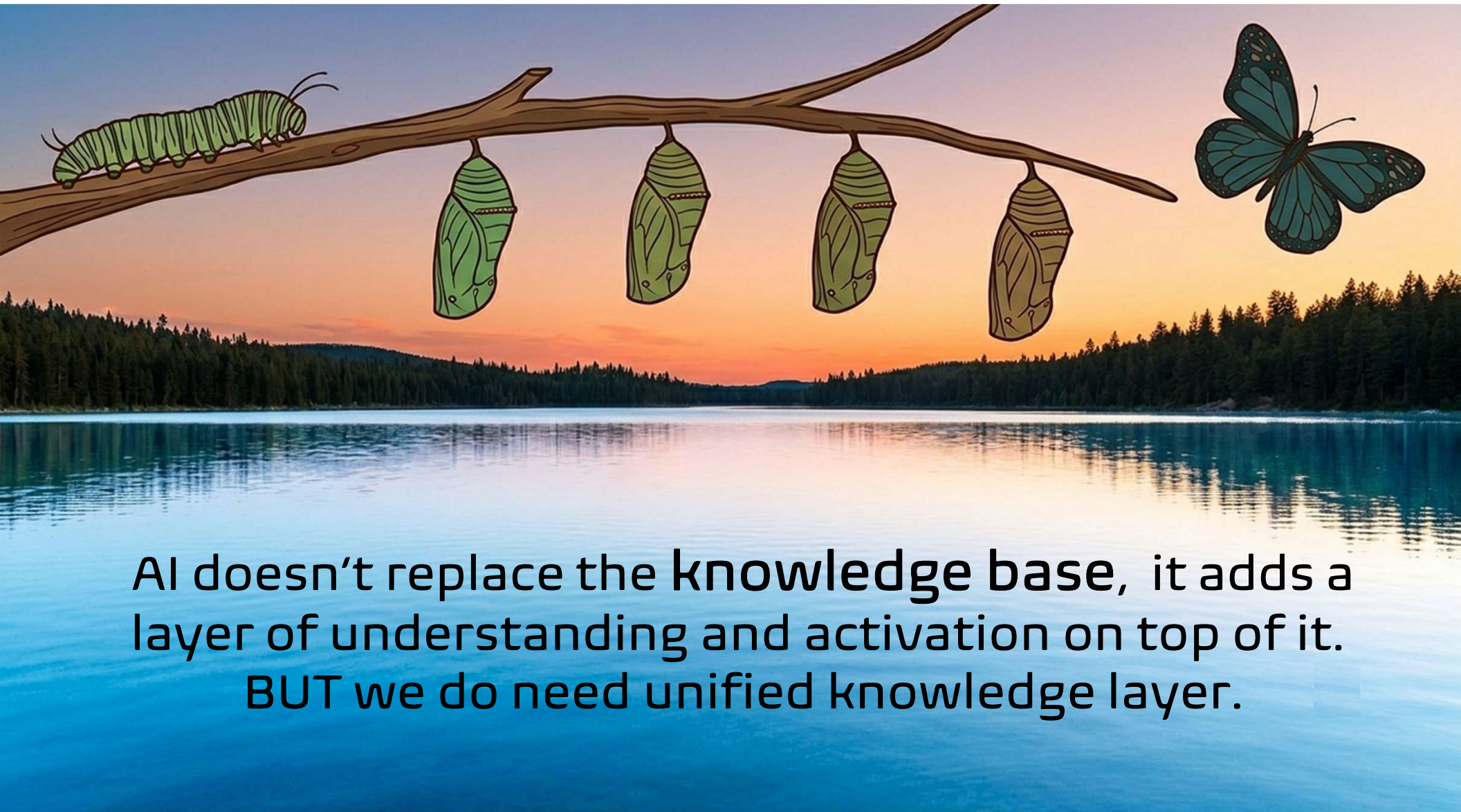
Roles demanding fine
motor skills, manual
dexterity, and physical
problem-solving.



Strategic Thinking

Roles involving complex
decision-making,
strategic planning, and
creative problem-
solving.





AI doesn't replace the **knowledge base**, it adds a layer of understanding and activation on top of it.
BUT we do need unified knowledge layer.



Thank you