

How do you use AI to create better work, not simply faster work?

Practical leadership material, built from a real CX conversation and widened with the research that helps you use it.

WITH LORENA LOVRIC

Director of Customer Experience

CXO Loading... • The reference material for the move from Director to CXO

The person behind the insight

ABOUT THE EXPERT

Lorena Lovric

Director of Customer Experience

Connect with [Lorena Lovric](#) and [Lauren Miles](#).

Lorena Lovric is an award-winning Director of Customer Experience whose work connects AI transformation, agent experience, and customer outcomes. Her agent-first approach starts with the work people do today, not a technology promise in isolation. She is clear that automation can remove repetitive tasks, but it cannot substitute for judgement, culture, or the difficult human conversation that makes a customer feel understood.

What to keep close

Four practical ideas to take back into the decisions you are making now.

01

AI can automate tasks. It cannot create culture, judgement, or a better customer conversation by itself.

02

Map the process before automating it; otherwise you scale the confusion already underneath.

03

Decide what higher-value work the team will do with the time automation returns.

04

Measure customer and employee outcomes together, because the two experiences are operationally connected.

“Clean up your house before you bring in a Roomba – otherwise it only drags the mess around faster.”

LORENA LOVRIC

The Pre-AI House Check

Before automating, make the current work visible and decide what the newly available human time is for.

- 1 Map the hand-offs and name the exact task AI is meant to remove.
- 2 Identify the broken workflow, data gap, unclear decision, or risk automation could scale.
- 3 Define guardrails and protect the returned time for coaching, judgement, or higher-value problem-solving.

WHAT RESEARCH ADDS

AI value is created in the operating design around the tool.

Customer-care research identifies data and systems integration, process design, change management, and customer adoption as practical barriers to AI transformation. The case for AI therefore needs both automation for transactional work and human judgement for complex, emotionally nuanced moments.

A USEFUL QUESTION FOR THE ROOM

Where would this idea change the decision, the owner, or the operating rhythm — not just the report?

Your next move

Small enough to start. Clear enough to measure. Useful enough to carry forward.

DAY 1

Choose one repetitive customer-facing task and ask what higher-value customer work the team would do if it disappeared tomorrow.

BUILD IT IN 30 DAYS

Run a readiness review for one workflow: customer outcome, process and data, human hand-off, guardrails, and reinvestment plan.

MEASURE THE SHIFT

Track resolution quality, repeat contact or transfer rate, agent time returned, and how that time was reinvested.

WHY THIS MOVES YOU TOWARD CXO

CXO movement means making agent experience and customer experience part of the same investment case. The Pre-AI House Check creates a route from technology ambition to a designed operating decision.

Additional resources

PODCAST

The Retail Tea Break ↗

Melissa Moore's conversations with retailers, brands, and industry leaders about the decisions shaping modern retail experience.

WEBSITE

Lorena Lovric ↗

Lorena's writing and work on AI-driven CX transformation.

RESEARCH

McKinsey • The contact center crossroads ↗

A practical view of the changing mix of humans and AI in customer care.

Build the thing.

CXO LOADING...

The CXO Codex is growing, one useful conversation at a time.