

# THE FUTURE NORMAL OF THE FRONTLINE

*A crowd-powered manifesto for the frontline of 2030.*

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## What we believe

### **The approval queue retires. The agent fixes it.**

No wait, no triage, no referral, no transfer, no approval. The Customer Champion runs their own coaching, skills and work/life balance without waiting on a team leader. The person on the call has the power to make change, and the trackers and ticket logs are gone.

### **The whole story arrives before the customer does.**

Hospital, GP and patient records come together, leaving the agent to “just care and talk”. Ticket logging and information gathering happen in the background. You spend the conversation moving forward, instead of reconstructing what happened.

## **The customer gets an adviser for life.**

Edith keeps the same agent through buying, setting up, fixing and upgrading: “I am always here to help.” A banking adviser supports you through life’s changing circumstances. Every conversation builds on the last. You don’t have to start the relationship again whenever something changes.

## **Human contact earns its place.**

“Maximising contact not eradicating it.” One sketch changes the CEO’s demand from saving money to creating revenue. The ambition is to make a conversation worth having: resolving something difficult, building trust and giving a customer a reason to stay.

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## **What if...?**

### **What if no new starter ever took a hard call alone?**

A coach listens live and steps in while an inexperienced agent works through a customer’s problem. When AI takes the straightforward calls, learning the job gets harder. Live coaching makes sure beginners still have somewhere to begin.

### **What if the tablet tapped you on the shoulder?**

A debt collector arrives at a house. Their knowledge hub notices the signs of vulnerability they missed and nudges them while there’s still time to help. The prompt changes the purpose of the visit: understanding what support the household needs.

### **What if the bots argued and the humans agreed?**

Your AI agent and the company’s AI agent argue out a dispute between themselves. When they deadlock, two people step in and agree an outcome both sides can live with.

### **What if help arrived in the post?**

An envelope lands on the doormat of someone who isn’t online. Open it and a hologram says hi, with live help to change their energy tariff. Mission Impossible style, but without the explosion. You don’t have to get online before you can get help.

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[Explore all the ideas behind this manifesto >>>](#)