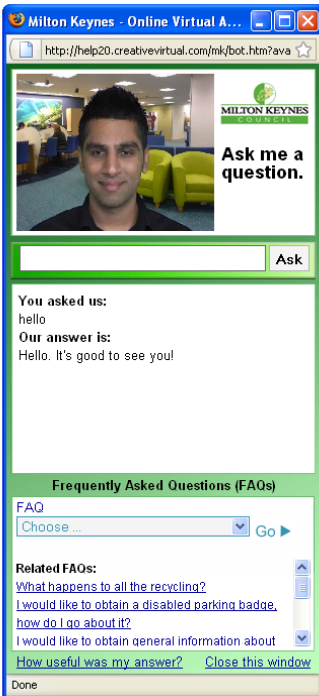


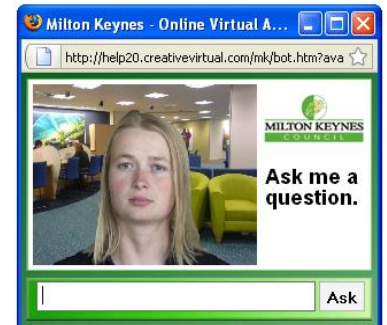
Virtual Assistant Overview

Improve customer satisfaction, reduce costs and increase sales with Creative Virtual's Virtual Assistants



Perfect customer service is a critical factor for success in any industry; however, the cost of maintaining good customer relations can be hard to swallow. With a Virtual Assistant from Creative Virtual, your customers receive friendly and competent service 24 hours a day, all year round. Your Virtual Assistant will answer questions in natural language, instantly giving customers the information they seek - and for a fraction of the cost of a human customer services assistant.

Furthermore, independent studies have clearly shown the positive effects of self-help systems on customer satisfaction and call centre workloads. Our customers typically see a 20-30% saving on calls and emails.



Virtual Assistants are always friendly and patient, giving information reliably and consistently. They can even operate as a virtual sales assistant, identifying cross-sell and up-sell opportunities. If they cannot answer a question, they can instantly escalate the query to a human customer

service assistant via live-chat, e-mail or call-back, using your existing call centre management software.

For users it means the sensation of communicating with a 'real' person, able not only to answer their questions, but also to understand the *context* of questions, and even hold entire conversations - a feature that makes our solution unique.

Milton Keynes Council web content manager, Julie-Ann Hammond, said: "We want to engage as many people as possible with our online services and the use of Shak and Jo (*shown above*) adds an extra dimension to our customer service on the website."

Analysis of the 'conversations' through the online (real-time) reporting module gives a unique insight into the *people*, not the clicks.

Due to its power and flexibility, the Virtual Assistant can easily be integrated into any website. It is also possible to include animation and voice recognition, as well as text-to-speech.

The Virtual Assistant can be integrated into database and CRM systems using open system standards, providing the ability to provide the user with a truly personalised experience. The built-in scripting language offers all the power and flexibility required for complex integration tasks.

Creative Virtual offers a fully managed service for creating and maintaining your individual Virtual Assistant in a short time. If required, we can train your employees to use the Virtual Assistant Editor software, and provide on-going support from our experienced team of authors.

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