

# V-Person Mobile™ Overview

Creative Virtual Brings the Best-in-Breed Natural Conversational System to Mobile Devices for Full Scale Customer Experience Management



By 2016, more than half of all customer contacts will start from a mobile device.

Customer experience management no longer ends on the web. Mobile penetration has now reached 79% worldwide, and should reach 8 billion subscribers by the end of 2016.

Given this widespread growth, businesses must extend their customer experience

strategy to mobile devices, giving it the same time and attention they give to traditional mediums.

The ability to interact with your customers on-the-go in a seamless and convenient manner will be the key differentiator in driving loyalty.

# V-Person Mobile

Form lasting customer relationships by using the most advanced virtual assistant technology to interact with your customers whenever they need it, no matter where they are.

V-Person Mobile employs the most advanced natural language and knowledge management technologies to help deliver personalised, self-service mobile experiences to your customers on a variety of devices using Apps, HTML5, and SMS. Businesses can now extend the conversation to smartphones, game consoles or tablets with our virtual assistants who can answer questions or send event alerts, reminders and notifications 24 hours per day/7 days per week.

V-Person Mobile can provide a conversational interface for any mobile application, even layer on to existing talking Apps to create a more robust, personalised experience that is specific to your domain. Using natural language, customers get the sensation of communicating with a “real” person who can hold entire conversations – a feature that makes our solution unique.

**Customer Specific:** Logged-in customers can receive personalised information in answer to their questions such as “What is my account balance?” or “What are my outstanding orders?” V-Person Mobile can connect to other systems using Web Services to provide real time information.

**Speech Integration:** Your virtual assistant can have intelligent conversations with your customers simply by talking with them. V-Person Mobile uses native voice applications to “translate” the speech to text, searches the natural language knowledgebase to understand the intent of the question, and then returns the right answer to the customer - verbally.

**Minimal Development:** Our server centric architecture enables updates to be made without changes to mobile Apps. Virtual assistants are deployed through a browser interface that runs across all mobile platforms using HTML5, our standard App or integrated within existing company Apps.

**Mobile App Compatibility:** Integration with device services enables targeted communication based on location and event.

**SMS Friendly:** Customers can interact using natural language and text-speak using SMS from their mobile devices.

Deploy V-Person Mobile from an integrated multi-channel knowledge management platform. Our mobile virtual assistants are easy to scale, with a low cost per conversation.

V-Person Mobile is deployed using V-Portal™, our multi-channel knowledge management platform which enables businesses to create, share and manage contextually based conversations across a variety of channels. With V-Portal you can:

- Create content for mobile and reuse for your web, social media and IVR implementations.
- Manage permissions and workflows from content creation through to publishing.
- Build decision trees efficiently with a drag and drop interface.
- Generate authentic conversations using natural language.
- Connect to Web Services and integrate to any other application.
- Run real-time performance reports that provide valuable insights into customer behaviour.



1. Customers use their device to obtain information from your business using SMS, speech and text.
2. Requests are sent to the knowledgebase to recognise intent and retrieve responses specific to the device.
3. The correct response is delivered via a virtual assistant using natural language.

Our virtual assistants tap into your knowledgebase and utilise all available information to deliver natural language conversations that improve customer experience. If human interaction is required, virtual assistants can intelligently identify and escalate issues via Live Chat, email or Call-Back, using existing contact centre management software.

V-Person Mobile integrates with virtually any system, Web Service or interactive technology on the market, even existing Apps. It can also be managed from any HTML device, making it the most flexible platform for mobile customer service available.