



Customer Expectations

The help they need immediately they need it

Communicate on their preferred channel and platform

Be served with their best interests



Serving Customers

Generational Span : 18 – 80+ years of age

Different communication preferences

Interact on their terms

Customers | Content | Context ||



Chatbots delivering exceptional experiences

Context is King

Central high quality knowledge base

Trained to interpret requests like humans

Proactive and Preemptive

Inside a brand's app, website, and business & operational systems

Experience will be transformed through Knowledge



V-Studio || V-Person Management Platform



Single, secure orchestration platform providing one place that:

- Brings together content sources
- Manages the themes
- Blends human curation of content, artificial intelligence & machine comprehension
- Creates conversations with customers & employees across touchpoints in a seamless, personalised way & at scale

Product Features

- **Knowledge management**
- Easy-to-use **workflows** with custom user profile and permission settings
- **Integration** capability with multiple content engines, CRMs, contact centre platforms, and voice technologies
- Sophisticated **dialogue management**, personalisation, and entity extraction
- **Business intelligence** capabilities with customisable reporting



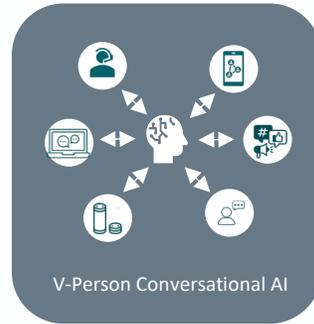


V-Person Conversational AI || |

chatbot, voice-bot, virtual agent and live chat technology

Chatbot, voice-bot, virtual agent and live chat solutions :

Can be **deployed across any channel**, including including web, mobile, social media, messaging apps, voice, IVR, smart speakers, kiosks, contact centre, HR, service desk



Flexible integration options and unlimited customisation by channel, product, business unit, user profile and device

Effective **hybrid approach of natural language processing** (NLP) and machine learning for continuous improvement and reliability

- **Deep integration** of self-service and live chat for a seamless user experience and better agent support
- **Actionable feedback loops** enabling live agents to help improve the chatbot/virtual agent
- **Security and authentication built-in** for personalised and transactional conversations
- Currently available in 40 languages
- **Options for hosting** on-premise, in the cloud and in a private cloud

Navigating the customer-first contact centre of the future ||

Opportunities

Threats

Popularity of e-commerce has led to an **increase in customer contact**

Tech-enabled customer services are in high demand

Significant shortage of good **high quality contact centre employees**

Belief that the latest technology lends itself to **DIY**

Mis-informed perceptions and expectations

Data analytics can be used to generate more business from customer interactions

Data + AI can be used to enhance the customer experience

Customer Experience as a strategic priority is at an all time high

Virtual assistants as an **add on** – rather than integral to strategic customer experience

Newer apps and platforms **every day**

V-Person Technology : Business outcomes | |



Strategic



Increase Sales



Reduce Costs



Enhance Reputation



Maintain Competitiveness

Operational



Agility



Flexibility



Speed



Reliability



Productivity



Optimisation



Integration

Commercial



Risk



Compliance & Governance



Security

