

Customer-First Conversational AI

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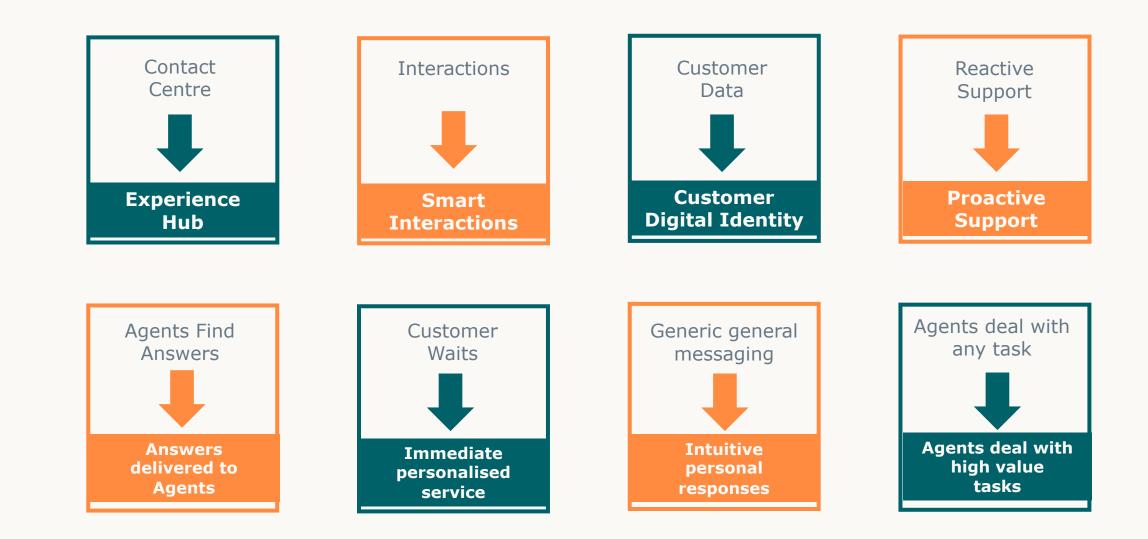
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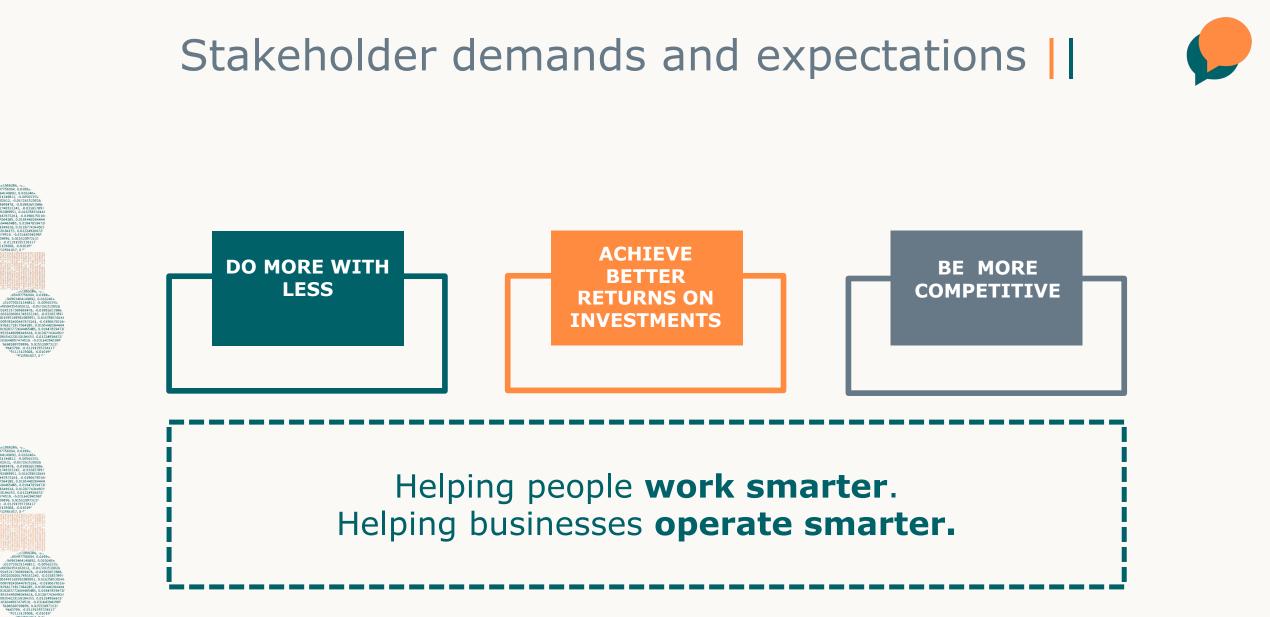
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Shifts ||







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

One Team



Human Employees

- High value tasks
- Higher job satisfaction
- New skill set (data literacy

Digital Employees /VAs

- Support human employees
- Lower value, repetitive time consuming tasks (quicker than any human would be able to)
- Convenience
- Speed

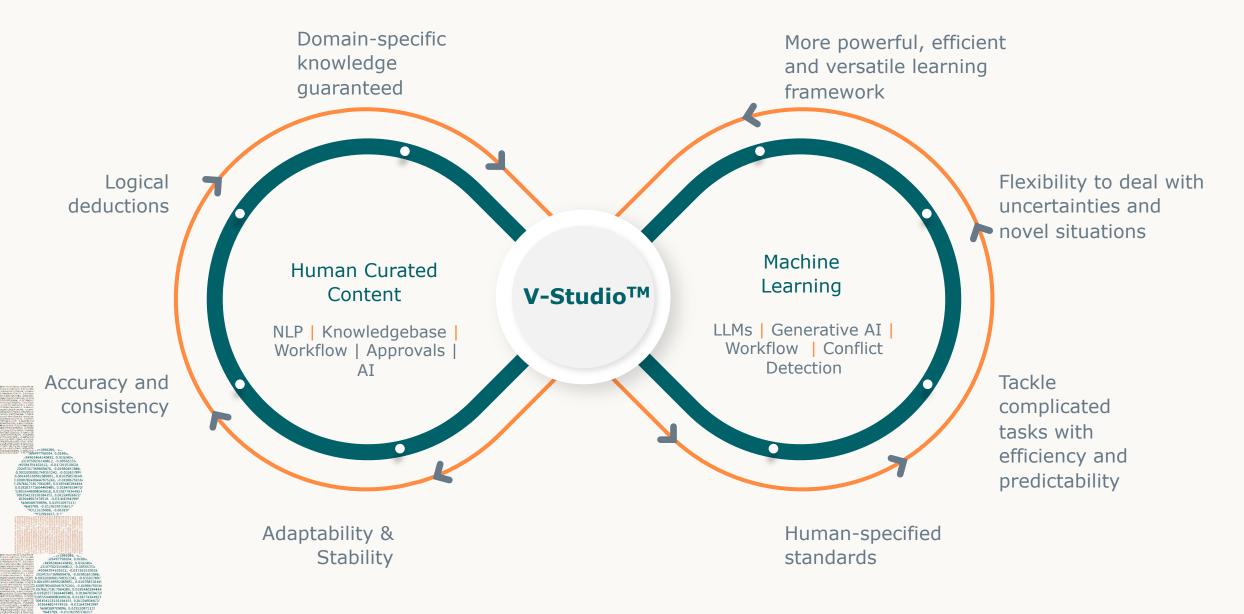
Customer

Experience

- Accuracy
- Consistency
- Personalised
- Instant
- Anytime

One Team : Humans and AI shape the experience





Customers | Content | Context |



Chatbots delivering exceptional experiences



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



creativevirtual

V-Studio

Content | NLP | AI

LLMs | Workflow

Themes | APIs

Analytics

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 :

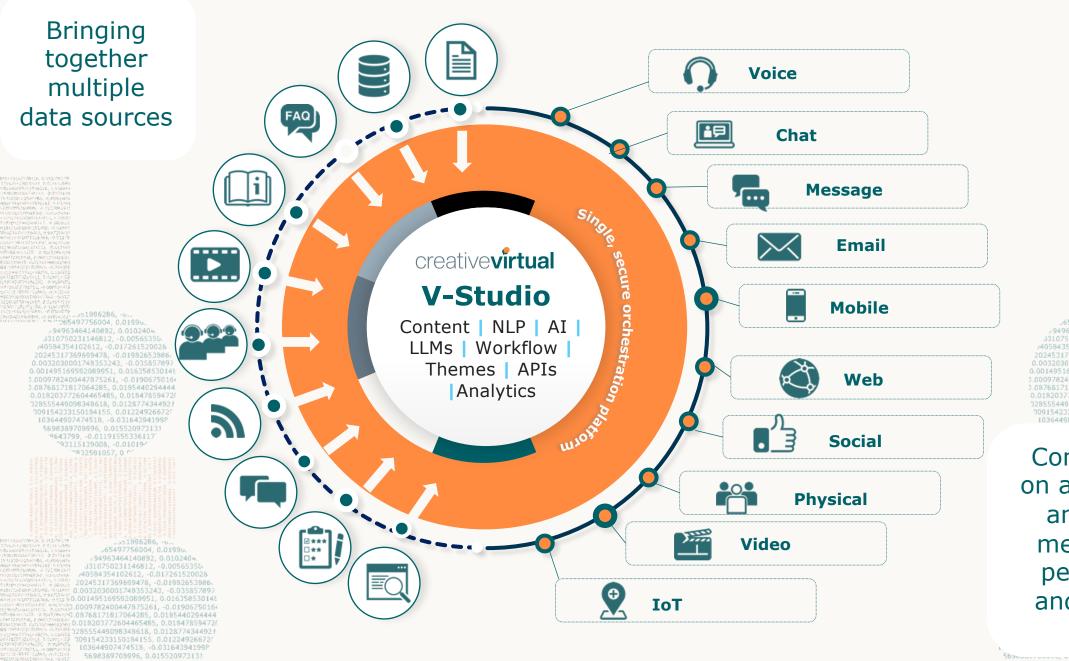
Can be **deployed across any channel**, including including web, mobile, social media, messaging apps, voice, IVR, smart speakers, kiosks, contact centre, HR, service desk



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



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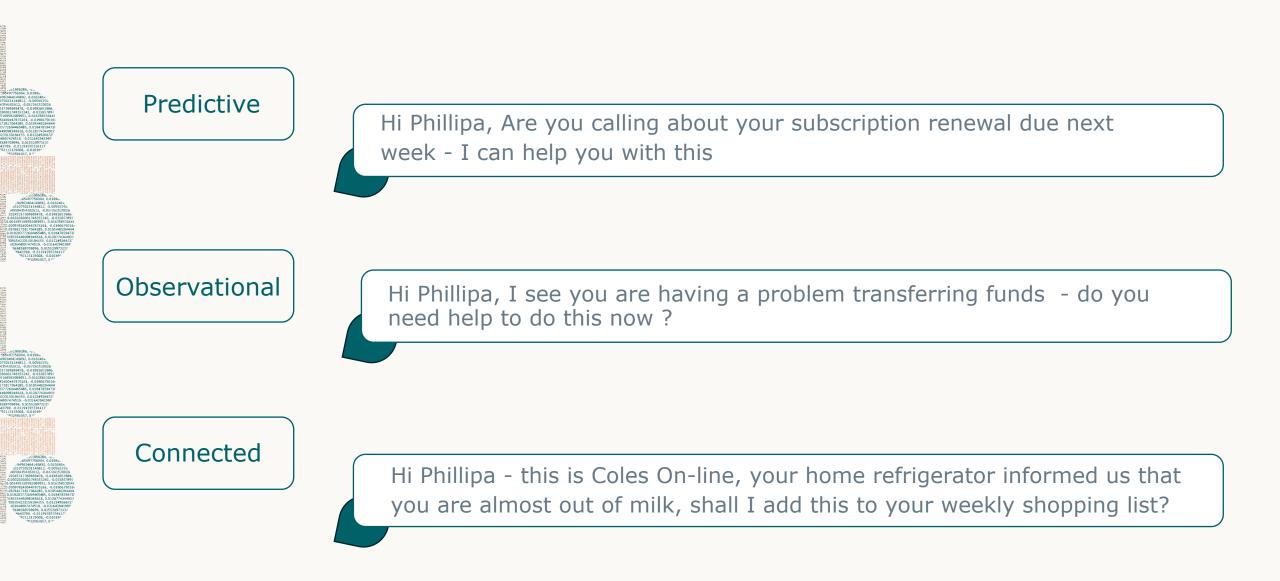
Conversations on any platform and via any medium, in a personalised and seamless way

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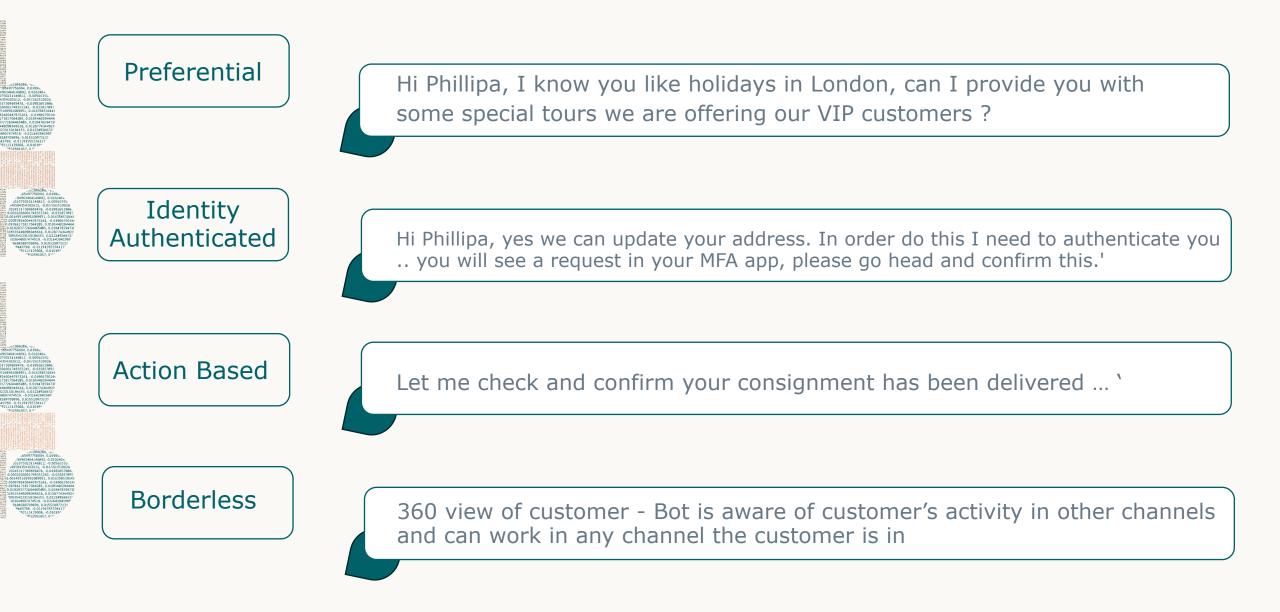
Customer-centric engagements





Customer-centric engagements





Navigating the customer-first contact centre of the future



V-Person Technology: Business outcomes



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