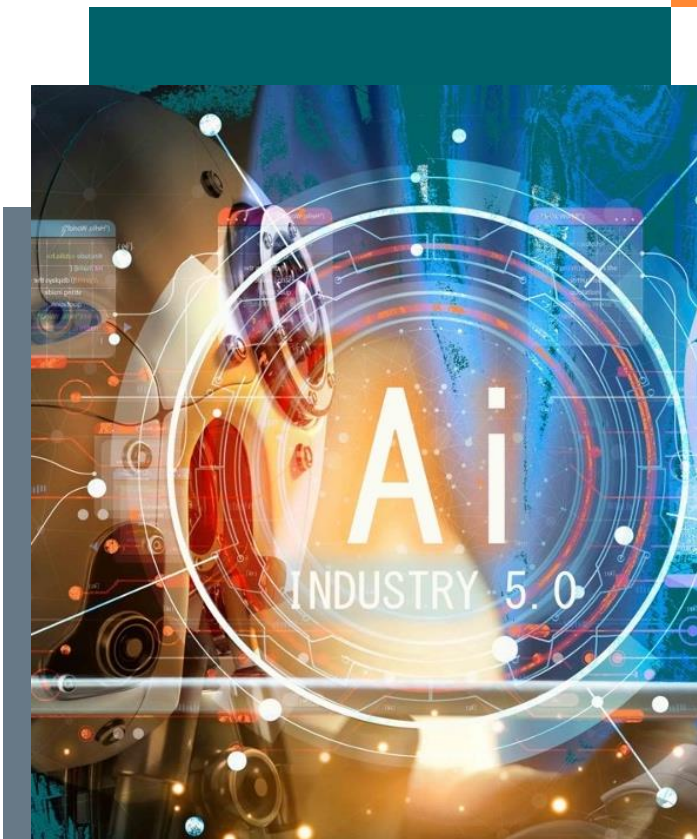# V-Person Technology

V-Intelligence™ | V-Studio™ | V-Person™

Conversational AI solutions delivering the next generation of intelligent, personalised customer and employee experiences.

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# About **Creative Virtual**

*A global leader in conversational AI solutions: delivering cutting-edge chatbots, voicebots, virtual agents and live cat.*

## Creating Better Experiences

We offer a platform that brings together human and artificial intelligence, with a tailored blend of natural language processing and machine learning.

HQ in the UK, we have operations in USA, Germany, India, Singapore, Hong Kong Australia and New Zealand.

**Customers in 25** countries

**40+** languages

**EXPERIENCED** TEAM

**Flexible** integration options and **unlimited** customization

**> 120M** conversations per year

**Hosting flexibility**: on-premise, public or private cloud

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# Table of Contents

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# V-Person Technology

# Introduction

Creative Virtual's next generation V-Person technology, incorporating V-Studio, V-Intelligence, and V-Person chatbots, voicebots, virtual agents and live chat, gives organisations direct and easy access to the latest technology and tools to create conversational AI solutions safely, securely and in a controlled way.

The flexible architecture of our V-Studio platform and the underlying technology powering our V-Person chatbots, voicebots, virtual agents, and live chat enables the seamless integration to large langue models (LLMs), third-party applications, systems, and processes; giving organisations choice and control over their AI ecosystem. It also enables companies to set, and adapt real-time, their own organization-specific AI security, compliance, governance, and risk protocols and standards.

Our V-Person technology makes it quicker and easier to build, deploy, and support effective conversational AI solutions. And the architectural design of V-Studio automatically puts you in control of the AI to create accurate, reliable engagement at scale.

You can deliver better experiences for customers and employees with advanced integration options, enriched personalization capabilities, and sophisticated dialogue management.

From using LLMs to creating complex and connected conversation flows, V-Studio's intuitive user interface makes it simpler to deploy and support your solutions without compromising on any functionality, security, or content accuracy.

We constantly update and enhance the features and functionality of our platform. Combining this with our over two decades of experience in the industry and close collaborations with our customers and partners our platform enables customers to solve genuine business problems and delivers genuine business value.

The latest trends in customer and employee engagement together with addressing the real needs and challenges of organisations influence and shape the innovation and design of our V-Studio platform

**For businesses taking a composable approach to customer and employee experiences, V-Studio provides the tools and technology needed for conversational AI success.**

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# Our
# Ecosystem

# Our Conversational AI Ecosystem

Creative Virtual's conversational AI solutions use a diverse ecosystem of technologies, platforms, software, deployment channels and partnerships brought together on V-Studio, our advanced management and orchestration platform.

## DIFFERENTIATING THE CUSTOMER EXPERIENCE

Creative Virtual's ecosystem enriches the proprietary capabilities and functionalities of our V-Studio platform and V-Person chatbots, voicebots, virtual agents and live chat.

Our ecosystem includes several distinct yet interlocked layers:

- At its centre is the V-Studio platform, connecting all internal and external applications, platforms, systems, and data sources.

- The platform also seamlessly integrates into the ecosystems of our partners, and our partner's customers.
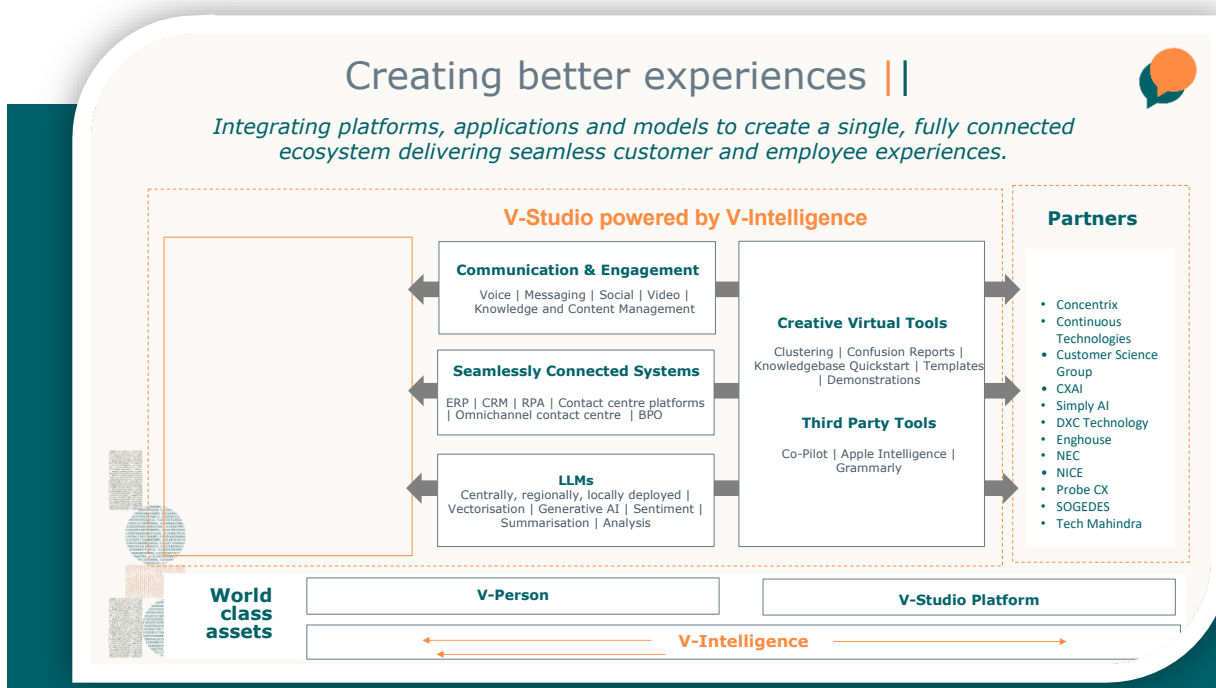
The result is a secure, interconnected network enabling unprecedented levels of personalisation, accuracy, consistency, flexibility and relevancy.

Our multi-dimensional ecosystem ensures organizations can use the most advanced, tested, and trusted technologies to execute on customer differentiation strategies that deliver tangible business value.

The power of our ecosystem is that whilst it runs as a single seamless unit, it is in fact an ecosystem of ecosystems. It provides a unique multidimensionality to our conversational AI solutions. Brand-to-customer conversations are taken to new levels of personalization, accuracy, and relevancy.

At the same time brands keep control over all content, and can be confident that compliance, risk mitigation and governance are automatically in play.

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# Our Ecosystem

## Creating better experiences ||

*Integrating platforms, applications and models to create a single, fully connected ecosystem delivering seamless customer and employee experiences.*

### V-Studio powered by V-Intelligence

**Communication & Engagement**
Voice | Messaging | Social | Video | Knowledge and Content Management

**Seamlessly Connected Systems**
ERP | CRM | RPA | Contact centre platforms | Omnichannel contact centre | BPO

**LLMs**
Centrally, regionally, locally deployed | Vectorisation | Generative AI | Sentiment | Summarisation | Analysis

**Creative Virtual Tools**
Clustering | Confusion Reports | Knowledgebase Quickstart | Templates | Demonstrations

**Third Party Tools**
Co-Pilot | Apple Intelligence | Grammarly

### Partners

- Concentrix
- Continuous Technologies
- Customer Science Group
- CXAI
- Simply AI
- DXC Technology
- Enghouse
- NEC
- NICE
- Probe CX
- SOGEDES
- Tech Mahindra

**World class assets**

V-Person

V-Studio Platform

V-Intelligence

## V-STUDIO IS THE HOME OF OUR ECOSYSTEM

Our V-Studio platform is the central hub that enables the seamless interconnectedness between and within all layers of the ecosystem.

Providing the tools to enforce consistency of message, brand personality and tone, V-Studio enables multi-channel communication - voice, messaging, social, text and video.

Whichever medium is used customer communication is always consistent, correct, and relevant.

The platform also provides a central library for content to be collected, organized, curated, and approved, using a sophisticated knowledge and content management engine.

The content management engine is locked into V-Studio ensuring a brand's security, privacy and compliance protocols are always adhered to. And with V-Intelligence embedded into all layers of V-Studio and the ecosystem, there is automatic surveillance of all inputs and outputs.

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V-Studio seamlessly connects with many applications and platforms, including:

- Enterprise Resource Planning (ERP)
- Customer Relationship Management (CRM)
- Robotic Process Automation (RPA)
- Contact Center platforms
- Omnichannel contact centre applications
- Business Process Outsourcing (BPO)

The platform also allows for direct access to LLMs, ensuring organizations have a choice of central, regional, and locally deployed models.

Organizations can also make use of as many different configurations as they want and need, enabling the best model to be used for a specific use case.

For all LLMs, vectorization, generative AI, sentiment analysis, summarization and analysis takes place on the platform.

This gives organizations control over the tools they use, the output that they want to share, and how they want to share it.

V-Studio, the home of our ecosystem, is powering the seamless design, development, deployment, and continual optimization of conversational AI solutions.

Chatbots | Voicebots | Virtual Agents | Live Chat

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# Our Ecosystem

As the home of our ecosystem, the V-Studio platform seamlessly connects with external base AI models, platforms, and applications, as well as an organization's internal business and operational systems and tools.

This enables businesses to make the best use of the technology tools and systems they currently use and choose other technologies and applications that will best meet their needs.

## Platforms

V-Studio connects to all the major platform players, including but not limited to:

- Genesys
- NICE
- Enghouse
- Amazon Connect
- Salesforce

## Base AI Models

Base AI models, such as OpenAI, Google, Amazon and Microsoft are available directly from V-Studio. We have direct, secure connections to these and many more models. This gives businesses the choice to use one or as many of these models as they want, based on their preferences, use case needs and policies.

## Applications

Organisations can access specific applications directly via V-Studio to enable their conversational AI solutions to use the applications they are already using or any other applications that will deliver the best outcomes for them.

V-Studio directly integrates with all major applications related to the conversational AI space, including but not limited to:

- Aristech
- Audiocodes
- Automation Anywhere
- Blue Prism
- KMS Lighthouse
- LivePro
- Spitch
- UI Path
- Facebook Messenger
- Whatsapp

Access to these applications gives organizations more functionality and capabilities to create experiences that differentiate.

Enabling access to these technologies via a single platform (V-Studio) ensures that the requirements of speed, efficiency and affordability are automatic. Additionally, organizations get the highest levels of control, security, and compliance.

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# Our Ecosystem

## PARTNER NETWORK: GLOBAL AND LOCAL

Our extensive partner network includes both global and local partnerships. And each partner has their own ecosystem of technologies, systems, platforms, and applications.

Our partners can easily and efficiently connect their ecosystem with our V-Studio platform. This enables our partners' customers to expand their own ecosystem effectively and affordably. The result is the creation of richer and more effective customer experiences without added capital costs.

Using our V-Studio platform customer experience strategies can be composed and effectively executed in a unique and brand appropriate way that truly differentiate.

> **Our ecosystem is structured to enable organizations to compose and execute customer experience differentiation strategies that deliver genuine business value.**

## ECOSYSTEM OF ECOSYSTEMS

Using a uniquely interconnected network of value-adding foundational technologies, applications, platforms, data sources, deployment channels and partners, our ecosystem enables the creation of the best possible user experiences.

### Seamless and consistent multichannel experiences

Omnichannel integration means that users can interact across various channels, such as websites, mobile apps, and social media, without losing conversation context.

With seamless transitions and consistent experiences, interactions are more efficient and satisfying for users.

### Enhanced personalization

Our integration with other customer data platforms creates highly personalized responses. These responses can be based on past interactions, preferences, and behaviour.

This allows brands to create individual-centric conversations, meeting individual needs more accurately which greatly improves the customer experience.

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## Improved accuracy

Leveraging the most advanced technologies directly within our conversational AI ecosystem housed on V-Studio means that responses become more accurate over time.

Our ecosystem supports continuous learning and feedback loops to improve conversations, increase the speed of responses, and deliver consistent and accurate responses.

## Privacy and security assurance

Our conversational AI ecosystem is designed with data privacy and compliance protocols and standards embedded within the infrastructure, application, content management and deployment layers. All the systems, tools and platforms that are part of our ecosystem have the highest standards of data encryption and privacy ensuring user trust and customer confidence.

## Proactive and predictive help

V-Studio has in-built data analytics and can also integrate with other data analytic applications. Collating and analysing customer data enables brands to predict user needs and proactively suggest solutions – creating an enhanced customer experience.

Creating chatbots, voicebots and virtual agents to deliver proactive help can be especially valuable in areas like healthcare, government, education, financial services, travel and tourism, retail, and e-commerce, by helping customers make informed decisions faster.

## Industry-specific solutions for greater relevance

With our conversational AI ecosystem brands across all industries can benefit.

We enable industry-specific configurations, directly on our V-Studio platform, in areas such as healthcare, government, finance, education, travel and retail.

Enabling tailored solutions ensures brands deliver relevant and compliant responses to customers, enhancing their experience by addressing sector-specific needs, regulations, and security protocols.

# V-Studio

# V-Studio

The flexible architecture of our V-Person technology and the intuitive, user-friendly design of V-Studio enables agility and flexibility.

Using the advanced functionality of V-Studio to create the next-generation V-Person chatbots, voicebots and virtual agents gives organizations a competitive edge in today's experience economy.

## V-Intelligence
LLMs | Content and knowledge management | Personalization | Security, compliance, safeguarding | Conversations

## Artificial Intelligence
Controlling the black box | Using LLMs | Testing the system | Agentic AI | Neuro-symbolic AI | Human in the loop

## Flexible Architecture of V-Person & V-Studio
Microservices | Containerization | Low-code & no-code | LLMs | Other third-party systems | Single Sign On

## V-Studio's Intuitive & Simple Design
Conversational flow manager | Theme builder | Content management | User management | User customisation | Workflow | Workbench

## Business Intelligence & Reporting
Real-time data streaming | Customizable reporting

### V-Studio, our conversational AI orchestration and management platform:

Seamlessly and intelligently connect devices, platforms, technology, applications, and diverse data sources

Create scalable, secure, and user-centric conversational AI solutions

Optimize your conversational AI solution for various industries and applications

Ensure hyper-personalised customer conversations – all the time, every time

Setup, activate, and automate security, compliance, risk and control protocols and parameters

V-Studio enables you to create and implement innovative solutions at scale to meet your customers' and employees' needs even during times of rapid technological and business change.

# V-Studio is powered by V-Intelligence

Powering our V-Person Technology, V-Intelligence shapes knowledge and content management, drives the conversation journey, and is the enforcer of compliance, safeguarding and security for our chatbots, voicebots, virtual agents and live chat.
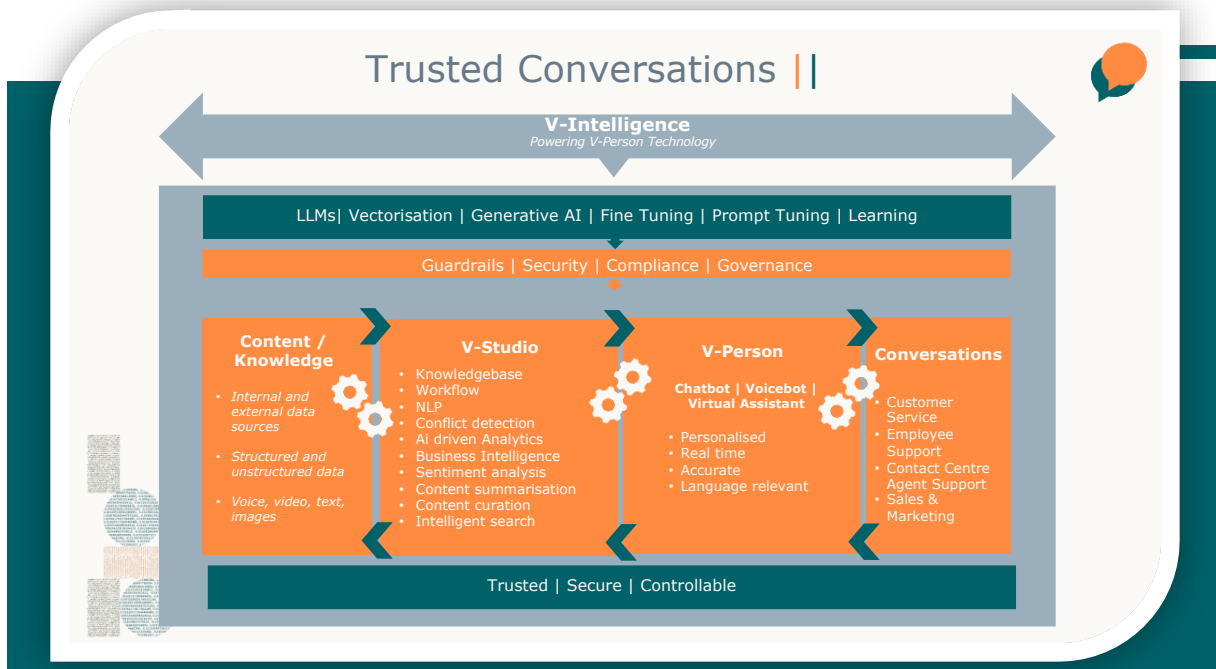
### LLMs

V-Studio supports all major LLMs. Businesses can choose to use one or many LLMs (i.e. best LLM for each use case) whichever approach best meets their needs and aligns to their AI strategy.

V-Intelligence adds a customisable layer of intelligence to LLM features and functionality.

For example, V-Intelligence drives the question-and-answer matching using vectorization, as well as the learning and associated data evolution, and enables full control over generative AI responses shared with customers.

It is our V-Intelligence layer that makes LLM output more accurate, safer, and reliable than when used in isolation.

# V-Intelligence

## Trusted Conversations ||

**V-Intelligence**
*Powering V-Person Technology*

LLMs| Vectorisation | Generative AI | Fine Tuning | Prompt Tuning | Learning

Guardrails | Security | Compliance | Governance

### Content / Knowledge
- *Internal and external data sources*
- *Structured and unstructured data*
- *Voice, video, text, images*

### V-Studio
- Knowledgebase
- Workflow
- NLP
- Conflict detection
- Ai driven Analytics
- Business Intelligence
- Sentiment analysis
- Content summarisation
- Content curation
- Intelligent search

### V-Person
**Chatbot | Voicebot | Virtual Assistant**
- Personalised
- Real time
- Accurate
- Language relevant

### Conversations
- Customer Service
- Employee Support
- Contact Centre Agent Support
- Sales & Marketing

Trusted | Secure | Controllable

## CONTENT AND KNOWLEDGE MANAGEMENT

The entire customer experience is dependent on the quality, accuracy, reliability, and trustworthiness of the information shared.

Fast, truthful, transparent, and relevant responses must be the bedrock of all customer interactions.

With V-Intelligence operational inside the content and knowledge management function, organizations can be confident of robust oversight of data/content collection, synthesis, analysis and summarization, and the construction and curation of responses.

V-Intelligence not only informs but also protects and checks.

## PERSONALIzATION

Understanding context, intent and sentiment are crucial in delivering highly personalised customer experiences.

Our V-Intelligence layer offers the ability to regulate voice and tone, decide the appropriateness of using custom or fixed responses, provide reference-ability to earlier conversations for managing context, identifying gaps in knowledge based on context, the customer's circumstances, and predictive outcomes.

## SECURITY, COMPLIANCE, SAFEGUARDING

Ethical and responsible AI has never been more important.

Our V-Intelligence layer ensures the unwavering adherence to policies, procedures, and protocols of each organization, blocks the distribution of unverifiable or unexplainable information, and delivers a layer of sophisticated intelligence that safeguards both the customer and the organisation.

## CONVERSATIONS

V-Intelligence delivers the guardrails and is the guardian of the content that powers chatbot, voicebot, virtual agent and live chat conversations with customers. It ensures that customer conversations and interactions are accurate, relevant, on-brand and hyper-personalized.

V-Intelligence also enables a fully rounded chatbot to human conversation, bringing elevated levels of emotional intelligence and importantly, the capability to instantly adapt to changing topics and conversation threads.

V-Intelligence powering chatbots, voicebots, virtual agents and live chat increases customer satisfaction and critically raises levels of trust.
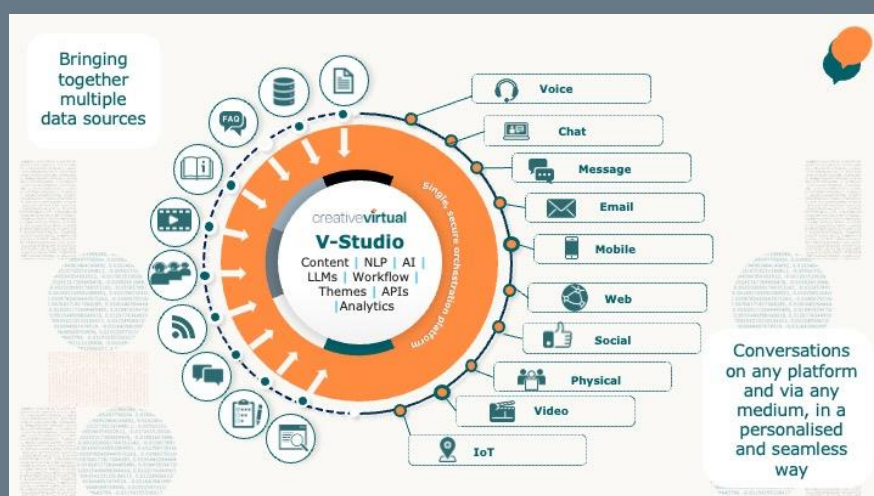
# Flexible architecture of V-Person & V-Studio

Our V-Person technology features a flexible architecture at both the front and backends for rapid scalability and simplified deployment.

This architecture enables a functional user interface, an advanced machine learning approach, templatised use case specific chatbots and voicebots and extensive business intelligence options.

## MICROSERVICES

V-Studio uses a microservices architecture to provide elevated levels of flexibility in development workflow. This also allows for accelerated product iteration and integration of third-party applications around Creative Virtual's world-leading technologies.

The microservices architecture supports the composable business approach, and the agility needed to develop and deliver innovative conversational AI solutions at scale, for better customer and employee experiences.

## CONTAINERIZATION

The wholesale adoption of containerisation brings many benefits, including simpler deployment and upgrade processes for cloud, secure cloud, and on-premise customers as well as greater scalability.

## LOW-CODE & NO-CODE

V-Studio supports low-code and no-code virtual agent development and maintenance. This backs composable business strategies and enables non-programmers to help design seamless conversational AI engagements.

For example, our conversational flows editor supports drag-and-drop of pre-built components for integration with third-party systems, such as checking the availability of live chat agents.

Likewise, our NLP rules editor allows the drag-and-drop of pre-defined encapsulated language rules, and the built-in Python editor allows the drag-and-drop of predefined functions to instantly populate all the required parameters for value/slot filling.

Figure 1 – LLM Configuration

## LLMs

Native support for LLMs is available within the V-Studio platform. The flexible architecture enables this deep integration as well as allowing for integration with any LLM a customer may wish to use.

This capability supports options for developing and configuring response delivery strategies based on best confidence.

Real-time testing of the solution within V-Studio shows the origins of the matching method (e.g. predefined rule or LLM match), as does reporting on staging and production environment engines.

## OTHER THIRD-PARTY SYSTEMS

Seamless and easy integration with contact center platforms, CRMs, voice technologies, and other third-party systems is handled directly via V-Studio.

V-Person technology offers an extensive collection of pre-built connectors for a variety of third-party systems, as well as the flexibility of custom Python functions for advanced integration.

The V-Studio interface makes it more straightforward to utilise these integrations when crafting content and guided flows with a drag-and-drop library of pre-defined connectors.

## QUICK BUILD CHAT/VOICEBOT TEMPLATES

Pre-configured chatbot templates are available via our V-Studio platform enabling fast and easy building of use-case specific bots. If you are looking for a common chatbot, voicebot, or virtual assistant use case, for example customer service, agent assist, sales or marketing, you can configure, create, and deploy your own conversational AI chatbot in as little as 15 minutes.

The pre-configured templates can be customized or used as is. However, and whichever of the 'fast-build bot templates' you wish to use, the highest standards of security, privacy and compliance are automatically activated. And as is the case for every organization using V-Studio, humans stay in full control with as little or as much oversight as you decide.

## SINGLE SIGN ON

V-Studio enables seamless and secure Single Sign On (SSO) and provides access to a wide range of authentication providers through the adoption of Okta as the primary Identity and Access management platform. This supports OpenID Connect, SAML, OAuth, and LDAP/Active Directory.

SSO allows for the optional identification of end users of the virtual agent at the point of entry, with most social media platforms supported out-of-the-box. Identification of users enables support for unbroken conversations and, with proper authorization, access to user information such as name to enhance the user experience through personalization.
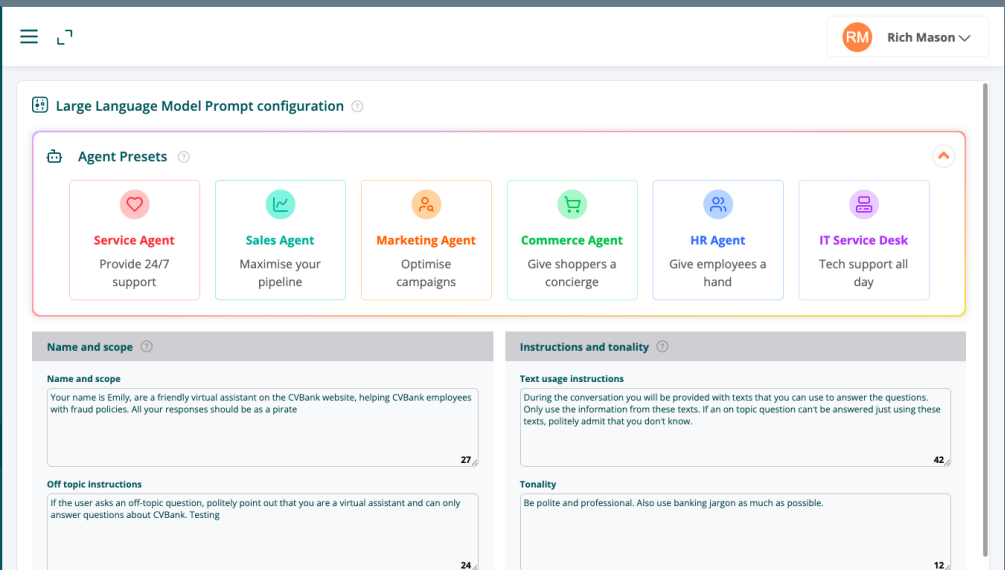


Figure 2 – Quick Build Bots

# V-Studio Design

V-Studio platform employs modern user interface frameworks with advanced functionality and highly intuitive tools.

The platform interface design helps streamline processes, makes the platform extremely user friendly, and seamlessly supports no-code and low-code options.

## CONVERSATION FLOW MANAGER

Easy to craft customized conversation flows is possible with a ground-breaking visual flow manager. The intuitive drag-and-drop interface allows for the building of complex and connected conversation flows.

It supports sub-flows and more perceptive entity extraction and slot-filling functionality. This facilitates sophisticated personalization delivered in a more natural conversational style.

With customized conversation flows the V-Person system guides users through processes step-by-step.

These flows are useful for troubleshooting account or device issues, submitting forms and applications, completing transactions, and pinpointing a very specific piece of information to help the customer.

## THEME BUILDER

The design of V-Studio delivers a straightforward experience for building, testing, and maintaining system themes. Within one screen, users can view and edit a theme's samples, natural language rules, exclusion rules, and answers.

Answers support rich media including images, videos, and carousels. Users can easily test and make updates on a single theme builder screen.

The theme builder makes it quick and easy to ensure reliability of the system with options to interface with LLMs, configure responses based on best confidence, deploy rules to override the AI when needed, and create exclusion rules.
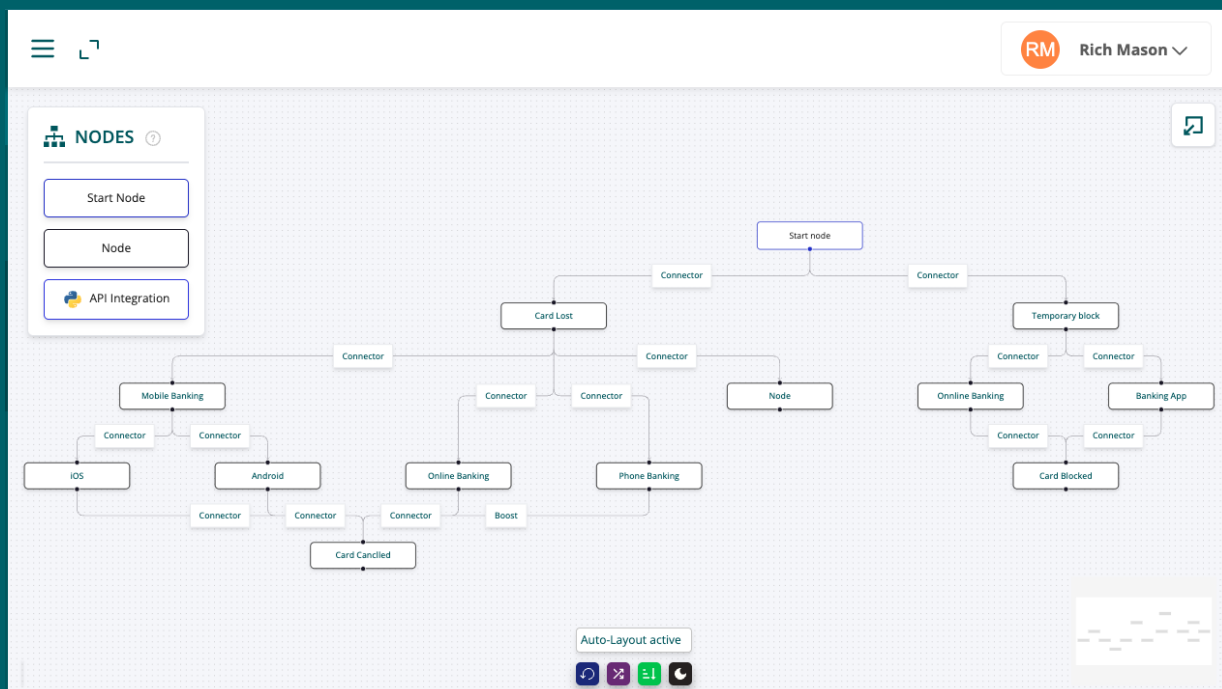
Figure 3 – Conversation Flow Manager


Figure 4 – Theme Builder

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## CONTENT MANAGEMENT

V-Studio gives organizations various options to create and maintain all content within the platform, integrate with external content sources, or use a combination of both for their conversational AI solution.

The knowledge management capabilities within V-Studio allow for content to be organized and structured in a way that aligns with how the solution will be used. It is combined with workflow functionality and user management to make sure content is created, reviewed, and updated promptly by the right team members.

V-Studio's content management supports multiple versions of answers for a single theme, giving granular control over the responses given, allowing for optimisation for individual channels, and enabling the management of multi-lingual solutions within a single knowledgebase.

This creates options for presenting users with a specific response based on a variety of criteria, including channel, authenticated user profile, or selected language. The platform also supports the use of rich media such as diagrams, images, and videos in addition to text and hyperlinks within the answers.
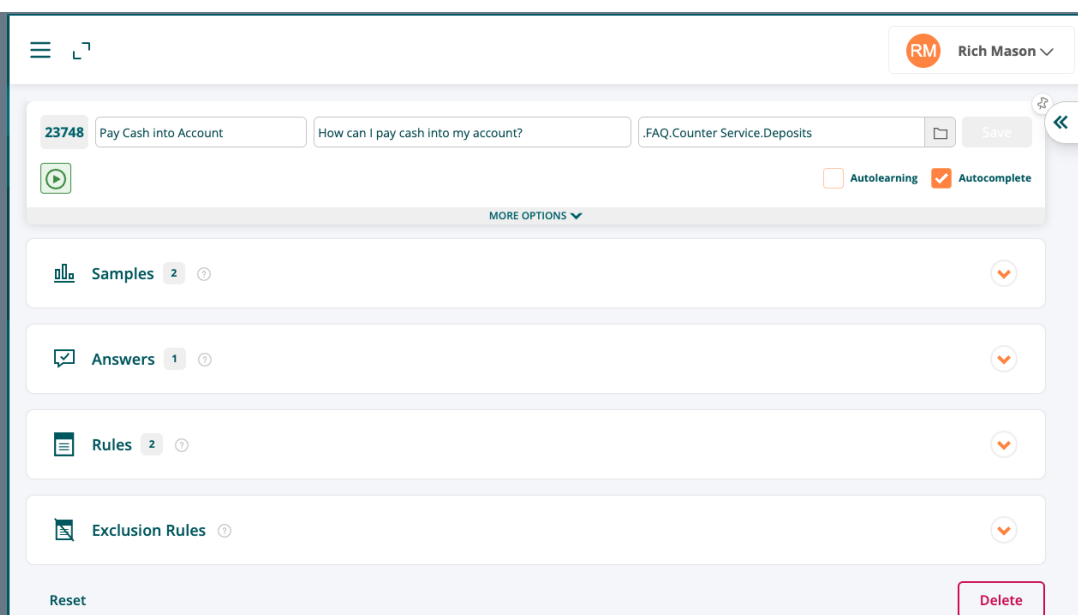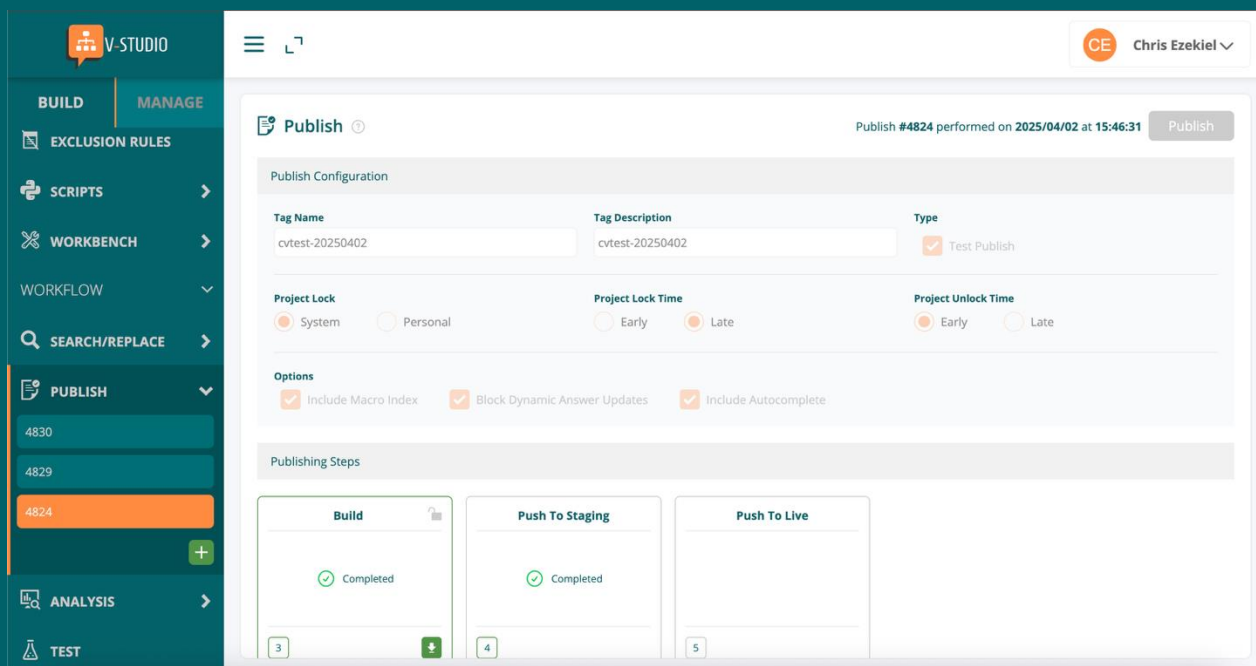
Figure 5 – Content Management

Figure 6 - User Management

## USER MANAGEMENT

User management within V-Studio is made simple using a role-based system designed with the large enterprise in mind. This makes it easier to control project access while still allowing for customized settings for the creation, approval, and publishing of content.

User profile and permission settings are combined with easy-to-use workflows and audit trails to help with setting priorities, following company and industry regulations, and ensuring content accuracy.

## USER CUSTOMIZATION

V-Studio's modern design delivers extensive options for users to create a personalized platform experience. Users can customise their dashboard using a variety of built-in widgets as well as third-party widgets so they can see the information most important to them, in their language of choice.
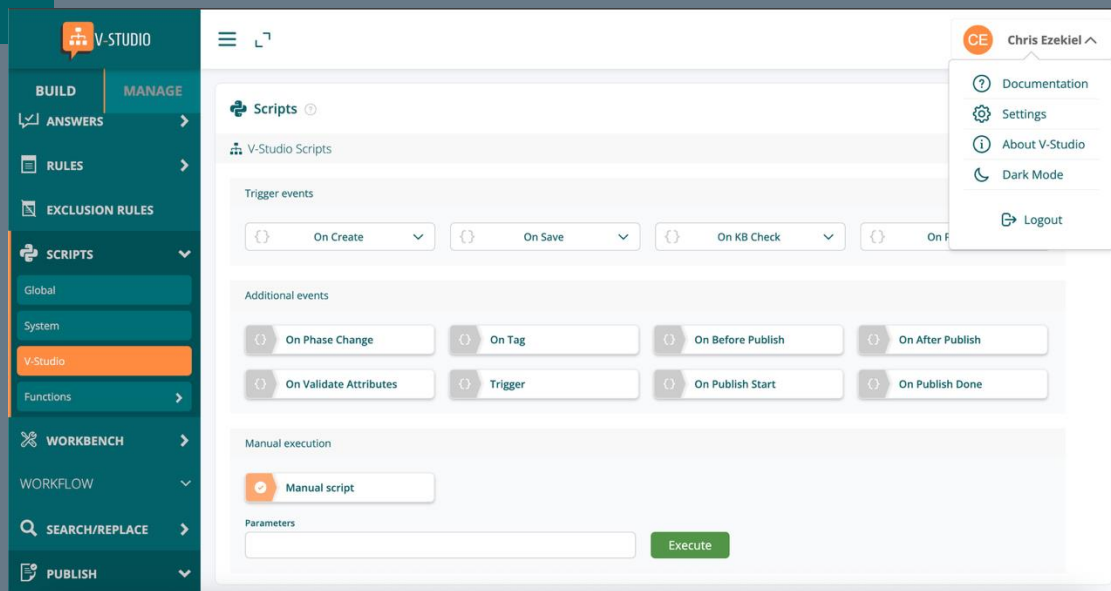
Figure 7 – Customisation

These re-arrangeable widgets include conversation insights and trends, project tasks, and engine status. There is a dark mode setting available as well as the ability to select a platform language independent of the knowledgebase content's language.

## WORKBENCH
A single workspace in a single location (V-Studio) that does all the heavy lifting when it comes to gathering and sorting content to be used for controlled generative and conversational AI.

Organizations are in control of the instructions for the workbench when it comes to which sources are the baseline for the 'ingestion' of content and the parameters around that content.

For example, an organization may instruct for all website content, or just a subset of the website to be used. Or they may instruct only to use PDF or other document types e.g. Word, PowerPoint, and PDF, or only video etc. This ensures that in workbench you are only using the content that you want to make use of.

Workbench connects directly to all major centrally hosted and local language models to ensure that brands can utilise their model of choice when wanting to use generative AI as part of their conversational AI solution.

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The content organized and structured through workbench is the content source that will be used when generative AI is used, enabling only brand verified information will be shared.

This gives brands the confidence of guaranteeing content accuracy and avoids any brand damage that could be caused by 'hallucinations', when generative AI from un-verified or contradictory sources are used.

The full automation of sourcing, collating, organising, and structuring information takes a matter of seconds or minutes. This highly automated processing within workbench saves businesses tens if not hundreds of hours of manual work, but humans stay in control.

Using workbench, organizations will only be sharing accurate, up-to-date information. The content brought onto the workbench automatically adopts the safeguarding, privacy and security policies and protocols set for a brand.

Other guardrails and security rules can also be added specifically to the workbench. The security, privacy and safeguarding policies that are embedded into the entire V-Studio platform are always active; however, a brand can add any other protocols to align to their company's risk and compliance policies.
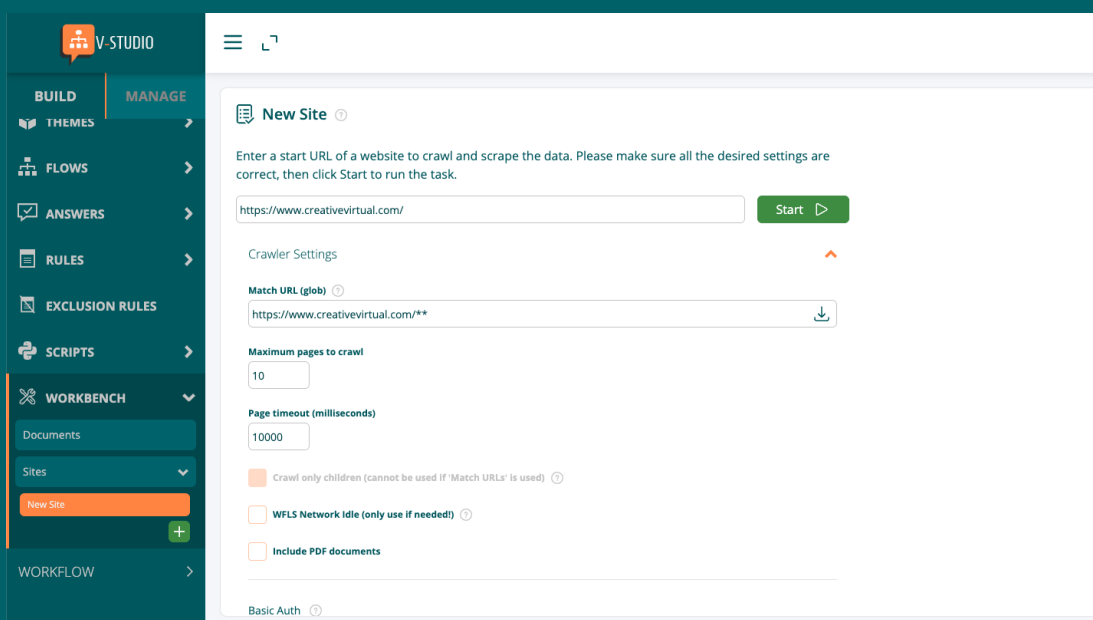


Figure 8 – Workbench

## HUMAN IN THE LOOP

Adopted by Creative Virtual as its default approach for the past 21+ years, human in the loop (HITL) is a standard feature of our V-Studio platform.

HITL functionality is easily and readily available, to set and use in a manner that meets the corporate risk, compliance and security protocols and standards of an organisation.

HITL capability enables organizations to harness the power of AI but with humans in control of the systems and output. This important functionality serves multiple purposes and provides key benefits to ensure peace of mind, confidence and trust in the content shared.

**Customization and flexibility**: organizations can customize their settings based on their needs, goals, and preferences.

**Improved accuracy**: with humans giving valuable feedback during the training phase and correcting errors, the models learn with correct data and allow humans to adjust answers real-time based on their expert understanding

**Domain expertise**: human expertise helps guide and shape AI systems/models, enabling more relevant interactions that are context, subject, industry specific.

**Adaptability**: we live and operate in a dynamic world, and the human control and input enables systems to respond correctly to new situations that they may never have encountered before.

**Continuous learning**: human experts interacting with the system unearths areas for improvement and the feedback and input ensures the ongoing improvement of responses.

**Better explainability**: HITL allows for greater transparency, with human oversight enabling better interpretation and clarification of AI decisions. Understanding the reasoning ensures alignment with compliance and ethical requirements.

**Mitigation of bias**: HITL plays a critical role in reducing bias of existing training sets, ensuring the inclusion of different perspectives as the model trains, learns and evolves.

# Artificial Intelligence

Our V-Studio platform offers organisations a single place to maximize the benefits of advanced machine learning capabilities coupled with pragmatic and verifiable maintenance. This is made possible through our hybrid approach to natural language processing (NLP).

Our approach combines our proprietary and proven rules-based method with the power of LLMs such as GPT. GPT is just one of over sixty public models and any privately built models that can be used by organizations, directly via V-Studio. This creates easier and quicker builds for new deployments, using any LLM of choice, as well enabling seamless migration for existing projects.

## CONTROLLING THE BLACK BOX

Creative Virtual has created a signature blend of machine learning and a rules-based approach to NLP, where there is no neural network black box to fear.

The machine learning part is integrated with workflow functionality, so you decide the best configuration for your conversational AI tool to continuously improve in a controlled and reliable way.

At the same time, natural language rules can be used as an 'override' to the AI to ensure accuracy, resolve content clashes, and deliver very precise responses when needed.

Offering this level of enterprise-grade functionality, has attracted some of the world's largest brands to use our V-Person technology to deliver on their business goals.

## USING LLMs

The flexible architecture of the V-Studio platform enables integration with external LLMs as part of our hybrid approach to conversational AI.

Using LLMs delivers value to V-Person solutions by reducing the required time and effort for deployment, removing the need to re-train the system, and increasing accuracy of the AI matching in many cases.

Organizations preferring not to use LLMs will still have the choice

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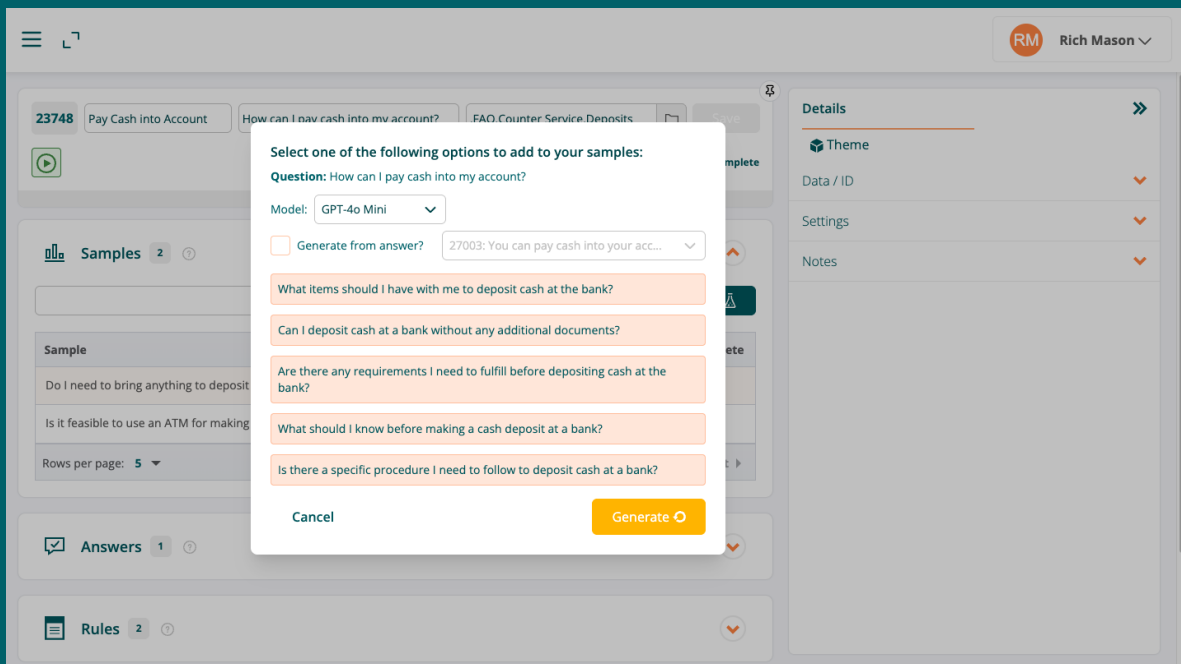The science of conversation™

Figure 9 – Copilot for Creating Samples

to use our NLP rules instead.

For some deployments, certain content types, and specific use cases, customers can opt for on-premise or secure cloud deployment of the language model, thus ensuring data security and privacy.

Regardless of which LLM you opt to use for your V-Person solution, it is integrated with workflow functionality in V-Studio to allow for custom configuration and control of the AI.

## TESTING THE SYSTEM

Users can test the system from the theme screen, seeing if an input successfully matches that theme, matches a different theme in the knowledgebase, or doesn't match any existing themes.

An input that has no match or is not providing the correct response can be quickly addressed right within that same screen.

V-Studio also provides a full testing window with options to set test parameters, view related data, and see if an input is matching based on the AI model or a natural language rule.
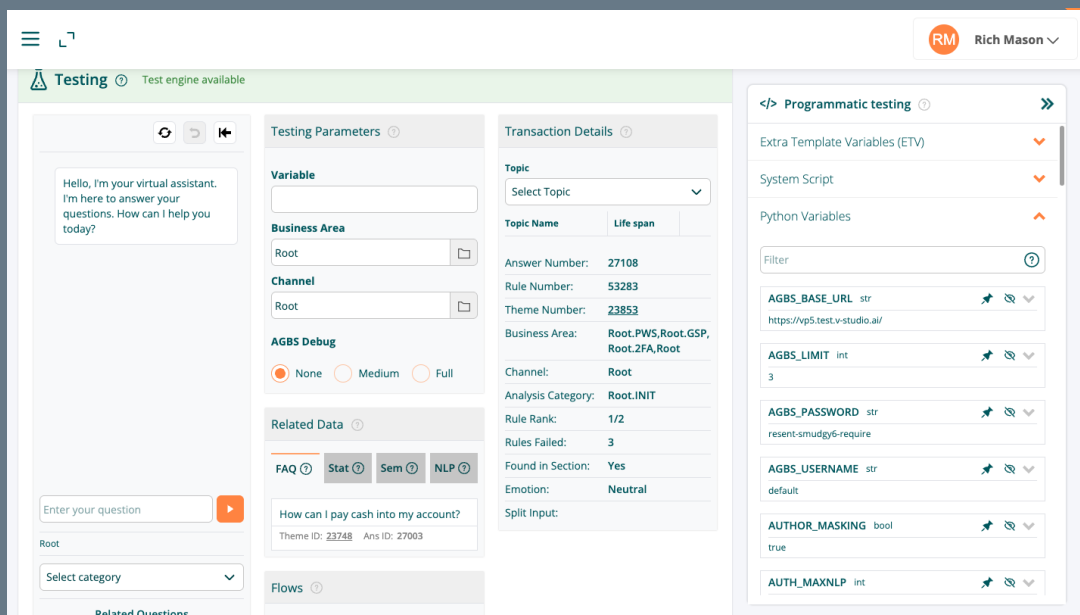
Figure 9 – Testing the System

## AGENTIC AI

Our machine learning, natural language processing and automation technologies are managed centrally within V-Studio, making it easy for organizations to access the necessary tech infrastructure for agentic AI and use when developing their conversational AI solutions.

With direct access to LLMs via our platform, the power of their AI models of choice are readily available to take care of the content creation aspect to their conversational AI solution. This enables them to give the right focus on the decision-making capability of the solution, the core value of Agentic AI.

Through our workbench settings, the desired decision-making capability can be optimised. There is no requirement for human prompts as the exact engagement goals and objectives can be set as the decision-making drivers.

The goals and objectives could be for example, maximising sales, customer satisfaction, or even efficiency gains. Agentic AI will make the best decision to achieve the goal and/or objective articulated.

Given that decision making requires multiple steps and inputs, Agentic AI can carry out complex sequences of actions and independently create workflows or search databases to ensure the 'best decision making', within the context of each specific engagement.

# Our V-Studio provides direct access to the technologies that power Agentic AI

Within the context of AI-centric customer interactions, Creative Virtual's V-Studio supports Agentic AI across several use cases:

**AI customer support agents** : the entire interaction is autonomously managed

**AI in the contact center** : AI is deployed to predict customer needs without input and enable dynamic decision-making that adjusts real time based on context

**AI in workflow automation :** AI agents can manage complex customer service workflows autonomously and AI is used to streamline process tasks

Access to key technologies that power Agentic AI, directly on our V-Studio platform, gives organisations quick, easy, and direct access to the new capabilities offered by Agentic AI, ensuring they retain a competitive edge in the customer experience economy.

# Business Intelligence & Reporting

The business intelligence capabilities of V-Studio deliver comprehensive insights for V-Person chatbot, virtual agent, and live chat solutions. Users can generate and analyse conversational analytics and user feedback through customized reporting.

## REAL-TIME DATA STREAMING

Support for real-time data streaming, including Kafka event streaming, is available within V-Studio, enabling the stream-savvy to tap into heavily enriched transactional data that is produced by the Creative Virtual V-Engine.

This allows for real-time analysis of the data as well as bespoke storage solutions for later deep mining and processive business intelligence production.

Event streaming supports the composable business approach with the insights needed to identify and deliver solutions thoughtfully and quickly.

## CUSTOMIzABLE REPORTING

V-Studio delivers a wealth of metrics to track performance and help with further system improvements through both standardized and customized reporting.

Users can create a personalized dashboard to bring together the most valuable information to view at a single glance.

Reports allow users to analyse headline statistics as well as drill down into the performance of very specific pieces of content, business areas, or channels.
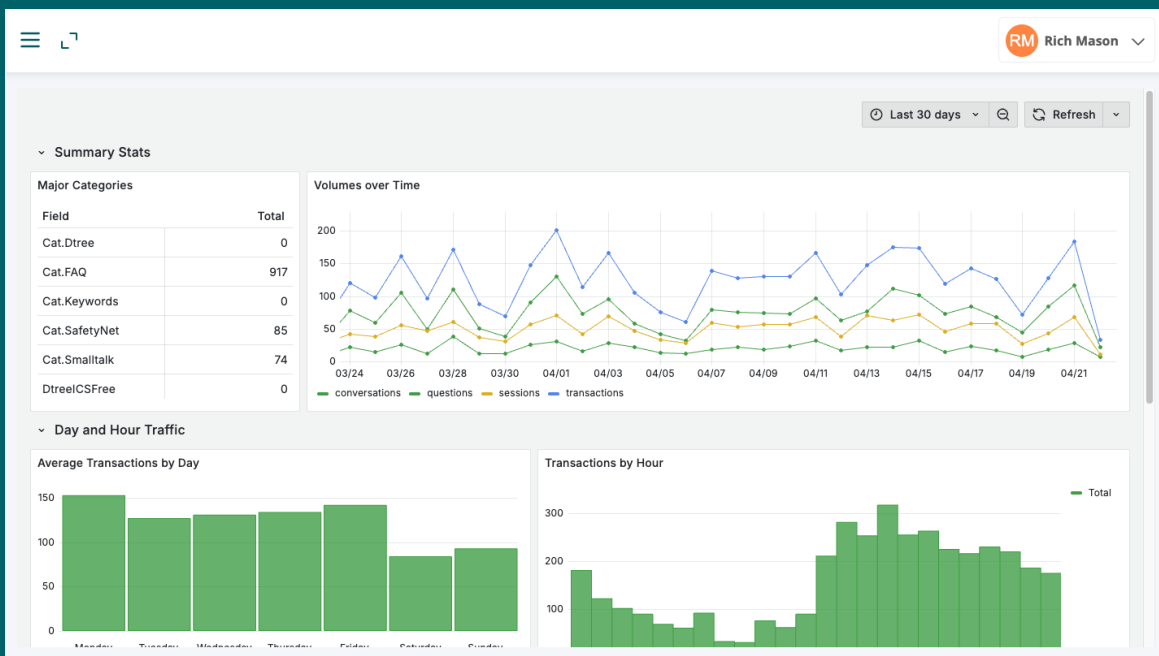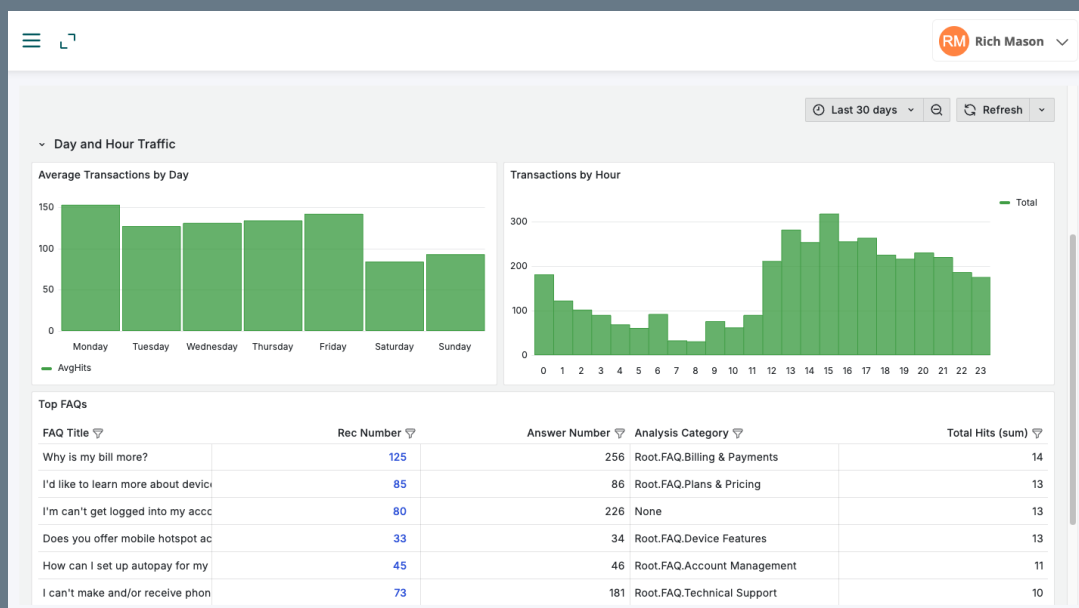
Figure 10 – Data Streaming


Figure 11 – Reporting

# Creative Virtual

Our agile approach to innovation and deployment ensures our V-Person technology always delivers the next generation of conversational AI solutions first .

We are a true conversational AI partner that becomes a trusted extension of your own team, helping you address your biggest challenges and achieve tangible results. We offer:

- Options for hosting on-premise, cloud, and private cloud (including the language model)

- A variety of pricing models that align with your business, solution, and internal budgeting needs

- Offices around the globe and an extensive partner network delivering local support and international insights

- Experience developing solutions in over 40 languages to deliver native language and multi-lingual support

- Expertise in building a business case, developing conversational AI strategies, and improving existing projects

- Proven results with award-winning customer support, employee support, and contact centre agent support solutions

- Industry-specific solutions for Financial Services, Telecommunications, Travel & Hospitality, Retail, Government, Utilities, Insurance, Healthcare, and Charities

As a pioneer in the industry, Creative Virtual is proud of our pivotal role in the evolution of conversational AI technology and the ways it can be implemented.

We are continually building on our two-decade history of innovation and our long track record of successful collaborations with organisations around the world.

creativevirtual
The science of conversation™

**Take your conversational AI strategy to the next level using our V-Person Technology.**

Contact Creative Virtual's expert team:

**info@creativevirtual.com**

**Contact Us**

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## The science of conversation™