



V- Person™ Technology

e-book

September
2026

creative**virtual**
The science of conversation™



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1. Introduction

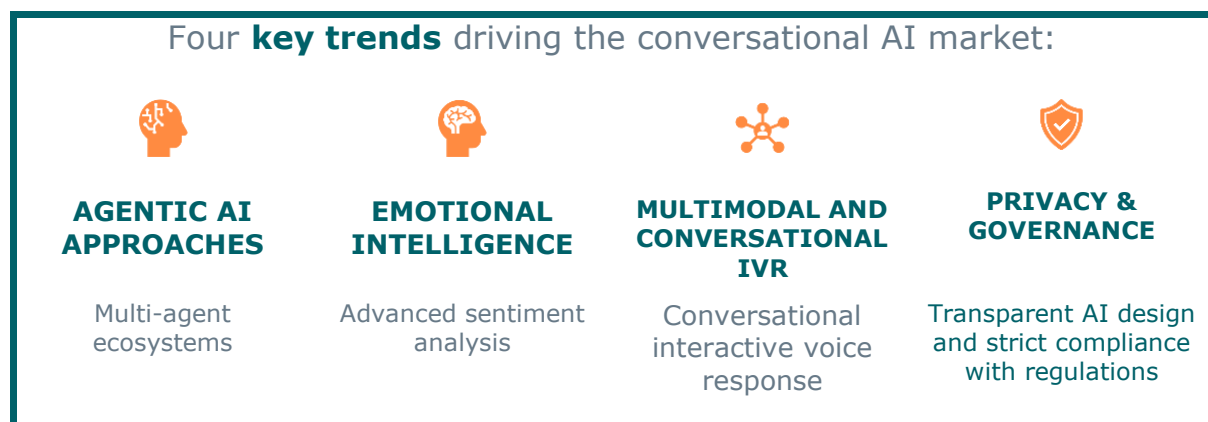
A new era of Conversational AI

The conversational AI market has evolved rapidly since the rules-based era of the 2000s when rigidly scripted chatbots answered a narrow range of typed questions. The main catalyst in the evolution was the explosion into the mainstream of Large Language Models (LLMs) and Generative AI in the early 2020s.

Agentic and Multimodal Ecosystems now rule the conversational AI market today. The isolated, scripted bots of yesteryear have been superseded by **AI orchestration layers**, that make handling complex, multi-layered queries that integrate seamlessly with voice, text, and visual interfaces possible.

Market Growth

Growing at an explosive rate, the conversational AI market is projected to reach US\$85 billion by 2033, up from US\$10 billion in 2023 (*Spherical Insights May 2025 report*).



Rise in AI adoption. Rise in trust issues.

The rise in AI adoption has simultaneously seen a rise in trust issues. Whilst the business benefits of conversational AI; reduced operational costs, 24x7 global scalability, data-driven customer insights and human resource optimisation are well known, they need to be weighed against potential risks.

Business cannot afford to gamble with customer trust. The strategic benefits which include increased revenue, enhanced reputation and improved profitability, can be severely impacted when hallucinations



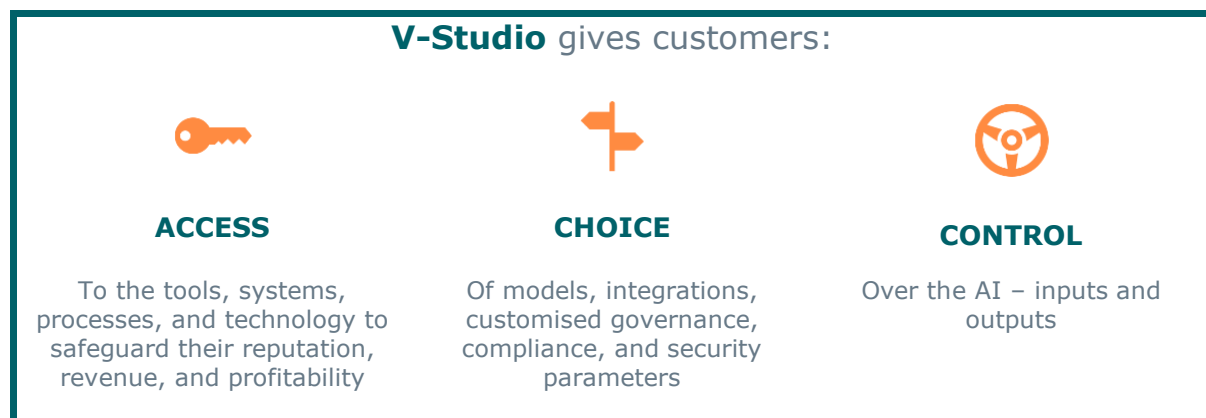


happen, there are data leaks, off-brand responses are given, or privacy and security compliance is compromised.

Hybrid Approach

To ensure that businesses reap the full value of AI and risks are effectively mitigated, Creative Virtual has adopted a hybrid approach to conversational AI.

Its V-Studio platform, which is a centralised conversational AI orchestration hub, gives Agentic AI and Article-based Generative Bot Service (AGBS) capabilities direct to the enterprise. The architecture includes a [composable intelligence layer](#) and content pipeline, and via a single V-Studio interface, businesses can manage complex AI interactions with deterministic control.



Hybrid Model

The hybrid model is the sweet spot for modern businesses. The high stakes of brand reputation in an age where the 'reputation economy' can make or break a business, requires the adoption of this approach to AI.

The hybrid model gets the best of the power of generative AI, anchored by curated content from company verified and approved knowledge bases and overseen by human-in-the-loop that puts humans in control with real-time guardrails and seamless agent handoffs.

Utilising a hybrid model ensures risk mitigation, delivers the promises of operational efficiencies and scalability, and enables personalisation to boost revenue.





2. Creative Virtual's V-Person Technology

Creative Virtual's next generation V-Person technology comprises three key integrated components:

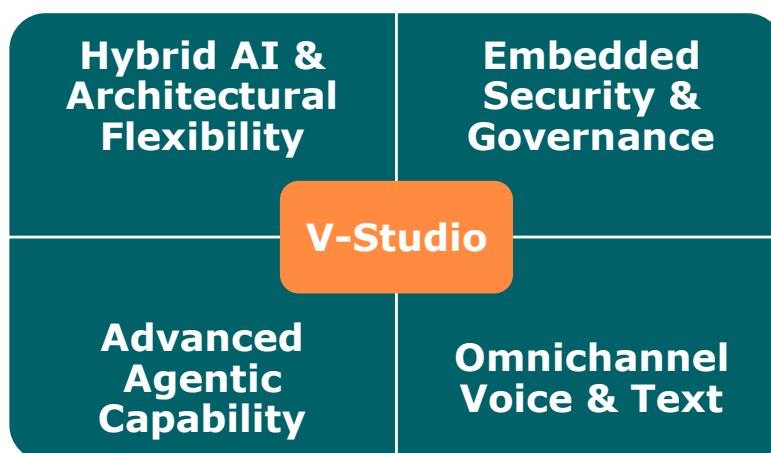
V-Studio	Intelligent conversational AI platform
V-Intelligence	Cognitive layer within V-Studio orchestrating V-Technology behaviour
V-Person	Chatbots, voicebots, virtual agents and live chat

V-Studio is the centre of our V-Person technology:

- It is a centralised orchestration and management platform, embedded with V-Intelligence.
- It is the place where V-Person chatbots, voicebots virtual agents and Agent Assist tools get their intelligence and personality, and
- It is where integrated security, governance and compliance protocols are set, activated, and managed.

Organisations using V-Studio have direct and easy access to the latest technology and tools to create conversational AI solutions safely, securely and in a controlled way.

V-Studio | Autonomous, Hybrid, Secure





Hybrid AI & Architectural Flexibility

 Run AI the way you want	 No vendor lock-in	 Optimised performance	 Infrastructure Control
Deploy across cloud, on-premise, or hybrid environments seamlessly.	Easily and in real-time switch underlying LLMs without having to change anything else.	Ensure fast performance (low latency) and legal compliance (data residency), all while keeping infrastructure or networking expenses as low as possible.	Ensure tasks run exactly where you need them, aligned to data laws, latency needs, and cost without sacrificing performance or governance.

Embedded Security & Governance

 Security by Design	 Guardrails Included	 Audit-Ready Compliance	 Private Data Boundaries
Zero-trust architecture is built into the platform and not bolted on.	Real-time Personal Identity Information masking, detection and blocking of toxic language and prompt rejection mitigation.	Full data, prompt, and decision lineage tracking.	Proprietary enterprise data is never used to train public models.

Advanced Agentic Capability

 Beyond Basic Chatbots	 Complex Workflows	 Contextual Continuity	 Autonomous Problem Solving
Shift from basic FAQs and passive answering to executing end-to-end multi-agent transactions.	Agents reason, plan, and connect securely to internal enterprise systems.	Maintain full context across time and multiple interactions and across multi-step business processes.	Give AI the power to resolve tickets, not just log them.





Omnichannel Voice & Text			
 Unified AI Engine	 Human-Like Voice	 Seamless Handoffs	 Consistent Brand Experience
Power voicebots, chatbots and virtual agents from a single shared intelligence layer.	Low-latency, emotionally intelligent voice agents designed for complex support.	Conversations move from chat to voice to human agents with full context retained.	Deliver identical business logic across every digital touchpoint, optimised for each channel.





3. Why “Specialist” Matters

For years, enterprise conversations around AI have focused on bigger models, more features, and an expanding list of capabilities. But these alone do not make an AI platform enterprise ready. Organisations seeing real business value are asking a different question. “*What makes conversational AI truly enterprise-ready?*”

The answer isn't another feature or a chatbot bolted onto an existing platform. It's an AI platform that is:



Purpose-built for complex conversations.



Designed to integrate seamlessly with enterprise systems.



Engineered to deliver reliable performance at scale.

As customer expectations and operational demands continue to rise, specialism has become the defining factor between AI that simply talks and AI that transforms how organisations operate.

Creative Virtual’s V-Studio conversational AI platform:

Purpose-Built Intelligence	Power of Hybrid AI	Rapid Time-to-Value
Native intelligence and built for complex, multi-turn conversations.	Deploy high-performance AI models where they deliver the greatest impact - on-premises or in the cloud - to optimise latency, maximise performance, and reduce bottlenecks.	Standardised, robust APIs and native platform orchestration enable the move from design to global production in weeks.

The successful deployment of hybrid AI is as much a human endeavour as a technical one. Creative Virtual’s specialist consultancy model provides a significant advantage over large-scale generalist vendors because it combines its intelligently engineered V-Studio platform with an emphasis on the development of organisational readiness and the establishment of guardrails early in the project lifecycle. V-Studio has been built from the





ground up based on real customer use cases and solving real customer issues.

Specialist Platforms Matter

True conversational intelligence cannot be treated as an optional plugin. It requires a dedicated foundation built exclusively for complex reasoning. Only specialist vendors can keep up with the pace of change of AI models and technology.

Specialist conversational AI platforms, such as Creative Virtual's V-Studio platform use generalist AI models and turns them into a reliable and useful tool for a business or domain. Building on the generalist AI models, specialist platforms provide domain-specific capabilities ensuring they understand specific context, workflows, data, and constraints for specific industries or use cases.

Advantages of V-Studio, a specialist conversational AI platform:

 Domain Expertise ○ Tailored to industries or use cases such as healthcare, banking, customer service, legal services, education etc. ○ Uses terminology and processes relevant to that field.	 Better Accuracy and Reliability ○ Combine LLMs with curated knowledge bases, rules, retrieval systems, and validation mechanisms; helping reduce hallucinations and inappropriate answers.	 Integration with Real Workflows ○ Usefulness of conversational AI is when it can do things: make a booking, check an order, update a CRM record, schedule an appointment, process a claim, or retrieve an account detail.
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 Security and Compliance ○ Provide controls designed around particular regulatory and organisational requirements. ○ Permissions, audit trails, data handling, and access controls that are industry and business specific.	 Consistent User Experience ○ Experiences designed around a specific customer journey rather than simply being a generic chatbot. ○ Conversations are more predictable and useful.	 Faster Deployment ○ Organisations can use specialist platforms that already contain industry-specific connectors, workflows, guardrails, analytics, and conversational capabilities, eliminating the need to build every component from scratch.
	 Easier Measurement and Optimisation ○ Track metrics that matter to the organisation, use case or application, such as resolution rate, containment, conversion, customer satisfaction, sales, or time saved.	

Power of Hybrid AI

Creative Virtual's V-Studio platform offers true Hybrid AI flexibility. Organisations have the choice to run high-compute models in their private cloud, on-premise data centres, or securely via public cloud endpoints. Whatever model an organisation chooses it can align with their exact compliance, cost, and latency thresholds.

Feature / Capability	Creative Virtual	CCaaS/CRM Add-on Bot	GenAI-First Bot
LLM Agnostic	Fully (Azure, OpenAI, Google, etc.).	No (Locked to vendor stack).	Limited.
Governance Layer	Built-in Retrieval Augmented Generation (RAG+) with rejection filters.	Minimal or bolted-on.	Partial/Variable.
UI Ownership	Bespoke branding and UI ownership.	Standardised/Generic templates.	Standardised/Generic templates.





Hybrid Orchestration	Rules + ML + GenAI integrated.	Rules or Keywords only.	GenAI-centric; lacks control.
Years Experience	20+ years proven enterprise scale and longevity.	Lacks expertise; less maturity.	Emerging players, limited experience at scale.





4. Trust-First Approach | Hybrid Architecture

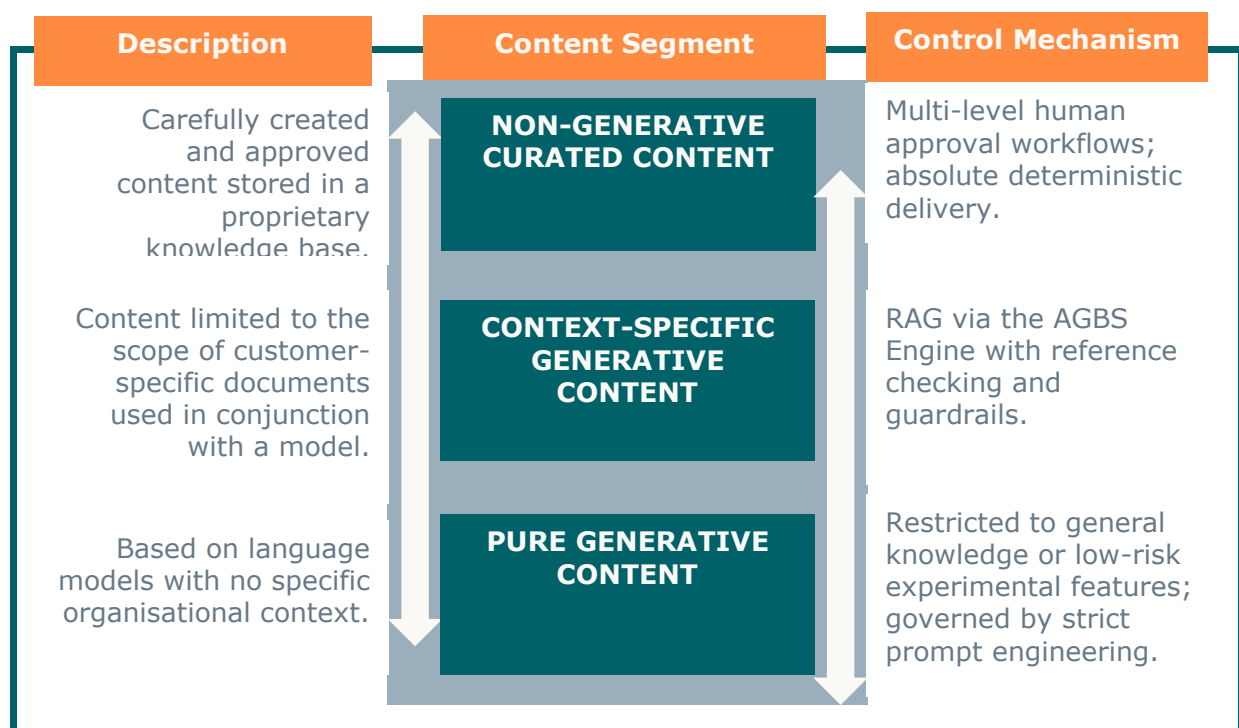
Creative Virtual has adopted a trust-first approach to its V-Studio platform, which starts with the architecture. The platform is vendor-agnostic, [prioritises governance](#), and functions as the orchestration layer across any AI model, user interface, or underlying channel.

V-Studio is designed to service the “composable enterprise” model. This approach ensures that AI is viewed as a capability that can be integrated into existing workflows.

Architecture | Three-Tiered Data

Today’s customers have demands. They want deeply personalised, instant resolutions across every touchpoint, and at the time of their choosing. Creative Virtual’s trust-first approach to conversational AI dictates a unique hybrid approach to content, to simultaneously meet customer demands and enterprise responsibility to accurate and ethical AI.

Creative Virtual adopts a three-tier categorisation of data. These three distinct segments bring clarity of origin and enable control over model behaviour, both of which contribute to building trust and being trustworthy.





Fluidity and Control

The boundaries between the three segments are fluid, particularly between context-specific generative content and non-generative curated content.

The tiering architecture gives organisations control over the level of trust they want to place in different types of communication. In the instances defined by the business, the provenance of the information can be communicated to the end-user; demonstrating commitment to responsible AI.

Composable Intelligence Layer

The V-Studio platform puts the hybrid approach directly in the hands of organisations through a single interface. It supports a "composable business approach" and is designed for agility to enable a quick response to changing market demands without platform-wide overhaul.

Acting as a coordination layer, V-Studio blends rules, natural language processing (NLP), machine learning (ML), generative AI (GenAI), and Agentic AI and delivers explainable, verifiable interactions.

Technical Flexibility

The technical flexibility of V-Studio allows enterprises to avoid vendor lock-in. Supporting a range of LLMs including Azure GPT, OpenAI, and Google Gemini among many others. The platform gives organisations the ability to choose the best model for a task and that also meets organisational compliance protocols.

Should an organisation prefer not to use external LLMs, V-Studio provides the option to utilise an in-house model or neural network instead.

To stay true to the "trust-first" approach, V-Studio has an "Intent Builder" which allows administrators to deploy rules that override ML and AI when required. This functionality ensures that the system adheres to specific brand guidelines or legal disclaimers.





5. V-Studio Design Interface

The design philosophy of the V-Studio platform is to:

- Prioritise the user in terms of interface friendliness without compromising enterprise-grade functionality.

The platform's advanced functionality and intuitive tools streamline the complex processes of dialogue management and content curation.

Conversation Flow

Conversation Flow is one of the most powerful V-Studio tools. It is a visual, drag-and-drop interface that allows designers to map out complex, connected conversation paths.

Facilitating a more natural conversational style, the conversational flow tool supports:

- Sub-flows
- Sophisticated entity extraction, and
- Slot-filling functionality

These flows are essential for guiding users through multi-step processes, such as troubleshooting technical issues, completing complex forms, or navigating sensitive account changes.

Intent Builder

Complementing the Flow Manager is the Intent Builder. This provides a single-screen environment for building and maintaining system intents.

Having this centralised control ensures that the AI remains predictable and allows businesses to override ML and AI matches with specific natural language rules when high-precision deterministic responses are required.





6. V-Intelligence: The Cognitive Command Centre in V-Studio

V-Intelligence, integrated into V-Studio, is a sophisticated cognitive layer that orchestrates the behaviour of V-Person technology. In an era where generative AI can sometimes produce unpredictable outputs, V-Intelligence provides the necessary guardrails to ensure that every interaction remains on-brand and factually accurate.

It is responsible for three key activities:

- Shaping knowledge management.
- Driving the conversational journey.
- Serving as the primary enforcer of security, compliance, and safeguarding protocols.

Cognitive Capabilities and LLM Oversight

V-Intelligence adds a custom layer of intelligence to LLM features, enhancing their utility for enterprise-specific tasks.

While LLMs excel at understanding intent and generating fluent prose, they often lack the situational awareness and business context needed for high-stakes customer service. V-Intelligence bridges this gap.

By managing the question-and-answer matching process through vectorisation and providing full control over generative responses, V-Intelligence ensures accuracy, trustworthiness, and consistency.

There are **four key intelligence functions** available on the V-Studio platform:

1. Intent Matching

Uses proprietary NLP rules alongside vector-based, ML and AI for high precision.

Guarantees that users are directed to the correct information with 95%+ accuracy.

2. Generative Guardrails

Blocks the distribution of unverifiable information and prevents hallucinations.

Maintains brand reputation and ensures compliance with industry regulations.





3. Context Management

Tracks dialogue history to manage complex, multi-turn conversations.

Enables hyper-personalised interactions that reflect the customer's specific circumstances.

4. Sentiment Analysis

Detects user tone and urgency to adapt the AI's response style real-time.

Increases customer satisfaction by providing empathetic and appropriate interactions.

This cognitive intelligence layer is what makes LLM outputs significantly safer and more reliable than when they are used in isolation.

By enforcing a "Human in the Loop" (HITL) approach, V-Intelligence ensures that humans stay in control of the system's output, and valuable feedback is provided during the training phase and errors corrected in real-time.

The Evolution of Knowledge Management

The platform supports the ingestion of structured, semi-structured, and unstructured data, allowing organisations to transform existing documents, FAQs, and web pages into actionable conversational content.

Today, the knowledge base is now a dynamic asset that can be updated in seconds. V-Studio allows organisations to set specific parameters for content ingestion.

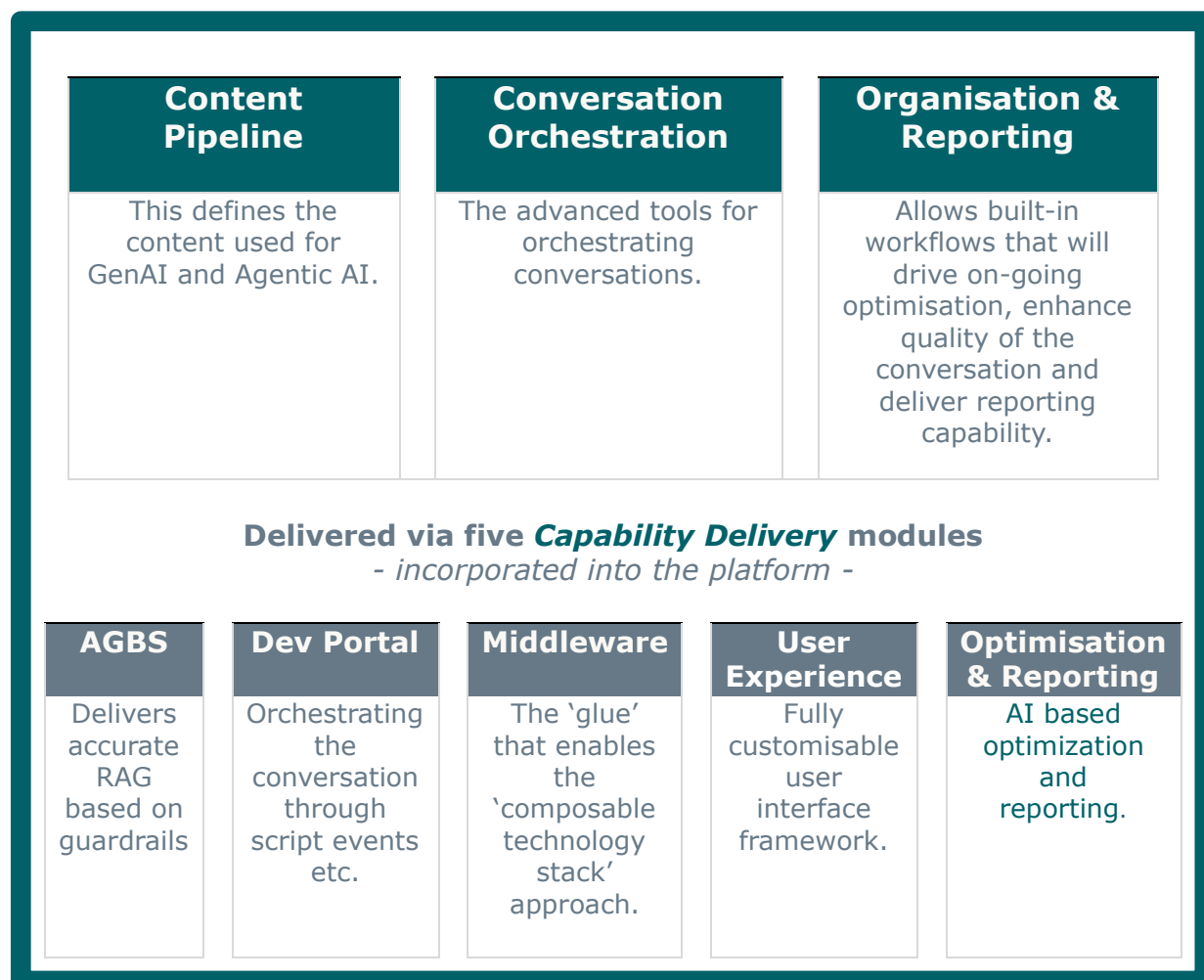
The automated sourcing and organisation of content save businesses hundreds of hours of manual work whilst maintaining the highest standards of data integrity.





V-Intelligence | Managed via V-Studio

Orchestration and Dialogue Management
- *three main modules* -





7. V-Studio | Conversational AI Ecosystem

The V-Studio platform acts as a home of the Enterprise ecosystem, serving as a multidimensional hub that orchestrates internal and external applications to create a unified engagement layer. This "ecosystem of ecosystems" approach ensures that interactions are not siloed but are informed by the full context of the customer journey, from initial marketing touchpoints to post-purchase support.

Orchestration and Connectivity Layers

The connectivity of the V-Studio platform extends across several critical layers, including communication channels, enterprise applications, and advanced AI models; as well as business intelligence and workflow, and business content and knowledge.

Ecosystem Layer	Included Technologies and Platforms	Strategic Impact
Communication & Engagement	Voice, Messaging (e.g. WhatsApp, Facebook), Social Media, Video.	Provides a seamless omnichannel experience without losing conversation context.
Enterprise Systems	E.g. ERP, CRM (Salesforce), RPA (UiPath, Automation Anywhere), Contact Centre Platforms (Genesys, NICE).	Enables transactional capabilities such as sales, order tracking, billing updates, and account management.
AI & Language Models	E.g. OpenAI, Google (Gemini), Amazon, Microsoft, Local/Private Models.	Offers choice and control over the underlying intelligence, preventing vendor lock-in.
Specialised Tools	Vectorisation, Sentiment Analysis, Clustering, Knowledge & Content Management integration (e.g. Sharepoint, KMS Lighthouse, LivePro).	Enhances the sophistication of dialogue and ensures responses are grounded in verified data.

The platform's ability to integrate directly with major contact centre platforms like Genesys and NICE is particularly significant.

While many Contact Centre as a Service (CCaaS) vendors offer native "add-on" bots, these are often restricted to their own tech stack and provide limited governance, accuracy, observability, and consistency over AI outputs. In contrast, V-Studio operates as a vendor-agnostic





orchestration layer, boosting containment and compliance while allowing organisations to retain full ownership of their user interface and training data.





8. V-Studio | Core Technical Architecture

V-Studio is designed for agility and resilience and built for scalability and optimisation. With a microservices-based foundation, the platform enables accelerated product iteration and the seamless integration of third-party applications.

Architectural Feature	Microservices	Containerisation	Low-Code/ No-Code	SSO / IAM
Description	Decoupled functional units that communicate through APIs.	Adoption of Docker/native cloud containerisation for consistent deployment across environments.	Intuitive interfaces for non-programmers to design and maintain AI flows.	Authentication agnostic (e.g. support for SAML, OAuth, Cognito).
Business Benefit	Higher flexibility in development workflows and faster time-to-market for new features.	Simplifies the upgrade process and enhances system reliability for cloud and on-premise users.	Democratises AI development, allowing CX and subject matter experts to lead the design process.	Ensures secure, authenticated access for internal teams and seamless identification for end-users.

Scalability

Creative Virtual's V-Studio platform is designed to achieve scalability. The platform architecture ensures performance and reliability remain consistent even as usage demands increase.

Built to handle growing numbers of users, conversations and requests, V-Studio enables scalability by combining:

- o A cloud infrastructure (with an option to deploy on-premise or a hybrid infrastructure)
- o Use of microservices
- o Auto-scaling
- o Load balancing
- o AI model optimisation
- o Asynchronous processing
- o Performance monitoring





9. V-Studio | Voice Architecture

Our specialist V-Studio platform features a Unified Intelligence Engine. This enables a single, shared conversational brain to power an organisation's voicebots and chatbots simultaneously. If a customer starts an interaction via the web and smoothly transitions to a voice call, the Voice Agent instantly inherits the exact context, tone, and progress of the chat.

Real-time speed built for live Voice Agents

The Creative Virtual Conversational AI agents are only as good as their ability to respond instantly. Delays break the flow, frustrate users, and reduce trust.

The streaming architecture powering Creative Virtual's Voice Agents delivers fast round-trip latency across speech-to-text and text-to-speech, keeping voice agents natural, responsive, and humanlike even at scale.

Voice AI infrastructure built specifically for conversational AI

- Voice AI is overlaid on top of the Creative Virtual AGBS engine – offering a voice capability to the conversational engine. The voice capability supports both GenAI responses and curated content.
- If curated content is available in the knowledgebase, then voice can use this to offer a verbatim answer, with control and adherence to rules. For other GenAI answers, the voice overlay will restructure the answer for a voice-based conversation.
- Real-time streaming speech recognition is optimised for low-latency, natural conversations with LLM-powered agents.
- Humanlike text-to-speech synthesis has ultra-low latency for responsive dialogue.
- Voice Agent API orchestrates STT, TTS, and LLMs with turn-taking, end-of-thought prediction, and barge-in support for seamless conversational flow.
- Multi-language support is available for global deployments.





10. V-Studio | Technical Engineering and Architecture

V-Person technology is engineered with a focus on flexibility, security, and scalability, providing a framework that can adapt to the fast-shifting technological landscape.

Deployment Flexibility and Scalability

Organisations require diverse hosting options that align with their internal security policies and budgeting needs. Creative Virtual addresses this by offering deployment models that range from standard public cloud to highly secure, air-gapped on-premise environments.

The platform's support for containerisation further enhances this flexibility. By utilising Docker and native cloud containerisation, Creative Virtual ensures that the software behaves consistently across different infrastructures, making the deployment and upgrade process more predictable and reducing the operational burden on IT teams.

Integration with Modern Identity and Access Management

Security and personalisation are inextricably linked in the V-Person architecture. By adopting AWS Cognito as the primary Identity and Access Management (IAM) platform, V-Studio provides seamless and secure Single Sign-On (SSO) for both developers and end-users.

V-Studio also supports a wide range of authentication providers, including OpenID Connect, SAML, OAuth and mTLS.

The Role of Python in Advanced Customisation

While V-Studio offers a powerful low-code interface, it also provides a built-in Python editor for advanced integration and customisation. This allows developers to create custom functions for API calls, data transformations, and sophisticated value/slot filling - taking conversation orchestration to an even deeper level.





11. Governance as a Foundational Architecture

V-Studio is governed by an extensive framework that covers the complete lifecycle of AI systems. From research, evaluation and testing through to the procurement process deployment and maintenance, the governance framework ensures that AI technologies align with a company's values and legal requirements whatever the jurisdiction (e.g. Australian Privacy Act, EU GDPR and AI Act, LED, HIPPA, GLBA), and societal expectations.

AI Governance

Creative Virtual's senior management team oversees the governance framework of V-Studio. This includes the CEO, COO, CTO and Heads of AI, Development, and Innovation.

The team meets daily and ensures the company is fully aligned, and the platform is compatible with the latest technological, compliance, ethical and industry best practices, such as the emerging standards for agentic systems.

Embedded Governance

Built-In not Bolted On	No Implementation Drift	Total Sovereignty
Zero-trust architecture, real-time PII masking, and toxicity filters are native to V-Studio.	The security guardrails on day one are the ones running at scale on day one hundred.	Your data remains yours. Our hybrid deployment guarantees your proprietary customer data never trains public models.

Data and Algorithm Governance for Third-Party Models

To preserve Creative Virtual's commitment to responsible AI and maintain the integrity of V-Studio, projects involving models like OpenAI or Azure GPT, are mandated to adhere to strict data management standards.

Mandated data management standards include:

- Ensuring that training data is accurate, representative, and free from bias.
- Designing algorithms to be explainable and auditable, meaning that decisions impacting individuals can be traced back to their logical origins.





- Focusing on explainability: this is a direct counterresponse to the "black-box" nature of many modern AI systems.

Risk Assessment and Testing Pillars

A classification system is employed for data relating to confidentiality and risk, and this informs the testing and approval process for every project.

Four-pillar testing framework:

CUSTOMER EXPERIENCE	CUSTOMER EXCLUSION	SECURITY OF DATA	ADHERENCE TO GOVERNANCE
Testing the consistency, engagement, and helpfulness of answers	Evaluating the system's ability to refrain from answering inappropriate or out-of-domain topics	Based on defined data levels and classifications (e.g., Public, Internal, Confidential)	Ensuring the project aligns with both static and developing principles for AI use

Responsible AI: Ethics, Governance, and Control

As conversational and agentic AI systems gain autonomy, the importance of "Responsible AI" becomes paramount. Organisations must ensure that their AI deployments are not only efficient but also ethical, transparent, and compliant with evolving legal frameworks.

The Pillars of Responsible AI

A responsible AI framework is built on several key pillars that ensure technology serves as a force for good while minimising risk to the organisation and its stakeholders.

Privacy and Data Security: All AI systems must be designed with robust encryption and access controls to protect sensitive customer and operational data. Today, building customer trust through proactive data protection is both a legal requirement and a competitive differentiator.

Accountability and Oversight: Organisations must establish clear accountability structures for the outcomes of their AI systems. This includes the formation of AI Ethics Committees and Governance Boards to oversee development and deployment.

Transparency and Explainability: AI decision-making processes should be understandable and referenceable. V-Person technology ensures





"clarity of origin," making it clear to the user whether they are receiving curated or generated content.

Fairness and Bias Mitigation: AI models must be continuously monitored and audited to detect and reduce bias in training sets and algorithms. This ensures that the technology treats all users fairly and without discrimination.

Traceability and Auditability

Organisations must have a strong governance layer around their conversational AI, to provide both change auditability (who made the changes) and decision traceability (what information and configuration led to an answer).

This requires several governance and monitoring features to be available via the conversational AI platform – audit logging, decision/interaction tracing, version control, identity/access management, approval/change management, change history, knowledge-source tracking, API/tool-call logs, time stamping, monitoring, and alerting.





12. V-Studio Functionality | Governance and Accuracy Protocols

V-Studio has five standard tools that ensure the development and deployment of conversational AI solutions align with the governance and accuracy protocols of the enterprise.

1. [Multi-Project Orchestration](#)
2. [The AGBS \(RAG+\) Ingestion Pipeline](#)
3. [Workflows and Human-in-the-Loop Governance](#)
4. [Automation and Operational Control](#)
5. [Transition to Agentic AI](#)

Multi-Project Orchestration

V-Studio functions as a multi-project management environment where organisations can deploy and monitor various AI agents simultaneously.



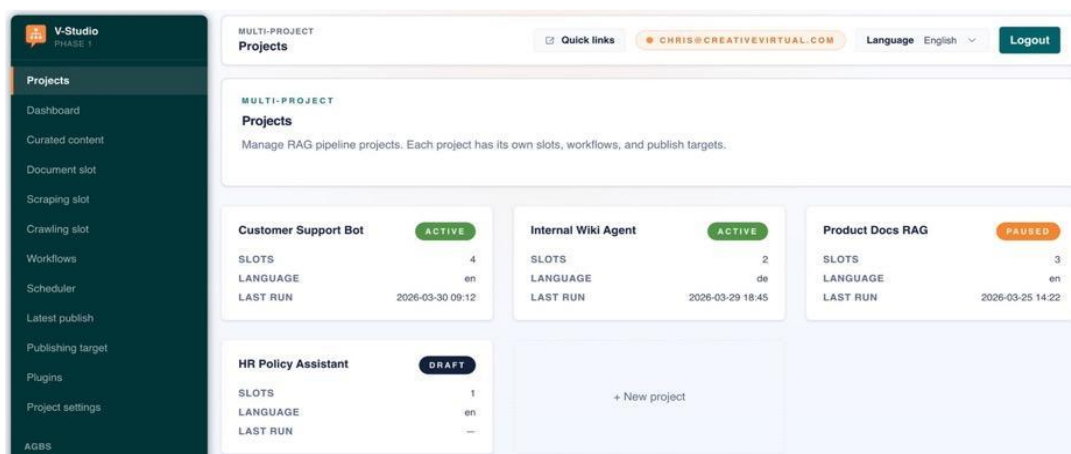
Diverse Agent Deployment

Is executed via the Projects Dashboard. The platform supports various use cases, from "Customer Support Bots" and "Sales Agents" to "HR Assistants."



Vendor Agnostic Stance

Each project can be configured to use different underlying models (e.g. Azure GPT, OpenAI, Google Gemini) while maintaining a consistent management interface.





The AGBS (RAG+) Ingestion Pipeline

The high levels of factual accuracy achieved by V-Studio is linked to the high-control ingestion pipeline feature. This ensures the AI is grounded in a verified "source of truth".



Data Ingestion Slots

V-Studio utilises dedicated Document, Scraping, Crawling and FAQ slots to ingest raw organisational data.



Crawling & Normalisation

The Crawling Slot includes URL parameter normalisation, using whitelists or blacklists to remove tracking tokens, and session IDs to ensure only stable, relevant content is indexed.



Vectorisation Metrics

The system provides a detailed Per-Slot Breakdown of records, chunks, and vectors, giving administrators full visibility into the volume and structure of the knowledge being processed.





Workflows and Human-in-the-Loop Governance

To satisfy the requirements of AI governance, V-Studio integrates deterministic approval gates into its automated workflows.



Orchestration Flows

The Workflows interface allows administrators to define processing steps, such as "Nightly Internal Docs Sync" or "Full Knowledge Base Refresh".



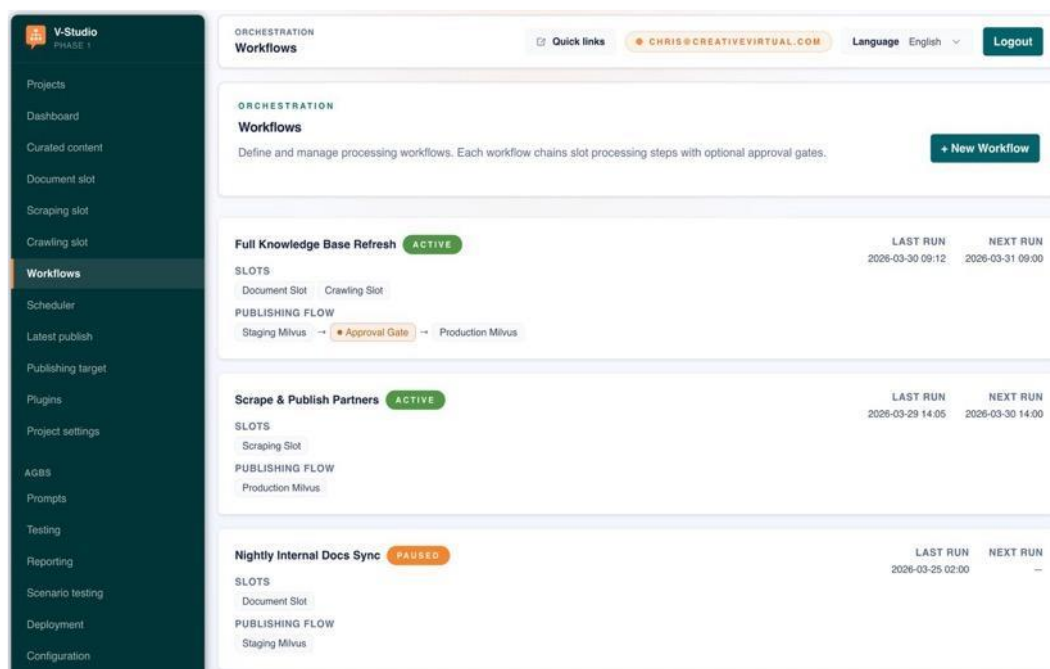
Approval Gates

Crucially, workflows can include Approval Gates before content is published to production environments, ensuring human-level oversight of generative content.



Quality Control

Regression and scenario (multi-turn) testing are supported, and the Plugins ecosystem allows for other quality control tools to be embedded within the pipeline workflow.



Automation and Operational Control

V-Studio is designed for enterprise-scale reliability through robust scheduling and monitoring tools.



Advanced Scheduling



Publishing



Extensibility via Plugins





The Scheduler manages recurring tasks, such as "Hourly Crawl Checks" or "Monthly Reindexes," to keep the knowledge base current.

Targets

Administrators can configure specific Publishing Targets (e.g. Dev., Staging, Live), enabling secure deployment across cloud or on-premise environments.

V-Studio supports custom action plugins - such as the Salesforce Connector, Slack Notifier, and Google Docs Sync - and create your own - to integrate content, personalisation, and AI capabilities directly into existing corporate workflows.

The screenshot displays the V-Studio Scheduler interface. On the left is a dark sidebar with navigation links: Projects, Dashboard, Curated content, Document slot, Scraping slot, Crawling slot, Workflows, Scheduler (highlighted), Latest publish, Publishing target, Plugins, Project settings, AGBS, Prompts, Testing, Reporting, Scenario testing, Deployment, and Configuration. The main content area has a header with 'AUTOMATION Scheduler', 'Quick links', 'CHRIS@CREATIVEVIRTUAL.COM', 'Language English', and a 'Logout' button. Below this is a section titled 'Active Schedules' with a table:

NAME	WORKFLOW	CADENCE	NEXT RUN	LAST STATUS
Nightly Full Pipeline	Full RAG Pipeline	0 2 * * *	2026-04-03 02:00	SUCCESS
Hourly Crawl Check	Document Ingest Only	0 * * * *	2026-04-02 17:00	SUCCESS
Weekly Scrape	Nightly Scrape & Publish	0 3 * * 0	2026-04-06 03:00	WARNING
Monthly Reindex	Full RAG Pipeline	0 4 1 * *	2026-05-01 04:00	ERROR

Below the active schedules is a 'Recent Executions' section with a table:

SCHEDULE	STARTED	FINISHED	DOCUMENTS	STATUS
Nightly Full Pipeline	2026-04-02 02:00:03	2026-04-02 02:18:41	1,284	SUCCESS

Transition to Agentic AI

The V-Studio platform includes a dedicated Agentic Consumers section; reflecting the shift towards "Zero UI" and autonomous systems.



Agentic Framework

This includes specialised modules for Prompts, Testing, and Reporting specifically for agentic behaviours.



MCP Tools

The platform integrates Model Context Protocol (MCP) tools, enabling agents to execute complex plans and interact with digital environments independently, such as provisioning services without human intervention.





Document slot

Scraping slot

Crawling slot

Workflows

Scheduler

Latest publish

Publishing target

Plugins

Project settings

AGBS

Prompts

Testing

Reporting

Scenario testing

Deployment

Configuration

AGENTIC CONSUMERS

Prompts

MCP Tools

AGENTIC CONSUMERS

MCP Tools

Quick links

CHRIS@CREATIVEVIRTUAL.COM

Language English

Logout

rag_search

ACTIVE

Edit

Search the RAG vector store for relevant documents.

CONSUMER: Customer Chat Bot

get_product_info

ACTIVE

Edit

Retrieve structured product information by SKU.

CONSUMER: Customer Chat Bot

escalate_to_agent

ACTIVE

Edit

Hand off conversation to a live agent with context summary.

CONSUMER: Customer Chat Bot

search_internal_wiki

ACTIVE

Edit

Search internal wiki articles for employee-facing answers.

CONSUMER: Internal Search

draft_email_reply

INACTIVE

Edit

Generate an email reply draft based on RAG context.

CONSUMER: Email Auto-responder





13. V-Studio | Agentic AI

The emergence of Agentic AI

The next frontier of conversational AI is the transition from simple chatbots to autonomous "Agentic AI" systems. Whilst traditional AI excels at answering questions and providing information, agentic systems are designed to be autonomous digital workers capable of achieving complex goals independently.

Creative Virtual's roadmap includes expansions for its clients, focusing on multimodal interfaces such as on-demand voice and agentic AI that proactively manages tasks like provisioning services or extending payments without human intervention.

True Agentic AI

Agentic AI is shifting the goalposts in the contact centre. These Agents are not passive text bots that are designed to deflect, they are autonomous digital workers designed for resolution. They have reasoning capabilities, they plan, execute multi-step tasks, and interact securely with core CRM, ERP, and billing systems to solve problems end to end.

Defining Agentic Characteristics

Agentic AI represents a move towards outcome-driven automation. These systems do not just respond to prompts; they reason, plan, and execute multi-step workflows to solve a problem end-to-end.

According to recent industry forecasts the agentic AI market is set to explode, with MarketsandMarkets reporting it potentially reaching over \$93 billion by 2032, as companies shift from reactive to proactive service models.

Feature	Traditional Conversational AI	Agentic AI
Core Goal	Information retrieval and intent recognition.	Task execution and autonomous goal achievement.
Decision-Making	Follows predefined rules or paths.	Reasons through options and adapts to new information.
Workflow Capacity	Single-step or guided dialogues.	Multi-step, complex sequences of actions across systems.
Human Interaction	High reliance on human prompts for each step.	Operates independently based on a high-level objective.





V-Studio

V-Studio provides the necessary technological infrastructure to support the transition. By providing access to the technologies that power these agentic behaviours, V-Studio ensures that organisations can retain a competitive edge in the rapidly evolving "experience economy".

Agentic Use Cases in Enterprise Environments

In the context of AI-centric customer and employee interactions, agentic AI is being deployed across several high-impact use cases:

Autonomous Customer Support AI agents can manage the entire lifecycle of an interaction, from identifying a problem to coordinating with back-end systems for resolution, such as processing a refund or rescheduling a service appointment.	Proactive Workflow Automation Agents can monitor for "friction points" in a user journey and proactively intervene - for example, by reaching out to a customer who has been lingering on a complex help page.
Intelligent Contact Centre Support Beyond simple FAQ resolution, agents can predict customer needs in real-time and provide human agents with dynamic decision-making support based on the context of the conversation.	Multi-Agent Orchestration In complex scenarios, such as loan applications or insurance claims, multiple specialised agents can collaborate, with one handling identity verification, another assessing risk, and a third generating the final documentation.





14. Business Intelligence and Analytics

Data-driven decision-making is the cornerstone of conversational AI optimisation. V-Studio provides a comprehensive suite of business intelligence capabilities that allow organisations to track performance, identify trends, identify paths for optimisation, and measure the ROI of their AI investments.

Analytic Category	Key Metrics and Insights	Operational Value
Volume and Traffic	Total conversations, sessions by hour, peak traffic periods.	Helps with resource planning and identifying when human agents are most needed.
Performance Metrics	Digital containment rates, first contact resolution, accuracy percentages.	Provides a clear measure of the AI's effectiveness in resolving customer needs.
Content Analysis	Top FAQs, most used intents, areas with no matching content, areas for optimisation.	Guides content curation teams to focus on the topics that matter most to users.
Feedback and Sentiment	User ratings, sentiment scores (frustration, urgency), escalation triggers.	Offers deep insights into the user experience and identifies opportunities for improvement.

Custom Reporting and Dashboards

The V-Studio platform features a highly customisable reporting interface, allowing users to create personalised dashboards that bring together the most valuable information for their specific role.

These reports allow for granular drilldowns into the performance of specific business areas, channels, or pieces of content.

Optimisation

Creative Virtual's approach has always been from the position of designing and delivering for successful outcomes. This requires a focus on ensuring improvements across the whole interaction.

Successful outcomes include improving things such as accuracy, response times, user experience, and task completion as well as reducing costs and errors.





Optimisation specifically related to V-Studio is all about continuously improving the AI to produce better results.

This means that:

1. Goals are clearly defined

What 'better' looks like (e.g. more accurate answers, higher task-completion rate, high customer satisfaction etc).

2. Conversation design is iteratively improved

Interactions are kept short and purposeful, context-awareness is present across multiple turns, proactive when useful but not intrusive, and can recover when it doesn't understand.

3. The RAG layer is optimised

E.g. source documents kept current, content is broken into semantically coherent chunks, model is used to distinguish between retrieved facts and uncertainty etc.

4. Prompts and tool use are improved

E.g. explicit instructions are given for its role and objectives, when not to guess, how to handle conflicting information, when to hand off to a human, tool calls validated before execution etc.

5. Conversations are measured

Evaluation datasets are built from real interactions measuring things such as task completion, resolution rate, fallback rates, accuracy, hallucination rate, customer satisfaction score, latency, cost per conversation etc.

6. Optimising from failures (

Establishing a continuous improvement loop from failure categorisation such as intent failure, retrieval failure, reasoning failure, tool failure, conversation failure, knowledge failure).

7. Optimising the model economically

Using the most appropriate model for each turn, e.g. classification, routing and simple FAQs use a small/fast model; complex reasoning and nuanced conversations use a larger model; retrieval for factual company information; and deterministic code for integrations, calculations, and business rules.





15. Technical Deep Dive | The AGBS Engine and RAG+

At the core of Creative Virtual's generative AI capability is the AGBS engine. This engine is an advanced implementation of RAG, enhanced with additional validation and reference-checking layers to ensure the highest quality of output.

The AGBS engine is particularly effective for scenarios where the AI must draw upon a vast and constantly changing knowledge base, such as product catalogues or operational instructions.

The AGBS Operational Workflow

The AGBS engine follows a rigorous multi-step, multi-turn, and summarisation process to generate answers that are both fluent and factually accurate. This process begins with "search term optimisation," where the AI analyses the full dialogue history to create a concise and contextually relevant search term.

This is a significant improvement over traditional RAG models that often rely only on the latest user response, which can lead to a loss of context in longer conversations.

Once an optimised search term is generated, the engine queries the organisation's vector store to identify the most relevant articles or product sections. These retrieved text passages are then used to prompt the language model, which is instructed to base its response solely on the provided information.

Reference Checking

Critical features of the AGBS engine are its built-in input and output guardrails, definable compliance and "reference-checking" capability. To avoid hallucinations - a common issue with generative AI where the model invents plausible-sounding but incorrect information - the engine verifies that the AI's response is grounded in the source material.

If the response cannot be cross-referenced with the retrieved text, it is rejected, ensuring that only brand-verified information reaches the customer.





Implementing AGBS: Strategic Considerations

For organisations looking to deploy the AGBS engine, several technical and governance requirements must be met. These include the preparation of approved product data for the vector store, access to relevant corporate APIs, and the establishment of strict guardrails to prevent the AI from responding to inappropriate or off-topic subjects.

The engine can be configured to support a "blended" approach, where the system provides structured answers from the knowledge base when they are available and utilises the generative engine for more nuanced or discovery-oriented queries.

This ensures that the most precise and deterministic content is always prioritised for critical business logic while maintaining the flexibility of generative AI for natural dialogue.





16. The Creative Virtual Advantage

As enterprises navigate the complexities of the AI-first economy, the need for a specialist partner becomes clear.

Creative Virtual offers more than just technology; it provides over two decades of experience in building award-winning conversational solutions for some of the world's most demanding brands.

Strategic Advantage	Creative Virtual V-Person Technology
Resolution and Outcome Focus	Built to maximise high-quality self-service, not to upsell live agent seats.
Platform Independence	A vendor-agnostic orchestration layer that avoids vendor lock-in.
Enterprise Governance	Integrated audit trails, policy enforcement, and hallucination prevention.
Proven Scale	Deployed in 43 languages across 25 countries, handling millions of monthly interactions.
Conversation Orchestration	A signature blend of rules-based precision, ML, and generative and agentic AI.

The advancement of conversational AI is not just about having better models. It will be about knowing how to orchestrate conversations. Conversation quality is different to model quality, as a great model can still produce poor enterprise conversations. If the prompt, knowledge, workflow, escalation, or context are bad, then the experience will be bad.

The orchestration and management capabilities of Creative Virtual's V-Studio platform enable organisations to deliver the right customer and business outcomes across every interaction. It intelligently brings together and makes sense of knowledge, applies appropriate governance, works within set guardrails, integrates with the organisation's wider ecosystem, and aligns with business and brand rules.

V-Studio orchestrates an organisation's factual data with the power of generative AI. This ensures that core business information stays 100% accurate, whilst using AI to make the communication natural and smart. This approach is much more powerful, delivering a better customer experience and better business outcomes than a standard AI chatbot.





By choosing V-Person technology, organisations can take their conversational AI strategy to the next level - delivering seamless, personalised digital support that builds relationships, creates loyalty, and grows the business while maintaining the highest levels of security and control.

The future of effective digital engagement is conversation orchestration, and with V-Studio as the command centre, enterprises are ready to lead in the age of AI.

