

AMELIA FOR ENTERPRISE & GOVERNMENT

2021



CHALLENGES TO DEPLOYING CONVERSATIONAL AI

Human Scale is Insufficient

- **Explosive growth** in digital services delivered to consumers are requiring massive scale to deal with incoming requests
- Personalization in service delivery required to **build customer trust, loyalty and satisfaction** which drives overall NPS
- **Instant and intelligent responsiveness** on inquiries and transactions is a must 24/7 while eliminating wait time and annoying IVR (Interactive Voice Response) systems

AI Projects Must Move Fast

- IT **budgets under strain**
- Planning, investment, development and deployment **cycles for AI projects need to shorten** (days and weeks to months, not months to years)
- ROI must be **clear and immediate**, with near- and longer-term business value

Skilled AI Resources Hard to Find

- Skills to develop digital employees in-house **scarce and expensive**
- Generic AI solutions (simple chatbots) that lack business process experience are **ineffective**
- Training an AI solution in-house is time-consuming, **delaying time to value**

The Solution: DigitalWorkforce.ai



**Delivers ready-to-deploy
Digital Employees at scale**



**Reduces risk and accelerates
time to deployment, ROI and
value**



**Ready from Day One with
out-of-the-box training and
expertise**

AMELIA

Hire Amelia to Provide Personalized Customer Experiences



Digital Employee Capabilities

ALWAYS AVAILABLE

- Amelia can handle customer queries 24/7 without breaks, no matter the volume.

WORKS LIKE A HUMAN AGENT

- She can switch context, understand natural language and interact with your customers as human agents do.

ACROSS ANY CHANNEL AND LANGUAGE

- Customers can call Amelia over the phone and/or chat with her via your website to complete tasks and resolve issues. She can even connect with your customer over their preferred social channels like WhatsApp and Facebook.
- Amelia can auto-translate from different languages on the fly so you only need to train her in a primary language.

INFINITELY SCALABLE

- Amelia helps to meet demand during peak call times, allowing human workers to focus on users' more complex and engaging interactions, generating higher satisfaction.

INTEGRATED WITH BACK-END SYSTEMS

- Amelia can integrate with both cloud or on-premise systems for case management or access to required functions and data.



Customer Care Skills

ANSWER COMMON QUESTIONS AND INQUIRIES

- Amelia is trained to understand **commonly asked questions in call centers**, such as contract duration, penalties, balance inquiry, contract duration, company info etc.
- Beyond those pre-trained areas, Amelia can **learn on her own** so her skills and knowledge only improves over time.

RESOLVE CUSTOMER ISSUES

- Amelia is pre-trained to triage customer issues, such as problems with **internet, voice, SMS or other connectivity issues**.
- Amelia will also act as an inbound **information-gathering resource** for human agents so they can focus on resolution as opposed to standardized information gathering.

PERFORM COMMON TASKS

- Amelia can process customer changes and transactions such as service cancellation, SIM card changes, changes to plans (postpaid to pre-paid), etc.
- Amelia is also trained to elevate tasks to agents which can be or should be resolved by humans.



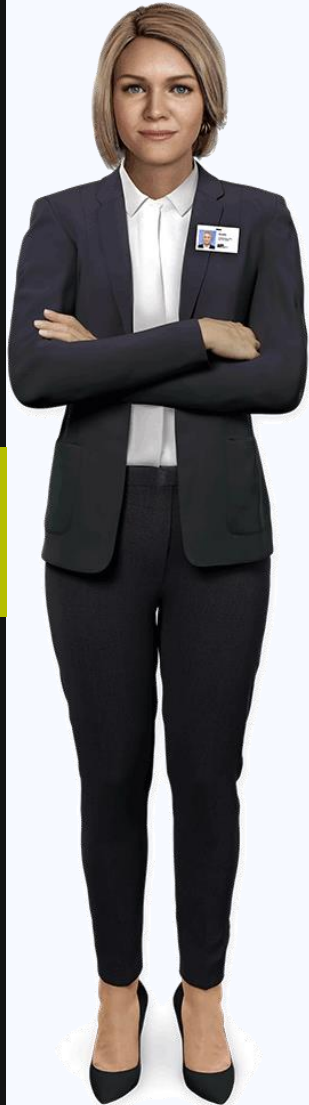
Human Agent Collaboration

ESCALATION TO HUMAN AGENTS

- When Amelia is not configured to, or unable to, complete tasks, she escalates to human agents.
- Built-in chat-based recommendation engine can provide split-second suggestions to human agents based on thousands of past interactions between experienced agents and customers.
- Amelia observes escalated conversations to determine how agents resolve those requests, so she can learn and improve.

OPEN CASES/TICKETS FOR CUSTOMERS

- If no human agents are available, Amelia can automatically **create or update inquiries for human agents** to follow-up later.
- Back-end systems integrations include SalesforceCRM and Genesys PureCloud.



POWERED BY AMELIA

Amelia is the most comprehensive conversational AI agent on the market. Customers and employees communicate with Amelia via natural language (voice or chat) to resolve support issues or ask questions. Amelia responds quickly and carries out tasks for users by connecting with back-office applications. She delivers relevant, personalized information efficiently, freeing up humans to focus on high-value tasks.



NATURAL LANGUAGE

UNDERSTANDING: Amelia understands words and their intended meaning, providing contextual responses with high accuracy and minimal input for training.



CONNECTS TO ENTERPRISE SYSTEMS:

Amelia's prime purpose is to execute and resolve tasks on behalf of customers and end-users in existing backend systems.



PRESENTS VISUAL INFORMATION:

Amelia controls what the users see (Web/Mobile) so that she visually guides them through the process.



UNDERSTANDS

SENTIMENT: Amelia understands user sentiment and delivers appropriate responses, ensuring high user satisfaction.



CONTEXT SWITCHING:

Unlike a chatbot, Amelia switches between threads and topics flexibly, providing quality humanlike experiences.



LEARNS AND IMPROVES OVER TIME:

Amelia uses observation and supervised learning to evolve over time and address similar future scenarios without human intervention.



REAL-TIME JOURNEY

ANALYTICS: Business analytics highlights value and focus areas for continual optimization of Amelia functionality.



PRE-BUILT VERTICAL SKILLS:

Amelia has been trained on industry-specific words and processes to speed up deployment times.



COLLABORATES WITH HUMAN COLLEAGUES:

After escalations, Amelia coaches her human colleagues by suggesting responses based on 1,000s of previous conversations.

IPSOFT IS RECOGNIZED AS A GLOBAL LEADER IN CONVERSATIONAL AI

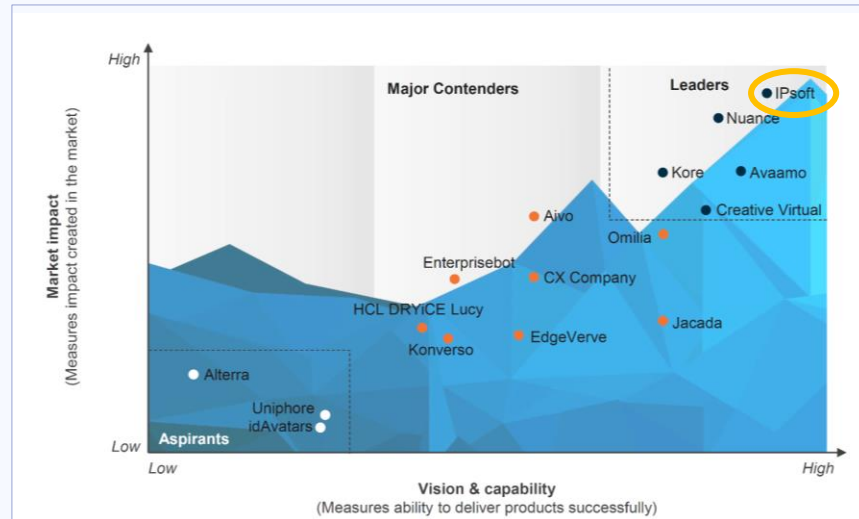
Strong endorsements from industry analysts across the board



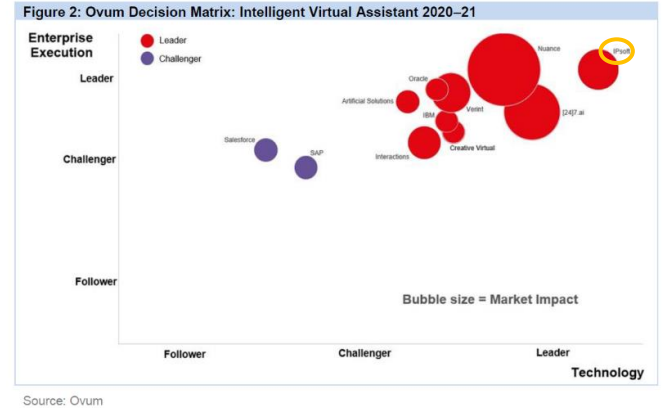
Conversational AI for Customer Service, 2019



Everest Group Intelligent Virtual Agents (IVA) Products PEAK Matrix® Assessment 2020



Ovum Decision Matrix: Selecting an Intelligent Virtual Assistant Solution, 2020–21



2020 Market Leader for Innovation



2019 Market Leader for Standalone Chatbots



2019 Market Leader for Conversational AI



2019 Market Leader for Conversational AI



2020 Market Leader in Virtual Assistants




2019 Recognized for Conversational AI capabilities









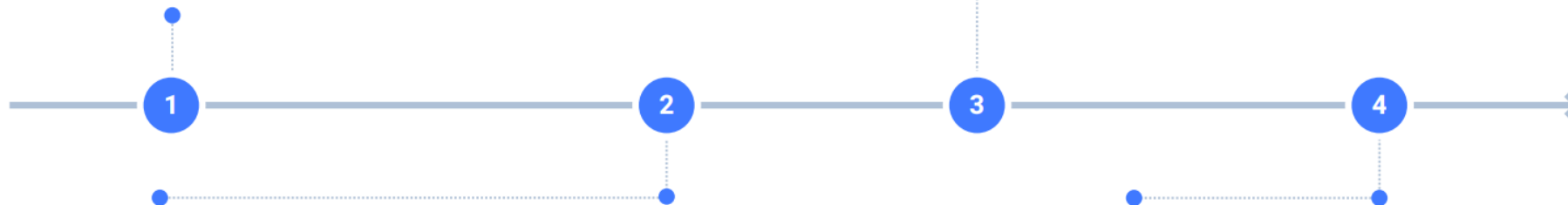
GLOBAL INVESTMENT BANK – AMELIA AS AN IT SERVICE DESK AGENT

A Global Investment Bank




 A financial institution with tens of thousands of employees spread across 40 countries

Amelia Hired For:





-  Password resets
-  Skype and Outlook issues
-  WiFi setup
-  Printer issue diagnosis
-  Installations
-  Many other tasks



Sought to Transform IT Service Desk via Cognitive AI

-  **Automate** simple repetitive ITSD tasks
-  **Shorten MTTR** on common IT requests
-  Free experienced **human agents** to address complex needs

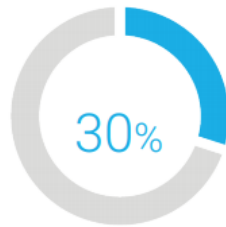
Results:

-  **50,000** conversations per month
-  **42,000** employees rely on Amelia as primary channel supporting **76,000** employees globally
-  Amelia resolves **35%** of requests resolved on her own
-  **87%** intent recognition

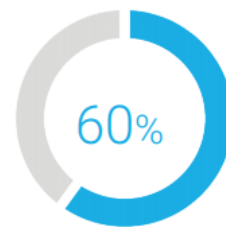
AMELIA HYPERAUTOMATION PLATFORM

The Amelia HyperAutomation Platform brings together Amelia, the market-leading Conversational AI agent, with cross-functional orchestration across IT Operations and business systems, enabling end-to-end automation and constant operational improvement.

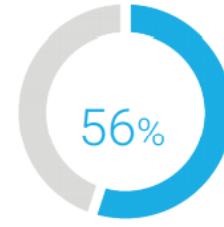
The platform is a multi-faceted solution with virtually limitless potential for use cases in IT Operations, back-office systems and employee-facing services.



30% Increase in IT Efficiency: Within 90 days, we'll have your IT operation running more smoothly.



60% Reduction in Mean Time to Resolution (MTTR): The system solves IT support issues on-demand. No more tickets.



56% of IT Events Automated: The platform automates busy work and repetitive tasks.

FIND OUT MORE

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