



Helping a railroad service conduct business

Ask Julie gives travelers instant service while delivering impressive business results.

Founded in 1971 and headquartered in Washington, D.C.'s Union Station, Amtrak employs more than 20,000 people, operates over 300 passenger trains on 21,000 miles of track and carries over 30-million passengers per year to destinations in 46 U.S. states, the District of Columbia and three Canadian provinces.

Customer challenge

With more travelers booking tickets online than by any other method, Amtrak wanted to make it an even easier experience for their website's 375,000+ daily visitors. They sought a solution that would provide all website visitors instant access to online self-service, giving them answers to their questions and assistance with transactions without having to call or email a representative.

The Ask Julie customer experience

In 2012, Amtrak engaged Next IT to develop and implement a world-class virtual assistant to engage and serve their customers in a scalable manner. Ask Julie, an intelligent virtual assistant (IVA) on Amtrak.com, was designed to function like Amtrak's best customer service representative – electronically, of course.

With Julie, waiting for service is a thing of the past, as she's easily capable of simultaneously serving the needs of every Amtrak.com visitor. Travelers can book rail travel by simply stating where and when they'd like to travel. Julie assists them by pre-filling forms on Amtrak's scheduling tool and providing guidance through the rest of the booking process. And, of course, she's easily capable of providing information on what items can be carried on trains or helping make hotel and rental-car reservations.

The Alme platform solution

With experience creating and delivering intelligent conversational solutions for major travel providers and other Fortune 500 companies, Next IT's digital solutions and professional services teams designed a brand experience that ensured Julie's knowledge and capabilities were perfectly matched to the needs of Amtrak and its customers.

VERINT.
next IT

Customer Success Story



Solutions

Verint Intelligent
Virtual Assistant



Industry

Travel



Region

Americas

Results

- 8x return on investment
 - 50% year-over-year growth in Julie's usage
- 30% more revenue generated per booking with Julie (based on monthly average)
- Over 5 million questions answered annually by Julie

AI is No Longer a New Technology, It's Your Business

The future of business is a conversation with a machine that earns your trust. Whether you want to engage customers in more meaningful interactions that support their goals, or aid an employee in search of data, these conversational interactions will permeate every level of engagement with your business. Intelligent interfaces like IVAs are essential to keeping pace with machine accelerated productivity in every industry, which is why we've designed IVAs to support your business goals.

To learn more visit www.NextIT.com



**We unlock the value
of human relationships with the power of AI**

Our customers and strategic partners use our technology to build business-first AI solutions that put them a step ahead of their competition. By combining our proven platform with advanced conversation intelligence and experience toolsets spanning natural language understanding (NLU), natural language generation (NLG), machine learning, and conversation analysis, we ensure that every enterprise succeeds with AI now and in the future.

509-242-0767

ContactNextIT@Verint.com

NextIT.com

Verint.com

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners. © 2018 Verint Systems Inc. All Rights Reserved Worldwide. 11.2018

VERINT
next IT