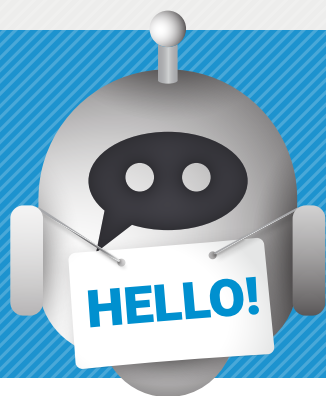


# Transforming Customer and Employee Engagement with Conversational AI

Chatbot and natural language solutions now enable people to search for knowledge, raise tickets, query transactions, renew memberships, book travel, schedule appointments, transfer money, and engage across multiple journeys. This is what is known as Conversational AI, and it is the key to advance automation and self-service for customers and employees.



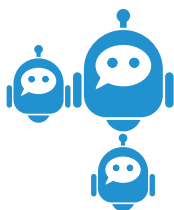
The ServisBOT Conversational AI Platform, built on AWS technologies and services, enables your business to create and extend natural language solutions across multiple B2C and B2E use cases quickly and easily. You can interact with your customers and employees, both inbound and outbound, across multiple channels, such as Amazon Connect, Alexa, Messaging, SMS, Web, Email — and in different languages. Centralizing bot development allows you to create greater brand consistency as well as enabling more secure and scalable bot deployments.

## How It Works



### The Virtual Assistant (VA)

The Virtual Assistant is the brain of the engagement, handling all conversations with the user, orchestrating other bots that are skilled to carry out specific missions. The VA understands the high level intent of the user and routes accordingly to a bot, or bots, that can execute on this. The VA also handles identity, language, escalation, and decision-making.



### An Army of Bots

Smart bots perform different business tasks, engaging with customers or employees to process transactions, access information, schedule appointments, manage applications, send alerts, and more. They can handle inbound requests but they also can reach out proactively. They can operate alone or together to complete a complete user journey.



### Bot Building Made Easier

The platform tooling supports business users as well as enterprise developers. Bot blueprints and visual design tools enable the business to get their bots to market faster. There is also tooling for enterprise developers to build and test bots for scale and automate bot deployment.



### Automate Customer and Employee Journeys

Smart bots work for the business, streamlining complete journeys and automating business workflows. An integration layer injects enterprise data securely into conversation flow to enhance the customer or employee experience and improve business outcomes.



### Make your Bots Smarter

Capabilities can be added to each bot over time to make them more successful. Whether it's learning new skills, different languages, or making small talk, bots continue to get smarter. The bot orchestration approach is also critical to raising the bot IQ, faster and more efficiently.

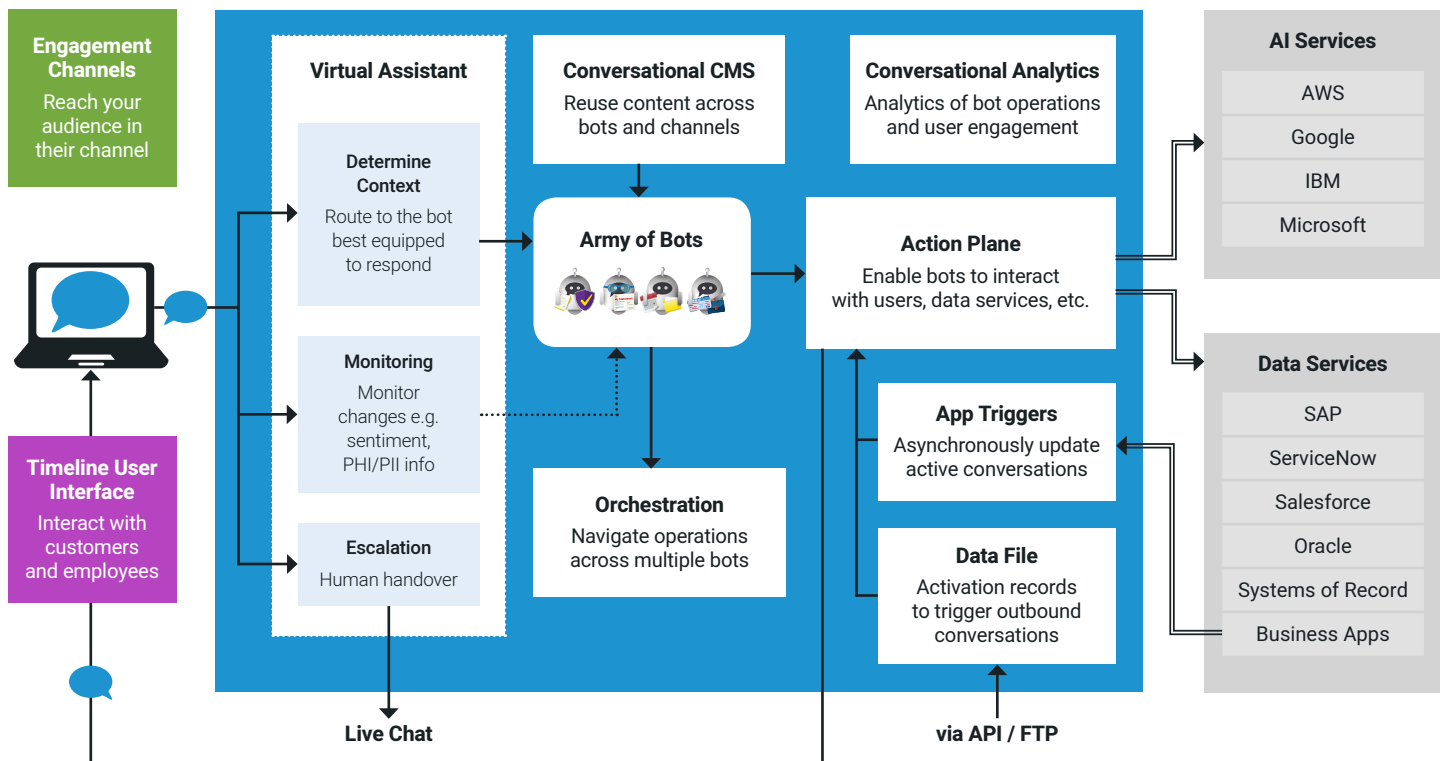


### Different Journeys, Multiple Channels

Smart bots can be built for both inbound and outbound journeys for any industry, from insurance to banking, financial services, travel, healthcare, consumer goods, customer service and more. They can be created for many different use cases across the business, interacting through multiple channels, and in many languages.

# ServisBOT Conversational AI Platform

The ServisBOT Conversational AI Platform provides a cohesive suite of tools and centralized services that enable businesses to build chatbots quickly and easily, improving customer and employee engagement across the organization.



## Key Features of the Platform

### Virtual Assistant (VA)

The VA blends independently managed bots into a unified experience, routing to the bot best equipped to respond to user requests. It also monitors the ebb & flow of conversations and enables all bots to support language detection, translation, sentiment analysis, PHI/PII detection, and human escalation.

### Orchestration

Orchestration is critical to navigating operations across multiple bots (100+ bots), executing both conversational and procedural logic. You can scale your business horizontally with thin-sliced bots by blending together FAQs, business processes, and transactions.

### Action Plane

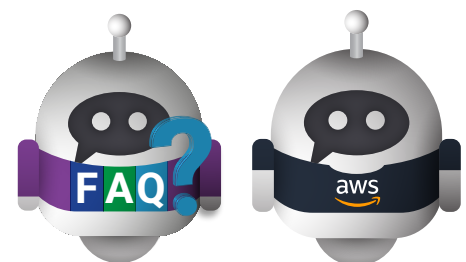
Bot developers can access provisioned API connectors, CMS content, co-browsing commands, universal timeline elements, bot orchestration, NLP, and analytics. This provides a rich bot building space, decoupled from the outside world.

### Engagement Channels

Define your bot experience once, using the Timeline Markup, and it gets translated into primitives supported by your target channels. Your bots can reach your users where they are, whether it's Facebook Messenger, Twitter, Alexa, Google Home, Microsoft Teams or Slack. For custom experiences, use our UserRuntime SDK to natively integrate ServisBOT into your conversational experiences.

### Conversational Analytics

Measure the success of your bots and conversations with out-of-the-box metrics on chats, events and bots. Define your own success criteria with custom goals and conversions. Improve on your bot experience by catching missed utterances using missed input workflows.



Our Conversational AI Platform provides an array of tools to support the complete bot building journey, from managing your NLP vendors to composing your bot experience. With these tools you can start with one of our Bot Blueprints, hook up data, and deploy in minutes. And with an end-to-end experience in place, you can make the bot yours. You'll also have the ability to prototype new experiences and capabilities and begin the transition to productionizing the bot. Below, we detail the tools that empower your teams to build their very own bot experiences.

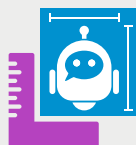
## Bot Building Tools



### Visual Flow Designer

#### Drag and Drop Bot Building Interface

Create flow-based conversations for your bot experiences easily with drag and drop tools. Detect intents, send responses, and interact with back end systems without needing to code. Also, leverage our Node.js SDK and CLI to setup your bots with ease.



### Bot Blueprints

#### Templates for Multiple Bot Use Cases

Get started quickly with our bot blueprints. Unwrap a blueprint in your account and modify it to meet your unique business needs. No matter what industry you are in, blueprints help you create bot experiences for a growing range of use cases.



### Timeline Markup

#### Simple Syntax to Define Bot Experiences

Timeline Markup is used to send advanced UI elements from our design kit to users. Declare your bot's user experience with a simple syntax that translates across all channels of engagement. Take advantage of our markup recipes to get started quickly.



### ServisBOT Messenger

#### Styleable Chat Interface for Web or Mobile

Our styleable chat interface is ready to be added to your website or mobile app. Our messenger supports multiple strategies of user identification and authentication to ensure that users can access the features without putting the business or the user's data at risk.



### Backend-as-a-Service

#### Access APIs to Enrich your Bots with Data

Access your APIs on-prem, in the cloud, or via 3rd party SaaS in a controlled way. We support write-only secrets for use with your data services and AI providers. Enrich your bots with unlimited data services — CRMs, Service Desk, HCM, Active Directory, MS Exchange, and many more.



### AI Services

#### Conversation and Language Services

Connect your bots to conversation and language services as needed to get the experiences you envision. We support vendors for Natural Language Processing (NLP), Automatic Speech Recognition (ASR), Text-to-Speech (TTS), translation, document processing, sentiment, and many more.

# The Benefits

## Speed to Market

Your business can build bots quickly and easily with tools such as the visual designer, pre-built bot blueprints, CLI and SDK. Get your bots to market faster and improve digital engagement.

## Boost Business Results

Depending on the use case, bots can deliver different business results, for example, faster resolution times, increased revenue, lower costs, improved cash flow, new revenue streams, reduced churn, faster turnaround times, and improved brand loyalty.

## Reduce Human Intervention and Lower Costs

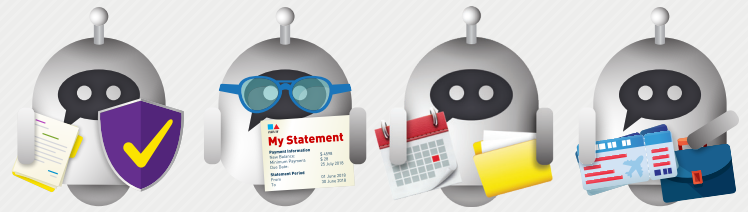
Using bots to automate the tasks that make up a customer or employee journey, the costs associated with human staffing or agents can be dramatically reduced.

## Engage across Multiple Channels 24/7

Using Amazon Connect, Alexa, Messaging, SMS, Web, Email, users can engage in their preferred channel and move seamlessly across channels.

## Increase Brand Loyalty and Stickiness

By using the platform to build bots and the Virtual Assistant to orchestrate and manage them, you can create consistent experiences across use cases, business departments, geographic regions and digital channels.



# ServisBOT and AWS Services

Built as a serverless SaaS offering on AWS, the platform avails of the following core AWS services — AppSync, Lambda, Dynamo, Lex and Sagemaker. These services are extended by Translate, Polly, Transcribe, Comprehend, Rekognition, Sumerian.

