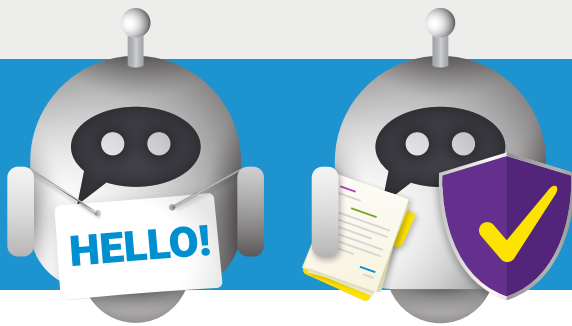# Transforming Customer and Employee Engagement with Conversational AI

Growth in the adoption of conversational interfaces is transforming how we interact and is creating powerful new ways for businesses to engage with customers and employees using natural conversations, via voice or text. Chatbot and natural language solutions now enable users to search for things, raise tickets, query bills, renew memberships, book travel, transfer money, apply for loans, and interact with businesses across many different interaction points and journeys. This is what is known as Conversational AI, and it represents a fundamental shift in how we access information and services in more convenient, meaningful and frictionless ways and at a lower cost to the business.

HELLO!

At ServisBOT, we provide a Conversational AI Platform for businesses to build natural language solutions and bots that automate and transform inbound and outbound customer and employee journeys.

How It Works

The Virtual Assistant (VA)

We think of the VA as the brain of the engagement, handling all conversations with the user, orchestrating other bots that are skilled to carry out specific missions. Our VA can understand the high level intent of the user and then routes accordingly to a bot, or bots, that can execute on this. The VA also handles identity, language, escalation, and decision-making.
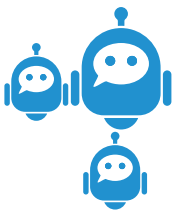
An Army of Bots

Our 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 also engage 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. Our 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

Our bots work for your business, streamlining complete journeys and automating business workflows. We provide an integration layer to inject enterprise data securely into conversation flow to enhance the user 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, we help make your bots smarter. Our bot orchestration approach is also critical to raising the bot IQ, faster and more efficiently.
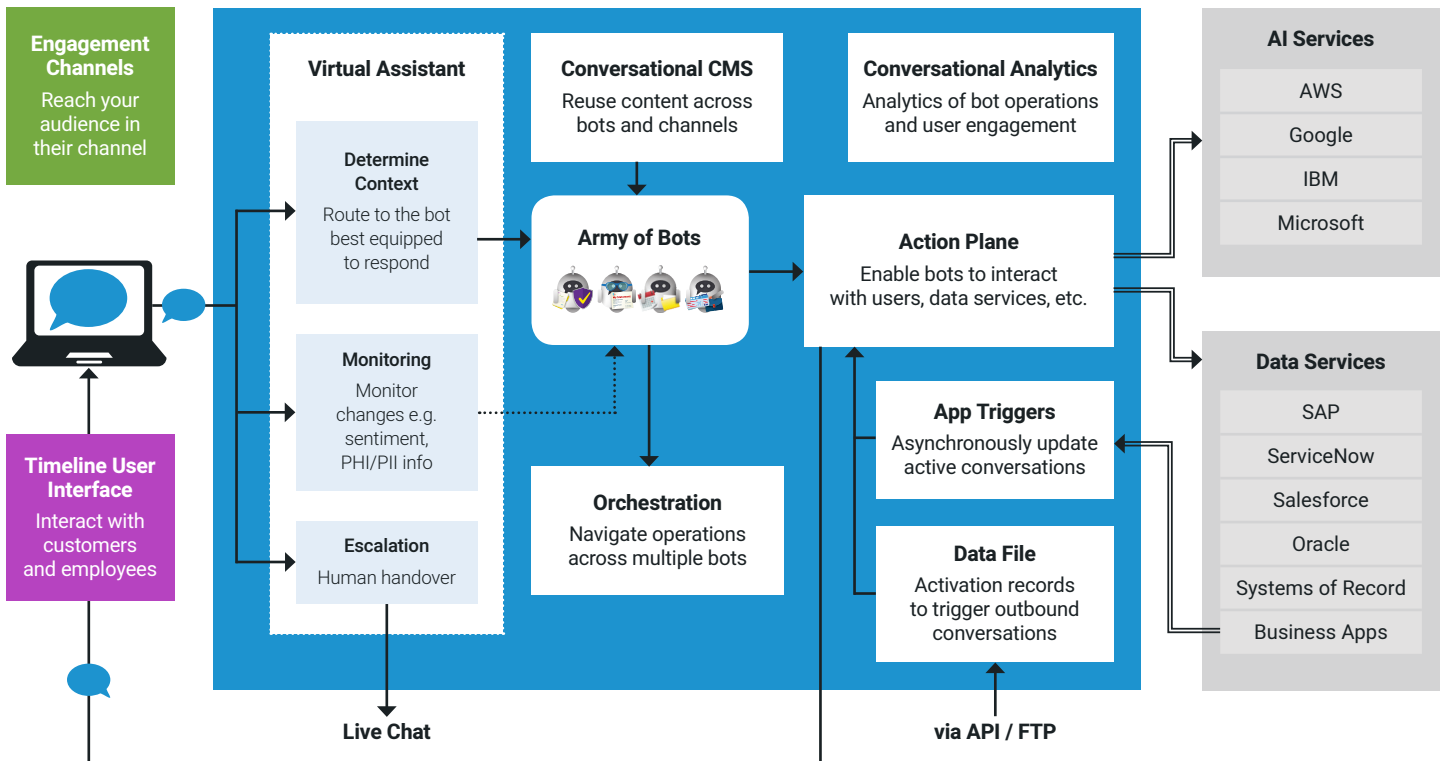
Different Journeys, Multiple Channels

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.

Engagement Channels — Reach your audience in their channel

Timeline User Interface — Interact with customers and employees

Virtual Assistant
- **Determine Context** — Route to the bot best equipped to respond
- **Monitoring** — Monitor changes e.g. sentiment, PHI/PII info
- **Escalation** — Human handover

Conversational CMS — Reuse content across bots and channels

Army of Bots

Orchestration — Navigate operations across multiple bots

Conversational Analytics — Analytics of bot operations and user engagement

Action Plane — Enable bots to interact with users, data services, etc.

App Triggers — Asynchronously update active conversations

Data File — Activation records to trigger outbound conversations

AI Services
- AWS
- Google
- IBM
- Microsoft

Data Services
- SAP
- ServiceNow
- Salesforce
- Oracle
- Systems of Record
- Business Apps

Live Chat

via API / FTP

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.

![SERVISBOT]
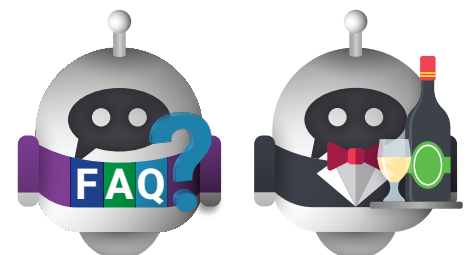
Our Conversational AI Platform provides an array of tools to support the complete bot building journey, from managing your NLP vendors to composing your bot experience. With these tools you can start with one of our Bot Blueprints, hook up data, and deploy in minutes. And with an end-to-end experience 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.
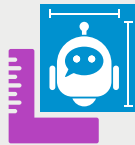
Bot Building Tools

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 of Conversational AI

Conversational AI solutions can be the key to advance automation and self-service for customers and employees. This ultimately leads to superior customer experience and better business outcomes. A Conversational AI Platform allows your business to centralize bot projects across the organization, bringing brand consistency and enabling more secure and scalable bot deployments. You don't need a team of AI experts or data scientists. The platform provides the tooling that you need to get enterprise-ready bots to market faster.

Here are some of the many benefits of our platform:

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 voice, messaging, SMS, web, and/or 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.

Why ServisBOT?

We help businesses transform engagement and increase customer and employee self-service using natural language and chatbot solutions. Our Conversational AI platform provides the tools for business users and enterprise developers to build mission-specific bots that automate inbound and outbound journeys across multiple digital channels. The platform is built on an enterprise-grade architecture that supports centralized security, integration, and deployment. This gives you and your customers or employees peace of mind that their conversations and data are protected.