



CHATBOT

REQUEST HANDLING IS
COMPLETED THROUGH A
DECISION TREE

VIRTUAL DIGITAL ASSISTANT

SIMPLE QUESTION,
COMMAND & MEMORY



Conversation is the Human Algorithm

Meet Ami. Love Ami.



AMI IS AI

AMI IS
CUSTOMER
CONVERSATIONS



AMI WILL READS AND
UNDERSTANDS WEBSITE,
INDEPENDENTLY
DECIDING THE NATURAL
LANGUAGE TO USE WITH
YOUR CUSTOMERS TO
MEET YOUR OBJECTIVES



AMI'S
CONVERSATIONS
HAVE OBJECTIVES

AMI HELPS THE TEAM
BY PROVIDING MORE
QUALIFIED LEADS
AND HELPING
CUSTOMERS WITH
THEIR QUESTIONS



Why Conversational Platforms Is a Top 10 Trend

Conversational platforms transfer complexity from the user to the technology. Instead of people needing to be computer literate, computers are becoming people literate. The technology is still in the early stages of development, but it will advance to include context, maintain a dialogue and handle more complex interactions. People will then rely on these platforms to give them information and perform tasks on their behalf. In the future, intelligent agents will proactively engage users when necessary.

Gartner®



100% OF COMPANIES
WITH **AMI** ON THEIR TEAM
SELL MORE

100% OF COMPANIES
WITH
AMI ON THEIR TEAM HAVE
REDUCED THEIR
CUSTOMER SERVICE
OVERHEAD



OVER

10,000,000

CONVERSATIONS



DEMO



AMI'S IMPACT COMES
FROM HER ABILITY
TO HAVE PERSONAL
CONVERSATIONS
WITH 1000S OF YOUR
CUSTOMERS AT
SAME TIME 24/7



CASE STUDY

Meet Ami.®
Love Ami.™



AMI HAS
PSYCHOLINGUISTICS



What effect has **Ami** had on your overall business?

“Ami has impacted the wider business. Ami is our virtual **shop-keeper**. The consequence has been an overall conversion rate hike whether the channels are TV, direct mail, website etc”

“Ami has increased the amount of qualified leads, increased the basket size and is always tending the shop helping customers”

Simon Hoe – Global Ecommerce Director

cruise1st.co.uk
second to none



Would you recommend Ami?

“Conversations work! Lots of data shows this to be true.

We have a newsletter sign up on the home page – 200 per month. When Ami went live that jumped to 2000 opted in sign ups per month. This meant we had a greater audience to communicate with whom we were engaged. We know this because Ami's email opens are 52.4% versus 14.8% industry average with a unique click through of 13.9% versus 1.59% industry average.”

Simon Hoe – Global Ecommerce Director

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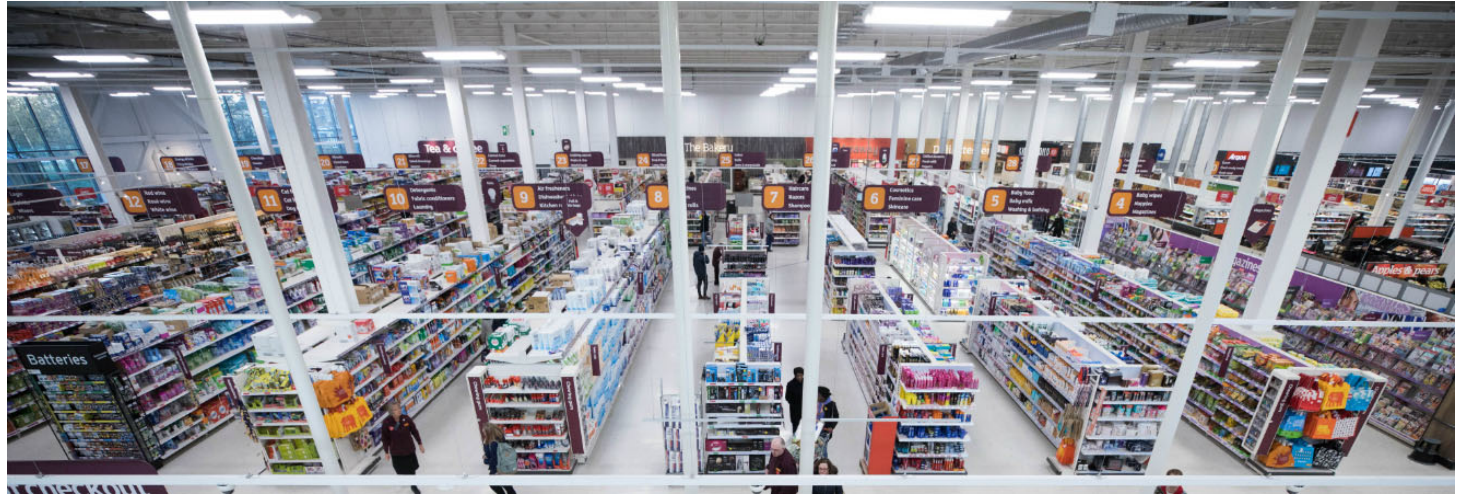


BY 2019, 40% OF
ENTERPRISES WILL BE
ACTIVELY USING
CHATBOTS TO
FACILITATE BUSINESS
PROCESSES

Gartner



UX 1967



UX 2003

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Bakery >

Frozen >

Food cupboard >

Beer, wine & spirits >

Drinks >

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Top sellers

Best in season

Flowers & plants

Carb alternatives

Fresh fruit >

Fresh vegetables >

Fresh salad >

Fresh herbs & ingredients >

Prepared fruit, veg & salad >

Organic

Taste the Difference

Fairtrade

Frozen fruit & vegetables >

Offer



£1.50, save 25p
Asparagus tips,
100g

[Shop now](#)



BY 2022, 30% OF
CUSTOMER SERVICE
EXPERIENCES WILL
BE HANDLED BY
CONVERSATIONAL
AGENTS

Gartner



AMI IS
CONVERSATIONAL
UX





At Supermarket we love to help you shop...



What are you looking for today?





At Supermarket we love to help you shop...



I would like to buy some apples





Braeburn



Cortland



Fuji



Gala



Ginger Gold



Golden Delicious



Red Delicious



Granny Smith



Honeycrisp



Jonathan



Do you like any of these?



user: yes ginger gold are my faves





great: how many do you want?



user: four or five please



SUPERMARKET



great: how many do you want?



user: four or five please



if you buy five i can include a free one



user: thanks



SUPERMARKET



great: how many do you want?



user: four or five please



if you buy five i can include a free one



user: thanks



is there anything else you need?



SUPERMARKET



great: how many do you want?



user: four or five please



If you buy five i can include a free one



user: thanks



Is there anything else you need?



user: can you help with a dinner idea?



Sure. How many are dining?



SUPERMARKET

By 2020, over 500 million consumers will make purchases using voice-enabled conversational AI on digital commerce platforms.

By 2020, 40% of users will be primarily interacting with applications that support conversational UX with AI.

By 2021, early adopter brands that redesign their websites to support voice search will increase their digital commerce revenue by 30%

Gartner®



AMI IS PROVEN
CONVERSATIONAL AI
AVAILABLE NOW



