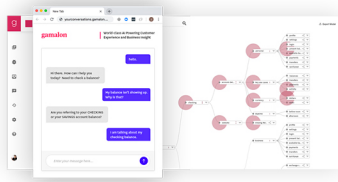# gamalon assistant

## Machine learning for your business is a journey - it needs to rapidly adapt as your business and customers evolve

Gamalon improves your chat through automatic, continuous
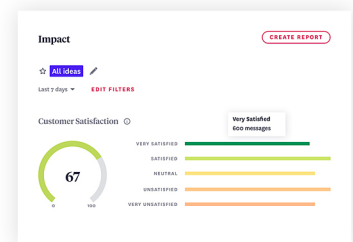A/B testing to find the best conversation flows

### Idea Learning

Idea Learning can analyze *or* power chat. Unless a person is talking like a robot, what they say contains more than one idea—more like a little story about their experience. Only Gamalon next-gen AI gives you a machine learning driven analysis of all the Ideas that your customers are talking about.

### Fast & Easy setup and usage

Gamalon Assistant is the most rapid deployment of any chat or messaging technology, and continuously improves as your team communicates with customers.

### Automated Insight Discovery

Gamalon Studio allows you to understand what is being discussed in chat and drill down on particular topics as needed. What's more, Idea Learning can find new or unknown ideas without having to be trained to look for them, and can alert you to new topics so that you can stay ahead of the curve with your customers.

### ABOUT GAMALON

Founded by Ben Vigoda, PhD, MIT, Gamalon, Inc. is a next generation Natural Language Understanding solution for CX professionals. From 2013-2017, Gamalon received the largest single contract from the US Government's Defense Advanced Research Program Administration (DARPA) to develop the next generation of deep learning with leading groups at Berkeley, Stanford, MIT, Columbia, and the University of Cambridge. With a foundational advance in machine learning and 40 patent filings, Gamalon has been named one of the 50 Smartest Companies by MIT Technology Review in 2017, and in 2018 became a World Economic Forum Technology Pioneer. Gamalon is now backed by Intel's venture capital arm, Intel Capital.

### To Learn More

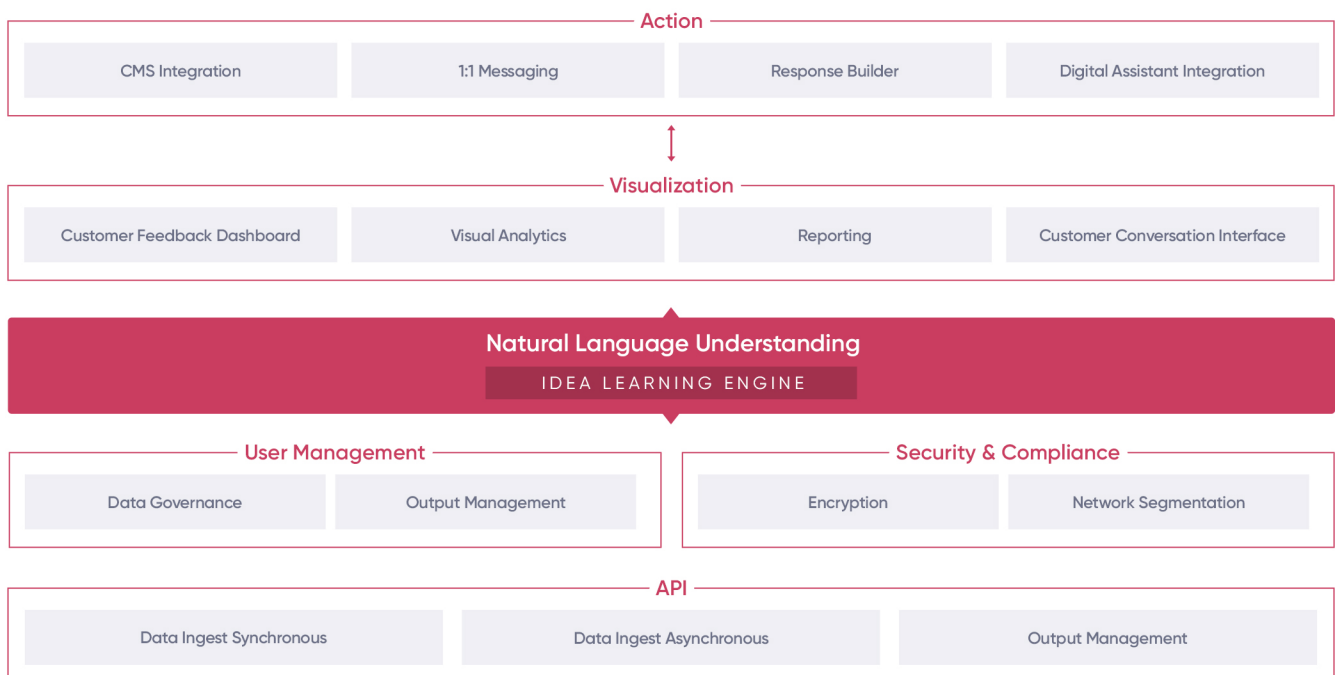**Sales:** sales@gamalon.com
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# WHY GAMALON

|  | Alternative Approaches | Gamalon |
|---|---|---|
| Manual effort | Manually reading hundreds of messages and writing complex rules | ✓ Little to no manual effort |
| Data requirements | Thousands or hundreds of thousands of data point to "train system" | ✓ Little to no labeled data required |
| Number of categories | 10 categories on average; a few hundred maximum. Granularity limited by the number of categories a human can remember during labeling process | ✓ No limit on number and specificity of categories |
| Multiple categories | Difficult or impossible to capture multiple categories within a single message | ✓ Multiple categories captured effortlessly within the same message |
| New categories | Lengthy, expensive process that requires retraining of the entire model | ✓ Add or change ideas in a day by only editing the piece of the model that needs to change |
| Accuracy | 65% on average. Limited by the accuracy of the humans who label the data | ✓ 85%+. Learns from unsupervised data and prior business-specific knowledge |
| Implementation time | Months to quarters before model is ready to process data | ✓ Up in running in days or weeks |

# PRODUCT ARCHITECTURE

- Superior NLU engine that enables visualization of insights and powers appropriate actions
  - Integrate via batch and streaming APIs
  - Secure, GDPR-compliant deployment

### Action

| CMS Integration | 1:1 Messaging | Response Builder | Digital Assistant Integration |
|---|---|---|---|

↕

### Visualization

| Customer Feedback Dashboard | Visual Analytics | Reporting | Customer Conversation Interface |
|---|---|---|---|

## Natural Language Understanding
### IDEA LEARNING ENGINE

### User Management

| Data Governance | Output Management |
|---|---|

### Security & Compliance

| Encryption | Network Segmentation |
|---|---|

### API

| Data Ingest Synchronous | Data Ingest Asynchronous | Output Management |
|---|---|---|

# GETTING STARTED

**1** Identify **top priorities** for chat analysis and set success criteria

**2** Upload **10,000 rows** of unstructured data

**3** Gamalon structures the data and **surfaces the insights**

**4** View your **Gamalon Studio dashboard** and evaluate

*Our data science team can provide support on-going as needed.*

**gamalon.com**