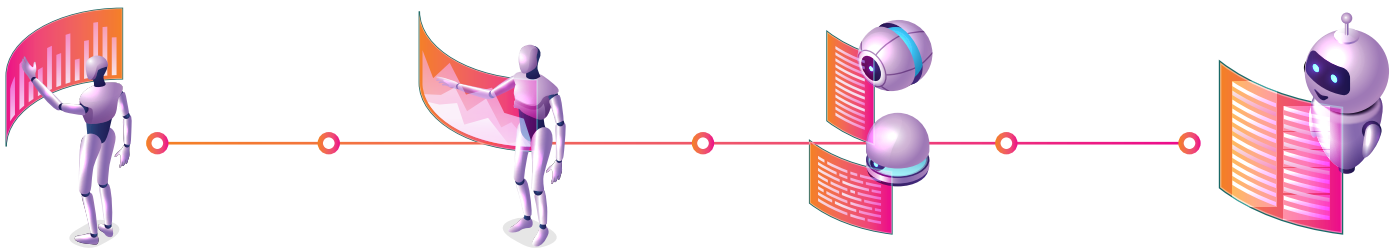


Redefine customer service experience & drive front-office automation with the AI-driven Intelligent Virtual Assistant (IVA) - akeira



akeira™ - the Intelligent Virtual Assistant allows organizations to automate customer service with NLU driven conversations across multiple languages and channels, providing a true omni-channel journey for the end user.

The IVA Market – An overview

Expectations of an IVA has evolved over the years from simple rule-based systems to truly autonomous self-learning systems. According to the 2019 Global Customer Experience Benchmarking Report, virtual assistants are ranked among the top five technology trends being prioritized by CX teams to enrich a customer journey. Expectations are also driven by user behavior in terms of adoption of digital channels and the use of voice as an interface.

Barriers

- Poor track record
- Does not scale
- Takes months to roll out
- Understanding complexity
- Lack of channel support

Market needs

- Voice is the new UI
- No rule-based bots
- Faster time-to-market
- Support 8+ channels
- Omni-channel

Future trends

- Recommendations
- Personalization
- Self-learning IVA's
- Intent modeling
- Augmented agents

Why does an organization need an IVA?

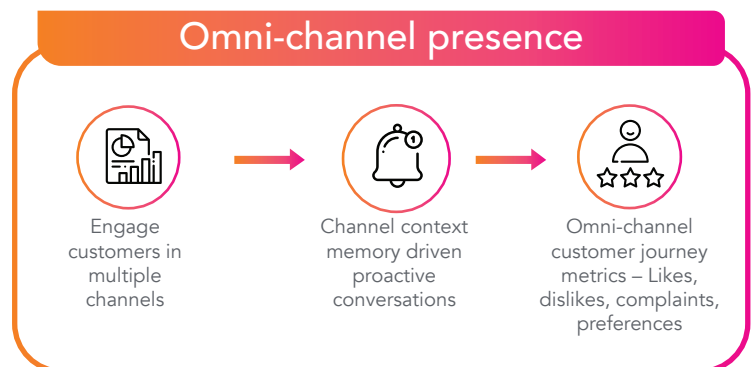
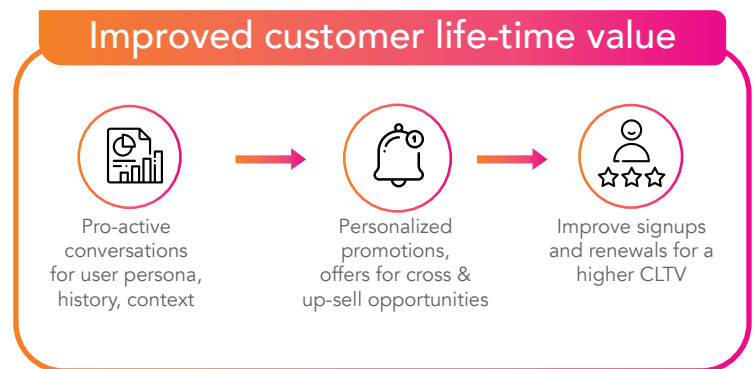
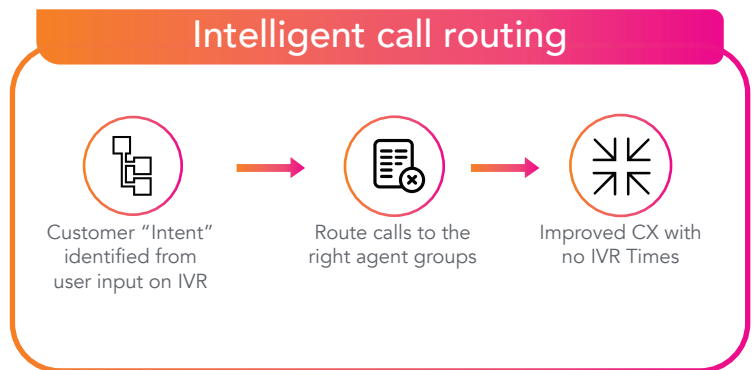
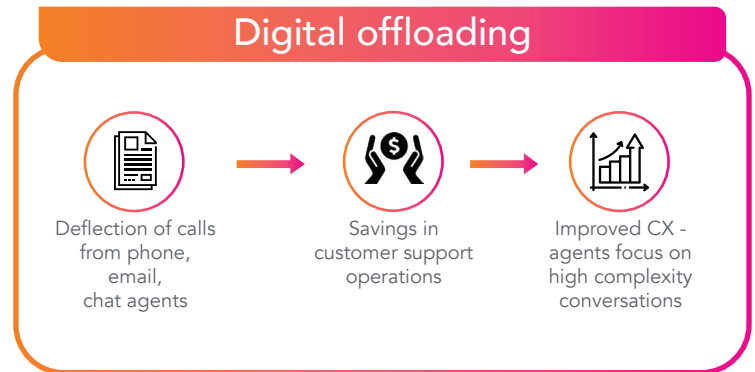
- **High cost of support** – An IVA can deflect calls away from the traditional high cost human support channels of IVR, Chat and email. Support costs for these channels only increase with business expansion to new regions
- **Digital channel presence** – Users want to engage with organizations on multiple channels during the various stages of their customer journey
- **Tracking the omni-channel user journey** – Without an IVA, the context -journey of a user as they move across cannot be tracked resulting in poor CX and lost revenue opportunities
- **Differentiation in CX** – Users stick to brands and organizations which offer a truly differentiation experience user experience for product evaluation, procurement and after sale service
- **Need for continuous user engagement** – Organizations must engage with users reaching out with personalized offers and product recommendations for a higher CLTV

akeira™ - IVA

akeira™ uses NLU Machine Learning models to understand the intent of end-user queries and provides relevant responses in multiple languages. akeira™ can also securely connect with back-end API's and knowledge base to present end user's with account-specific data. With the akeira™ administrative console, organizations can manage the life cycle of IVA's.

akeira™ - Features & use cases

- **Call a 1-800 number** to speak with akeira™ in a language of choice
- **Use Natural Language** to speak with the user
- **Intent based routing** to a Live Agent with desired skill set
- **Visual Modeler** – Create and edit conversational flows for Intents
- **Assisted Training** - Continuous Intent Training to improve akeira™'s NLU models
- **ML Training** – Train the Intents once and deploy in multiple channels
- **Virtual Agent Health tracking** - Track Intent served & Call handling capacity
- **Business End Point Connector Service** – Secure connectivity to business API's
- **Sand Box for Testing** – Simulate an Intent in a sand box before moving to production
- **Granular Control of Intents** – Turn Intents Off in Live environment as a safety feature



Why akeira™ ?

akeira™ is designed to deliver cutting-edge IVA features

Faster time-to-market

- Accelerated intent training
- Pre-built conversations
- Intent discovery & modeling

IVA management-visual modeller

- Rich responses – Mobile, web
- Social channels

Conversational AI

- Granular training control
- Next best response prediction
- Autonomous self-learning AI

Personalized conversations

- User persona
- User & IVA chat history
- Recommendations

Omni-channel journey

- Context memory
- Proactive conversations
- Omni channel journey metrics

Augmented agent assistance

- IVA to IVA integration
- Human agent to IVA routing
- Contextual agent routing

akeira™ for differentiated CX - A case study

One of the leading insurance providers in India, with more than 80 million customers wanted to automate their customer service experience with an IVA on a mobile application to provide a digital engagement channel for their fastest growing user demographic.

Challenges

- High support volume
- 6900 branches
- Time wasted on repeated queries
- Need for a digital brand
- Lack of channel support

akeira™ on mobile

- IVA on mobile – Android & iOS
- Speech & text in 2 languages
- 100+ intents – FAQ, informational
- 10K conversations a month

Benefits

- 24X7 customer service with no IVR wait times
- Deflection from high cost human support agents
- Prospect to customer digital journey tracking of user



About Uniphore

Uniphore Software Systems is a global Conversational AI company that builds and enhances customer service experience solutions for businesses globally.

Organizations have realized that delivering superior customer experience is a competitive differentiator to stay ahead in the market. Uniphore will help organizations on this journey with a Conversational Service Automation (CSA) platform where we use Conversational AI to drive Front Office Automation in Contact Centers. The CSA platform forms the backbone of the services needed to build Conversational AI systems with services such as Natural Language understanding (NLU), Sentiment & Emotion detection. With office locations in USA, Singapore and India, Uniphore is poised to make a significant impact in the Global Customer Service Automation market.

Uniphore was founded in 2008 at IIT Madras, India. The company was recognized as a Technology Fast 500 company in APAC by Deloitte in 2014 and ranked 10th in Deloitte's Fast 50 in 2015.

Co-founder & CEO, Umesh Sachdev, was named as one of the '10 Millennials Changing the World' by TIME Magazine and 'Innovators Under 35' by MIT Technology Review in 2016. Investors include John Chambers, IDG Ventures India, IIFL, Kris Gopalakrishnan, Ray Stata, YourNest Angel Fund and the India Angel Network.

For more information on how Uniphore delivers business outcomes using Conversational AI technologies, please visit www.uniphore.com

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