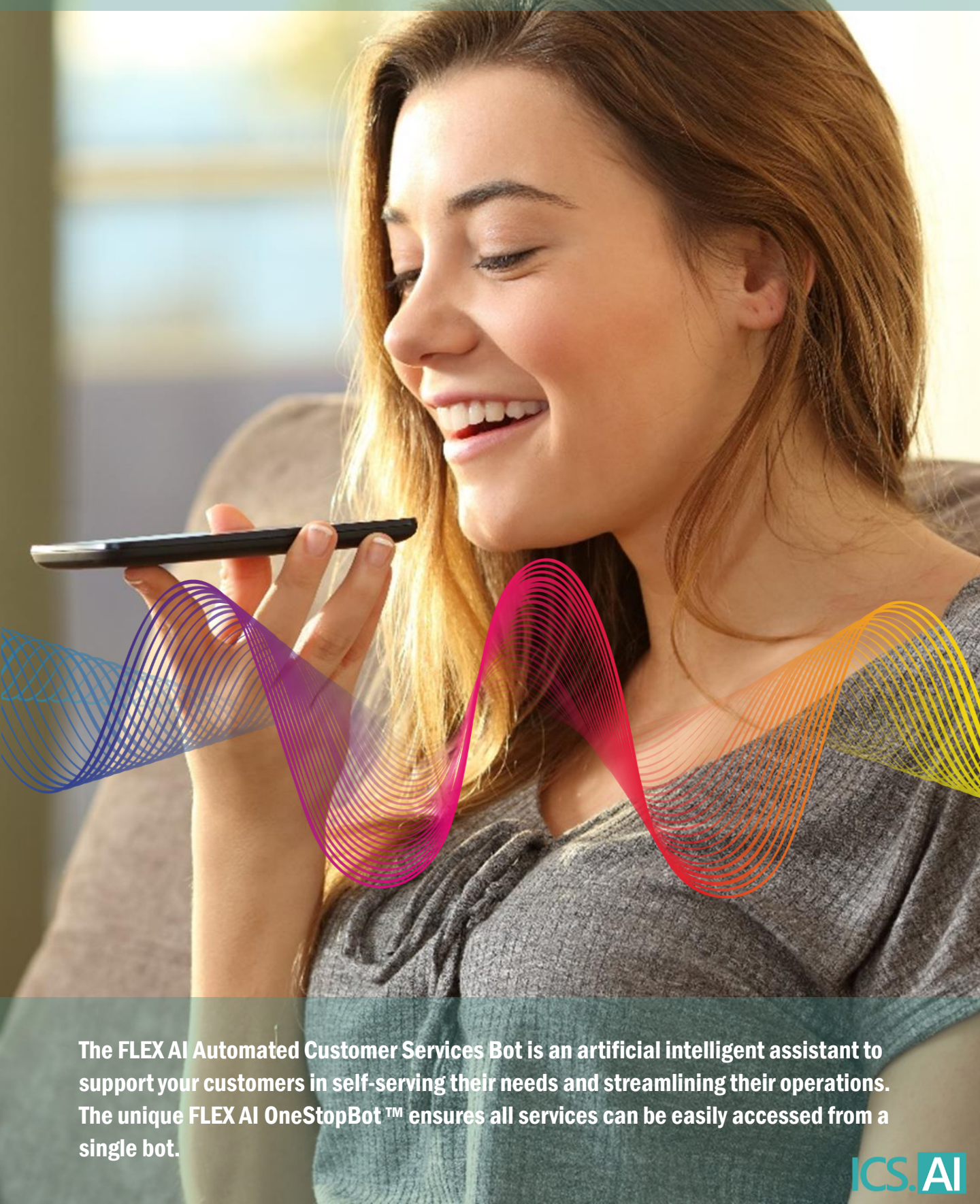




**FLEX AI
CHATBOTS**

for Customer Services



The FLEX AI Automated Customer Services Bot is an artificial intelligent assistant to support your customers in self-serving their needs and streamlining their operations. The unique FLEX AI OneStopBot™ ensures all services can be easily accessed from a single bot.

FLEX AI CUSTOMER SERVICES CHATBOT

The FLEX AI Customer Services Bot heralds the beginning of a new way of interacting with customers. Conversation as a platform allows 24-hour, natural language communication through a variety of devices and channels. FLEX AI Automated Customer Services Bot allows you to streamline your service desk, triage customers, and route them to the correct operators. FLEX AI allows your customers to easily self-serve their needs by:

- Finding information instantly without queuing or searching
- Requesting, ordering or amending services
- Reporting incidents and making complaints
- Receiving real-time information such as account balances
- Streamline IT and Customer Service desk - triage, routing and handover
- Create your own Customers Service Skills OneStopBot™



I want to upgrade my service.

How do I make a complaint?

What's my outstanding balance?

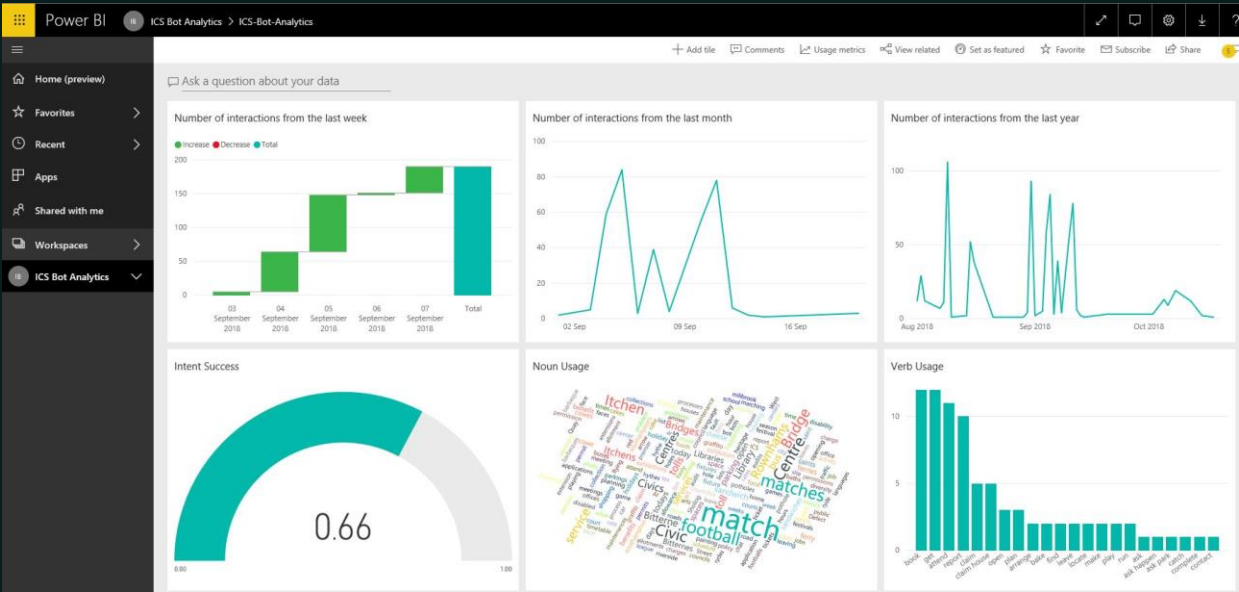
When is the next upgrade due?

I have a problem

I would like to place an order

REVOLUTIONISE INSIGHT WITH INTENT DATA

POPULAR TOPICS NUMBER OF TRANSACTIONS COMMON QUERIES TOP FAILED QUERIES



CHATBOT INTENT DATA REVOLUTIONISES USER ANALYTICS

“I WANT TO BUY A WHITE SHIRT” - WEBSITE

User clicks	Website	Intention	Stage
Clothes		Unknown	1
Male		Unknown	2
Tops		Unknown	3
Type		Unknown	4
Colour		Unknown	5
Size		Unknown	6
Purchase		Purchase a white shirt	7

“I WANT TO BUY A WHITE SHIRT” - CHATBOT

User clicks	Website	Intention	Stage
Chatbot		Unknown	1
		I want to buy a white shirt	2
		Sure, which of our white shirts would you like?	3
Purchase		Purchase a white shirt	4

Users Intention is only known if they complete the process. 97% of users do not complete the conversation process on websites

Users Intention is always known and discovered at the beginning of the process

THE FLEX AI CHATBOT USER EXPERIENCE



SINGLE POINT OF ACCESS

Like Alexa, you always know exactly where to start and which bot to talk to

FLEX AI OneStopBots™



USER FRIENDLY

Your Bot knows you, chats in plain English and can tell you what it does

FLEX AI NLP Concierge with Hints



COMPREHENSIVE

You always get a result, Like the postman, your Bot always delivers

FLEX AI Knowledge aggregator



YOUR ASSISTANT

Your Bot behaves like an assistant and does things on your behalf

FLEX AI Bot Store and Automation engine



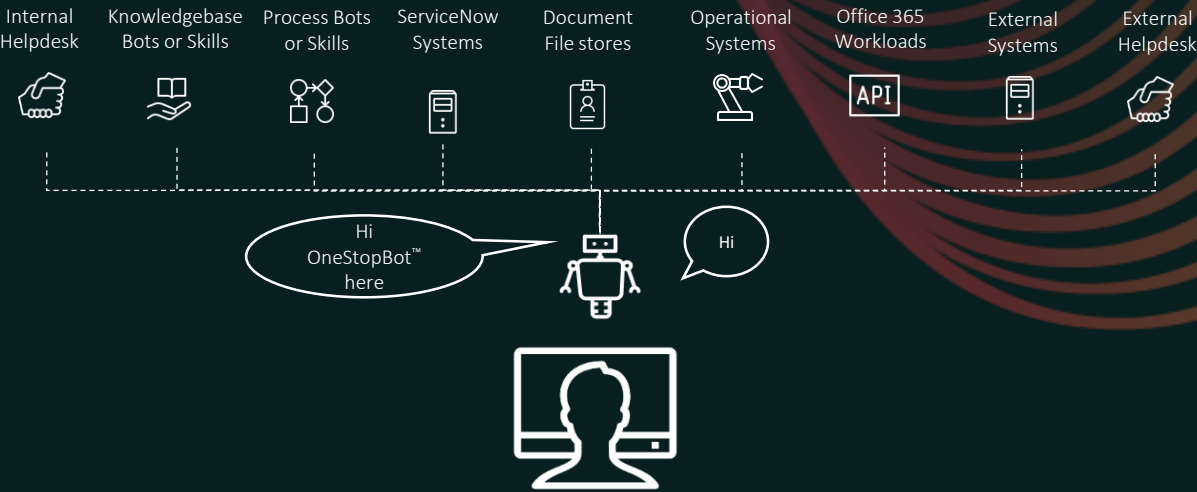
MULTI CHANNEL

Your Bot can be used on all your devices

FLEX AI Channel Optimisation



















WHAT DOES THE FLEX AI ONESTOPBOT™ CONCIERGE DO?

Like Alexa or Cortana, the FLEX AI OneStopBot™ is a single concierge whose role is to direct users to the correct bot, Skill or 3rd party capability. The FLEX AI Concierge avoids users having to know about and select from a large number of bots. This allows users to engage 24/7 with a constellation of Bots, Skills, Information and processes whilst reducing service provision costs and increasing user satisfaction.

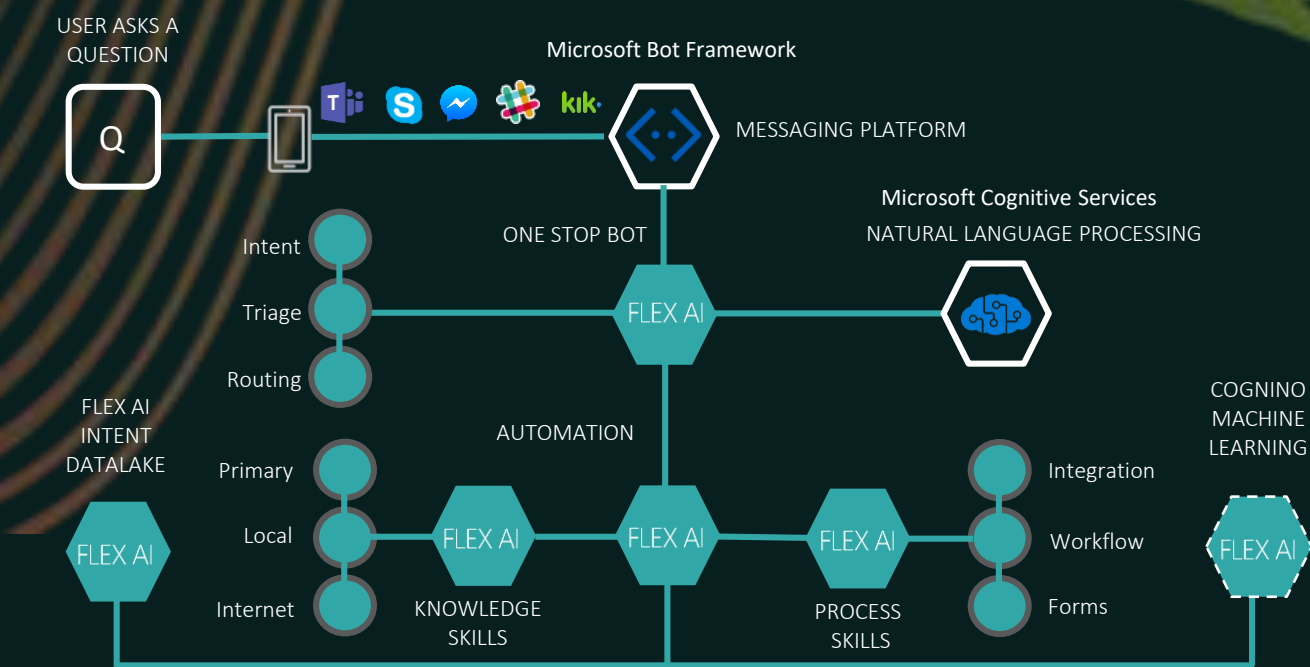


WHAT ARE FLEX AI CHATBOT CAPABILITIES?

THE CORE CAPABILITIES OF FLEX AI BOTS

-  Knowledge - Access multiple knowledge sources
-  Integration - Query and update backend systems
-  Translation - Translate to other languages
-  Photos - Upload photo and recognise images
-  Form - Complete forms through the bot
-  Maps - Location based mapping services
-  Bot Training - User trained Bots
-  Process - Drive business process via the bot
-  Profanity - Detect and block profanity
-  Chat Channels - Facebook, Skype, Web etc.
-  Spelling - Correction on demand
-  Voice - Chat to your bot with Cortana, Alexa
-  NLP - Natural Language Processing
-  Office 365 - 160 + API Automation actions
-  Hand off - Route bot chat to live operators
-  Devices - Smartphones, tables and desktops
-  Automation - Easily automate actions
-  Personality - Chit chat support

HOW DO FLEX AI CHATBOTS WORK ?



WHAT ARE THE KEY BENEFITS OF CHATBOTS?

KEY BENEFITS

1. No training needed, users just chat using natural language
2. Users don't have to be aware of or understand back-end systems
3. Users don't have to leave the chat client, Skype or Facebook
4. Any device, anytime, anywhere access
5. Developers don't have to build new UXs
6. Existing back-end systems can be surfaced with chatbots
7. Intent data transforms analytics



Source: MyClever Agency 2017

THE KEY BENEFITS OF A FLEX CUSTOMER BOT



Reduce customer services costs and call volumes by allowing customer to self-serve



Instant response with 24/7 access to services without an increase in call agents



Reuse content automatically from existing sources e.g. website, internet or line of business systems (e.g. ServiceNow)



Demonstrate leadership and innovation to customers with AI chatbots



Increase millennial customer participation using social media messaging tools

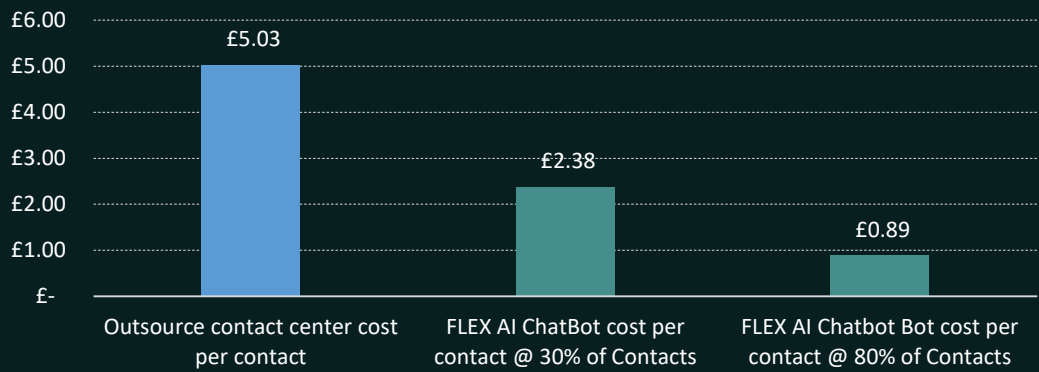


Engage with customers across a wide variety of channels and devices

THE BUSINESS CASE FOR FLEX AI CHATBOTS

BUSINESS CASE FOR FLEX AI CUSTOMER SERVICES BOT

FLEX AI CHATBOTS CAN REDUCE CONTACT CENTRE
COST PER CONTACT BY UP TO 80%



BENEFITS INCLUDE:

- Reduce contact centre costs by 30% to 82%
- Provide service 24/7 365 at a lower cost
- Reduce contact wait times to sub 2 seconds
- Instant scale up for major incidents
- Engage across social, web and voice channels
- Access from any device
- It can be Setup and live within days
- Surface existing information sources with bots

TECHNOLOGY PREFERENCES BY GENERATION

	Baby Boomer (1946-1964)	Generation X (1965-1979)	Millennial (1980-1997)	Generation Z (1998-2020)
In Person Meeting	●	◐	◐	●
Virtual Online Meeting (No Video)	◐	●	●	◐
Virtual Online Meeting (Video)	○	◐	◐	●
Outlook Email	●	●	◐	○
Team Workspaces	◐	●	●	●
Instant Message (IM)	◐	●	●	◐
Enterprise Social Networking	○	◐	◐	◐
Persistent Chat	○	◐	◐	●
Conversational User Interfaces	○	○	◐	●
● Always prefer ◐ Mostly prefer ◐ Somewhat prefer ◐ Occasionally prefer ○ Do not prefer				

FLEX AI CHATBOT PROOF OF CONCEPT

The FLEX AI Chatbot Proof of Concept (PoC) allows you to rapidly prove this exciting new technology in your own environment at a low risk. We deploy a full working FLEX AI OneStopBot™ Chatbot platform into a sandpit, connect it to a sample of your knowledge and data sources.

Following the successful PoC we are able to redeploy the PoC Chatbot into your live environment adding any new capabilities or integration identified during the process. Your FLEX AI Chatbot PoC is also delivered with a go-live quotation. The deliverables from the FLEX AI CHATBOT PoC are:

1. AGREE THE P.OC. SCOPE

Agree the goals, audience, sources and outcomes of the POC

- Concierge hints
- Knowledge Sources
- Automation Sources
- Forms, Processes
- Routes

2. DEPLOY PHYSICAL PLATFORM

A private FLEX AI OneStopBot™ platform will be installed on a FLEX sandpit VM. The platform includes:

- Microsoft Bot Framework
- Cognitive Services
- LUIS
- SQL Azure
- Office 365 trial tenant

3. CONNECT KNOWLEDGE SOURCES

The PoC will provide and train two categories of knowledge sources:

- One primary knowledge store together with editing and bot training tools
- Up to five internet based external knowledge sources.

4. CONFIGURE AUTOMATION

The PoC provides two areas of automation:

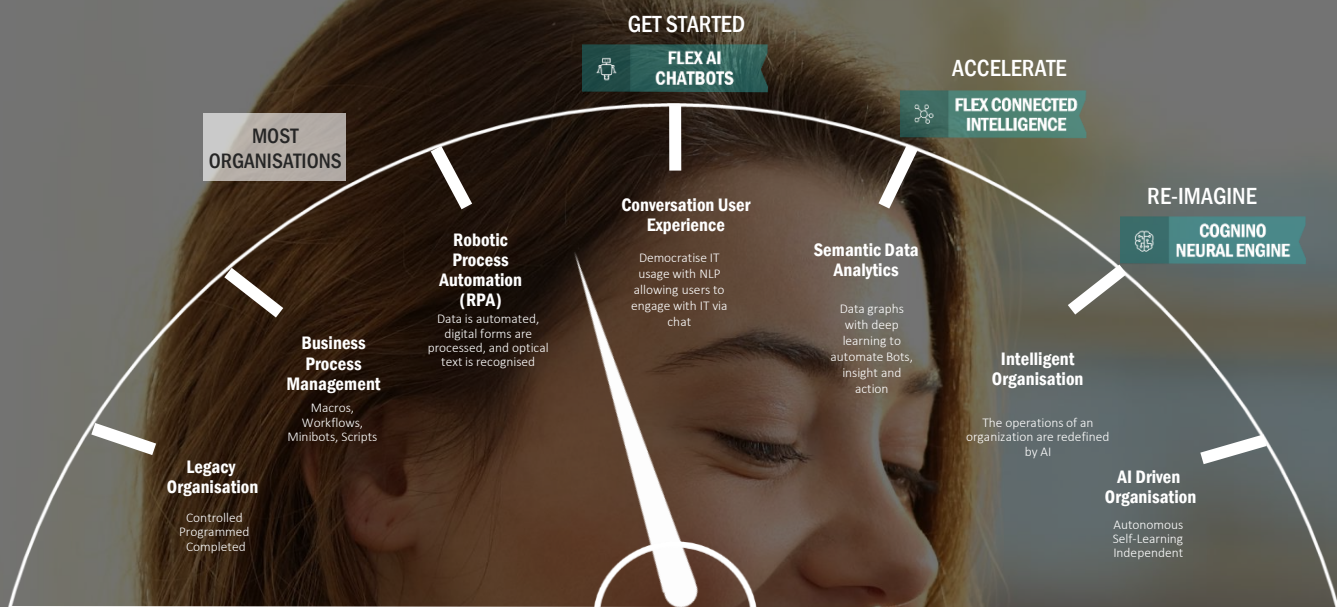
- Up to 5 Standard Bot Forms for collecting information or business processes
- An Office 365 business template to provision Teams or SharePoint sites

4. GO LIVE ESTIMATE

The Go Live estimate provides costs and timescales for the following:

- Transferring the FLEX SandPit to your live environment
- Knowledge source licence and setup costs
- Automation licence, configuration and integration costs
- Training and SDK costs

WHERE ARE YOU ON YOUR AI JOURNEY?



ICS.AI ARTIFICIAL INTELLIGENCE SOLUTIONS



FLEX AI Chatbots

Transform user engagement with our comprehensive range of AI chatbots. Each features OneStopBot™ Concierge for a great user experience and automation so your bots do more than just chat



FLEX AI Connected Intelligence

Accelerate your AI adoption with our range of Connected Intelligence solutions. Connected Intelligence allows you to deploy key AI technologies such as Internal and External Chatbots, Semantic data and deep machine learning rapidly and cost effectively



Cognino Neural Engine

Re-image your work AI. Cognino transforms your data from impenetrable silo's to an interconnected organisational knowledge graph. Cognino uses state of the art neural networks and deep machine learning to rapidly build your graph without the need for data scientists

THE UK'S **FIRST** MICROSOFT
AI INNER CIRCLE PARTNER 1
OF 46 WORLDWIDE

DEPLOYED BOTS TO THE UK
GOVERNMENT DEPT
RESPONSIBLE FOR UK AI
STRATEGY. BEIS

OVER **300,000** INTERNAL AND
EXTERNAL BOTS LICENCED