



Chat-based AI Customer Assistant.

Highly customisable. Heavily Integrated. Hugely Intelligent.

The Atura solution offers automated chat-based support to financial services:

- ▶ It reduces operating costs and inefficiencies, improving performance.
- ▶ Call centre agents are less consumed by mundane tasks and more engaged in valuable interactions.
- ▶ The secure Azure cloud-based platform ensures enhanced security.

Why Atura?

- ▶ Client centricity – always available.
- ▶ Improves consistency of the client experience.
- ▶ Clients can make contributions, withdrawals, switches and other transactions & instructions

Personalised Experience

- ▶ Natural language processing (LUIS) to recognise & respond appropriately to user input.
- ▶ Customisable chat personality.
- ▶ Easy integration with existing systems.

Accessible

- ▶ Engage with users on their preferred channel with a single application.
- ▶ An automated support solution that improves customer relations via a satisfying user experience.
- ▶ Benefit of using the secure Azure cloud-based platform.

Infinite Scalability

- ▶ Growth opportunity
- ▶ Increase in capabilities without operational strain.
- ▶ Reducing the load on call centres and automating repetitive queries and tasks.

"We have a clear vision of using digital transformation for competitive advantage. We're using Atura and the Microsoft Bot Framework to help turn that vision into reality."

- Steven Goodrich. Head of Technology, Nedbank Wealth.