mesh AI

INTELLIGENT CUSTOMER EXPERIENCE

Overview

Stage: Scale up

Industry: Artificial Intelligence

Revenue Model: Enterprise SaaS licenced

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WHAT PROBLEMS WE ARE SOLVING

MESH AI STORY

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Customer expectations are radically changing, driven by disruptive online businesses

amazon   airbnb   UBER

There is dissatisfaction with traditional customer experience and sales processes, that are struggling to keep up with the heightened demands of the 21st century.

Gartner states that by 2022, 70% of workers will interact with conversational platforms on a daily basis

Demand failure is driving massive change in the Enterprise landscape.

Conversational AI remains at the top of corporate agendas spurred by the worldwide success of Amazon Alexa, Google Assistant and others

PEOPLE ARE HARD-WIRED TO SOLVE PROBLEMS VIA CONVERSATIONS

Conversational AI functions as a spokesperson orchestrating interactions between business and customers based on understanding a user intent.

COMPANIES

AI

AS YOUR USER INTERFACE

CUSTOMERS

Imagine improving customer satisfaction
by first understanding, then solving their problems, taking away the frustration and time wasting from the experience.

Increased satisfaction

Imagine your customers engaging
with your company on the channel and any time of their choosing, whether it is by voice such as Google Home, on a Website, by SMS, on Social Media or via email.

Freedom and personal

Imagine improving customer experience
by being able to clone your best salesperson or customer service agent so you could replicate the style of conversation that is proven to work with customers and provide this to all the time.

Consistent quality

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Providing limitless capability to help organisations support and grow their customers

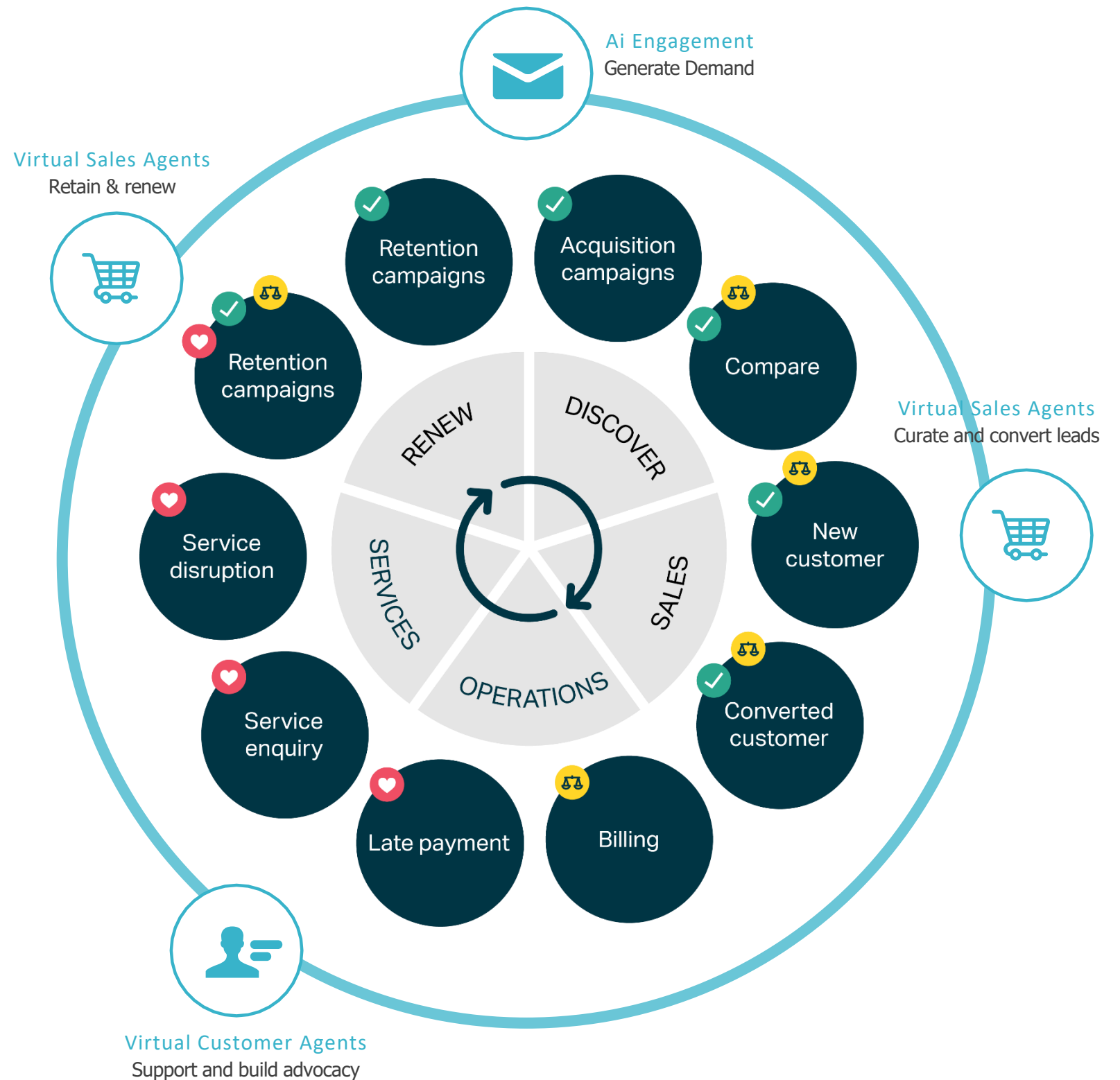# Channel-less customer engagement - contextual, consistent and continuous

Website Application / Portal / Voice Chat Bot/ Virtual Assistant	Emails/SMS Support Inbound /Outbound Campaigns	Social Media and Network Channels	Messenger Apps / Business Messenger Channels	Voice Assistances Google Home / Alexa/ Cortana

Seamless customer engagement from any digital channel

Support

Increased efficiency
Reduce cost
Improve satisfaction
Increased retention

CUSTOMER ASSISTANT

Customer Service & Engagement

SALES ASSISTANT

Sales Guidance and Engagement

STAFF ASSISTANT

Employee Assistant

AI ENGAGEMENT

Conversational Marketing

Sales

Improved Conversion
New Revenue channels
Continuous sales opportunities

Understanding & Engagement - Automated Response Layer

Client integrations

Structured Support Email/SMS

Client escalations

Live Agent Chat/Voice

Intent
Dialogues
Knowledge
Process /Guides
Templates

Business Rules, Workflow

Machine & Deep Learning

Voice

3rd Party Extensions

Commercial in confidence

mesh AI

Continuous customer engagement life cycle

- Consistent customer engagements through Sales and Marketing
- Ability to continuously support and sell to a customer throughout key customer journeys
- Conversational AI and Business messaging drive processing into companies application and process services layers
- Allow for a continuous, non time constrained relationship
- Build sentiment and empathy into the key moments

Commercial in confidence

Ai Engagement
Generate Demand

Virtual Sales Agents
Retain & renew

Virtual Sales Agents
Curate and convert leads

Virtual Customer Agents
Support and build advocacy

Retention campaigns

Acquisition campaigns

Compare

Retention campaigns

New customer

Service disruption

RENEW

DISCOVER

SERVICES

SALES

OPERATIONS

Converted customer

Service enquiry

Late payment

Billing

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Mesh Ai - Enterprise SaaS Conversational AI & Business Messaging platform

Intelligent Customer Experience

Customer intent
Understanding a user's intent to drive intelligent customer experience through well crafted conversations

Channel-less
Contextual, consistent and continuous Customer engagement on any digital channel

Improved Revenue Performance

Speed to value
Immediate traction to revenue performance. Continuous improvement and scalability

Low Code/No Code
Simple to use, rapid deployment and easily consumable. Technology service architecture built to expand and scale

Rapid Consumption and Scale

Enterprise Scale
Built and validated for Enterprise. Designed as partner first model

Future Proofed
End to End Transactions, Proactiveness, Data Driven, Breaking the time barriers

Rapid speed to value

- Enterprise SaaS, rapid deployment and rapid expansion.

- Designed for continuously improvement and optimisation.

- Deployable across multiple channels, through a single framework.

- Channel-less sales and support model for rapid and sustainable expansion.

- Winning deals against leading enterprise competition – IPSoft, IBM Watson, Conversica

- Mesh's ability to be use case agnostics and not constrained by pretrained scenarios provides a considerable advantage.

Scalable & Agile

- Depth of solution with Demonstrable Value and ROI across key use cases.
- Mesh platform is built on new Conversational Ai framework, built with 30 years of industry and enterprise experience.
- Mesh AI conversational management was designed to allow for the latest advancements in AI technology, Machine and Deep Learning engines
- Built on proprietary platform, integrating the latest microservices technology models
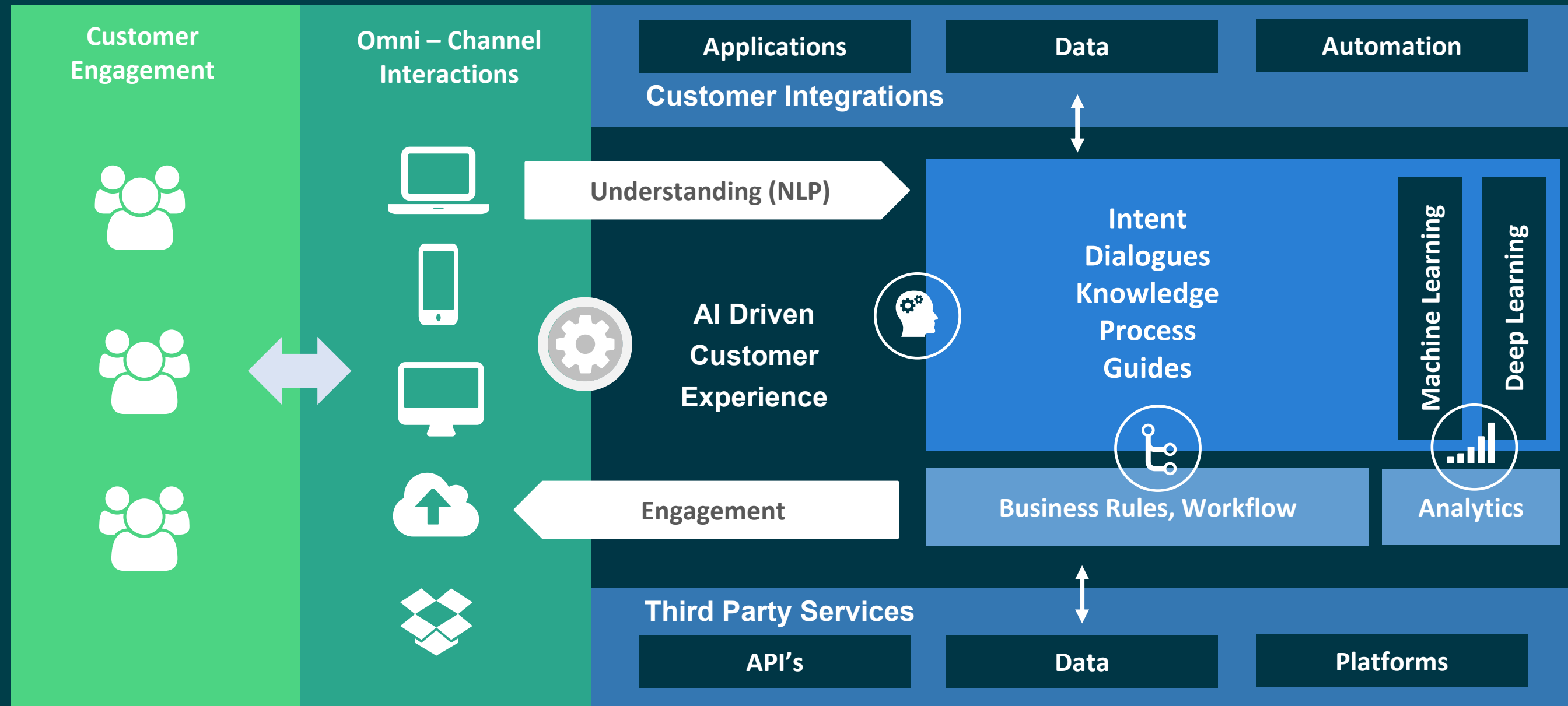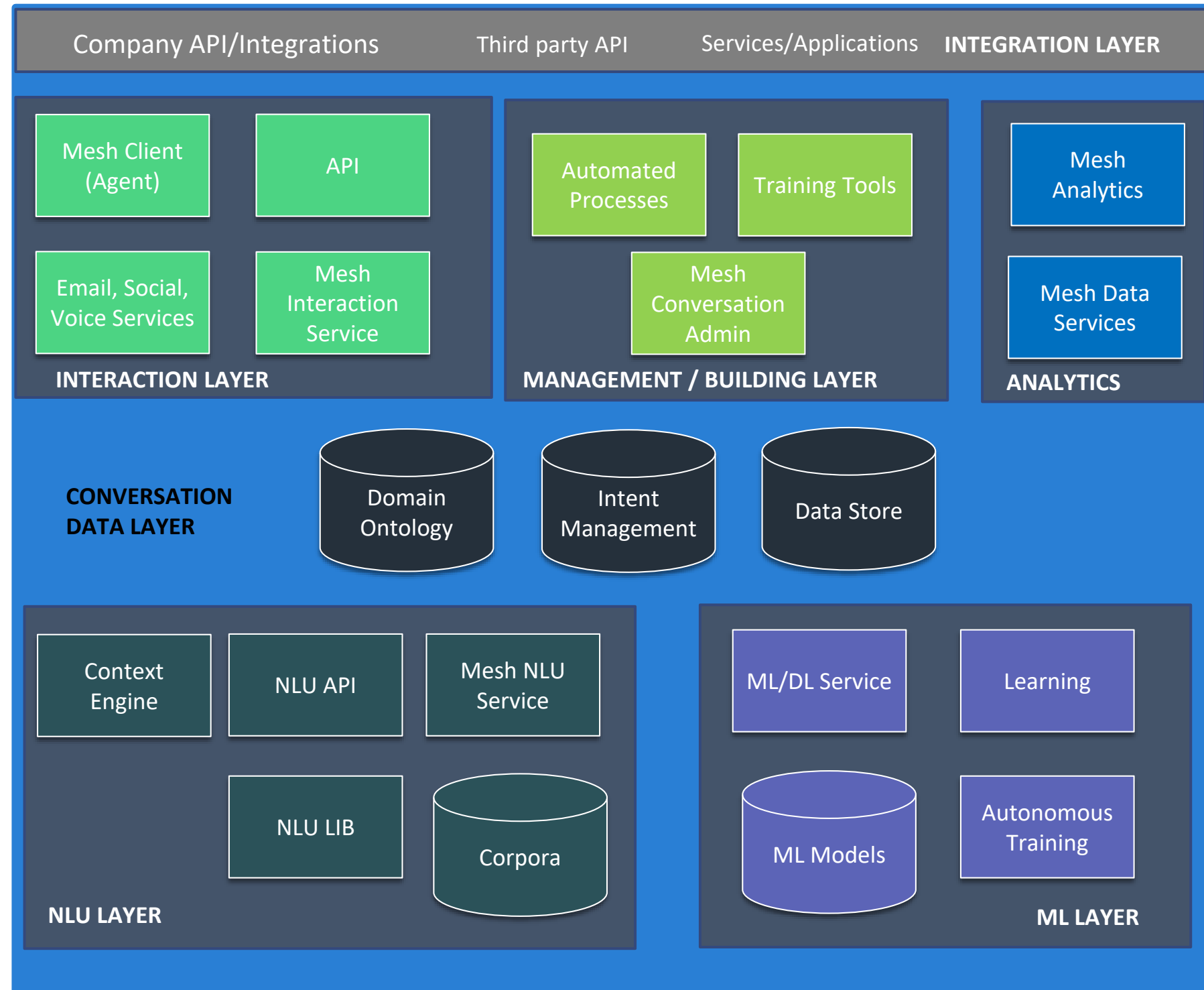- Quick start with little to no data.

MESH PLATFORM

TECHNOLOGY STACK

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Mesh manages contextual & intelligent interactions

Customer Engagement

Omni – Channel Interactions

Applications

Data

Automation

Customer Integrations

Understanding (NLP)

AI Driven Customer Experience

Intent
Dialogues
Knowledge
Process
Guides

Machine Learning

Deep Learning

Engagement

Business Rules, Workflow

Analytics

Third Party Services

API's

Data

Platforms

*Derived from Gartner - Market Guide for Virtual Customer Assistants - Brian Manusama

Mesh Service Architecture

INTEGRATION LAYER
Company API/Integrations   Third party API   Services/Applications

INTERACTION LAYER
- Mesh Client (Agent)
- API
- Email, Social, Voice Services
- Mesh Interaction Service

MANAGEMENT / BUILDING LAYER
- Automated Processes
- Training Tools
- Mesh Conversation Admin

ANALYTICS
- Mesh Analytics
- Mesh Data Services

CONVERSATION DATA LAYER
- Domain Ontology
- Intent Management
- Data Store

NLU LAYER
- Context Engine
- NLU API
- Mesh NLU Service
- NLU LIB
- Corpora

ML LAYER
- ML/DL Service
- Learning
- ML Models
- Autonomous Training

- Mesh Platform is Service based, providing shared and multi tenanted services independently or in combinations with each layer of the system

- Mesh Admin is an interface which enables the building of a custom language model (intent/entities) which allows the conversational agent (Mesh Client, Mesh API) to understand user queries and act accordingly.

- The NLU service is used by the agent for operations such as Context, Named Entity Recognition, spelling correction, looking up synonyms and related words.

- ML models are learnt from user interaction data and used by the agent and the NLU service to provide predictive and optimised suggestions.

- The inbuilt workflow process allows for immediate start, whilst the ML and Learning engines provide insight and improve the process. Loaded ML data accelerates this process.

Commercial in confidence

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Mesh Platform Architecture
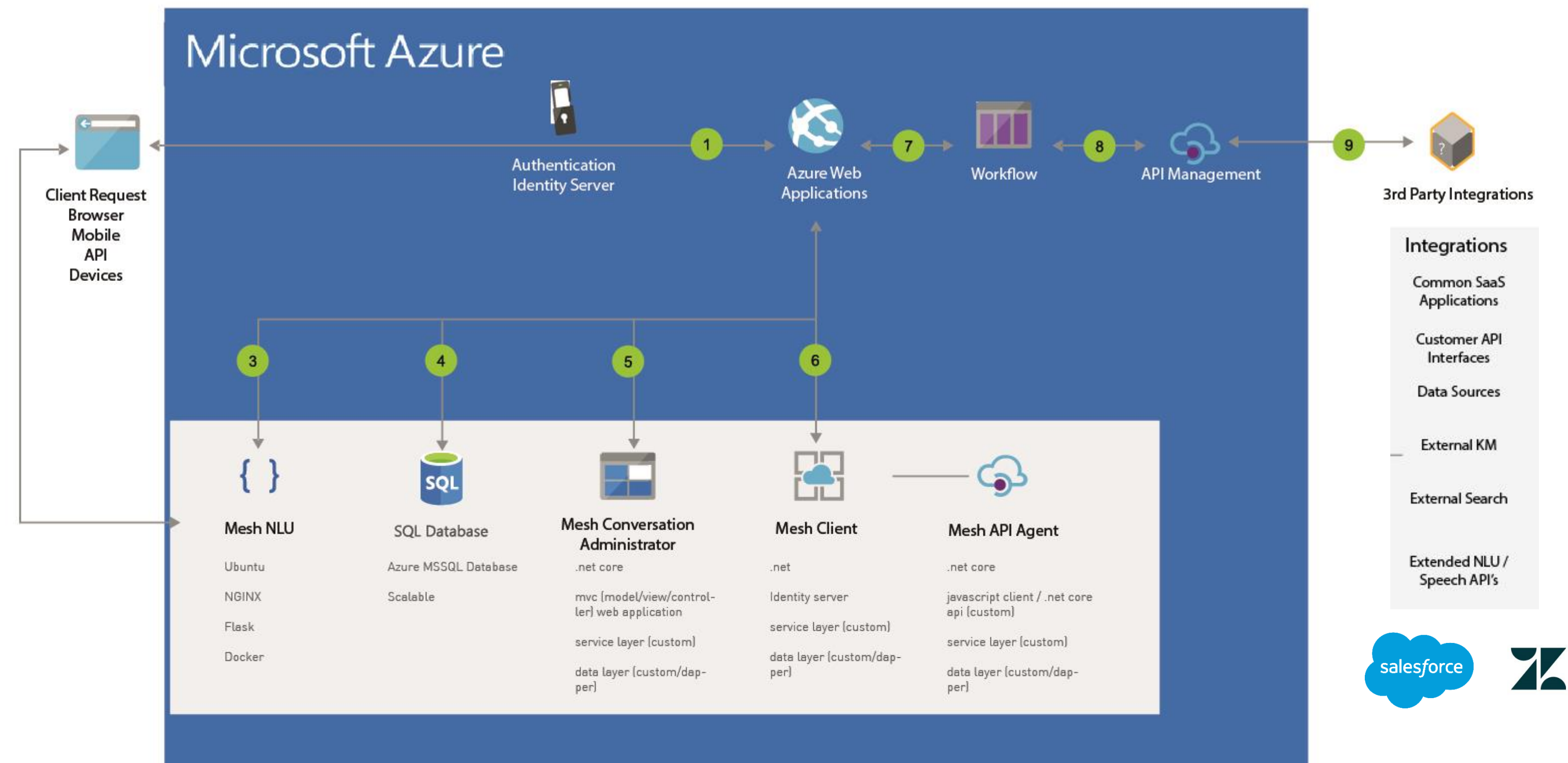
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Thank you

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