Amelia:

Conversational AI for the Enterprise

IPsoft: Proven Experience

**20+** years | **1500+** staff | **600+** clients | offices in **13** countries

Who is Amelia?

Amelia is the most comprehensive conversational AI agent on the market. Customers and employees communicate with Amelia via natural language (voice or chat) to resolve support issues or ask questions. Amelia responds quickly and carries out tasks for users by connecting with back-office applications. She delivers relevant, personalized information efficiently, freeing up humans to focus on high-value tasks.
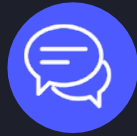
Natural language understanding. Amelia understands words and their intended meaning, providing contextual responses with high accuracy and minimal input for training.

Connects to Enterprise Systems. Amelia's prime purpose is to execute and resolve tasks on behalf of customers and end-users in existing backend systems.
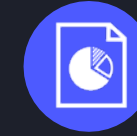
Presents visual information. Amelia controls what the users see (Web/Mobile) so that she visually guides them through the process.

Understands sentiment. Amelia understands sentiment and delivers appropriate responses, ensuring high user satisfaction.

Context switching. Unlike a chatbot, Amelia switches between threads and topics flexibly, providing quality humanlike experiences.

Learns and improves over time. Amelia uses observation and supervised learning to advance overtime and address similar future scenarios without human intervention.

Real-time journey analytics. Business analytics highlights value and focus areas for continual optimization of Amelia functionality

Pre-built vertical skills. Amelia has been trained on industry-specific words and processes to speed up deployment times.

Collaborates with human colleagues. After escalations, Amelia coaches her human colleagues by suggesting responses based on 1,000s of previous dialogs.

Amelia Rated a Leader by Industry Analysts

**Conversing with AI – Intelligent Virtual Agents (IVA) Market Report 2019**

IPsoft was the only company to achieve differentiated rankings across all seven evaluation categories for virtual agents.

"IPsoft's clients have praised its investment in R&D and overall technology to provide good user experience. Amelia serves a diverse clientele spanning various industries such as BFSI, healthcare, telecom, media and technology."

FORRESTER

The Forrester NewWave™: Conversational AI For Customer Service, Q2 2019
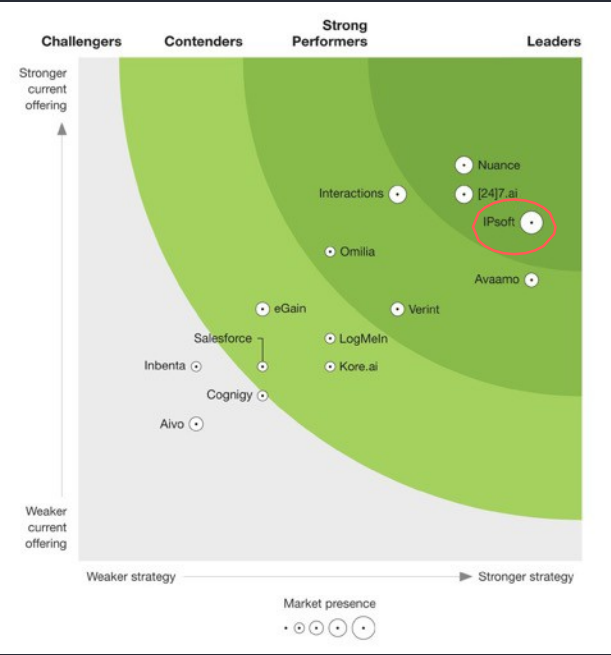
"IPsoft's go-to-market approach expands the reach of its already robust product. IPsoft has beefed up its partner strategy, greatly enlarging its geographic and packaged solution reach and, eventually, its vertical reach, making its market-leading offer more attractive."

Ovum

Ovum Decision Matrix: Selecting an Intelligent Virtual Assistant Solution, 2020–21
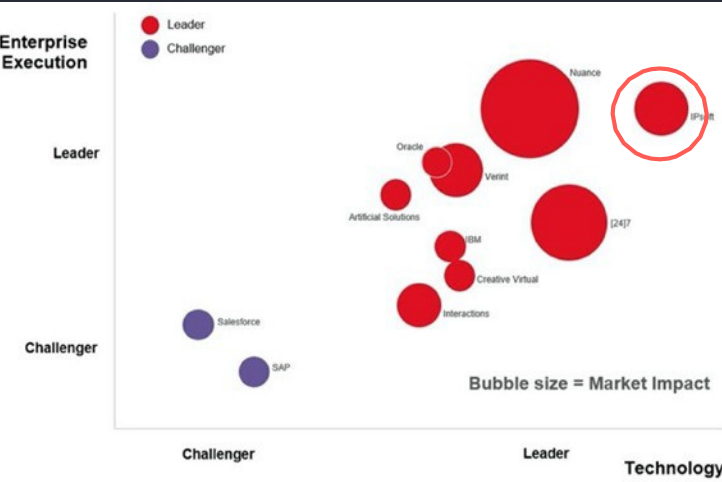
"IPsoft has an advanced bot-of-bots capability, where Amelia is trained to orchestrate intents across other specialized Amelias that are handling individual queries, offering an advanced method for managing conversations with multiple intents.

This works behind the scenes and does not need to be explicitly trained by a customer."

Examples of What Amelia Can Do

Enterprise Service Desk Agent (Internal)

Amelia can resolve many common IT, HR and Finance queries 24/7/365, including email issues, password resets, Wi-Fi troubleshooting, computer restarts, user requests for guest wireless access, USB drive privileges and PC administrator rights requests.

She integrates with any back-end information systems, including Active Directory and ITSM ticketing systems.

- **Saves time** – Amelia handles queries at any time of day, helping to meet demand and improving ticket processing times.

- **Increases employee engagement**– Agents focus on higher level tasks, increasing their job satisfaction.

- **Improved service levels and employee productivity** – Amelia gets users back online more efficiently with faster resolutions to IT issues. Employees spend less time on the phone away from servicing end-customers and generating revenue.

Whisper Agent (Digital Assistant)

Agents message with Amelia, IPsoft's cognitive agent, while a customer is on the phone / chat. Amelia guides them through processes or searches for relevant answers to customer questions.

Customers don't need to wait on hold while the agents search for information, improving the experience.

- **Reduces risk** – The customer has the familiar voice interaction and the human agent still controls the conversation. Staff become familiar with the technology.

- **Lowers average handle time** – Agents get to the right answer faster.

- **Reduces escalations** – With the right information at their fingertips, agents don't need to escalate to more experienced or specialist agents.

- **Improves customer experience** – Faster, more accurate responses and fewer transfers improves customer satisfaction.

Customer Support Agent (Customer Facing)

Amelia can handle customer queries 24/7. She is able to switch context, understand natural language and interact with your customers as a human would.

Customers can reach out to Amelia via any relevant channel on a website, messaging app or directly within a mobile app. She can facilitate external customer service requests like resetting a password as well as taking customers through ID verification to confirm account information.

- **Scalable** – Amelia helps to meet demand during peak interaction times. Agents are able to focus on more complex, engaging interactions.

- **Tailored customer experience** – With faster resolutions and more personalized, contextual responses, customers receive faster resolutions.

- **Better service levels** – Availability 24/7/365 means no wait time for customers.

- **Improves compliance** – Amelia can verify customers and mask sensitive information during the interaction.

IPsoft Customers: Global Brands Building Business Value

"We're excited to implement Amelia. We have already achieved 90%-plus automation, along with 30%-plus IT savings."

— Gerson Benker, Vice President, IT-Global Infrastructure, Carestream

Telefónica

Customer Service

BBVA

Customer Service
Credit Card Fraud

Customer Service

Bankia

Customer Support
Contact Center Agent
Whisper Agent

BNP PARIBAS

Employee Compensation
Customer Support
Trader Support

AAA

Whisper Agent
for Sales

NTT Communications

Japanese Amelia for
Customer Service

Deloitte.

Customer Facing
and Employee
Facing Assistant

sharecare

COVID-19 Screener

STERLING NATIONAL BANK

Customer Service Agent/
Whisper Agent

Like a Human Being Amelia is Fully Omnichannel

Multi-channel handling is part of Amelia's conversational intelligence. Amelia can carry conversations between channels, such as starting one on Facebook and then direct a customer to the corporate chat system.

Responsive Conversational Design allows intelligent re-use across channel/modality and languages.

Division of labor between technical teams building integrations/flows from design teams building conversations

- **Process –** The workflows and logic that drives the experience

- **Dialogue –** The words and content that are conveyed to the user, optimized for the channel and modality

- **Style –** How the words and content are presented to the user.

Amelia is Multi-lingual

Amelia is completely fluent and processes conversation in the below languages

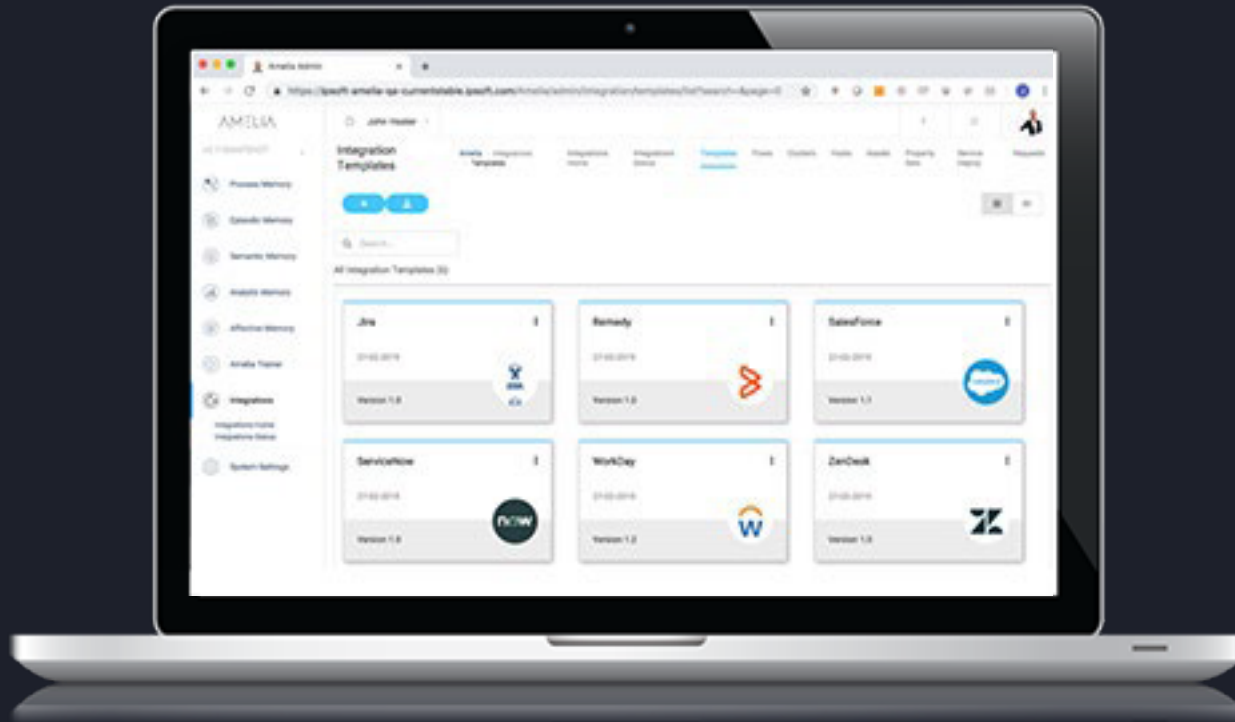|			
English	Spanish	Dutch	Finnish
French	German	Italian	Japanese
Norwegian	Danish	Swedish	

Amelia can also takes an input other languages and translates it into a language that she can understand and process via NLP and respond in the original language.

Hola   Ciao   こんにちは   Hallo

Hej   **Hello**   Hei

Bonjour   Guten Tag

Integrations with Third-party Systems

+50 Integrations pre-built for quick use
- **Convert development exercises** into design exercises
- Organizations can create their own **re-usable library of integrations** for internal systems

- **Pre-built integration** for contextual services (google for location and weather, and customer specific data like accounts/purchase history/etc)

- **Allow contextual recognition** (e.g. auto-complete things like location for getting an address, find and refine transactions, only offer accounts users has)

- **Allows for richer visualization,** with user feedback like showing google map image of users locations, collecting weather, pin drops, etc)
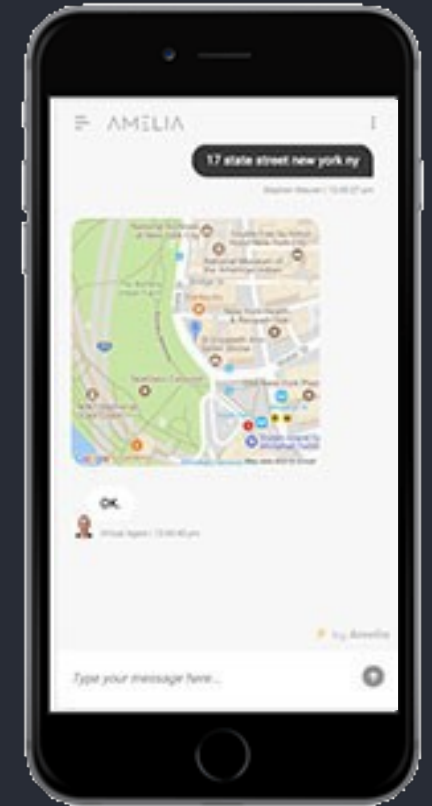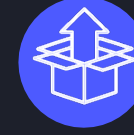
Built for Enterprise Demanding Scenarios

Immense Scalability

- Linear scalability
- +200,000 daily voice interactions in production
- +2,000 concurrent voice sessions in production

Architectural Dependability

- Container-based deployments for dynamic loads
- Multi-datacenter fail-over
- DevOps and continuous integration support

Integration Flexibility

- Built-in API Integration Framework
- Out-of-the-box Integration flows for common use-cases
- IT Process and Robotic Process Automation for legacy integrations

Security and Privacy

- Data, Transport and Password Encryption
- Web Application Security
- Biometric Authentication
- Integrate into Enterprise SSO platforms

Implementation Methodology

- 5 years and 100s of large enterprise implementations experiences
- Following Agile development principles aligned to deliver faster ROI in changing environments