



Conversations

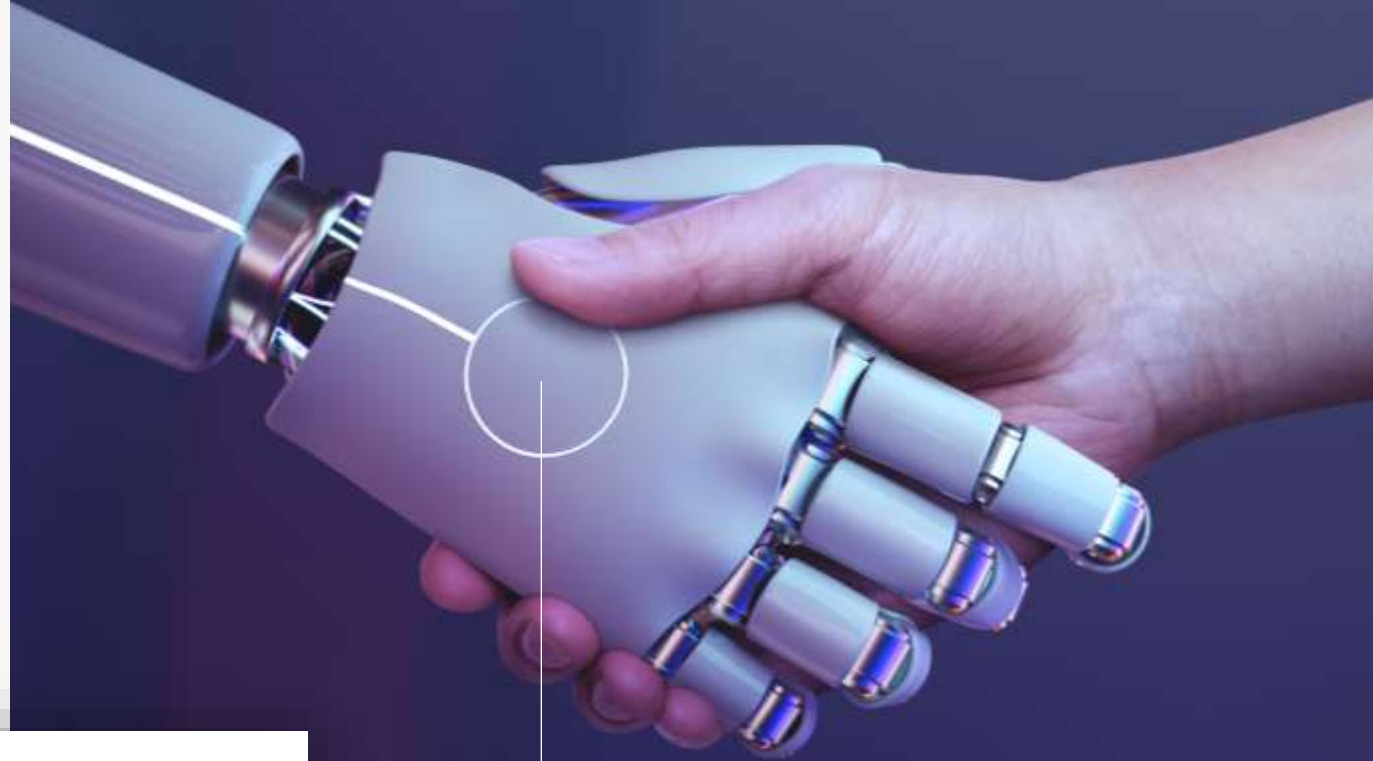
# CONVERSATION

let's meet

The Conversational Artificial Intelligence that shortens the distance between people and technology

- enables access and simplifies use of information
- assist users in carrying out tasks
- automates business processes

Today, people can interact with technology by using the tool they know best: **natural language**



*the human touch of technology*

# CONVERSATION

generates value from interaction

- Simplifies use and access to information
- Guarantees continuous support (24/7)
- Makes communication easy
- Reduces customer service costs
- Increases productivity and quality of work
- Solves problems and performs tasks
- Improves satisfaction and experience of citizens, customers and employees
- Reduces customer journey frictions
- Improves sales processes
- Improves brand awareness



# CONVERSATION

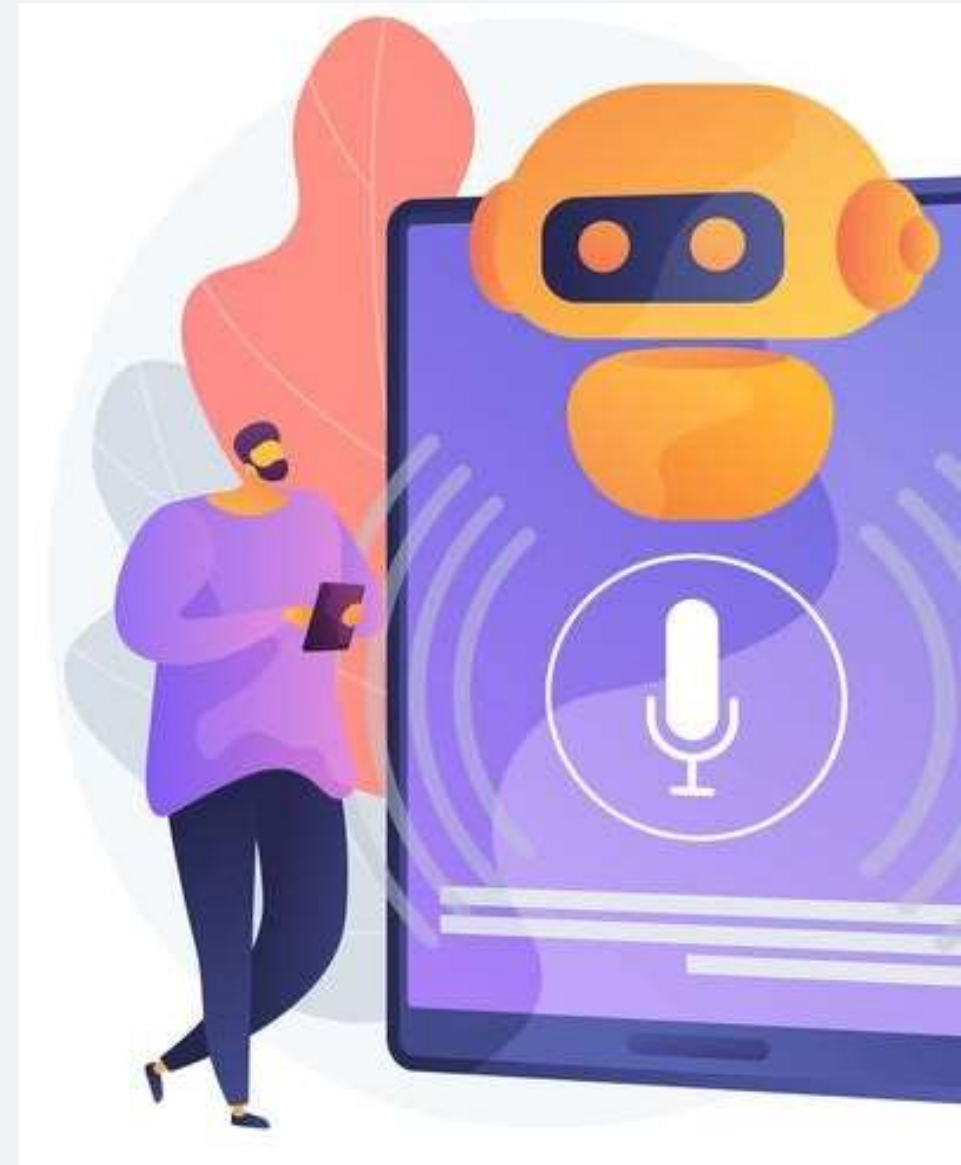
## does not fear competition

On the market, there are many **solutions, platforms and toolkits** with diverse range of capabilities, many of them are designed and developed to carry out very specific tasks or to operate in narrow application areas.

**Conversation** is technology and environment agnostic - can be integrated into any platform and channel.

**Conversation is "boutique" designed** - allows to address specific implementation requirements and the enterprise roadmap instead of remaining trapped in solution provider's limitations.

**Conversation can be delivered quickly** and without the classic constraints of big players thanks to the availability of **pre-trained models** of different domains and application of **transfer learning** techniques.

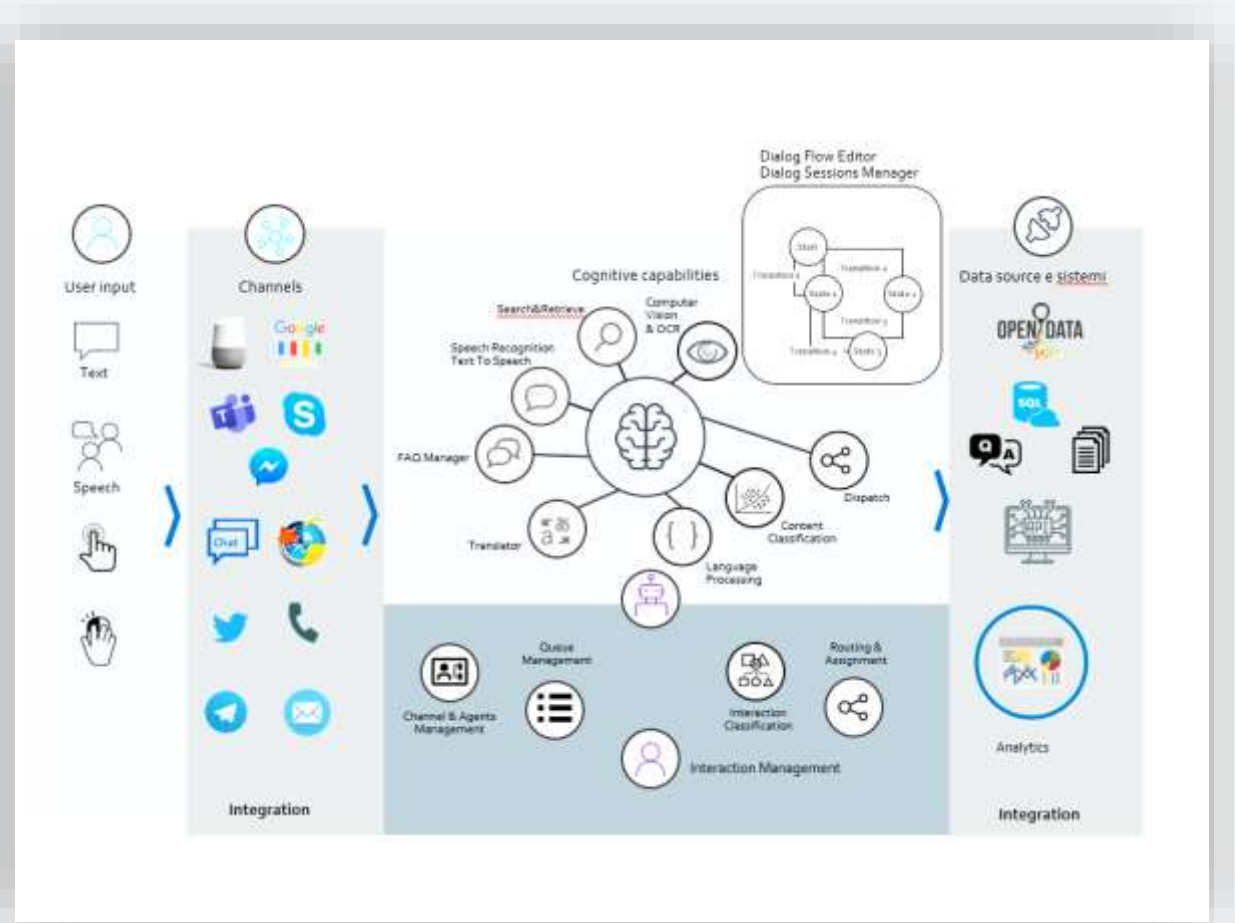


# CONVERSATION

is all the intelligence  
in one single platform

**Conversation** is a platform for the creation, delivery and management of advanced virtual assistants - **ai assistants**.

- Lives within an interconnected ecosystem of cognitive services
- Combines multiple artificial intelligence technologies
- Equipped with deep understanding of natural language and the ability to manage complex dialogues
- Rich set of customizable features and capabilities
- Learns quickly thanks to the application of transfer learning techniques
- Privacy & Security compliant by design
- Transparent collaboration between human and artificial intelligence



# CONVERSATION

in 9 words

1. Write once deploy everywhere  
*omni-channel*
2. Human in the loop  
*cooperative*
3. For the world  
*multilanguage*
4. State-of-the-art understanding to answer & action  
*native & proprietary NLU*
5. Low-code/no-code  
*easy*
6. Hyper-connected  
*integrated and integrable*
7. Time to deploy  
*fast*
8. Branding ready  
*customizable*
9. Under control  
*transparent*



# CONVERSATION

## features & capabilities

# 1.

Write once deploy  
everywhere  
*omni-channel*

- The proprietary Almaxwave Conversation technology is based on a principle: **write once, deploy everywhere**.
- The conversational flow and business logic once set can be deployed on various channels: **digital, telephone and smart speakers**. All channels are managed directly from one administration panel and can follow common or channel-dedicated flows.
- Conversation supports **multimodal** input and output: text, voice, buttons, images, etc.
- Conversation architecture guarantees **cross-channel continuum** - user can start the interaction on one channel and continue on a different one.
- Conversation's interaction can be both **reactive and proactive** - responding to user requests or sending messages, notifications or reminders without explicit user request.
- Already integrated channels: web / desktop, Telegram, Messenger, Teams, Skype, Twitter, IVR, Whatsapp, e-mail, Amazon Alexa and Google Assistant.
- The platform supports **in-cloud** and **on-premise deployment** through docker and kubernetes technology.

# CONVERSATION

## features & capabilities

# 2.

## Human in the loop *cooperative*

- Almage Conversation allows **multiple participation** of virtual and human assistants.
- Human intervention can be requested by the bot - as a business process setting, or by the user upon his explicit request.
- On the other hand, a human agent can "ask" the bot to continue the dialogue.



# CONVERSATION

## features & capabilities

### 3. For the world *multilanguage*

- Almage Conversation is **natively multilingual** - supports 30+ languages.
- The activation of a specific language can be explicit - requested/chosen by the user or implicit with language guesser.
- The most solutions and toolkits available on the Italian market are those provided by GAIM for which minor languages, such as Italian, are generally considered a second-tier, while Conversation was born and raised to support all languages equally.

# CONVERSATION

## features & capabilities

# 4.

State-of-the-art  
understanding  
to answer & action  
*native & proprietary NLU*

**Understanding** human language is one of the most complex tasks of Artificial Intelligence.

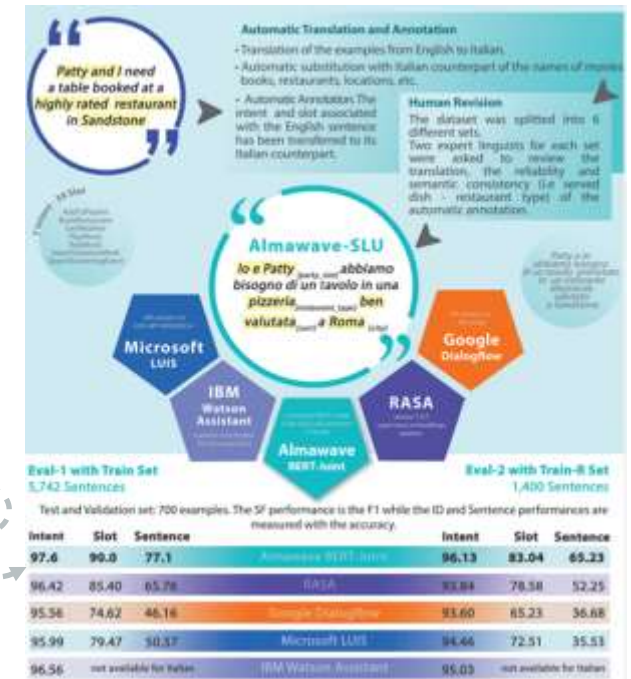
Our magic formula for Natural Language Understanding is **Composite AI** - a combination of machine learning, **Deep Learning** (pre-trained models) and knowledge representation techniques.

We have demonstrated the superiority of our approach over major vendors in an academic context of computational linguistics.

The **semantic interpretation** of Conversation takes place at **each user-bot turn** and not just in the initial contact phase.

Conversation is part of **an interconnected ecosystem of cognitive services** and is natively enhanced by the capabilities of Named Entity Recognition, Automatic Classification, Sentiment Analysis, Cognitive Search in order to provide the user with the best answer (Best Certified Answer).

Conversation doesn't stop at the first recognised intent - it can perform **multi-intent identification and slot filling**.



# CONVERSATION

## features & capabilities

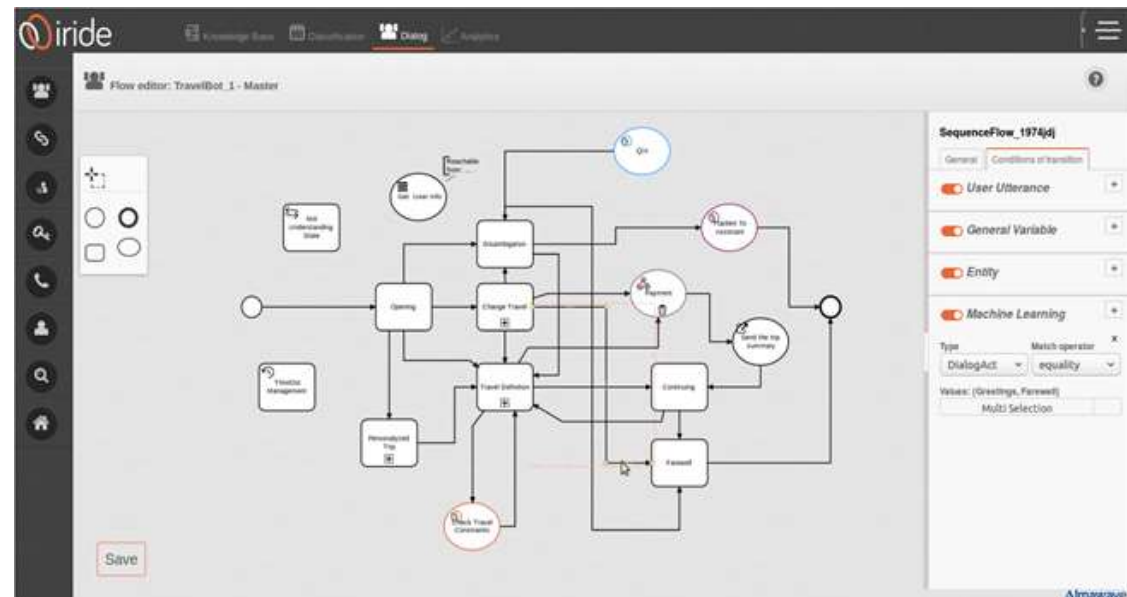
# 5.

Low-code/no-code  
easy

The configuration and maintenance of the dialogue flow and the retrieval of information from external systems takes place in a completely graphical way - "no-code" using standard languages:

- BPMN (Business Process Model and Notation) for the implementation of dialogue flows;
- DMN (Decision Model and Notation) for implementation of business / decision rules.

Conversation's Dialog Manager includes a **simulation environment** that allows you to perform tests, without the need to configure a dedicated front-end.



# CONVERSATION

## features & capabilities

# 6.

**Hyper-connected**  
*integrated & integrable*

Conversation is **hyper-connected** both with other services of the Iride Suite that enhance **understanding capabilities**, and with the outside world from both sides of the architecture: pre-configured connectors for deployment on different channels and standard APIs for the collection of information from various corporate and public sources. Conversation integrates not only with the digital ecosystem but also with the telephone and IoT ecosystems.

# CONVERSATION

## features & capabilities

# 7

Time to deploy  
*fast*

Conversation is natively equipped with resources, tools and out-of-the box techniques that allow to shorten development and deployment time:

- **pre-trained** machine learning models
- **transfer learning application** to minimize the data sets necessary for training
- **ontological models** to be able to start without data
- ability to train new models in **low-code mode**
- **pre-configured connectors** for integration with external services
- **no-code dialogue flow management**

Conversation is provided through in-house professional services with in-depth knowledge of the product, the underlying technologies, and the application domain.

# CONVERSATION

## features & capabilities

# 8.

Branding ready  
*customizable*

Conversation is **natively ready for customisation** - its visual aspect, language register, tone of voice and naming corresponding to the brand identity.

The tone of voice and language management are set in the **Dialog Manager**.

# CONVERSATION

## features & capabilities

### 9. Under control *trasparent*

Conversation is equipped with an **integrated dashboard** that allows to monitor front-end activities, interactions (also with differentiation by channel), response performance and back-end activities regarding the use of resources (for example: research activities, accesses, consultation of documents, content analysis, etc.).

Conversation administration panel allows **transparent learning**. It makes possible to monitor the quality of active models, identifies new areas of interest for users, manages re-training data by automatically measuring accuracy, precision, recall and F1 score.



# CONVERSATION

our distinctive approach = end to end solution



## 1. Exploration

- Brand and context analysis
- Definition of the purpose: value proposition, use case
- Evaluation of information sources available and to be found / created
- Exploration of integrability with internal and foreign systems
- Communication context analysis (sector, current interactive methods, tone of voice)
- Definition of regulatory scenario (GDPR, etc.)
- Definition of language models to train
- Definition of KPI



## 2. Design

- Definition of a technological solution capable of interpreting the use cases and the architectural context considering the technological, regulatory and brand constraints
- Definition of delivery channels
- Identity design (visual aspect, tone of voice, etc.)
- Dialog flow design and interactive modes
- Knowledge crafting
- Flexible architecture configuration



## 3. Prototype

- Infrastructure preparation
- Release of the testing ready prototype with limited functionality
- Tuning & training
- Basic language model training
- Client engagement and continuous feedback collection



## 4. Development

- Delivery channels configuration
- Information sources configuration
- NLU training for the specific domain
- Refinement and customization of response / action models
- Release in the production environment on the desired channels
- System evaluation based on the defined KPIs



## 5. Maintenance

- Performance monitoring
- Identification of new information / transactional needs
- Reporting on use and performance
- Ongoing post-deployment support
- Bug fixing

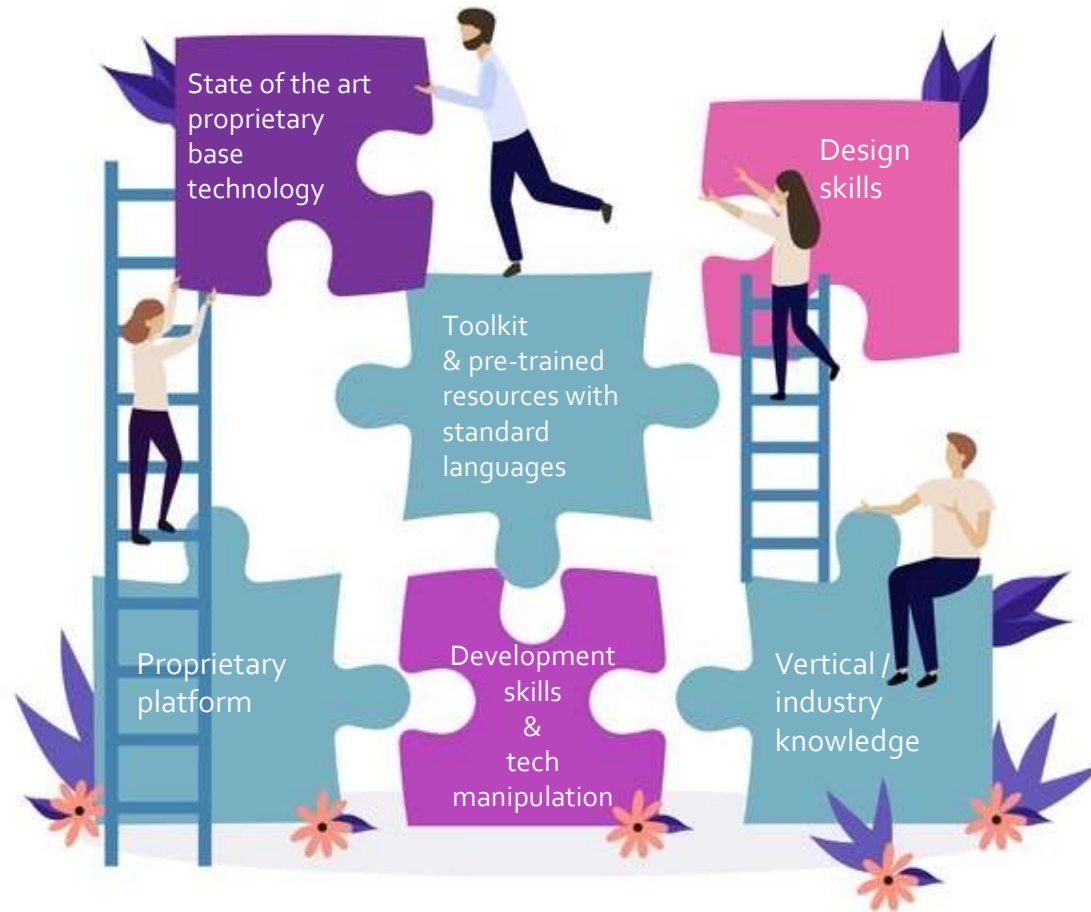


## 6. Evolution

- Extension of use cases
- Expansion of information sources
- Channel extension
- Customisations

# CONVERSATION

our integrated approach



End-to-end solution

Customer satisfaction

Business improvement