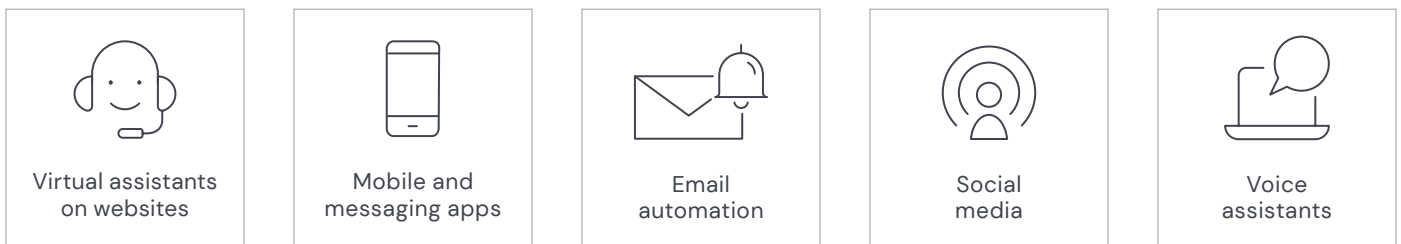# Conversational AI Services

Intuitive, personalized and always-on AI customer assistance.

Conversational AI is transforming the very definition of customer service and how people interact with businesses from retail brands to financial institutions.

Harnessing advanced natural language processing and machine learning, it goes light years beyond the simple chatbot to simulate engaging, humanistic conversations— delighting customers by anticipating needs and taking actions that result in faster resolution times.

Popular channels organizations are using conversational AI to transform customer experiences:

Virtual assistants on websites	Mobile and messaging apps	Email automation	Social media	Voice assistants

Drive growth and reduce costs? That's conversational AI.

Businesses that embrace conversational AI are seeing positive outcomes in two major ways: driving bottom line growth for the business and reducing operational costs.

Drive growth	Reduce cost
Increased revenue Identify new revenue streams and cross-sell opportunities, qualify leads, and increase average order value.	**24x7 support** Reduce call and ticket volumes by providing immediate, self-serve answers to customers.
Customer retention Drive brand loyalty and higher CSATs through personalized product recommendations and exceptional customer experiences.	**Operational efficiency** Automate routine tasks, reducing workload on customer support teams to improve efficiency.
Market insights Analyze and identify emerging trends, market gaps, purchasing behavior, and unmet needs to gain competitive advantage.	**Scalable and flexible** Manage volumes of increasing customer interactions without proportionally increasing costs.

Get the conversation started with Softchoice

Our methodology combines our well-established business consulting, app modification and development, data governance, security, and user adoption practices, refined over thousands of successful technology implementations — now applied to your conversational AI journey.

Envision | Prove the concept

We help you prioritize a business challenge you and develop a high-level strategy and solution for solving it with conversational AI. We then test that theory with a proof-of-concept implementation.

Design | Build the blueprint

With proof-of-concept validated, we design a production-ready solution guided by Softchoice's 'human-centric' approach focused on persona mapping and use cases. We examine your current architecture, data estate and security posture, and build technical designs to deploy and scale the solution with confidence.

Enable | Lay the foundations

With solution designs in place, we build the foundation and guardrails required to deploy your conversational AI solution from data architecture, security and automation frameworks to governance risk and compliance processes. We create an upskill plan to ensure your team has the internal skillsets to manage the solution, and an enablement plan to ensure your end users will embrace the solution to its full potential.

Implement | Test and deploy

With foundations in place, we implement your conversational AI solution as designed with thorough testing prior to implementation.

Sustain & Enable | Optimize over time

With your conversational AI solution in production, we support ongoing model performance evaluation and fine-tuning through dashboards for KPI tracking, periodic bias testing, and building of a Center of Excellence based on DevOps best practices.

Traditional chatbots and long wait times for live agents are not driving value for your business or your customers. If you are ready to unlock new levels of innovation, efficiency, and customer satisfaction with AI, let's get the conversation started.

Why partner with Softchoice?

✓ **We are a ranked global leader across the top three CSPs**

We have the experience and partnerships to build your AI solution on the best platform for you, whether it's Microsoft, Google, or Amazon. We get early access to roadmaps, new products, new features, and better prices.

✓ **We know from experience**

As an early adopter of AI, Softchoice has practical experience implementing AI solutions for our own people and business. We apply insights from our AI journey to guide other progressive organizations through theirs.

✓ **We cover the whole conversational AI journey**

Our AI practice combines consulting and technical expertise to refine your AI vision and take it from proof-of-concept through to production and ongoing optimization.

Contact your Softchoice Account Manager for more details or contact a Softchoice Representative here.

1.800.268.7638 | www.softchoice.com

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