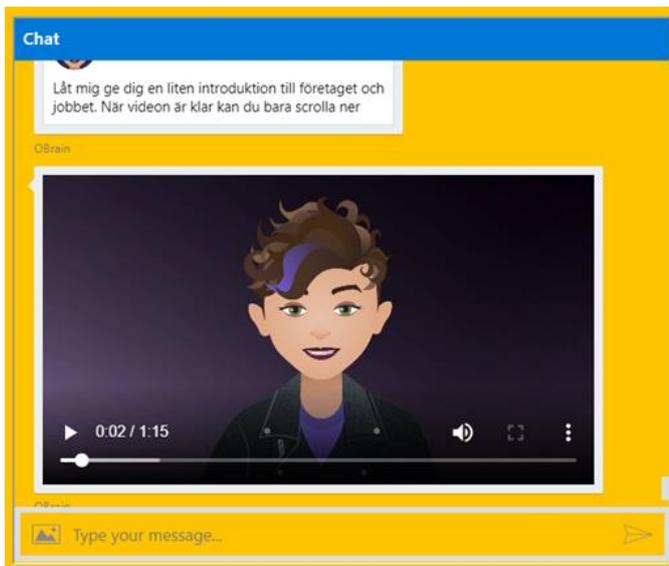




BRAINLESS ENTERPRISE BOT



Are you looking to jumpstart your digital customer dialog? Do you want to increase your customer service levels, always be available to answer everything your customers and employees wonder about? Are you looking to understand and quantify bot benefits and cost of ownership? Or is it time to jump in and test what a digital colleague can achieve – because it is the future?

We see many evaluation processes performed without any real experience of what it means to build, use and improve a bot. The real work is to understand and drive continuous improvement, but rarely is that knowledge part of an evaluation. Brainless provides you with a platform where you easily can address these questions and quickly understand where your bot can provide business value



Realizing that companies that manage to help their customers 24/7/365 while adapting its services to the customer's preferences will have a competitive advantage is hardly a topic to discuss. And internally, a bot makes following procedures as easy as it should be, whether it is risk reporting, a screening or reference interview or any other repetitive task – and a bot does it around the clock.

The sooner you learn how to hold a digital conversation with your customers the faster you will reap that competitive advantage. Additionally, you will very soon understand how to further improve



the dialog, as well as the service it represents. Brainless' business-bot is a platform that can help you start that learning process quickly and with very limited effort.

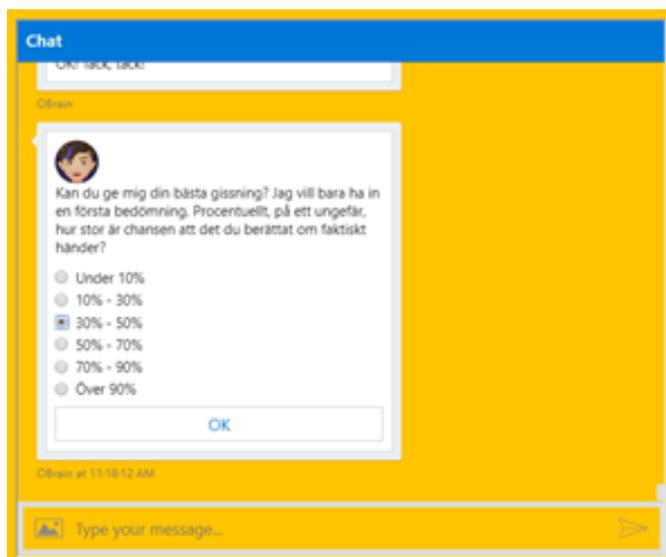
You get a true "brobot", that can show emotions, vary its language, manage a few well contained conversations and of course respond to all questions it has been taught.

The enterprise version is installed in your Azure environment, and includes and MIT license of the source code, giving you full freedom to integrate the bot with your own processes and systems. The package includes three half day workshops where we go through the code with your team to give everyone the best possible start. You maintain full control and can ensure all company policies and regulations are implemented.

The monthly fee is € 390 and includes updates to the code base to the latest version of Microsoft Bot Framework, online real time reporting, operations and mail support. No cancellation time- you only pay for what you use.

The package includes:

- 👉 A fully working FAQ bot: A bot that answers the questions you taught it and basic content management capabilities.
- 👉 Start-up support; three half day workshops and 20h of additional support.
- 👉 Sample dialogs; fully working screening and reference interviews, and a risk reporting dialog, displaying different user interactions
- 👉 Standard dialogs to manage greetings, discover disappointed customers, email customer service with questions the bot does not answer
- 👉 Support for multiple languages and personalities
- 👉 Import your first batch of questions and answers
- 👉 Logging all customer questions
- 👉 Sample code to manage translation issues or special terminology, brands etc.



Another example how the bot makes it easy to talk to a user, Not every interaction has to be text based. Here a few buttons simplify the dialog, helping the user. However, we recommend button-based interactions like these to be used for internal processes as they take away some of the magic of speaking to a digital person



UP AND RUNNING IN A FEW DAYS

1. CHOOSE YOUR BOT AVATAR



There are just a few simple things for you to do; select one of our standard avatars or provide your own, provide us with a mail address to customer service and choose a name for your

bot. We also set a date for the first workshop. Optionally, we can design a custom avatar for you, as we did for ERV in the example below

2. SEND YOUR FAQ

Upon receiving your order, we will set up the bot with the information you have provided. Your initial FAQ will be imported, and the bot

trained with the answers. For the interview part we require a video or voice recording of your job presentation – i.e. if you select to use it.

3. INTRODUCTION

We meet online, e.g. on Skype-where we spend ½h going through how to teach the bot new things and improve precision. After that you're

up and running! The business can start using the bot while development is progressing



TECH DETAILS

- FAQ bot, based on Microsoft's QnAMaker where you easily add, categorize or change information
- Categorize answers to enable showing one or multiple responses
- Log of all questions and answers
- Varied language in the bot dialogs
- Understands and responds to "help"
- Understands and responds to "thank you"
- Captures if users are upset and require special service
- Sends mail to a predefined mail address to get help with unanswered questions
- A configurable standard avatar of your choice
- Configurable mood avatars for each answer. Seven expressions included.
- iframe that you copy to your site

ADD-ONS

- Configure for other channels than the web: Skype, LINE, slack, Teams etc. Configuration is €150 per channel
- Your own avatar, designed from scratch: €990
- Modification of an existing avatar: €199



A modified avatar, based on Noomi, for a customer in the constructionbusiness

PRICES

*Introductory price –
until June 1: Start-up &
setup €298*

*Monthly fee; mail
support and
operations – €19.50*

*No cancellation time
– you only pay for
the current month*



www.brainless.ai – home of #brobots



A CUSTOMER QUOTE

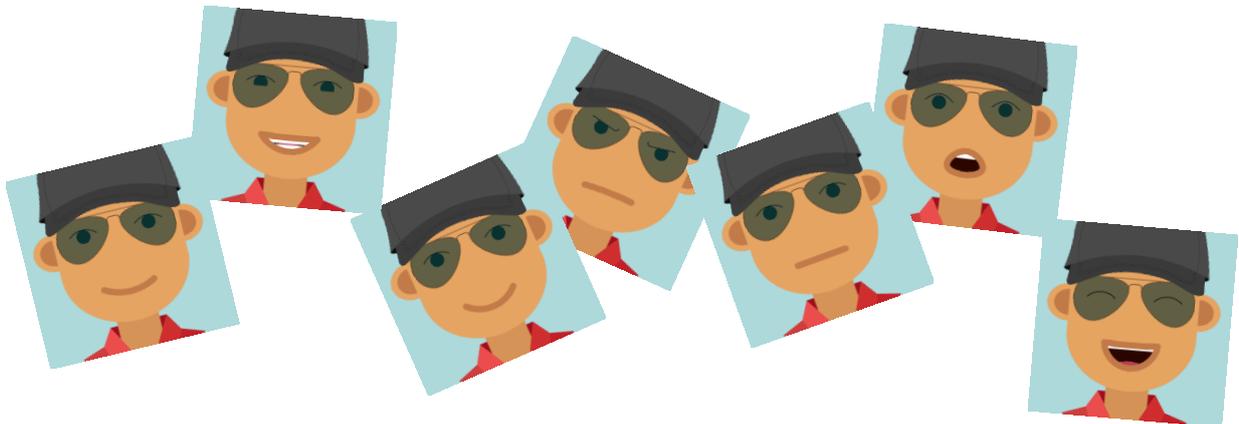


Ervin

"We set up the simplest possible bot here at ERV. We preferred an iterative approach as our knowledge about what customers would use the bot for was really limited. We spent one to two hours on managing the bot content always adding knowledge and improving hit rates. After three months, our bot Ervin reached 94% response accuracy. We are very pleased and are now rolling out Ervin in the next country. We got exactly the knowledge we required from the initial period running the bot to understand how to develop it further and what features to add to our digital co-worker Ervin."

David Kraul, COO, ERV

#BROBOTS



We call our bots #brobots, as they are or will become your customer's "bro". We build emotional capabilities into the bots to the extent standard technology allows. Currently the

feature set is modest, but with technology development in AI ever more capabilities will be leveraged and used to create better chat bot experiences.



www.brainless.ai – home of #brobots



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