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[24]7 Digital Assist™

Give your agents a unified, AI-powered console to drive productive, personalized customer conversations across chat and messaging channels.

Reimagine Agent Experience to boost productivity and customer satisfaction

Digital agents juggling multiple interactions with no context struggle to provide the level of service consumers expect—especially if they're also using more than one console. Switching back and forth between windows impacts agent productivity and CX, and handling both synchronous and asynchronous conversations adds even more complexity.

Digital Assist gives agents a single workspace to manage all their interactions while also providing contextual recommendations, next best response recommendations and outbound messaging capabilities. With workflows, processes, and layouts designed to simplify the agent experience, Digital Assist matches customers to the right agent and supports friendly, familiar messaging features. Boost satisfaction, increase productivity, and drive revenue.

Key Business Benefits

**Boost
CSAT & NPS**

Put relevant information at the agent's fingertips so they can resolve issues faster, personalize conversations, and elevate the CX.

**Improve First Contact
Resolution (FCR)**

Automatically route queries based on priority plus agent skill and availability to solve more issues in the first conversation.

**Drive sales
conversions**

Predictive algorithms combined with quick access to customer context help agents make personalized recommendations, increasing sales and revenue.

Unified workspace designed with agents in mind

The only console built for agents, by agents, Digital Assist makes it easy to manage multiple conversations and still stay focused. The console allows agents to support both live chat and messaging interactions from a single platform. Intelligent routing and AI-powered support positions agents for success, while built-in monitoring helps supervisors oversee staff and optimize performance.

Product Features

FEATURE NAME	FEATURE DESCRIPTION	WHY YOU NEED IT
Unified, Intuitive Agent Console	A web-based application for chat and messaging interactions. It puts relevant information at the agent's fingertips, boosting productivity. It has an optimized layout enabling agents to focus on the task and simplifying their experience. Timer-based visual cues enable configuring timers to notify agents about urgency level and non-responsiveness of interactions.	Drive efficiency with a holistic agent platform. Easily prioritize multiple concurrent interactions. With [24]7 Digital Assist, empower agents to provide better support.
Advanced Routing and Queuing	• Queue-based routing supports customized rules/models for intents, business divisions, etc. • Skill-based routing matches customer needs to agent abilities • Smart routing for messaging allocates returning visitors to the same agent when possible • Intent or Natural Language-based routing replaces pre-chat forms, increasing engagement and reducing transfers	Elevate CX and optimize outcomes by matching cases to the right agent or queue. Maintain multiple agent skillsets when needed and route appropriately.
Lead Console	Supervisors gain a real-time view into interactions, agents, queues, and levers. They can easily manage traffic and shadow, participate, or take ownership of interactions. Moderate agent/team/queue performance based on real-time messaging traffic.	Monitor teams and programs and optimize performance. The early lead intervention allows you to save potentially detrimental CX.
Asynchronous Messaging Features	• The persistent wrap-up form captures interaction details that can be leveraged by any agent to resolve a visitor's intent • Configurable timers help agents to prioritize interactions by providing cues about visitor inactivity and responses that are due based on defined SLAs • Persistent visitor verification feature verifies and allows agents to set verification status and retain status across a messaging conversation as it is passed on to the subsequent agents	Messaging-focused features allow agents to meet customer expectations for the messaging channels.
Pre-built and Custom Reports	• Standard out-of-the-box reports provide a quick overview of the key metrics that impact performance. These include the Digital Summary Dashboard, Conversion Dashboard, Assist Dashboard, and the Web Funnel Dashboard • Custom reports allow you to create new dashboards and get the data you need with an easy-to-use tool • Data APIs to access monitoring data and update unified dashboards	Supervisors can manage and drive continuous performance improvement of a team through real-time metrics.
AI-HI Teaming: AI Assisting Agents	Agent Assist feature provides ready-to-use automated smart responses and natural-language based responses at the agent's fingertips to accelerate service. An integration with Google Cloud and Google CCAI technology, means agents can access and use snippets of product and services knowledge bases, FAQs and articles as smart responses.	By providing context-relevant assistance, increase containment rate and lower average handle time (AHT).

Product Features (cont.)

FEATURE NAME	FEATURE DESCRIPTION	WHY YOU NEED IT
Next Best Response Recommendations	Agent Assist provides contextual next best response recommendations for agents to use. • Integration with [24]7 Answers allows agents to leverage its FAQ repository for consistent and updated information to share with customers • Integration with Google CCAI empowers agents with Smart Reply, FAQ Assist and Doc Assist recommendations	Boost agent productivity and customer satisfaction by enabling more productive interactions with relevant customer data at the agents' fingertips.
AI-HI – Agents Training Bots	Agents use collaborative tagging to tag chat transcripts and auto-fill dispositions forms. Tagging shortens cycles for AIVA/ predictive chat model optimization.	Improve data collection to deepen insights and accelerate AI learning and increases automation.
[24]7 Assist for Salesforce	For Clients who are looking to embed Digital Assist's agent console into their Salesforce Service Cloud, we offer Assist Widget. It is the perfect choice for brands looking for the best Conversational AI Platform that integrates and functions optimally within their Salesforce CRM System. See our listing on the Salesforce AppExchange for more information.	Allow agents to interact with customers and update their Salesforce CRM records from a single user interface. Reduce average handle time (AHT), operating costs, and customer frustration.
CRM System / Enterprise Data Integration	[24]7 Digital Assist brings various CRM/enterprise systems into the [24]7 Agent Workspace with custom integrations, empowering agents to easily access relevant customer context.	Allow agents to harness the power of customer data from CRM and enterprise systems without switching between multiple systems.
Enterprise-grade Security	Digital Assist provides masking patterns to mask personal/ secure data post-interaction completion. Upload regex patterns based on which interaction data will be irreversibly masked when interactions are archived.	Secure PCI and PII information and prevent exposure through chat transcripts. Maintain data privacy compliance and meet regulations.
Active Cards for All Use Cases	Enable agents to push interactive visual cards to chat/messaging customers. This enables customers to fill out forms, compare products, review terms & conditions, and more. Works within the chat UI across any device.	Increase CSAT by making it easy to get things done. Reduce AHT, increasing efficiency and empowering agents.
Co-view/Co-Browse	Agents can initiate a co-view or co-browse session. With this feature, Agents can collaborate with the customers and demonstrate steps or resolve problems.	Simplify the customer's digital journey and resolve issues faster.
Outbound Messaging	With Outbound Messaging, agents can send customers outbound messages to initiate high value marketing and customer care conversations. • Outbound Messaging allows agents to engage customers via SMS and have them respond through chat or messaging channels using a MagicLink • Outbound Messaging allows consumers to respond to marketing campaigns and customer care alerts within the same conversation • When a customer responds to the SMS, the agent who receives the response will have access to the context of the outbound message that was previously sent to the customer for a more streamlined experience	Improve conversion rates, reduce calls, lower operational costs, and create rich conversation experiences that increase customer satisfaction.

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+89%
first contact resolution

+30%
sales conversions

+20%
CSAT increase

Why You Need It

Empower agents with a single console

Built with the help of over 7,000 in-house agents, the Assist console incorporates both big needs and small details to increase productivity. Simplify the agent experience by delivering information where and when they need it so they can serve customers better. Ensure efficient workflows, reduce handle times, and improve the experience on both sides of the conversation.

Handle real-time and asynchronous conversations

Support live chat and messaging channels with a single console. Meet your customers where they are on popular apps like Facebook Messenger, WhatsApp, Google Chat, and Apple iMessage. With just one interface to learn, training costs and handle times go down while agent efficiency and ROI go up. Only [24]7.ai brings you a single workspace that can handle it all.

Combine human and artificial intelligence

Blend human insight with intelligent automation to improve the effectiveness of both bots and agents. Bots provide smart prompts that boost agent productivity and CSAT. Agents use collaborative tagging to train bots, improving AI model accuracy and reducing time-to-market. Optimize CX with smart workflows, CRM integration, and industry-leading conversational AI—recognized by Forrester, Ovum, and Opus.

Route to the right agent

Match each customer to an appropriate agent with sophisticated, customizable routing and queuing based on agent skills, case priority, premium needs, and customer sentiment. More accurate case routing boosts CSAT and improves first contact resolution (FCR), reducing the need for repeat queries. Make the experience better for everyone by getting customers to the agent best suited to solve their issue the rst time.

Give agents a complete view

Toggling between consoles, windows, or systems leads to lost productivity and fragmented experiences. Digital Assist brings together customer data to make customer history, context, and other relevant information easily accessible. Agents see previous chat transcripts, customer's webpage visits, and in-line customer journeys. Give agents a 360-degree customer view, so they can provide better service.

Monitor and optimize performance

Give supervisors one application to optimize the workforce. Integrated real-time monitoring makes it easy to manage traffic and agent performance. Digital Assist's lead console provides complete visibility into contact center activity. Understand throughput, wait times, queue and agent status, and more, all in one intuitive interface. Overseeing your call center staff has never been easier.

How to Get Started

Whether you are looking to simplify your agents' experience or empower them to drive more productive customer conversations, [24]7.ai has a framework to match your needs—today and tomorrow. We're the partner you can rely on to outperform your goals. Contact us today.

Contact us

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai