

# Platform Services

Connect with your customers wherever they are with easy-to-use self-service tools to securely deploy, manage, and report on CX efforts across channels.

## Power customer support with a single platform

Customers today expect fast, easy, personalized service on their channel of choice—and keeping up is both difficult and costly. High call volumes stretch agents and budgets thin. While self-service can help drive efficiency, adding popular messaging channels increases complexity.

[24]7.ai Engagement Cloud is a single platform for managing omnichannel customer support. Empower agents with a console that integrates with your CRM, connect with customers on their preferred channels, and deliver seamless, superior experiences. Plus, you can start with any application and easily add systems and services as your needs change. Do it all with a secure solution that keeps you in compliance.

## [24]7ai Engagement Cloud applications



[24]7 Answers

Answer simple questions and escalate to an agent with our basic FAQ chatbot



[24]7 Assist

Empower agents with a single, intuitive workspace for all digital channels



[24]7 Conversations

Enable conversational self-service across digital and voice



[24]7 Active Share

Let voice agents push rich digital content to the caller's screen



[24]7 Target

Answer simple questions and escalate to an agent with our basic FAQ chatbot



[24]7 Journey Analytics

Track, analyze, and act on complex customer experiences



[24]7 Agent Services

Elevate customer service with highly-skilled voice and digital agents



[24]7 Voices

Support intent-based calls in natural language and increase containment

## Features

Platform Services help companies connect with customers, empower agents, resolve issues more efficiently, and gain deeper insights into omnichannel CX efforts.

### Self-service tools in a single portal

When you log in to the Engagement Cloud, you land on a portal that's designed to help you bring your brand experience to your customers quickly. Build your solutions, customize the Engagement Cloud, and automate customer service quickly using intuitive tools. To make it even easier, every tool has the same look and feel and shares the same navigation system. Get everything you need, all in one place.

### Industry-leading conversational AI technology

Identify automation opportunities using your existing data and our AIVA technology layer or via an open API platform that enables integration with AI models built on IBM Watson, Google Dialogflow, and Google TensorFlow. Support human agents, driving up productivity and compliance. Our industry leading AI-powered virtual assistant is available at every touchpoint to help customers get thing done faster.

### Intent Discovery Tool

Not sure where to start? Discover top customer intents to automate for the best ROI. Our patented unsupervised learning algorithms go to work on hundreds of thousands of past conversations, creating clusters without any tagging. Uncover and add intents with a few clicks—as an Answers FAQ, or as a multi-turn conversation in Conversations. Set up chat faster and with less effort.

### Model Workbench

Looking for more fine-grained controls to tune natural language models? Model Workbench has you covered. While other providers offer a black-box AI, our tools are designed for you. Built for both non-tech and AI specialists, Model Workbench provides full transparency and control over social, sentiment detection, root level, and conversation-specific models. Our professional services team can help you set up and tune models unique to your business—no expertise required.

### Conversation Simulator

An interactive tool to test your Answers virtual agent.

### Complete messaging experience

Support both synchronous and asynchronous messaging and integrate with leading messaging applications including Apple Business Chat, Facebook Messenger, Google Business Messages, and WhatsApp. Customers can begin an interaction with either a bot or a human and Platform Services seamlessly orchestrate the best end-to-end messaging experience—either synchronous or asynchronous, depending on the conversation. Follow our playbook to launch messaging in your contact center and lower staffing costs.

### World-class reporting tool

Completely redesigned reporting interface features industry standard interactive dashboards, APIs, and exploratory analytics. Slice and dice data in a multitude of ways to suit your business needs in near real time.

## Components

Whether you're starting off small or using multiple Engagement Cloud applications to streamline support, Platform Services components make it easy to configure, build, and deploy the superior experiences your customers expect.

COMPONENT	FEATURE DESCRIPTION	WHY YOU NEED IT
<b>Open Platform</b>	<ul style="list-style-type: none"> <li>• Plug in an AI of your choice—ours or a third-party AI like IBM Watson or Google Dialogflow</li> <li>• Connect with your CRM via APIs to drive automation across bots and agents</li> <li>• Out-of-box integration with 200+ enterprise systems via our API integration partner, Cloud Elements</li> <li>• Open channel APIs to connect your bot with our agent platform and build any new messaging channels outside of those we support (ABC, FB, GBM, RCS, SMS, native app, website)</li> </ul>	<ul style="list-style-type: none"> <li>• Open APIs built through Platform Services easily integrate our applications with the most comprehensive list of new technologies and experiences</li> <li>• Use our AIVA assisted conversational bots with an agent console such as Salesforce CRM, integrate with dozens of messaging channels, or supplement [24]7.ai technology with Google TensorFlow or Microsoft speech recognition systems</li> <li>• Extend [24]7.ai benefits to more platforms while adding the best technology to your solutions</li> </ul>
<b>Messaging Orchestrators</b>	<ul style="list-style-type: none"> <li>• Facebook Messenger, WhatsApp, Google Business Messages, Apple Business Chat</li> <li>• Add popular messaging channels in minutes</li> <li>• Support and manage the range of messaging platforms in one place</li> <li>• Create content once and the messaging orchestrator will translate the output into the format needed by different channels, delivering a consistent experience everywhere</li> </ul>	<ul style="list-style-type: none"> <li>• Enable continuous conversations on a customer's chosen channel at low cost</li> <li>• Deploy one solution across all your messaging channels, integrated to the entire suite of Engagement Cloud applications</li> <li>• Create an AI-powered virtual assistant, draw on our powerful FAQ system, and connect customers to a live agent—all the features of Engagement Cloud</li> <li>• Build it once and use our messaging orchestrator to deploy it everywhere</li> </ul>
<b>Unified Digital Experience</b>	<ul style="list-style-type: none"> <li>• Support asynchronous or synchronous messaging with infinite history</li> <li>• Consistent experience for web or native app</li> <li>• Easily deploy so users can engage instantly with virtual and live agents</li> <li>• Web UI is compatible with desktop, mobile, and tablets</li> </ul>	<ul style="list-style-type: none"> <li>• Out-of-box support for web channels with customizable visitor-facing chat window for a consistent, branded experience on web and native app</li> <li>• Make chat organic to the customer's journey, no matter which channel or device they're on</li> <li>• Offer chat at the right moment and in the format that the customer needs it most</li> <li>• Includes web chat on a computer browser, or on mobile devices and iOS/ Android apps</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>• Scalable, enterprise-grade security</li> </ul>	<ul style="list-style-type: none"> <li>• Scale as you grow and expand globally with the highest security measures via our cloud platform</li> <li>• Manage GDPR, PCI compliance, privacy, data warehouse, and how long data sits in the data center</li> </ul>
<b>Full Self-Service</b>	<ul style="list-style-type: none"> <li>• User-friendly toolkit to manage the Engagement Cloud for faster time to value</li> </ul>	<ul style="list-style-type: none"> <li>• All the power of Engagement Cloud is at your fingertips</li> <li>• Configure and control your engagement tools via a single portal—from connecting to messaging channels to setting up automated virtual agents</li> <li>• Everything you need in a single self-service portal</li> </ul>

## Components (cont.)

COMPONENT	FEATURE DESCRIPTION	WHY YOU NEED IT
Multiple Language support	<ul style="list-style-type: none"> <li>Support for multiple common languages</li> </ul>	<ul style="list-style-type: none"> <li>Meet your global needs with one system so business can continue as usual</li> </ul>
Web Visitor Tracking	<ul style="list-style-type: none"> <li>Track web visitors through our TIE platform and proactively offer chat to engage potential customers</li> </ul>	<ul style="list-style-type: none"> <li>TIE supports rich web visitor activity information gathering, which can support propensity models to identify potential customers</li> <li>Boost sales and predict intent for a best-in-class service experience</li> </ul>
Dashboards and Reporting	<ul style="list-style-type: none"> <li>Power omnichannel dashboards and unified workforce optimization using near real time APIs</li> <li>Comprehensive built-in dashboards and reporting options available for all aspects of Engagement Cloud</li> <li>Customizable to meet your needs</li> </ul>	<ul style="list-style-type: none"> <li>Exploratory interface lets you slice and dice the data to meet your specific business needs</li> </ul>
Card Designer	<ul style="list-style-type: none"> <li>Easily create Active Cards—customizable templates for content ranging from static promotional cards and offers to dynamic cards for things like interactive forms and custom product comparisons</li> </ul>	<ul style="list-style-type: none"> <li>Customizable to meet the unique needs of your company and customers</li> </ul>
Data Access API	<ul style="list-style-type: none"> <li>Pull data programmatically</li> </ul>	<ul style="list-style-type: none"> <li>Request data to add to reports, automation, etc.</li> </ul>
Documentation, Training, and Support	<ul style="list-style-type: none"> <li>Documentation portal for product/application overviews, best practices, how to guides, and technical reference</li> <li>Customer support bot to raise support tickets and get status of current open tickets</li> </ul>	<ul style="list-style-type: none"> <li>Access an abundance of information to learn about the platform, applications, and services available within Engagement Cloud</li> </ul>

## Contact us today

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## About [24]7.ai

[24]7.ai is redefining how artificial intelligence and human insight are combined to produce satisfying customer experiences. Our conversational AI platform predicts consumer intent to create frictionless interactions, across every channel, that strengthen relationships and increase brand loyalty, at the lowest cost per resolved conversation.

For more information visit: [www.247.ai](http://www.247.ai)