**[24]7.ai**

# [24]7 AIVA for Digital

Personalize digital self-service with a powerful,
AI-driven chatbot/virtual agent

Meet [24]7 AIVA for Digital, the AI-powered "near human" virtual assistant. [24]7 AIVA combines AI, natural language, and machine learning to provide seamless self-service across channels, devices, and time. By intelligently leveraging both human and data inputs, [24]7 AIVA can determine customer intent, personalize interactions, and resolve issues or complete transactions. Reduce costs and deliver an effortless experience across all your digital channels and platforms.

### From Questions to Conversations. Digital to Voice.
### AIVA is the One Virtual Agent that Does it All.

[24]7 AIVA allows enterprises to personalize effective customer self-service, from simple FAQs to conversational virtual agents that can complete complex tasks and transactions. One end-to-end solution for digital and voice channels.

> "I know you, and what you're here for!"
>
> "I know what problem you're trying to solve!"
>
> "I know if and when to engage you!"
>
> "I know my limits and when I need human help!"
>
> "I'm smart enough to guess when you come back!"

#### Automate and Empower Speedy Resolution

[24]7 AIVA for Digital leverages AI, machine learning, and multiple data sources to drive faster, contained service resolutions powered by 17 years of digital experience and 1.2B customer annual interactions.

#### Connect the Dots Across Channels

Extend self-service to web, chat, email, SMS, mobile, and more. Plus real-time, cross-channel transfer of information keeps the conversation going across touchpoints, creating a seamless UX and making customers happy.
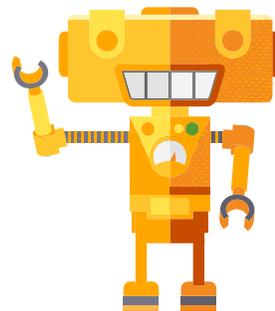
#### Simplify the Conversation

Quickly understand customer intent using journeys already mapped in eight key verticals for over 150 clients, and carry on natural two-way conversations with advanced natural language processing and understanding.

#### Boost Satisfaction and Lower Costs

Rapidly deploy anywhere and start measuring how much [24]7 AIVA for Digital increases automated journeys, boosting customer satisfaction and NPS while lowering customer-service costs. We call that a win-win.

Consumers today, especially millennials, want to resolve purchasing issues quickly and easily. That means getting fast answers in the channel of their choice, and the ability to connect to a live agent if they get stuck—without ever starting over .

## [24]7 AIVA Simplifies Customer Engagement
### Conversational Virtual Agents Deliver Personalized, Contextual Dialogues

### Provides everything from simple FAQs to intelligent virtual agents
Enable customers to self-serve more effectively with a virtual agent that can do it all —from answering questions to completing complex tasks and transactions.

### Intent predictions built on deep experience and deep data
Patented intent predictions built from 17 years of customer engagement experience and continuously trained by 1.6B annual interactions powered by the [24]7 Platform.

### Everywhere your customers are
Supports all voice and digital channels including web, messaging, mobile, and IVR. Maintains history and context across channels, devices, and time making it easy for customers to pick up where they left off.

### Seamlessly integrates with chat
[24]7 AIVA can easily escalate to a live chat agent when needed, speeding up resolution and reducing customer frustration.

### Pre-built industry models deliver fast results
Get up and running quickly with our industry expertise and 500+ pre-defined, vertical-specific intent models.

### Easily extend to IVR
Our unified self-service platform for digital and voice means you can leverage the same natural language understanding, business rules, and predictive models for digital self-service to power your conversational IVR. Develop once and deploy across multiple channels.

### Secure, enterprise grade technology
Engineered for mission-critical, high-availability enterprise applications, our cloud infrastructure is designed to be secure, reliable, and compliant with international regulatory requirements.

### Intelligent and self-learning
Mine customer interactions for information and insights. Train chatbot models from your most successful agent outcomes. like price changes, promotion codes, or personalized sale options.
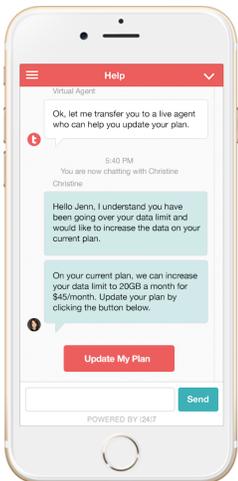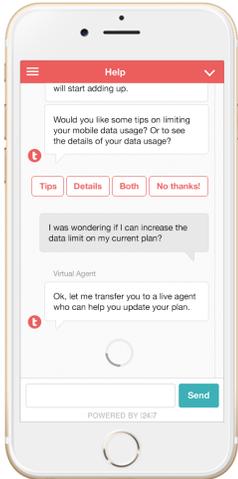
Keep customers happy by knowing when to transfer to a live agent without starting over.

## Leading Brands. Real Results.

Leading US retailer reduced costs by $1.6M in 6 months through self-service automation

Australian telco reported an 11% increase in Net Promoter Score (NPS)

Chatbots helped leading US retailer realize $27.8 million in chat contributed revenue

## Understand What Customers Mean, Not Just What They Say.

### Provides everything from simple FAQs to intelligent virtual agents

As you offload more of your customer-care requirements from human agents onto [24]7 AIVA, you can continue to provide a smooth and responsive conversational flow for every interaction. In many respects, the [24]7 AIVA-delivered experience will surpass what humans can offer. Instantly understand a customer's information, anticipate their needs, and guide them to a satisfactory resolution.

With [24]7 AIVA's powerful natural language understanding (NLU) capabilities behind your chatbot or IVR, you can:

- Make it easy for your customers to communicate with you.
- Improve CX with personalized, contextual engagement.
- Disambiguate requests and reduce customer frustration with clear two-way conversations.

I hate my plan–I want to terminate my contract.

My phone bill is too high.

Yes. Let's go ahead and make a change to my plan.

CONVERSATIONAL — INTENT-DRIVEN CONTEXTUAL — TRANSACTIONAL

Why do you hate your plan?

I can see you don't have a monthly roaming plan which makes your bill high. Would you like to get a monthly option?

AIVA verifies identity for tansaction and completes request

Complete transaction = A happy customer

### Natural language
[24]7 AIVA understands user inputs expressed in slang, local nuances, and colloquial speech. It can also reply in formal or casual language.

### Intent identification
[24]7 AIVA analyzes users' language to determine why they're calling or chatting—allowing for both greater customer satisfaction thanks to speedier resolution, and improved retention/sales thanks to proactive responses and offers.

### Complex conversations
In cases where a user gives multiple asks (mixed-initiative) within a single input, [24]7 AIVA can address and react to each of them. Similarly, it can respond appropriately to a sudden change of topic (topic switching).

### Intuitive conversations
[24]7 AIVA draws upon its predictive abilities and the customer's data to ensure the conversation flows smoothly.

### Conversational approach
[24]7 AIVA treats each customer journey as a "conversation," information isn't repeated unnecessarily, user inputs are understood in context, and proactive sales opportunities can be presented as part of a coherent flow.

### Disambiguation
[24]7 AIVA can figure out ambiguous references based on context, but will ask for clarification if it's not confident.

### Hierarchical NLU
[24]7 AIVA's NL models help it understand and respond appropriately to rare or new words.

### Relevant Results
[24]7 AIVA uses semantic search to ensure that each response correctly matches the context of the conversation and the user's intent.

### Escalation
[24]7 AIVA can use predefined business rules to decide when to transfer an IVR or VA chat to a live agent while also delivering context so customers don't have to start over.

To learn more visit
www.247.ai

Some chatbots interact with customers to resolve issues, conduct transactions, and answer questions. The best enterprise chatbots mimic the effectiveness of your top customer service agent, salesperson, or support technician. The fact that these chatbots are "bounded," or operating within a certain context (e.g., mortgages, utilities, wireless) ensures they can better support the conversation. These are also commonly referred to as conversational virtual agents.

## Chabots Defined: Simple Versus Intelligent Chatbots

### Simple Chatbots

Many popular chatbots are aimed at casual use and designed to deliver an entertaining experience. If a simple chatbot doesn't know the answer or can't understand the question, the stakes are relatively low for the brand. For instance, we don't really expect Apple's Siri or Amazon's Alexa to know all the answers. These are examples of "unbound" chatbots that have no special context to operate within. These are commonly known as virtual assistants.

### Intelligent Chatbots

For businesses, chatbots need to be smarter to be effective. "Intelligent chatbots" are able to integrate with enterprise systems, leverage Big Data, and use artificial intelligence to help customers resolve issues or conduct transactions. These chatbots are also referred to as virtual agents or virtual customer assistants, and are being used by enterprises to achieve incredible results.

If these chatbots make a mistake, the risk for the brand can be high. Consider what would happen if a banking chatbot answered a policy question inaccurately.

| CAPABILITY | SIMPLE INFORMATIONAL CHATBOT | INTELLIGENT CONVERSATIONAL CHATBOT |
|---|---|---|
| Reads natural language | ☑ Predefinied grammar | ☑ NL understanding and processing |
| Applies logic | ☑ | ☑ |
| Learns through experience | ☑ Manual efforts | ☑ Machine learning |
| Understands intent | ☑ Explicit keyword spotting and scoring | ☑ Big data-driven understanding |
| Escalates to a human agent when it can't answer a question, address an issue, or completes a task | ☑ | ☑ |
| Understands context | | ☑ |
| Applies context to distinguish between different uses of the same word to understand the implied meaning | | ☑ |
| Uses follow-up questins to clarify intent | | ☑ |
| Understands, learns, and interacts as a human would to solve problems | | ☑ |
| Manages taks and completes transactions | | ☑ |
| Accesses enterprise information to personalize the experience or perform transactions | | ☑ |
| Independently assesses what actions it needs to execute at each step of an overall process to resolve the problem quickly | | ☑ |

## Omni-Channel Enterprise Platform

[24]7 AIVA lets you present your users and customers with a unified experience across multiple channels. [24]7 AIVA supports various interaction methods such as web,mobile, IVR, and Facebook Messenger, and can support any application using a web API, offering you a flexible platform and device agnostic interface. [24]7 AIVA uses a common business/application logic and can be deployed across multiple channels such as web, IVR, chatbot, and virtual agent, and can run on smartphones, tablets, and computers. For your development efforts, this means you can build your application once and deploy on any channel.
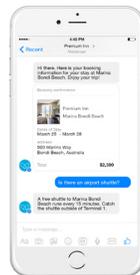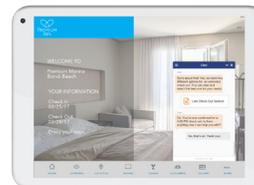
| WEB | PHONE | MOBILE | MESSAGING |
|-----|-------|--------|-----------|

## Choose a Leader in Enterprise Chatbots

### Deep Experience

- #1 in Chatbots and digital chat agents worldwide with 17 years experience
- Over 150 virtual agent clients, over 500 deployments

### Proven Results

- Reduce human-assisted volume by up to 65% driving millions in cost savings for clients worldwide
- Improve CSAT and NPS by 30% Forrester Research recommended enterprise chatbot vendor

### Enterprise-Grade

- Global enterprise scale and security
- Handles wide range of journeys with 500+ pre-defined, vertical-specific intent models
- Rapid time to value with ROI in as little as 60 days

## Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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## About [24]7.ai

[24]7.ai is a customer experience software and services company that is redefining the way companies interact with consumers. We help businesses attract and retain customers, and make it possible to create a personalized, predictive, and effortless customer experience.

For more information visit: www.247.ai