

TURNING CONVERSATIONAL AGENTS INTO DIGITAL ASSISTANTS BY ARTIFICIAL SOLUTIONS AND SOFTWARE AG



For consistent messaging with customers across all digital channels

Artificial Solutions and Software AG combine forces to deliver unique solutions based on Natural Language Processing (NLP) for personalized customer engagement—solutions you can use to interact with customers efficiently and cost effectively across all digital channels and at every step of the customer journey

Business needs

Customers have questions, and your call center usually has the answers. Your call center operators may need to delve into different back-office systems to find the answers, though, and that combination of personalized search and multiple information sources can make answering those questions an expensive proposition. The cost to answer a simple customer query may top more than \$6 per call—and much more than that if the question is complicated.

You know you need to provide answers. But you also need to lower costs. How can you lower costs without compromising your ability to deliver accurate, personalized answers to complicated and sometimes sensitive questions? By bringing together NLP-based digital assistants and chatbots developed on the Artificial Solutions Teneo platform and the Digital Business Platform from Software AG. Together, they deliver a powerful solution that can reduce your customer engagement costs—across all digital channels—while enhancing the customer experience.

Key benefits

Software AG and Artificial Solutions deliver a solution that cannot only extract meaning from naturally phrased customer questions but also provide appropriate, personalized answers to those questions based on information extracted in real time from multiple back-end systems. With the solution, you can:

- Present accurate answers quickly and consistently—in 35 languages—across digital platforms, channels and devices
- Personalize the customer interaction by using real-time information pulled from systems connected via the Digital Business Platform
- Facilitate digital chats into your evolving omni-channel strategy
- Lower the cost of customer engagement by routing as many as 96 percent of customer queries away from the call center
- Gain actionable, “voice of the customer” insights into sentiments, trends and more from the captured conversational data

Software AG's solution

Natural language interactions with technology grow more common. But responding to complex customer requests requires more than a simple listener. At the heart of the Artificial Solutions and Software AG solution is leading industry expertise and an integrated digital platform:

- Facilitates both scalability and flexibility, ensuring that digital assistants and chatbots can support many different customer engagements
- Minimizes time-to-market, enabling rapid deployment of digital assistants and chatbots across all channels
- Delivers accurate information consistently across all digital channels, whether the information derives from CRM, sales, order management or any other integrated back-office system
- Enables you to respond to customer queries with consistency, regardless of the channel through which the customer poses the question

Features

Artificial Solutions NLP-based digital solutions run on computers, mobiles, wearables and other electronic devices, interacting with customers in an intelligent, nearly human manner. Designed with enterprise scalability in mind, the Artificial Solutions Teneo platform interacts closely with the Software AG Digital Business Platform to deliver the answers your customers seek and to detect opportunities that can lead to cross-selling and upselling conversations.

Connectivity, speed and scale with webMethods integration and API management

- Handle many conversations at once for improved system performance
- Access, analyze and deliver data to any device in real time
- Turn big data into the opportunity to generate more revenue, improve customer service and differentiate product offerings

Combined streaming and process analytics with Apama and Terracotta

- Monitor customer sentiment in real time—on any digital channel—to improve customer satisfaction as well as to present timely, appropriate upsell and cross-sell offers
- Build dynamic customer profiles and analyze and act in real time on relevant customer interactions
- Correlate, aggregate and detect patterns across large volumes of conversational data
- Leverage machine learning models to initiate the right action at the right time

“What if a person could simply tell the system what he or she wants to know or wants to accomplish—using their own words, their own phrases? Artificial Solutions and Software AG make that what-if a reality.”

— **Andy Peart** | Chief Marketing Officer, Artificial Solutions

ABOUT ARTIFICIAL SOLUTIONS

Artificial Solutions is a leading specialist in natural language interaction. Its patented technology platform, Teneo, enables people to converse with applications and services using NLP to accomplish their goals.

Supporting 35 languages, Teneo is the first complete platform to enable enterprises to rapidly build natural language applications that embrace artificial intelligence using machine learning and implicit personalization. It also improves an organization's understanding of the “voice of the customer” by unlocking the actionable insights bound up in captured natural language conversations.

ABOUT SOFTWARE AG

The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise. Software AG offers the first end-to-end Digital Business Platform, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today. With over 45 years of customer-centric innovation, Software AG is ranked as a leader in many innovative and digital technology categories. Learn more at www.SoftwareAG.com.

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