



WHITEPAPER

Revolutionize Digital Customer Engagement with Industry-First AI-Powered Virtual Assistant

Businesses are always on the lookout for innovative ways to engage with their customers. Whether it is to inform them about a new product or to help them by answering their questions, business owners want positive and controlled digital customer engagement that optimizes the customer experience while minimizing their costs. That control is even more critical with today's social media explosion where customers can quickly turn a business's good day into a bad one.

Digital Interaction Era is at the Next Pivot Point

Today’s technologies provide tools that can control and improve the digital customer experience. By linking technologies together, new solutions are available that promise to automate self-service customer engagement. With roots coming from the alternative to pricey live phone conversations, texting and live chat provided the foundation that evolved to chatbots, which use knowledge bases to provide immediate and interactive access to information. On the other hand, Natural language processing (NLP) and speech recognition capabilities are improving continually, enhancing traditional IVRs, and enabling new virtual customer assistance services for customer support, digital marketing, brand engagement, and sales enablement. Gartner predicts¹ that by 2020, 25 percent of customer service operations will use virtual customer assistants and 30 percent of all B2B companies will employ artificial intelligence (AI) to augment at least one of their primary sales processes.

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However, while chatbots, NLP, and other similar automation technologies are enabling businesses to achieve cost-effective scalability and agility to respond, they lack a human touch in providing personalized digital customer experience. The social interaction provided by live video-based face-to-face conversation creates a more intimate experience for customer service, sales, and brand engagement. It transcends customer demographics, is more engaging, and often produces positive outcomes. However, the business challenges in the mass adoption of video-based digital engagement are to achieve the agility and cost-effective scalability similar to one offered by chat-based solutions.



1.0

Pre-90s: Phone

Yellow Pages, helplines, and local business listings were in the early platforms



2.0

90s: Websites – Dot Com boom

Power of Digital; Early e-commerce taking shape



3.0

2005: There's an app for that

Massified by Apple/Android; Touch screen



4.0

2010s: Chat Bots

Adds AI; One app for everything



5.0

2015: Digital Assistant

Natural language processing and speech recognition



6.0

2020: Voice Assistant upgrades to Video!

Human-like bots via video calls; Full screen; Touch + Voice

1. <https://www.gartner.com/en/newsroom/press-releases/2018-02-19-gartner-says-25-percent-of-customer-service-operations-will-use-virtual-customer-assistants-by-2020>

Radisys Engage Virtual Assistant—World’s First AI-Based 3-in-1 (Video, Voice, Text) Bot

Welcome to the exciting new world of AI-powered Virtual Call Bots by Radisys! Radisys Engage Virtual Assistant application is a unique and patented industry-first approach to enable video-based digital engagements while achieving web-scale cost efficiencies. No longer do customers need to wait on their phone, endlessly, to listen to a menu of IVR options or type away on their keypad when seeking answers to questions about new products. They can now have a live video conversation experience with a video call bot, an AI-enabled system that answers verbal requests with live video responses by human – not computer-generated avatars!



Enable Unique Customer Experiences without Compromising Profitability, Scalability and Agility

Wow Your Customers with a Human Touch!

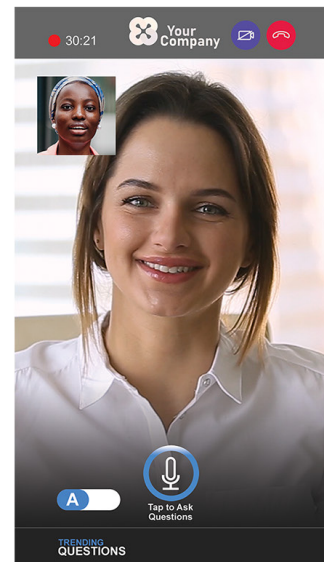
The Engage Virtual Assistant is world’s most advanced AI-based customer care solution that enables call centers and brand engagement teams to significantly differentiate from other commoditized customer experiences. The humanized video call bots create a simple and personalized way to engage customers and followers while maintaining a visual brand persona with your authentic tonality, attitude, and style.



Video call with the Brand Ambassador and have a fun interaction – **ONE-ON-ONE.**



Video call with an Influencer with whom the Brand can associate.



Do away with outdated IVR and upgrade to Live Customer Care.

The flexibility and ease of recording simple messages and linking them with a video call bot create a tailored engagement to build trusting relationships that lead to more sales and customer satisfaction.

Consider the following: a company is launching a new product that targets existing and new customers, and the launch includes a private event with the brand ambassador. By creating a series of engagement “calls” that use video segments produced by the brand ambassador, influencer, and each account manager, the company can quickly and inexpensively build a video bot to engage, promote, and entice existing customers to attend the event and try the new product.

Engage Virtual Assistant provides an easy and effective way to build customer engagement programs that use short, interactive video messages and enables callers to interact with brand ambassadors, subject matter experts, sales professionals, and customer service agents as they deliver targeted messages with the right intent. It provides five essential capabilities that improve brand and customer engagement:

- **Personalized Engagement:** The video component delivering the response by a human provides a richer, deeper, and personalized interaction that has high potential for creating excitement and trust that attracts and retains customers.
- **Perfect Message Control:** This approach cost-effectively delivers a consistent and accurate message over which the company has complete control. With complete oversight, the company eliminates the chance that someone goes off-script during a call or provides statements that no longer align with the intended message.
- **Always Available:** The personalized message is available 24/7. The ability to deliver the right message at any time of day on any day of the year builds trust with customers.
- **Unbounded Call Support:** Chat and call bots have already proven the ability to scale and support any number of simultaneous sessions, and with the richness of the video component, the interaction becomes more engaging.
- **Intelligent Learning:** These AI-based engagement bots can expand their understanding of questions and interactions, which means they are able to smartly interpret different ways to ask a question.

In addition, Engage Virtual Assistant application supports a range of interactive services such as quiz capabilities, coupon boosts, animated bots, and campaign boosts for brand engagement. It offers open APIs for real time interaction with CRM systems to access customer information as well as share bot chat history with customer service agents.

Expand Global Reach with App-less Calling Experience and Automated Omni-Channel Engagement

With the emphasis on quickly resolving the customer’s queries with an accurate and personal message, the digital engagement solution must be simple and adapt to the mode in which the customer desires to interact. Engage Virtual Assistant provides intelligence to adjust, automatically, to the communication mode used by the customer. To make it simple, the customers have the flexibility to choose the interaction mode; they can select a video, voice, or text from their smartphone or feature phone.

In addition, the Virtual Assistant application supports native integration with the phone numbers that businesses use to provide customer service, sales, and marketing. Which means your customer do not need to download any app or search for any web link to experience the new video-based interactions. When a customer dials phone number or presses the phone number button in a text, email, or social

media app, the Engage Virtual Assistant associated to that phone number intuitively starts supporting the call. If the device originating the call has video calling capabilities (such as Video over LTE), the video experience is provided else the application intelligently switches the experience to voice-only or text-based – all automated and transparent to the caller.

Automatically connecting the user brings intelligent flexibility to the system that provides an unprecedented scale of reach to the business. A single AI-enabled bot is capable of handling between hundreds and thousands of simultaneous calls at a time, solving a much bigger problem of automation & cost-effective engagement with users.

Create Video Bots Without Any Coding Skills

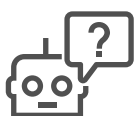
How does a business manager succeed in setting up their video bot? And then, how do they create their voice bot...and a text bot?

The answer is simple: the Engage Virtual Assistant application does the bulk of the work. The app provides a complete set of AI-based tools for business users to plan the video content, record video content, and create omni-channel bots. The built-in modules for authoring, editing, intent-matching, and bot invocation makes the video bot creation a simple four-step process to have a functional video bot ready. The business user can immediately publish the Engage Virtual Assistant on their website, embed in the customer loyalty applications, or integrate with their customer support numbers.

The AI-based augmentation of audio calls with video bots has many applications in enterprise space, such as:



Humanize existing interactive mobile or voice apps



Video FAQ for new product launches or customer support



Brand advertising; scan QR code and talk to BOT



Replace voice BOTS and cumbersome IVRs



Scale the unscalable Influencers and Brand Ambassadors

Video Call Assistant as a Service

The Engage Virtual Assistant solution provides the flexibility to deploy the application on premise or accessed “as-a-service” from Radisys hosted cloud - enabling positive return on investment from day-1. The Engage Virtual Assistant hosted service is designed to support millions of users simultaneously. While it enables the enterprises to scale their contact centers and marketing engagement, it also allows contact-center service providers, telecom service providers, and managed service providers to offer Video Bot as a Service to a large number of business customers. Engage Virtual Assistant seamlessly integrates with existing CRM, IVR, and Customer Engagement Platforms requiring no infrastructure replacement. The simplicity, scalability, and the cost-effectiveness of the application enables different departments within large enterprise (such as customer support, marketing), small and medium-size business (SMB), and even Small Office Home Office (SoHo) business owners to host such bots for various customer engagement purposes.

Summary: Elevate Your Digital Engagements to New Level

With the new video call bot processing ability, businesses now have a new model that allows them to engage with existing and new customers in a more personalized and interactive approach. The ability to engage customers at their choice of time – day or night, weekday or holiday – provides them with an experience that builds and reinforces a positive relationship.

From a marketing perspective, the video-based engagement can generate high excitement and energy when accurate messages come from trusted corporate faces or famous celebrities. From a customer support perspective, businesses can boost customer satisfaction, reduce support cost, and enhance agent productivity.

Creating an enthusiastic crowd of customers could not be easier!

Now is the time to begin building your brand and your customer base by engaging them with video call bots.

Key Benefits

- Boost your brand value with enhanced video-based customer experience
- Lower support costs and improve agent productivity
- Increase customer stickiness and customer loyalty
- Expand global reach without heavy investments

<p>ROI positive from day 1</p> <p>No upfront hardware investment, Available in the cloud.</p>	
<p>Real time Interaction Update to agent</p> <p>Real time update to agent screen on Bot Chat History</p>	
<p>Integrate Personal Info on Bot</p> <p>Open APIs for real time CRM dip to bring personalized information on screen</p>	
<p>No Rip or Replace</p> <p>Seamlessly integrates with your existing Call Centre & IVR Partner Solutions</p>	
<p>Real Time Bot Switching</p> <p>Telephony bot can be upgraded from Voice to Video and vice versa. Whereas OTT Bot can be toggled between Video, Voice & Text</p>	

Unique Experience

World's 1st AI based Video Call Bot solution - Upgrade to Video, at lower cost per call

Auto Detection

Auto detection of User Equipment capability to service Video or Voice experience in Telephony Bot Deployment

Authoring Tool

Easy to User Bot Authoring Tool - No Coding environment, create at once for all 3 bots (Video, Voice, Text), Real Time Content Upgrade capability, Enterprise grade support.

<p>Truly Omni-Channel</p> <p>The only Bot solution in the world that plays Video, Voice and Text equally well in Traditional Telephony Networks (1800s) and OTT web environment (Apps, Websites) via OTT SDK</p>	
<p>3-in-1 Bot</p> <p>Revolutionary 3-in-1 Bot Architecture: A single AI intelligence source creates 3 types of Bot Experiences depending on the channel user is using - Video Bot, Voice Bot and Text Bot</p>	
<p>Single Instance</p> <p>Single instance of customer history across Telephony and Web environment as well as across three types of Bot solutions, across multiple channels</p>	

