2019 Enterprise Connect SmartAction

![SmartAction logo — Automating Customer Service. Intelligently.]

VIRTUAL ASSISTANTS

SmartAction

As a respected provider of AI-powered virtual agents which leverage natural language processing (NLP) to automate calls, chats, and texts now mostly handled by live agents, SmartAction knows there's nothing easy about putting the architecture in place for superior customer service. The company's mission statement drives everything they do… making LIFE LESS HARD. Their Customer Experience experts work very closely with their clients to guide them through the transformation to automation and continue to provide that hands-on experience going forward, Tom Lewis, CEO of SmartAction, provided additional details.

In your opinion, what factors led Frost & Sullivan to recognize SmartAction as the leader in AI-enhanced self-service solutions?

We believe several factors contributed:

- Our AI-powered virtual agent solution is ideally suited for companies that plan to adopt AI-powered automation in the near future.
- With cloud-enablement and a 'land-and-expand' approach, SmartAction demonstrates strong value for the price via a simple usage subscription model.
- Companies can start as small as they want for the lowest risk implementation possible.
- SmartAction's Omni-bot™ feature helps businesses put omnichannel CX at the center of their customer support strategies.
- SmartAction delivers proprietary conversational AI technology as a service through a team of CX experts, so organizations can outsource all their voice and chat automation needs.
- Frost & Sullivan noted that SmartAction clients have met or exceeded customer expectations for performance. Clients report increased agent productivity and focus on high-value-add tasks, as well as minimized IT effort due to the automation as a service

How do your solutions enable companies to automate conversations now being handled by live agents with AI-powered virtual agents in voice, then scale up to chat and text to create a seamless omnichannel experience?

SmartAction

SmartAction's AI-powered virtual agents leverage a centralized, cloud-based AI "brain" that extends beyond the basic capabilities of touchtone IVR, directed dialog, and simple chatbots by mimicking live agent behavior. This means virtual agents are connected to the same data that live agents are connected to, can read and record data just like live agents, can recognize natural language and extract intent over the phone, chat, or text, navigate multi-turn conversations, and even predict why someone might be calling. The process is to implement in the voice channel first where the ROI is the greatest, then scale the same solution digitally to web chat, SMS text, and/or messaging apps in order to create one seamless omnichannel experience.

Can you elaborate on how your pricing strategy makes it easier for companies to adopt conversational AI automation?

SmartAction delivers its AI automation as a service, enabling organizations to outsource all their voice and chat automation needs via a nominal one-time setup fee and simple, predictable pay-as-you-go pricing. We deliver our proprietary AI technology via the cloud, so no hardware is required. A successful transition to automation requires more than the best AI technology. What matters is the customer experience, which is why SmartAction wraps their proprietary technology with services from a team of CX experts who live-and-breathe a process of perpetual improvement until achieving a "perfectly trained" virtual agent experience that makes it less hard for customers to self-serve and less hard for contact center leaders to transition to AI automation.

What sets your virtual agents apart from other offerings on the marketplace?

We make the entire transition to more automation fast, low risk, and near frictionless:

- No costly upfront professional services fees – just a nominal one-time setup fee
- Flat per-min-usage charge to handle calls via the cloud
- Extend the capabilities of current IVR and Telephony investment
- Low-risk implementation by starting as small as one call type or chat at a time
- Go live in 6-8 weeks, regardless of industry
- Team of CX experts work tirelessly to perfect applications day-in and day-out
- Automate in voice then scale the same experience digitally for an omnichannel strategy over phone, chat, and text
- Service model enables you to simply outsource all your voice and chat automation needs
- Cloud-based solution seamlessly integrates with an IVR, contact center platform, and data repository