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The science of conversation™

Technology Innovation Showcase

Knowledge Management & Virtual Assistants: A Winning Combination for Customer Engagement

Chris Ezekiel, Founder & CEO

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A Little About Creative Virtual

- Over 11 years of experience in developing Virtual Assistants
- Headquarters in the UK with operations in the USA, Netherlands, Germany, India, Singapore, Australia, Hong Kong, Brazil & Guatemala
- Over 40 implementations answering over 50 million questions per year
- Successful in all commercial sectors including Financial Services, Telco, Travel, Retail, Local Government & others
- Solutions for omnichannel engagement across web, mobile, contact centre, social media & IVR
- Guarantee a minimum of 90% accuracy within 2 months of go live
- Average contact deflection rates of 20-30% with public facing solutions
- Average call handling time reductions of 30% with contact centre solutions

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HSBC
E*TRADE
TESCO mobile
verizon
Time Warner Cable
TSB
BANK OF SCOTLAND
e·on
citibank
TESCO direct
بنك دبي التجاري
Commercial Bank of Dubai
LLOYDS BANKING GROUP
NIBC DIRECT
PARK COUNTRY • FAMILY
HALIFAX
Australian Government
Department of Immigration and Border Protection
GET SAFE ONLINE .org
Belastingdienst
AUTODESK
National Rail Enquiries
PUBLIC TRANSPORT VICTORIA
PT
C&G Cheltenham & Gloucester
BCC
IHG
InterContinental Hotels Group
FWD
Allianz
first direct
RSPCA
Sainsbury's Bank
M&S Bank
Motability
The leading car scheme for disabled people
on the Beach .co.uk
LLOYDS BANK
IDFC
moonpig.com
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Growing Customer Expectations

Customer expectations continue to increase as they continue to be empowered by new technologies.

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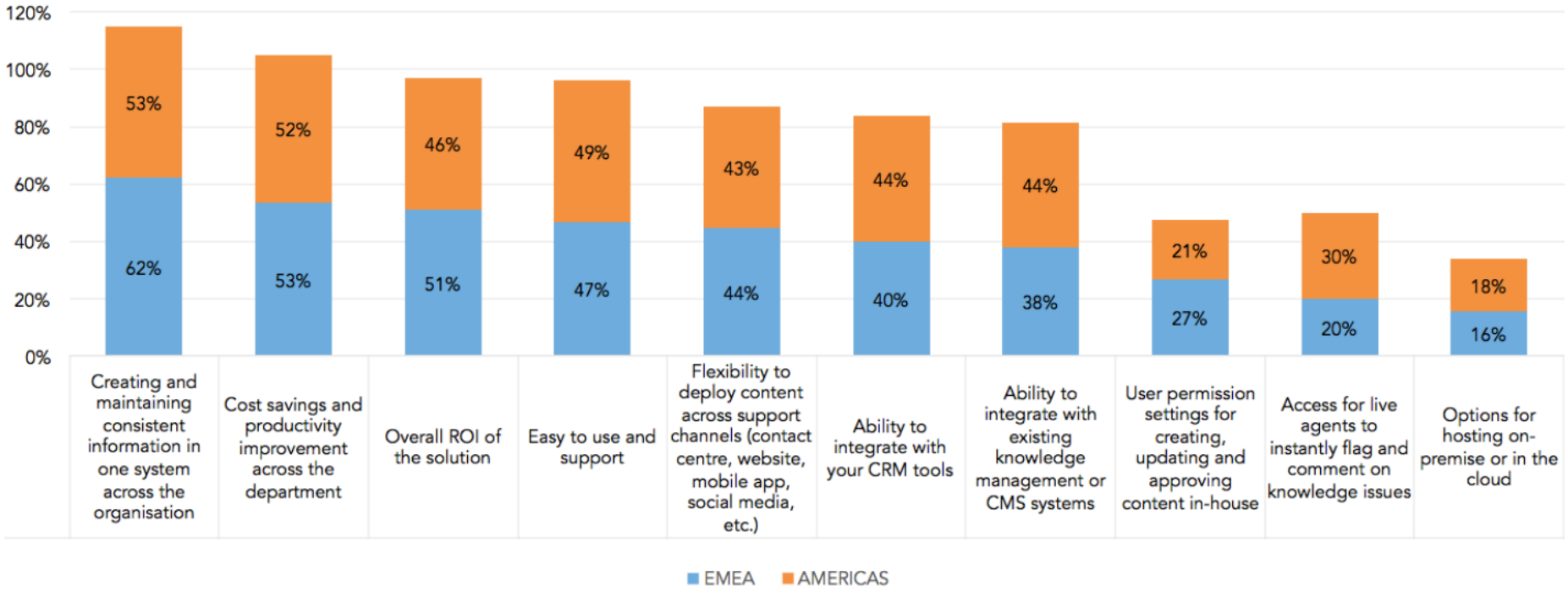
Source: Gartner, 2014

Managing & Delivering Content

Factors Affecting Content & Knowledge Management – EMEA and Americas



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Source: *Creative Virtual's 2015 Global Customer Support Outlook Survey*

Knowledge Management is Key

- Eliminate departmental & information silos
- Manage all content from one platform
- Easily identify gaps in information
- Create customer-specific conversations for virtual & live agents
- Deliver consistent messages across channels

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A Winning Combination

Combining natural language **virtual assistants** with a powerful **knowledge management** platform is a **win-win** for you and your customers.

CUSTOMERS:

- 24/7 access to smart self-help
- Consistent, accurate & personalized information
- Convenient and seamless customer experience

ORGANIZATIONS:

- Improved customer engagement
- Reduced customer support costs
- Increased sales
- Unique customer insights

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Live Demos

V-Person™ in Action:

National Rail Enquiries

E.ON

Chase

Autodesk

Mobile: Live Chat Handover

V-Portal™ in Action:

Decision Trees

Business Intelligence reporting

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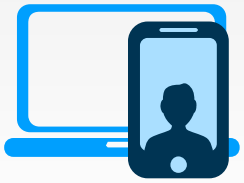
V-Portal

Knowledge Management

Multi Channel

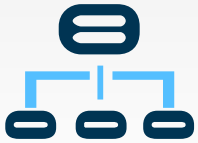


Web, Mobile, Tablet, IVR

NLP

Topics, Intent & Suggestion Algorithms

Multi-Step Processes

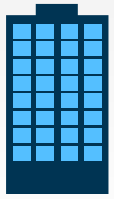


Graphical Decision Tree Editor

Personalise

Integration, Web Services

Business Areas



Corporate & Product

Speech

TTS, Recorded Voice, Voice Recognition

Workflow Management *(Permissions, Task Alerts, Approvals, Publishes)*

Auditing *(Versioning, Difference Reporting, Regression Testing, Rollback)*

Reporting *(Real Time, Operational, Dashboard, Performance Monitoring)*

Refinement *(Improved Performance, Less Time And Cost)*

Award Winning Solutions

Motability Operations

2015 Customer Contact Innovation Awards

Innovation Award for Sustainable Culture

Ask Mo: how knowledge gives confidence with customers

Commercial Bank of Dubai

2015 *Banker Middle East* UAE Product Awards

- Best Kiosk Interface
- Best New Online Service
- Best Online Banking Services

2015 International Business Excellence Awards

- E-Commerce and Digital Experience
- Marketing Social Media and Brand
- Overall Discipline Award

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Creative Virtual designated a "Cool Vendor" in Gartner's 2015 Smart Machines report.

Vendors selected for Gartner's "Cool Vendor" report are innovative, impactful and intriguing

Gartner, *Cool Vendors in Smart Machines, 2015,* Tom Austin, Kenneth F. Brant, Magnus Revant, Earl Perkins, Brian Manusama, 10 April 2015

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Business Benefits Summary

- Improvement in Customer Satisfaction
- Contact deflection average 20-30%
- Accuracy: typically over 95%
- Average call handling times: reduced by 30%
- A Telecommunications customer is saving $18M per year
- A software products company reduced their live customer interactions by 40%, while creating a better online experience
- A financial services customer reduced their need for live chat by over 80%
- A Telecommunications customer generated $2M of sales within a 12 month period
- Return On Investment is typically less than 12 months

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Looking to the Future

Cool Vendors in Smart Machines, 2015

Gartner predicts by 2018:

30% of our interactions with technology will be through "conversations" with smart machines.

Source: Gartner, *Cool Vendors in Smart Machines, 2015,* Tom Austin, Kenneth F. Brant, Magnus Revang, Earl Perkins, Brian Manusama, 10 April 2015

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Looking to the Future

- Mobile & Social continue to grow, becoming essential channels for customer communication
- Organisations become more widely hyper-connected

- Internet of Things (speech)
- Robotics
- Virtual Agents live online and offline (kiosks and holograms)
- Cross channel interactions/ awareness
- VCA, VPA convergence
- Adaptive learning

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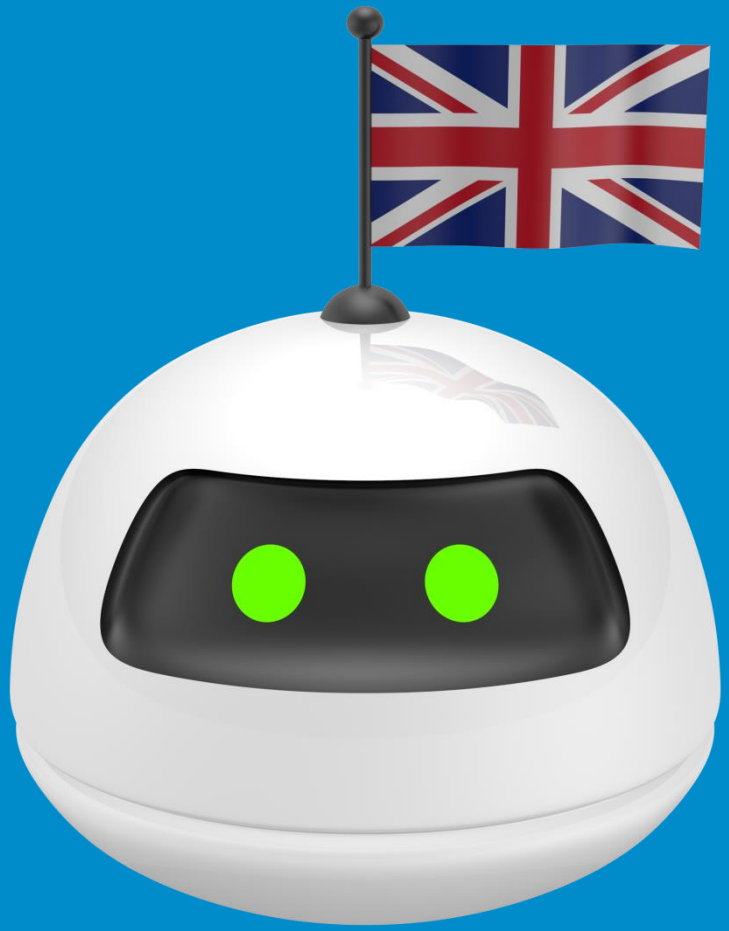
Get in Touch with Me



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