**boost·ai**

# Conversational AI trends: What's next in customer service and internal support automation?

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# The conversational AI platform with unrivaled performance at scale

**350+**
live virtual agents

### Proven track-record

50% of clients switched to boost.ai after experimenting and learning what they need to succeed.

### Third-party recognition

Boost.ai is regularly featured in guides and reports by leading researchers and analysts.

**3000+**
certified AI Trainers

### Extensive expertise

More than 300 organizations worldwide use boost.ai's conversational AI to automate human interactions.

Gartner

**Market guide**

**50m+**
automated conversations

![boost.ai logo]

## Service & support
**External virtual support agent**

- Automate a portion of customer service and support

- Increase self-service rates & support capacity

- Cost-effective 24/7 support

- Handle unexpected peaks

## Internal knowledge
**Internal virtual agent**

- Centralized knowledge base

- Convenient and anonymous

- Cost-effective 24/7 support

- Agent assist with Smart Replies

## Sales optimization
**External virtual sales agent**

- Automated sales

- Self-service and web-form guidance

- Increase up-sell and cross-sell

- Design and optimize customer journeys

**boost.ai clients think big and reach the Plateau of Productivity!**

# The COVID-19 effect:

**The pandemic has greatly accelerated the adoption of artificial intelligence**

- 52% of companies stepped up their adoption of AI in 2020
  - PwC

- 59% of consumers care more about customer experience, post-COVID
  - The Petrov experience

# Scalable tech will be critical for automation at the enterprise level

Gen-1 chatbots are too specialized to fully meet the needs of end-users

Broad scope virtual agents are superior, able to:

- Answer questions on a wide variety of topics
- Go deep on a subject without compromising on accuracy
- Scale up number of intents up to thousands of topics

# Automated chat will become the primary channel for customer service

A chat-first strategy is key to getting the most value out of conversational AI

- Phone, e-mail and live chat reallocated to 2nd/3rd-tier support channels

- Enables businesses to play to strengths of automation - reducing costs / increasing CSAT

Equation to create value from conversational AI requires 'chat-first'

- Value per interaction X Number of interactions = Value created

# Companies will build smarter chatbots much faster

**Self-learning AI will dramatically reduce the time it takes to build and deploy virtual agents** - from weeks and months to days

**Data from websites, chat logs and existing chatbots can be scanned and repurposed** into more advanced conversational AI solutions
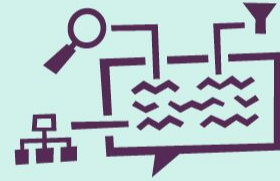
**Self-learning AI can identify patterns** and relevant user queries from search data to enhance the model. It also **enables real time product & service development**

# Proprietary algorithms will replace off-the-shelf models

Gen 1 chatbots with only ~100 intents will be replaced by NLU-powered virtual agents able to handle 10,000+ intents

Ability to identify, understand and action on multiple intents in the same request

Language understanding capabilities that will become 'table stakes':

Advanced understanding of slang, dialects and spoken languages

Minimize false-positive responses

# Virtual agents will enable end-to-end self service

Integrations will allow chatbots to go beyond FAQs and into true automation territory

Chatbots will act as a front-end to powerful back-end systems, like:

- Robotic Process Automation (RPA)
- User authentication
- Optical Character Recognition (OCR)
- Live chat platforms (i.e. Zendesk, Puzzle, Genesys)
- CRM platforms (i.e. Salesforce)

# AI will bring phone support into the 21st century
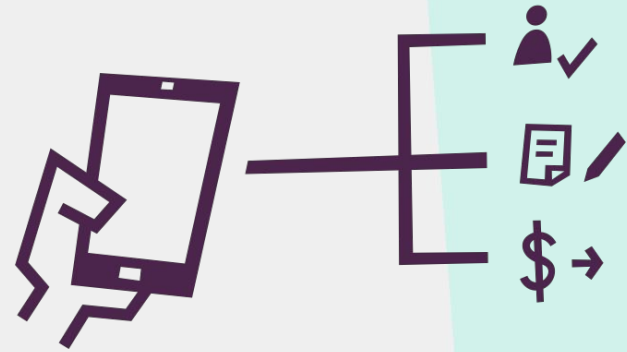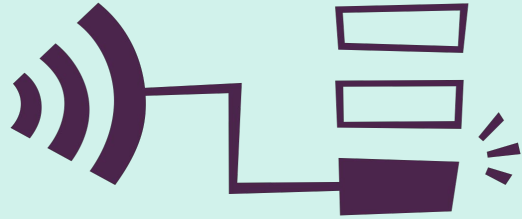
By 2023, 25% of employee interactions with applications will happen via voice - up from 5% in 2020

- Gartner

Platforms with strong a conversational AI foundation will have an advantage in the voice space

**The lines between chat- and voice-based virtual agents will begging to blur** as it becomes possible to automate chat and IVR from within the same interface

# From vision to reality
## The future has already begun

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# Conversational AI adoption across industries

**56% of companies say conversational AI is driving disruption in their industry**

**40%** of enterprise applications will have embedded conversational AI by 2023

Enterprises in banking, insurance and retail report a **>20% reduction in customer service costs** and churn due to conversational AI

**DIGITAL FIRST IS A WINNING STRATEGY!**
=> Enable **self-service** and deliver excellent **CX**

# Virtual Agent Networks are changing the way how we approach customer service!
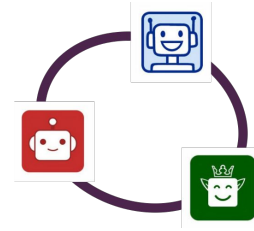
We will see the emergence of Virtual Agent Networks designed to **connect a variety of broad-scope chatbots via a unified interface**

Advanced NLU will allow each chatbot to **identify and seamlessly handover** to a more appropriate bot without interrupting customer experience

Understand the **end user needs** & **break the organizational boundaries** with VAN
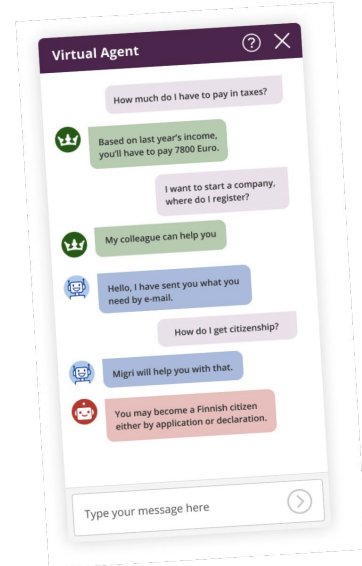
Gartner **recognizes** that the potential market impact of Virtual Agent Networks (VAN) is significant



**Virtual Agent**

How much do I have to pay in taxes?

Based on last year's income, you'll have to pay 7800 Euro.

I want to start a company, where do I register?

My colleague can help you

Hello, I have sent you what you need by e-mail.

How do I get citizenship?

Migri will help you with that.

You may become a Finnish citizen either by application or declaration.

Type your message here

# You can talk even very sensitive matters with Conversational AI

- A Boost.ai use case
- Virtual assistant at mentalhub.fi
- A digital channel for children to discuss about mental health issues

https://www.mielenterveystalo.fi/nuoret/itsearviointi_omaapu/oma-apu/milli/Pages/default.aspx



**Helsinki University Hospital**

**Case study**

**Name of initiative**
Milli chatbot, virtual assistant at Mentalhub.fi

**Implementing organization**
Helsinki University Hospital

**Initiative type**
Artificial intelligence (AI) system

**About the initiative**
Milli is an AI-powered chatbot, which uses natural language processing (NLP) to help adolescents in Finland open up and learn about mental health issues. Milli is not only the result of collective research between interdisciplinary experts and practitioners, but the chatbot has also been designed and continuously improved through an iterative and inclusive process involving adolescent end users.

**Alignment with UNICEF Policy Guidance on AI for Children**
The initiative has aimed to:

- Support children's development and well-being
- Ensure inclusion of and for children
- Protect children's data and privacy
- Provide transparency, explainability and accountability for children
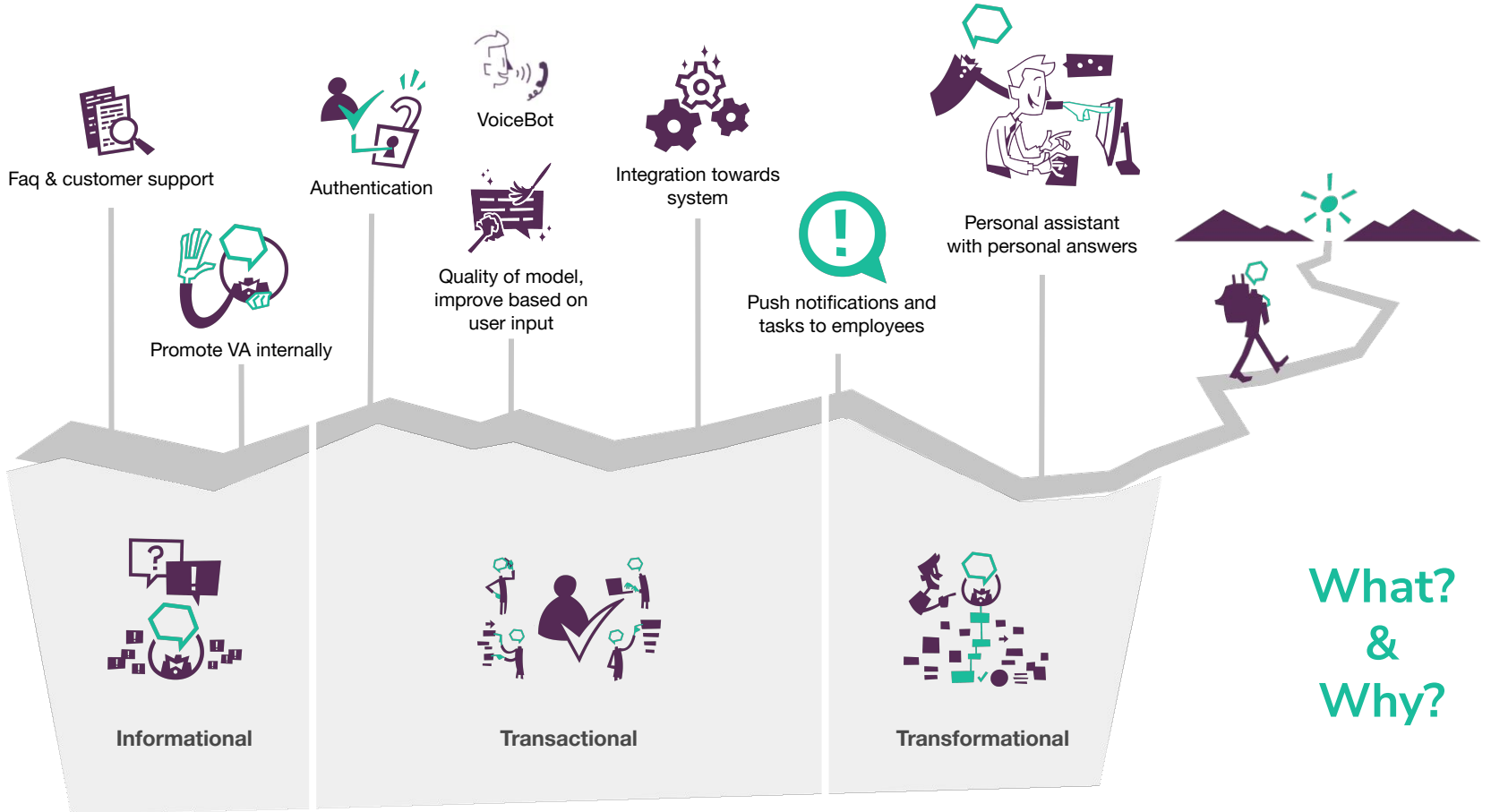- Ensure safety for children

**Location**
Finland

**Launched**
2019

unicef | for every child

Ministry for Foreign Affairs of Finland

# Path to vision - The Conversational AI Journey



Faq & customer support

Promote VA internally

Authentication

VoiceBot

Quality of model, improve based on user input

Integration towards system

Push notifications and tasks to employees

Personal assistant with personal answers

**Informational**

**Transactional**

**Transformational**

**What?
&
Why?**

# Happy Customers at scale

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