WHAT IS AN INTELLIGENT VIRTUAL ASSISTANT

• Virtual Assistant, Intelligent Virtual Assistant, Personal Digital Assistant, Intelligent Assistant
• A virtual assistant is an artificial intelligent system that emulates a person who helps in a particular work
• Intelligence is the capacity for learning, reasoning, and understanding
• Intelligent Virtual assistants can be applied in many ways
  – Personal assistant
  – Enterprise focus to take on the role of a customer service or sales agent
  – Domain focused such as travel or health
  – In vehicles or connected homes
  – Combinations
• They often have distinct names and a well defined persona
WHAT IS CAUSING THE RISE IN INTELLIGENT VIRTUAL ASSISTANTS?

• Large companies such as Apple, Microsoft, Google, and Amazon have invested heavily into the technology, and marketing of these “products”

• Consumers are getting comfortable using them and they are adding value

• Key technological advancements are enabling them:
  – Deep Neural Networks
  – Machine Learning
  – Human Assisted

• Enterprises are seeing tangible benefits
  – Reducing the need for live agents
  – Improving the customer and brand experience
  – Replacing outdated IVR systems and first generation “chat bots”
WHAT WILL DRIVE (OR INHIBIT) ENTERPRISE ADOPTION

• The opportunity to drive personalized brand optimized experience
• Meeting or exceeding customer expectations
• Finding the right balance and synergy between a virtual assistant and human assistance
• The desire to systemize knowledge and procedures of agents
• Tangible business case to drive investment
• Availability of technology solutions that aid in the deployment and operation
A LOOK TO THE FUTURE

• A potential to redefine many aspects of *work*
  – What do humans do best?
  – What do virtual assistants do best?
  – How do the two interrelate?
  – How do we leverage productivity gains?

• Virtual Assistants that truly learn from their own past experiences as well as their human counterparts

• Virtual Assistant that know you and are context aware – independent of any device or contact point

• Ultimately provide capabilities beyond that of human assistant for performing tasks, solving problems, and enhancing customer experience