ARTIFICIAL SOLUTIONS

Making the Ubiquitous Personal Assistant a Reality

Artificial Solutions: Making Technology Think

Andy Peart, CMO, Artificial Solutions

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Setting the Scene

Artificial Solutions

- Est 2001 in Sweden. Global infrastructure now established.

- Core product - Teneo Platform

  - Natural Language Interaction environment

  - Enables people and machines to converse meaningfully

  - Any Language. Any platform. Any device.

- Blue-chip customer base across 26 countries

  - Shell, Telenor, DHL, Kabel Deutschland, Canal Digital, Tele2, Connexxion

- Identified as "visionary" by Gartner / Winner of Loebner Award for AI / Multiple industry awards
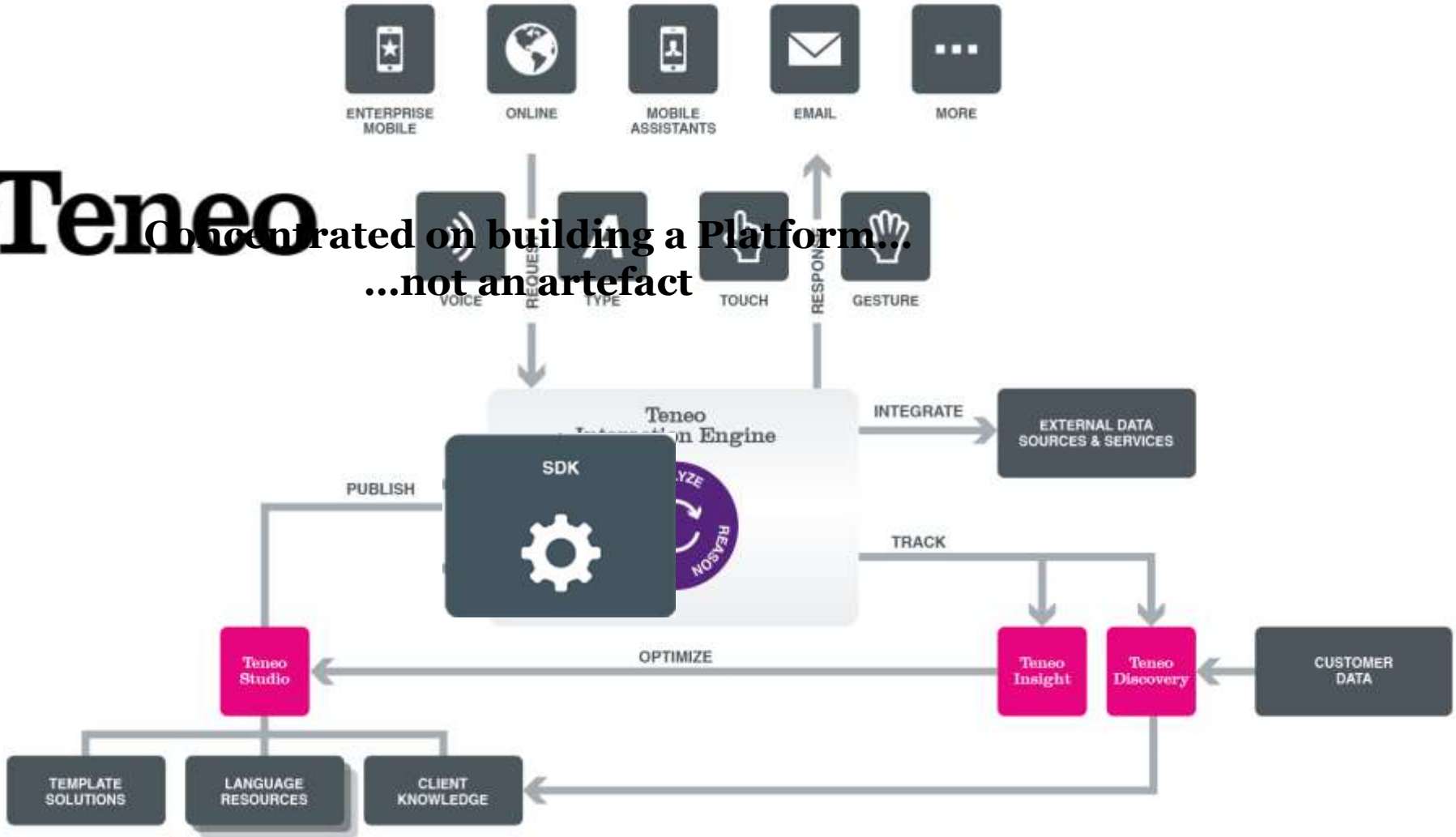
Teneo

telenor · IKEA · vodafone · Nordea · CREDIT SUISSE · The co-operative

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A Platform to Build Personal Assistants

**Concentrated on building a Platform...
...not an artefact**

Allows Non-Computational Linguists to Build Sophisticated NLI-Assistants

Platform That Builds the Personal Assistants
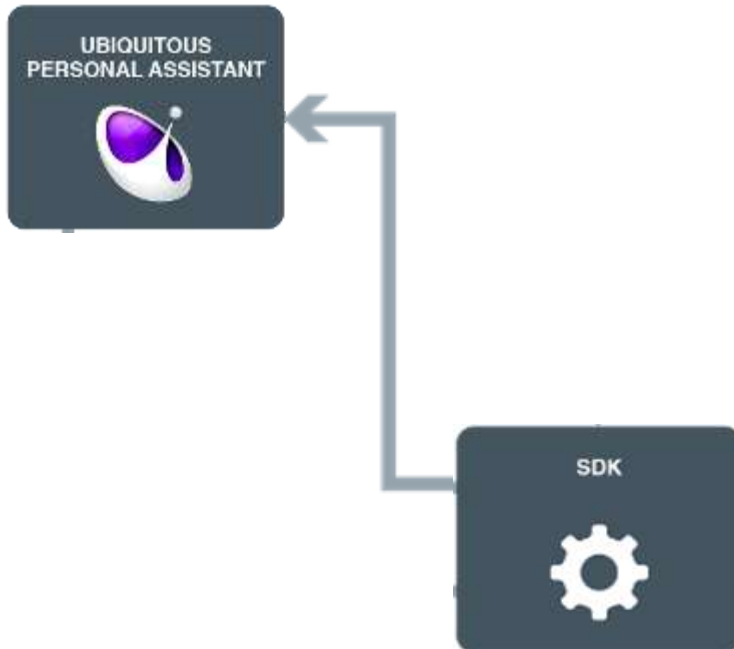
Personal Assistants For Consumers

For Consumers

Personal Assistants for Enterprises

For Enterprises

Delivering Compelling Value

For Enterprises

UBIQUITOUS PERSONAL ASSISTANT

Customer Self Service

Big Data NLI Insight

| **Reduce Costs**	**Improve Customer Satisfaction**	**Leverage Customer Insight**	**Increase Revenue**	**Maintain Brand Consistency**
• Deflect / Reduce volume of support calls, emails and chat sessions • Auto-route to correct resource is escalation required	• Faster, more direct resolution • When & where they want • Immediate	• Understand your customers (trends, sentiments, …) • Enable deeper personalization	• Raise conversion rates • Increase order size (cross sell, up-sell) • Customer Sat = Retention/Reorder	• Consistent identity, tone of voice and image across all channels and languages

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Multi-Lingual, Multi-Platform, Multi-Device
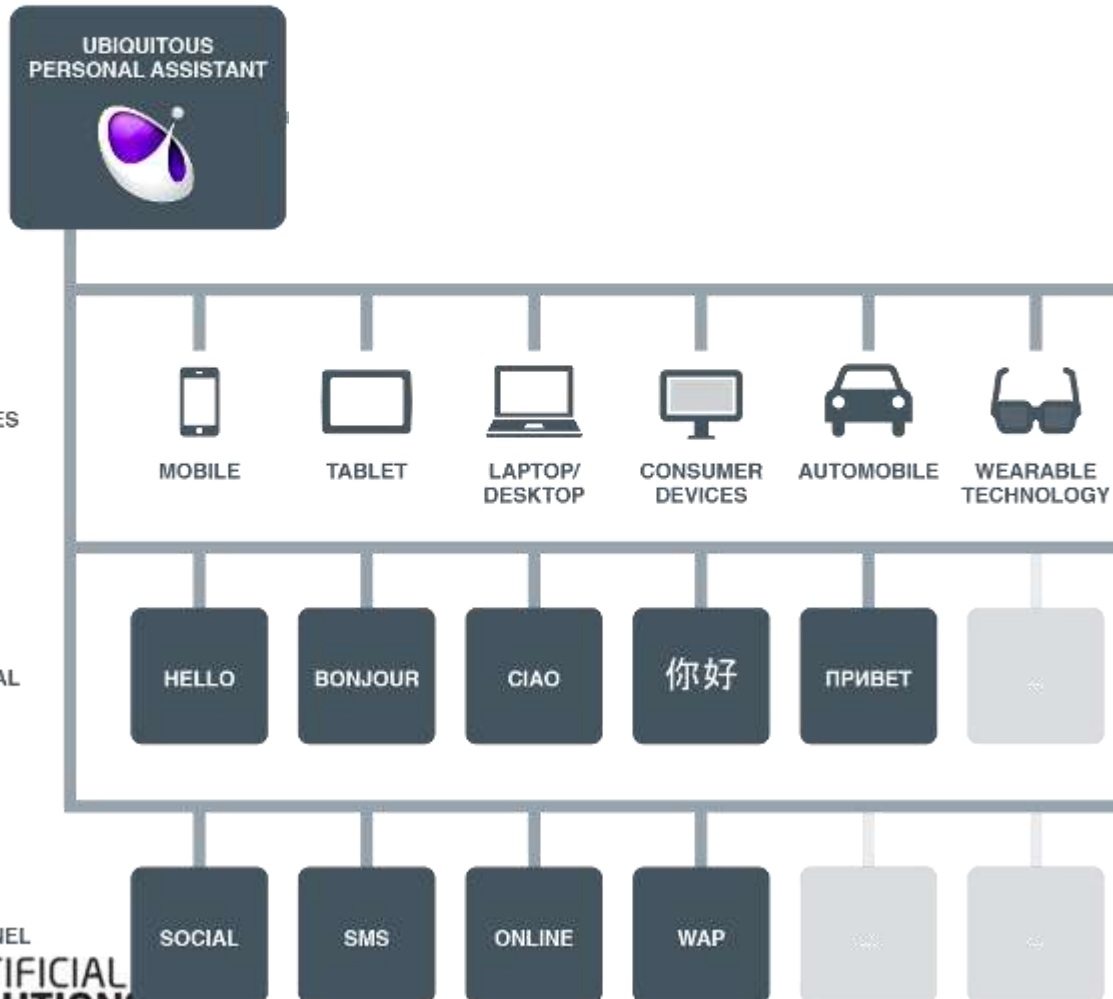
Platform & Personal Assistants Inextricably Linked
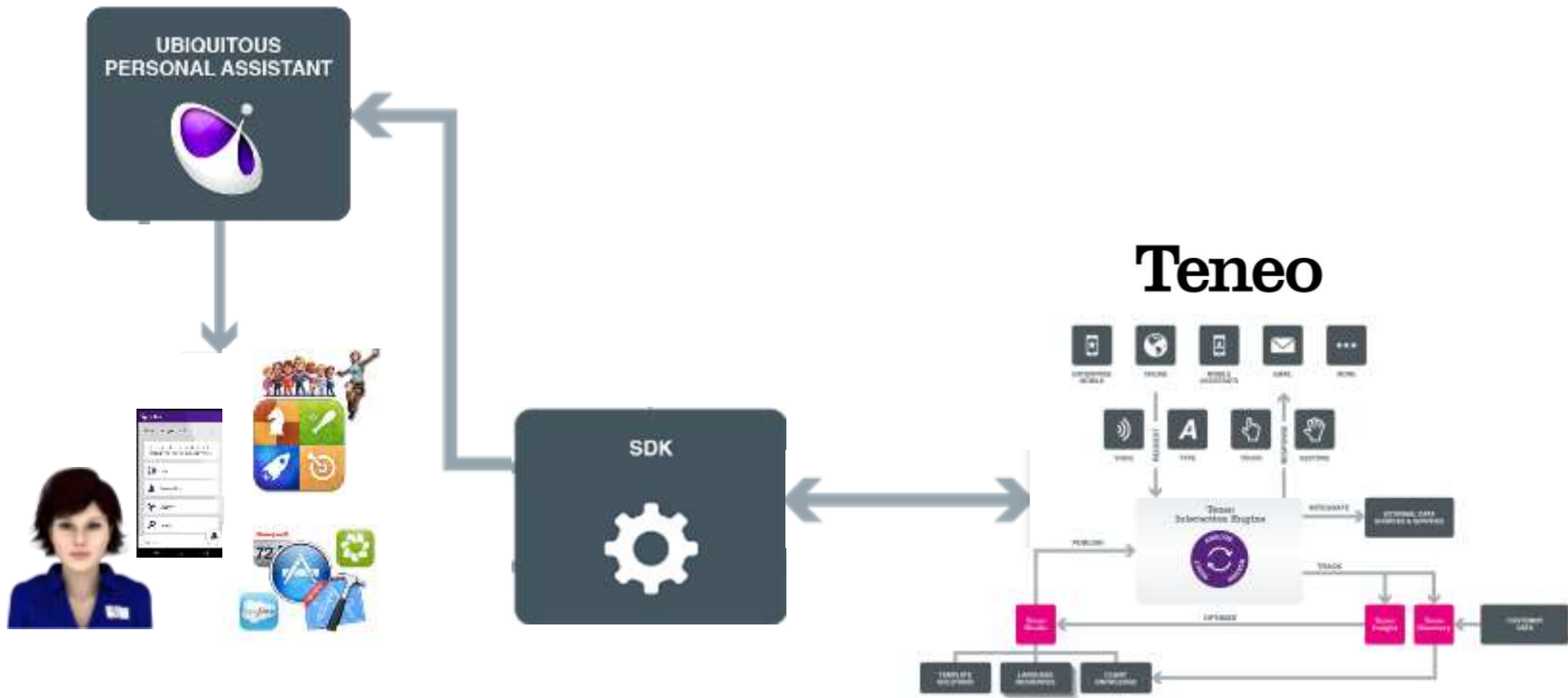
Eco-System of Developers Building NLI Apps
(Mobile PA, NLI-UI Layer for apps & devices, 'In-game' characters, Enterprise Self Service & Sales, etc)
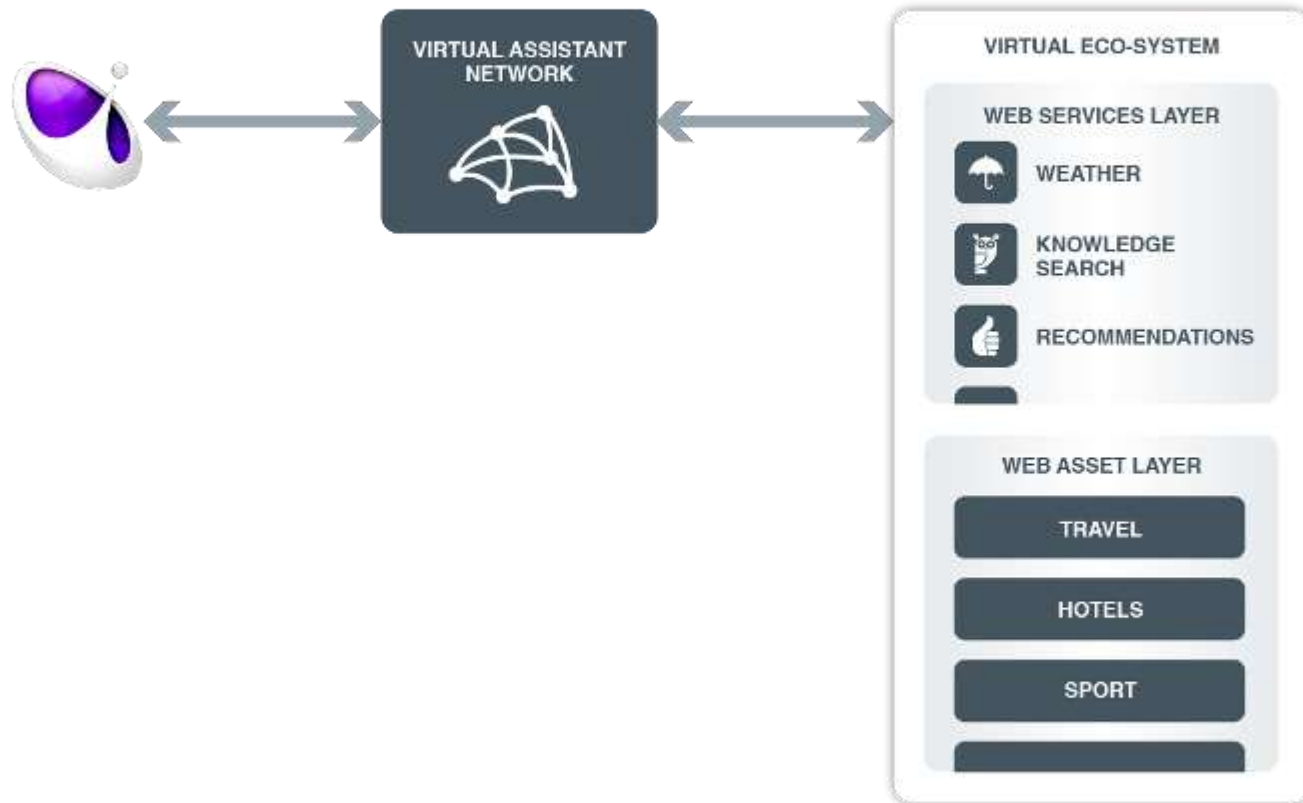
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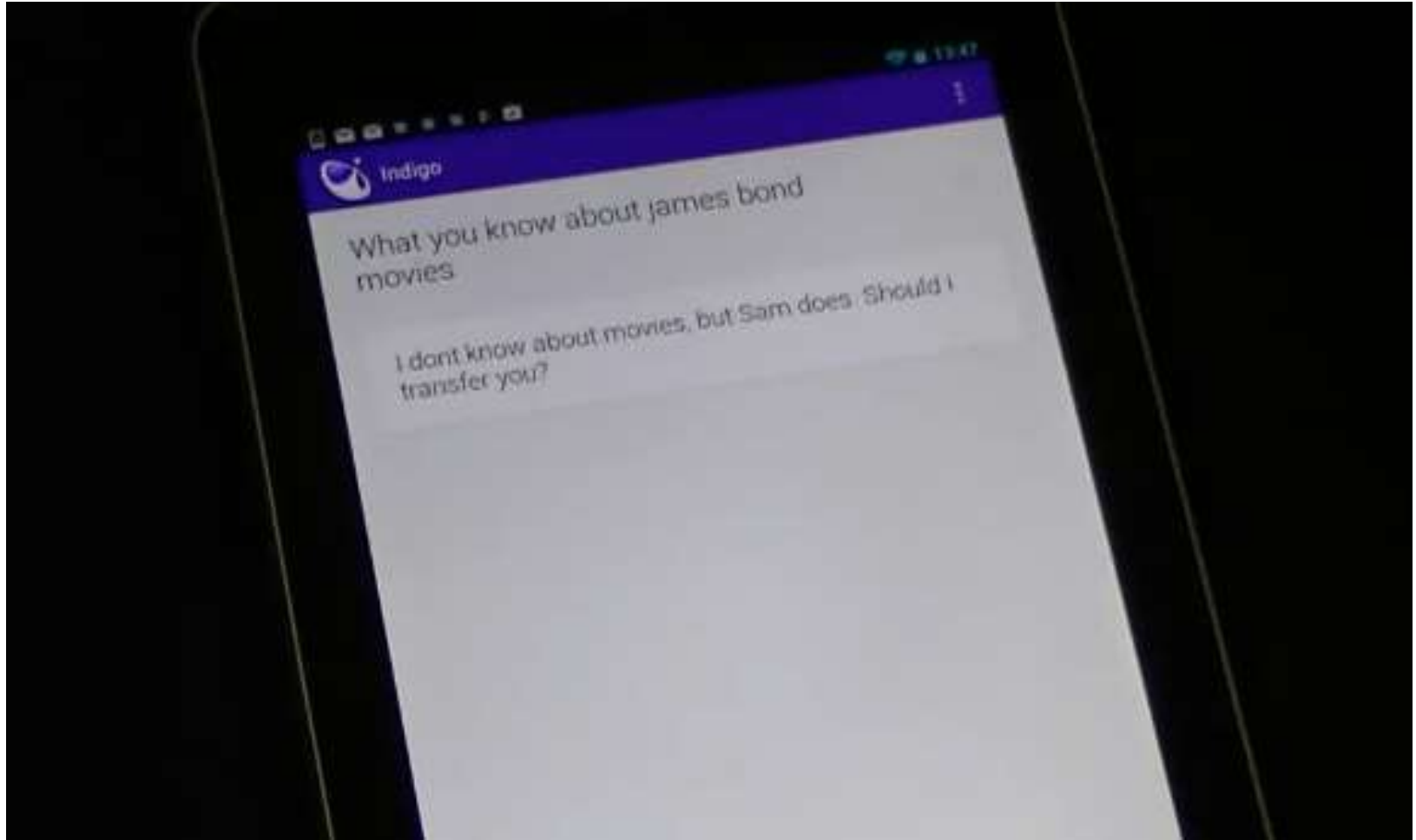# An Eco-System of Intelligent Assistants "The Virtual Assistant Network"

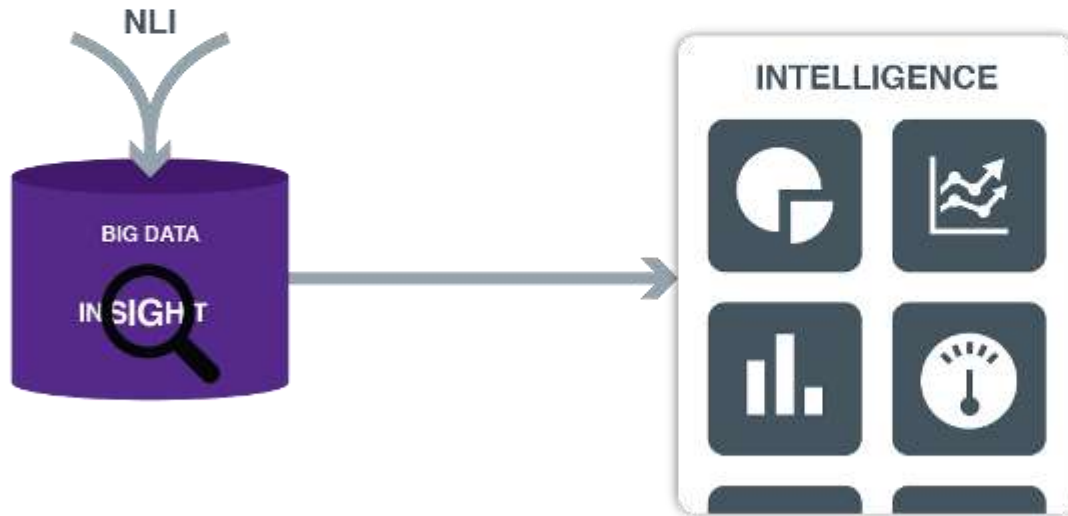# An Eco-System of Intelligent Assistants "The Virtual Assistant Network"

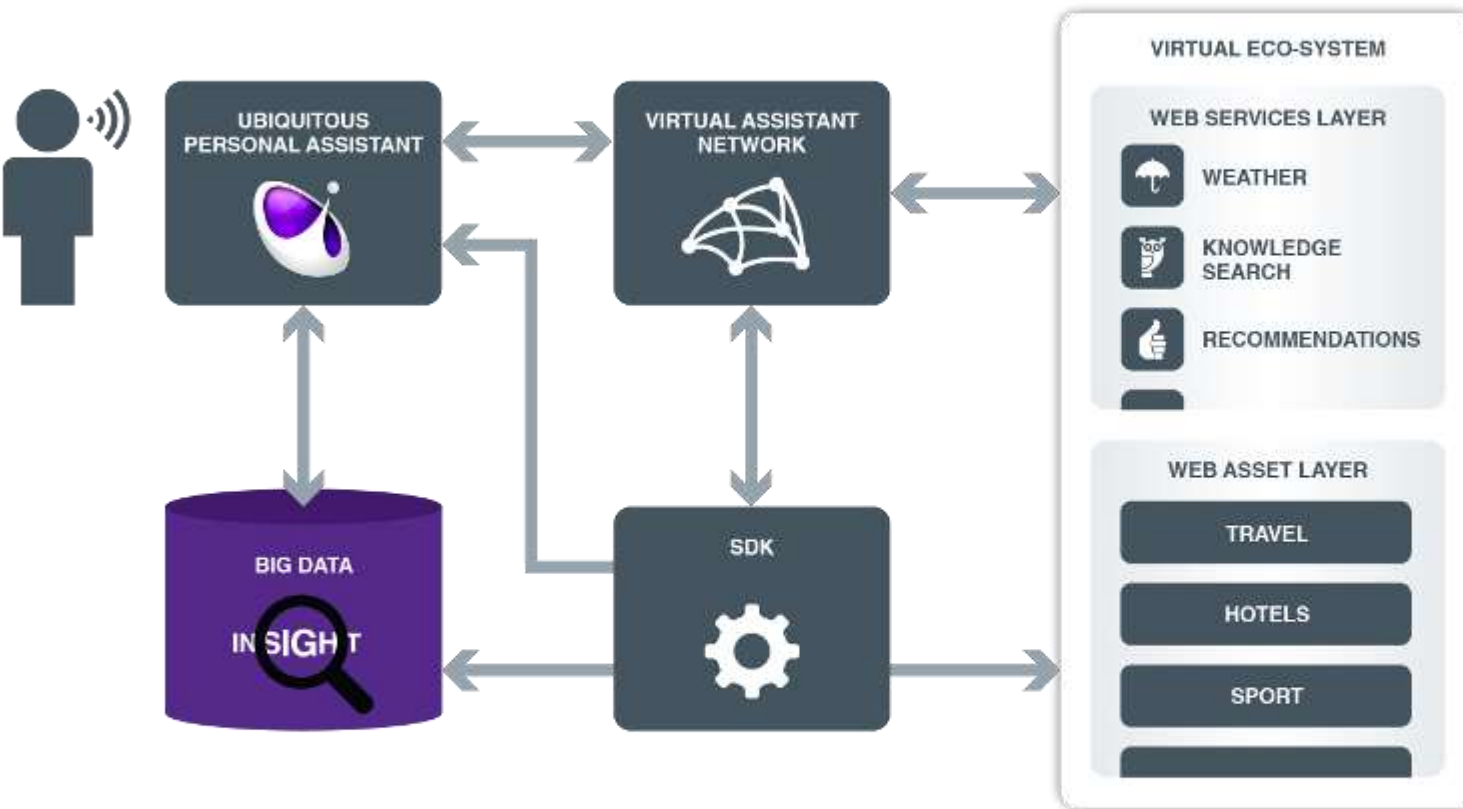# The Virtual Assistant Network in Action

The Final Piece of the Jigsaw

Natural Language Driven Customer Insight

"The Network of Knowledge" …

…Making the Ubiquitous Personal Assistant a Reality

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