

# AI-Powered Virtual Agents

Cloud-based Conversational AI Solution for Contact Centers

SmartAction's AI-powered virtual agents automate millions of simple to medium-complexity customer calls, chats, and texts with conversational Artificial Intelligence (AI).

Most contact centers have an over-reliance on live agents for even the most rudimentary and repetitive call types since natural language automation is beyond the capabilities of their IVR. SmartAction's cloud-based virtual agents make it easy to automate the repetitive conversations handled by live agents because it seamlessly integrates with every IVR and contact center platform.



Replace touchtone or single-command menus with natural language



Gather data upfront before passing to live agent



Automate repetitive inbound calls, chats, and texts



Handle outbound calls and texts

## Conversational AI Solution

What started as an Artificial Intelligence company in 2002, SmartAction has two decades of foundational development in AI, machine learning, and natural language processing/understanding (NLP/NLU) to mimic live agent behavior. SmartAction's proprietary "AI-brain" has been purpose-built for contact centers with thousands of pre-developed components that fit together to automate hundreds of call types and chats across every industry, including dozens of Fortune 500 companies. Implementations take as little as 6-8 weeks, since the application merely needs to be customized to meet business-specific needs.

SmartAction utilizes the industry's most advanced speech recognition with proprietary NLP/NLU that has been trained and tuned for over 15 years. SmartAction's "AI-brain" works much like the human brain: it understands context, extracts intent from what was said, then mimics live agent behavior to handle even

the most complex requests, as long as there are defined business rules and access to the right data. SmartAction virtual agents only need to be trained once to ask the right questions at each point in a conversation flow then account for every possible customer response in order to provide a "perfectly trained" agent experience.

What's more, by connecting the SmartAction "AI-brain" to your customer data, the sky is the limit for a personalized and predictive customer experience. This means greeting customers by name, predicting why they might be calling/chatting, recalling information from previous conversations, offering context-specific prompts and responses, and improving performance over time with supervised machine learning, all of which help SmartAction clients offer a more human-centric experience with reduced customer effort.

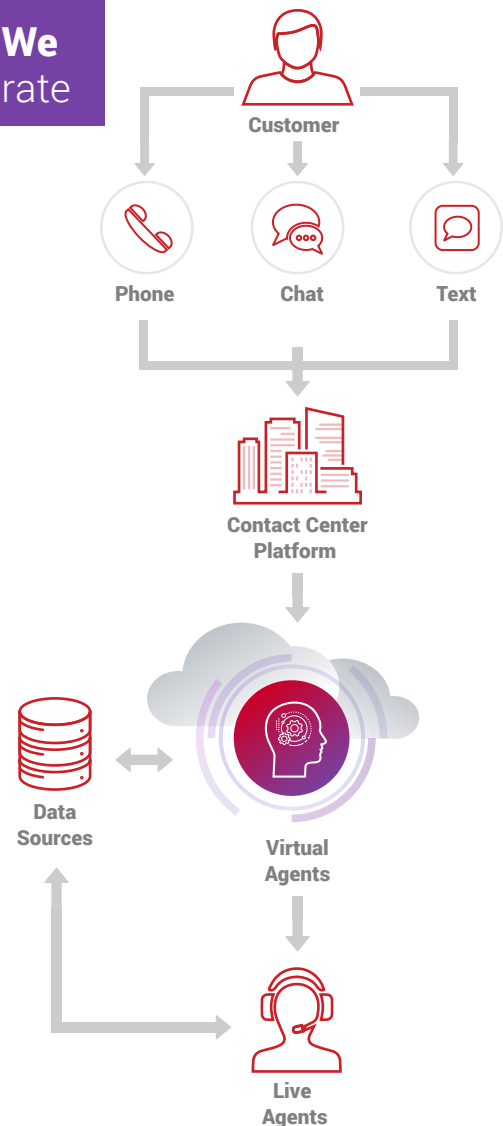
## Human-Centric Design, Process, & Services

SmartAction's Automation-as-a-Service model delivers its proprietary AI technology along with a team of Customer Experience (CX) experts, who guide clients through the transformation to automation and provide ongoing services for the most human-centric AI experience possible. The SmartAction CX team takes a consultative approach by first identifying the perfect call types and chats that can be automated without sacrificing one ounce of CX, then delivers the ROI study on what that would mean for your business. SmartAction's process is to implement in the voice channel first, then scale the same solution digitally to web chat, messaging apps, and/or text for a seamless omnichannel experience.

After a fast 6-8-week implementation in which the application is customized to your specific needs, the CX team continues as an extension of your team, tuning and enhancing the application over time until 100% of all calls and chats are contained within automation. The SmartAction CX team works closely with you analyzing data, monitoring calls, and perfecting the application as part of their process of perpetual improvement that elevates CX above all else. That's why customer satisfaction scores consistently rank SmartAction virtual agents better than live agents. SmartAction is committed to the process of automating the right conversations the right way within a human-centric approach.

All of this is delivered with a nominal one-time setup fee and a simple per-minute usage model.

## How We Integrate



## Automation Made Easy

With SmartAction, there is no need to add or replace systems since its cloud-based model integrates with every IVR and contact center platform, providing the low-risk flexibility to automate one call type or chat at a time. It's that simple. Contact centers simply route calls and chats via PSTN or SIP to SmartAction's cloud-based AI agents, who access customer data via webservice APIs, FTP, or any other means. The AI agent fully completes the conversation or transfers to a live agent along with gathered data, so the live agent can pick up where the conversation left off.

## Our Clients & Capabilities

- Natural language front door for MGM resorts, replacing touchtone or single-word command menus to easily route calls to one of 80 possibilities
- Roadside assistance for AAA clubs
- Billing and loyalty rewards inquiries for Royal Caribbean Cruises
- Recall notices and service appointment scheduling for Hyundai
- Order returns for Office Depot
- Pizza orders for a global pizza chain
- 3-factor HIPAA-compliant patient authentication for J&B Medical
- Outbound rental confirmations for Penske
- Order tracking, management, and memberships for TechStyle Fashion Group
- Troubleshooting for Vizio

**Provide the most human-centric AI experience possible with SmartAction's virtual agents. Contact us today.**

 [www.smartaction.ai](http://www.smartaction.ai)  
 [info@smartaction.ai](mailto:info@smartaction.ai)  
 310.776.9200