Blended A.I.

Christopher Connolly
VP Solution Strategy

Where Bots and Automation Collide with the Power of the Human Touch
Customer engagement is changing there are more interactions, through more channels than ever before.

At Genesys we’re solving for this by bring human together with both native and 3rd party A.I. and machine learning to deliver magnificent customer experiences.
Three key takeaways

1. The power of the human touch is critical with A.I.
2. A.I. doesn’t have to be complex or costly
3. You don’t have to do it alone
Let’s get on the same page with terminology

BLENDED AI
A hybrid execution that seamlessly blends automation and machine learning with real agents to better handle customer inquiries

MACHINE LEARNING
A type of artificial intelligence (AI) that provides computers with the ability to learn without being explicitly programmed when exposed to new data

DIRECTED DIALOG
Facilitates a structured conversation with inquiry responses determined by predefined options

AUTOMATION
The creation and application of technology to monitor and control the production and delivery of services. Saves labor and provide consistent experiences.

MICROAPPS
Mini embeddable apps that leverage Genesys App Automation Platform (GAAP) and the Widget framework to provide a pre-defined modular set of capabilities to accomplish a specific task

CHATBOT / BOT / VIRTUAL ASSISTANT
A computer program that runs automated tasks and can be designed to simulate conversation with human users
Introducing Kate

Kate combines artificial intelligence, bots, machine learning, and micro-applications so companies can deliver personalized, proactive and predictive experiences while running a smart business.

The combined power of Kate and live staff to solve customer problems is what we call *Blended A.I. by Genesys*. 
Use Cases

**EVERY CHANNEL**
Automation and A.I. applies to digital and voice channels including back office systems

**EVERY TIME**
Every customer interaction can be a great interaction by leveraging the data, context and the power of A.I. to deliver automated services every time

**EVERY EMPLOYEE**
Employees get smarter when they’re backed by A.I. and supervisors get smarter when A.I. helps them with planning
Kate +

Customer Service on Facebook
Demo

Facebook Messenger

Kate

With Genesys App Automation
Connected Channels

Kate is designed to deliver an intuitive, automated experience for all Genesys channels by engaging your customers in natural conversations using voice, text or microapps.

EXAMPLE COMPONENTS
- Voice Platform
- Speech and Text Analytics
- Knowledge Center
- App Automation Platform
- Engagement Manager †
- Hub †

† Planned release in 2017
Personalized Self-Service

Kate provides the quickest way to give customers the answers they need. She never sleeps. Kate is backed by knowledge management and natural language understanding to deliver the right answers to customers and to agents. Kate is smart, Kate knows when it’s best to give you automation or give you an agent.

<table>
<thead>
<tr>
<th>EXAMPLE COMPONENTS</th>
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<tbody>
<tr>
<td>Genesys App Automation (GAAP)</td>
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<td>Genesys MicroApps</td>
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<td>Genesys Widgets</td>
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<td>Knowledge Center</td>
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<td>Genesys Dialog Engine †</td>
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<td>Genesys Outbound</td>
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Smarter Agent Experiences

Kate can assist human agents with suggestions on how to respond to the customer, provide insights into the customer based on sentiment analysis and previous customer interactions. She can also help the agent execute a process and provide guidance on what to do next.

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<td>Blended A.I. †</td>
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<td>Chat Bot Platform †</td>
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<td>Predictive Analytics †</td>
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† Planned release in 2017
Kate +

Combining the power of multiple A.I. systems to deliver magnificent experiences
What about other A.I. platforms?

Open access to A.I. enables the best-of-breed to flourish on the CX platform of choice: Genesys

"The important thing is to not stop questioning. Curiosity has its own reason for existing.

ALBERT EINSTEIN"

"Don't make friends who are comfortable to be with. Make friends who will force you to lever yourself up.

THOMAS J. WATSON"

Genesys is enabling companies to bring their own bot to the CX platform and seamlessly blend the capability with Genesys’ native A.I. and machine learning capabilities specializing in customer experience. This means that A.I. like Watson and Einstein are made even smarter by leveraging the entire CX platform along with Genesys’ deep understanding of customer conversations in and across all channels.
Chatbot Vendors
Typically focusing on “front-end” chat by providing knowledge and deflection capabilities. Poor integration with agents and the needs of a customer experience platform.

General Purpose
This category includes the likes of Watson and Einstein, very powerful general purpose tools for general purpose problems. They focus on conversation/intent but typically require a lot of specialty services to setup and maintain the experience.

Genesys
Built for customer experience using technology that is tailored to understanding customers, their journeys and behaviors, dialog models, and the needs of human agents. We will create A.I. specifically focused on CX.

What are we doing differently?
Differentiating with the human touch

Where does Kate fit?
How does this all fit together?

Genesys Hub
Genesys Hub is a cloud-based service that intelligently connects consumers to enterprises by bridging the technology gap between contact center operations and new emerging platforms, applications and devices – such as messaging apps like Skype, Facebook Messenger, WeChat, etc.

Kate
Kate is our core concept for A.I. and related technologies.

Bot Platform
Bot Platform is the system that allows easier integration of bots and other services with the Genesys Digital platform. This is a framework composed for controlling the flow and management of native and 3rd party bots. Genesys App Automation Platform (GAAP) is an example of a “bot” that will use this platform.

Chat Bot Platform leverages eServices

Hub will front-end chat interactions

Integration path is currently being defined
What is the *real* cost of A.I.
COLLABORATIVE PROGRAM MANAGEMENT

Genesys Project Manager

Client Product Owner

SMEs (product, technology, data, analytics)

Extended Team (validation and take-aways)

AGILE TEAMS (TYPICALLY 2-3 WEEK SPRINTS)

Use Case Definition & User Scenarios

1
2

UX & UI Integration

1

Dialog design

2
4

Genesys Setup & Chatbot Configuration

1
3

Orchestration integration

2
4

Testing & QA (re-uses BAs)

2
5

Subject matter experts

- Brand & Legal SME
- UX Standards SME
- Measurement SME
- Product SME(s)
- Data & Analytics SME (as necessary)
- Architecture SME(s)
- Security SME
- Pre-launch testers (FUT)
- Release Manager

Client resources

Genesys

Extended Team (validation and take-aways)
Kate

Real-time engagement
App Automation

OMNICHANNEL APPLICATION MANAGEMENT FRAMEWORK

Extends self-service across channels to drive a better CX and deliver the operational efficiencies in a world of ever increasing interaction from our customers across multiple channels.

- 80+ pre-built MicroApps or ability to configure your own
- Design once, deploy anywhere approach
- Bridges digital interactions with the power of human touch
- NLP/AI capabilities through native dialog engine* or 3rd party bot/NLP/AI platforms
- Single CX dialog reporting and integration layer

Available now on premise

✝ Planned release in 2017
Engagement Manager

REAL-TIME ENGAGEMENT ENGINE

Genesys Engagement Manager (GEM) determines in real-time the best course of action given the user context, resource availability, customer profile and business attributes.

- Integration with Genesys Widget Framework, Knowledge Center and GAAP MicroApps
- IOT, Mobile, Web
- Complex Event Processing

Early Adopter Q2 2017
What is available today?

Capabilities 1-3 are available today with 4 and 5 in early adopter.

01 Start with our digital platform and widgets

Widgets
Standard chat, email, callback and knowledge interfaces

02 FAQ and chat deflection provided by Knowledge Center

Knowledge
Consistent knowledge experiences on web self service and agent desktop

03 Add Genesys App Automation Platform (GAAP)

NLP/AI & Automation
Natural Language and MicroApps for voice and digital apps

04 Connect to additional messaging apps

Messaging Apps
Connect to new channels with Genesys Hub

05 Add the power of predictive analytics and smart routing

Predictive & Journey
Genesys Predictive Matching and Journey Analytics for smarter routing and data analysis
Lots of Bot: Flexible options

- We want to build our own Bot in the Genesys Environment
- We want to run our Bots built on <bot framework> in Genesys
- We want to build a custom, high-end integration with Watson

Directed Dialog Use Cases

Genesys Apps Automation Platform

“Bring Your Own Bot”

Virtual Agent Adapter (Professional Services)

Highly Tailored to Customer Needs
Digital
Intelligent Click-Option for Web and App Users

This Genesys Digital use case demonstrates how service options can be provided to mobile app users requesting support, by leveraging Mobile Engagement to access call detail records.

Efficiency
Experience

Improved routing, first call resolution, and agent handling time by offering click-to-call option on website or app with the right level of call and geolocation context.

Step by Step Guidance
Implementation Best Practices
Rapid Time to Value
Benefit Benchmarks
Three key takeaways

1. The power of the human touch is critical with A.I.
   A.I. is here to stay. Genesys can provide Native or 3rd party A.I. integration across all channels

2. A.I. doesn’t have to be complex or costly
   Leverage the platform you already have to connect with A.I. platforms

3. You don’t have to do it alone
   Talk to us about digital transformation services and innovative use cases
Get ready to meet Kate

Genesys will be introducing customer experience A.I. called Kate – combining artificial intelligence, bots, machine learning, and micro-applications to deliver personalized, proactive and predictive experiences for smart businesses.
NEXT STEPS TO GET STARTED WITH A.I.

TODAY OR TOMORROW
○ Come and visit us in the booths!
○ Have a conversation with Kate

WHEN YOU ARE BACK AT THE OFFICE
○ Take a look at our digital use cases
○ Schedule some time with our consulting experts to talk about digital transformation

A.I. DOESN’T HAVE TO BE COMPLEX OR COSTLY. GENESYS PROVIDES BOTH NATIVE AND 3RD PARTY A.I. INTEGRATION ACROSS ALL CHANNELS, ENSURING THE INVESTMENTS YOU MAKE ARE SECURE