

Smart service virtual assistants

AI-powered next generation Customer Experience

In an ever-changing and increasingly competitive market, offering an **engaging** and **relevant** customer experience is an asset.

Language models and virtual assistants based on generative AI allow to quickly adapt services to needs, improving relationship management and customer service quality.

Leveraging conversational generative AI with virtual assistants and avatar capabilities means focusing the customer service strategy on data, improving customer interaction and satisfaction.

Key Trends:

\$4,31TN

Global generative Artificial Intelligence potential market value by 2030.

\$1,25BN

The market value of conversational generative AI tools adoption by 2025.

46%

Companies worldwide that have already implemented or planned to adopt virtual assistants in 2023.

Fonte: the data represent our processing of information from various sources (e.g. STATISTA)

Conversational AI can **recognize** all types of input (voice, text and visual) and **mimic** human interactions, answering in different languages. It enhances the customer experience by providing immediate 24/7 support, increasing **satisfaction** and **engagement**. It **simplifies** customer service workflows answering frequently asked questions and leaving the more complex tasks to the operators.

The Value of Technology's Impact

AI-Driven Value

Generative AI exploits **advanced machine learning models** and algorithms to learn from existing data and generate new content such as images, videos, music and text. One of the most popular modelling architectures is **Transformers**, models that undergo extensive training with huge amounts of data to understand patterns, structures and characteristics. Once trained, these models can generate new content mirroring the characteristics of the original data but diversifying it with creativity.

Cyber Awareness

When adopting conversational generative AI technologies, attention must be paid not only to the scenario and requirements of the use case, but also to data security and protection. The use of a proprietary Large Language Model (LLM) allows the power of generative AI to be harnessed within a **private platform** that guarantees broad scalability and high levels of privacy and security as it is not exposed to hacking or data breach risks. It ensures **full control** over usage, access, updates and even the data that feed it.

Composable business models

Instantaneous insights that previously required different time, resources and skills can now be gained by integrating various **analytical components**: for instance, combining a virtual assistant with advanced data mining techniques. Conversational AI solutions acquire **multimodal capabilities**, enabling the analysis of texts, images and conversations. The use of proprietary LLM facilitates communication between AI applications on **composable platforms**, offering a unified view of business data regardless of how they are organized in legacy systems.

Our Toolbox



Our Impact

