Freeday Ⓐⁱ

Unlock Human Potential
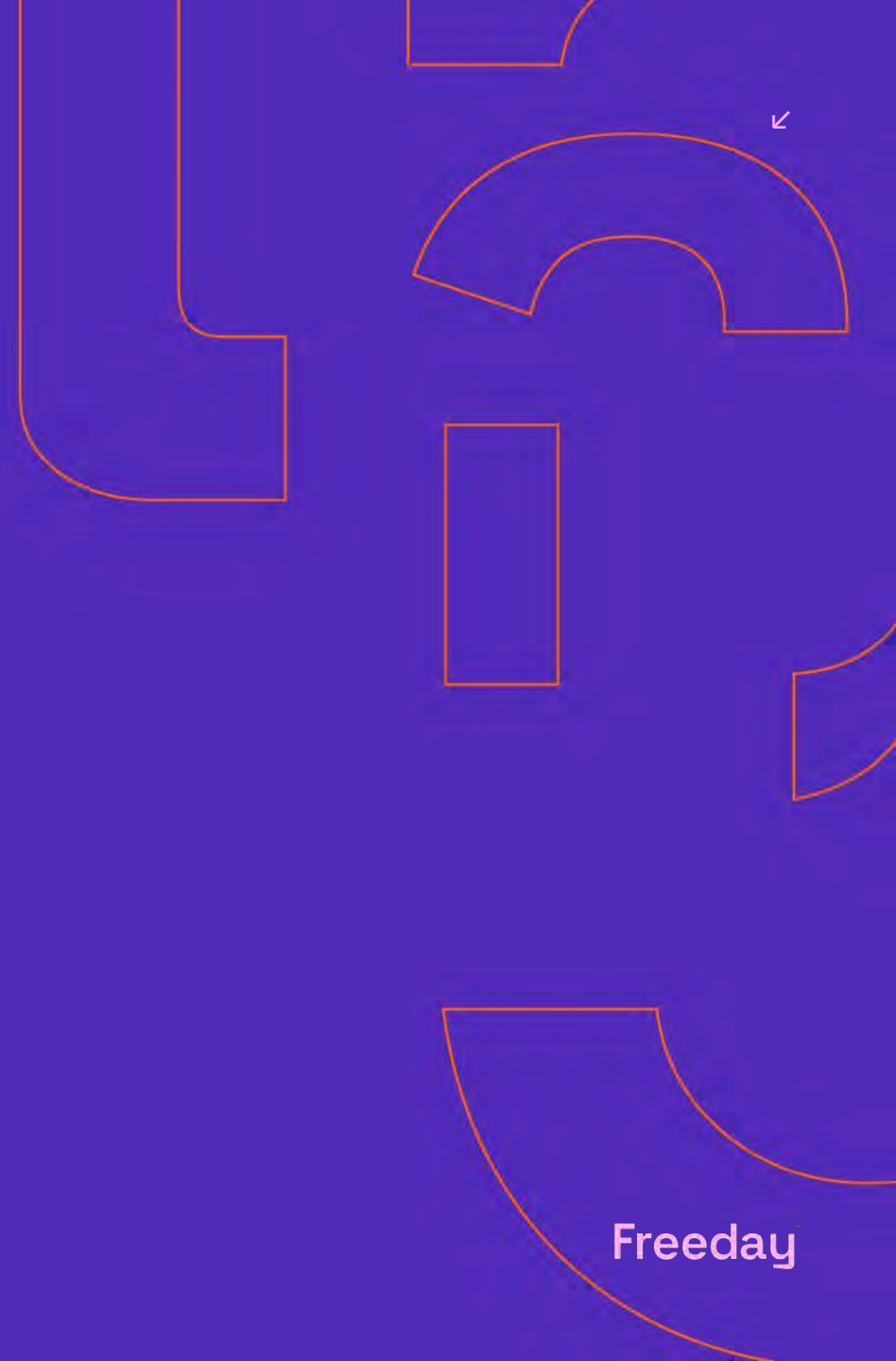
Introduction

2

Freeday

About
Freeday

Freeday

Introducing Freeday

At Freeday, we redefine the integration of artificial intelligence in the workplace. Our Digital Employees are not just tools—they are teammates, designed to function with the complexity and adaptability of a human colleague.

They work alongside your team, adapting seamlessly to your processes and only adding value. With a commitment to results-based pricing, we ensure you only pay for success. As your enterprise-focused partner, we do more than standard AI—we enhance it with specialized skills and integrations tailored to your needs.

Join us in unlocking human potential and driving innovation.
→

Trusted by leading organizations:

citizenM hotels

novum BANK

PATHE

VolkerWessels

VRIENDEN LOTERIJ

anwb

Hisense

TUI

bitvavo

DURA VERMEER

vodafone

Ziggo

We change all Fridays into Freedays

Labor shortage

'There are millions of jobs, but a shortage of workers.' An aging population and a shrinking number of new entrants are causing tension in the labor market. In Q2 2022, there were 143 job openings for every 100 job seekers in the Netherlands.

Burnout generation

The bore-out phenomenon - the absence of intellectual challenge, enjoyable work, and career opportunities - can lead to the same health problems as employees with burnout. 17% of Dutch employees now experience burnout-related symptoms.

Digital makes measurable

In 92% of the cases, it's not the technology but human or cultural aspects that prevent companies from working in a data-driven manner. Human activities are often difficult to measure. Digital technology makes processes measurable and thus contributes to operational excellence.

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Pioneering the Future of Work with AI-Enhanced Digital Employees

How Freeday's Platform is helping them:

Customer Service Automation
Your interactions across mail, chat, voice - instantly handled by our digital employees.

Agent Augmentation
Enhance your agent capabilities with real-time AI recommendations, enabling them to provide faster and more accurate support.

Data-Driven Insights
Transform customer interactions into actionable insights, to optimize your support strategy and better understand customer needs.

Non intrusive integration

Seamlessly connecting with your existing infrastructure without extra layers, ensuring a smooth operational transition (e.g. Salesforce, Genesys).

Cost effective

Guaranteeing a minimum of 50% reduction in your contact center operational costs, freeing up resources for strategic allocations.

What it could mean for you

Freeday

Revolutionizing Customer Service with Digital Employees

Challenges

- Staffing shortages
- High work pressure
- Administrative burden

How we solve this

+ End-to-end process automation
+ 24/7 Personalized service
+ Omni-channel & multi-lingual

Use cases

- Email handling
- Account-based personalized answering
- Quality control
- Action fulfillment
- Document processing
- Sentiment analysis

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Your Progressive Automation Journey

100%

% resolved automatically

1 **Generative Answering**
Eliminating repetitive queries, boosting productivity

2 **Action Fulfillment**
Automating customer requests for faster, error-free resolution

3 **Personalized Service**
Delivering personalized, proactive service for enhanced customer satisfaction

Freedays!

time

Freeday

9

Generative AI cases can be classified in different silos for different purposes

Customer interaction

Customer Assist

AI solutions that enhance customer experiences by providing personalized, accessible support throughout the travel journey.

- ↗ Automate travel inquiries
- ↗ Provides personalized travel recommendations
- ↗ Enhances customer experience by e.g. making bookings
- ↗ Increases engagement

Specific solutions

- ↗ Chatbots
- ↗ Voice assistants
- ↗ Recommendation engines

Internal interaction

Agent Assist

Tools that support travel agents with real-time information, suggestions, and summaries to enhance customer service interactions.

- ↗ Reduce response times
- ↗ Improve answer accuracy
- ↗ Improve case management
- ↗ Multilingual support

Specific solutions

- ↗ Agent assist
- ↗ Automatic Call / ticket summarization
- ↗ Next best action suggestions
- ↗ Sentiment analysis

Specialized knowledge work

Technician Assist

Assistance designed to handle complex, knowledge-intensive tasks like compliance and regulatory checks.

- ↗ Document processing
- ↗ Handle low volume high complex questions
- ↗ Ensure compliance with process standards

Specific solutions

- ↗ Insurance claims
- ↗ Maintenance support
- ↗ Contract and Tender management
- ↗ Other DMS overlay solutions

Increase total workforce efficiency

Personal intern

AI tools that boost productivity and collaboration across various functions in the travel industry.

- ↗ Content creation
- ↗ Coding help
- ↗ Cross department collab
- ↗ Custom AI applications

Specific solutions

- ↗ Co pilot
- ↗ Smart scheduling
- ↗ Content creation

Data analytics and insights

Report Assist

AI-driven analytics that provide data-driven insights, helping travel companies understand customer trends, forecast demand, and optimize pricing.

- ↗ Optimize pricing
- ↗ Marketing analytics
- ↗ Forecast demand
- ↗ Custom AI applications

Specific solutions

- ↗ Tableau
- ↗ PowerBI

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Streamline your Customer Journey with Freeday's modular platform

Data driven insights: Dashboard

Customer

Asks question →

← Instant answer

Customer Service Automation

Human handover →

Human colleague

← Provides assistance

Agent Assist

Generative answering
Action fulfillment

Channels

Integrations

Knowledge base, CRM & ERP systems

Freeday®

Customer service automation

Enabling a streamlined Customer Journey

↗ **End-to-End automation**

↗ **24/7 scalable service**

↗ **Omnichannel & multilingual**

1 Customers can ask their questions directly to the digital employee through their preferred channel.

2 The digital employee detects the language and triggers the right skill(s): giving an answer, asking a question and/or performing an action.

Customer — Asks question → Customer service automation — Human handover → Human colleague ← Agent Assist

Instant answer ←

Generative answering / Action fulfillment

Channels | **Integrations**
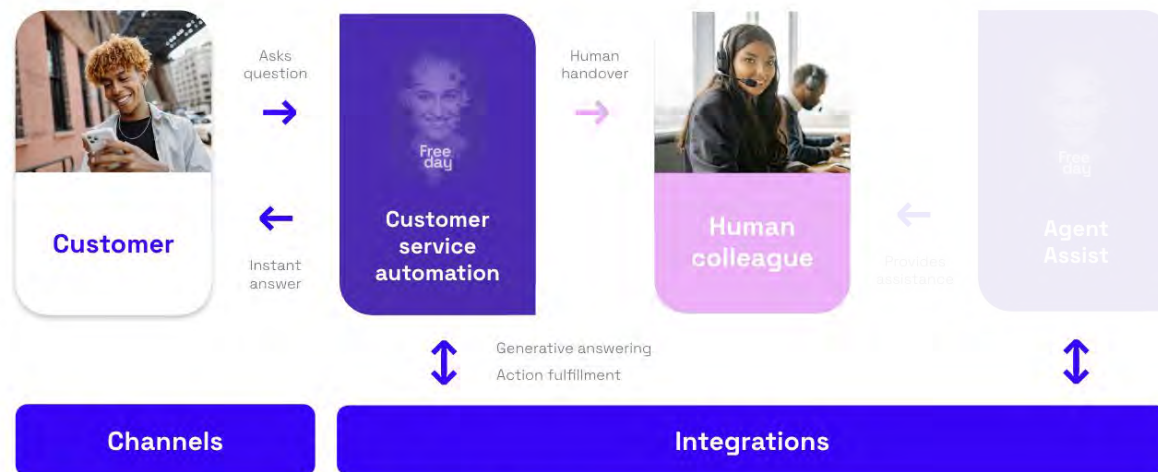
3 Based on the skill, the digital employee utilizes integrations to generate correct answers or push actions to a CRM or ERP system, enabling end-to-end automation.

4 If the digital employee cannot handle a request or a business rule is triggered, it will hand over to a human colleague.

Agent Assist

Seamless human-digital teamwork for superior service

↗ **Reduced AHT**

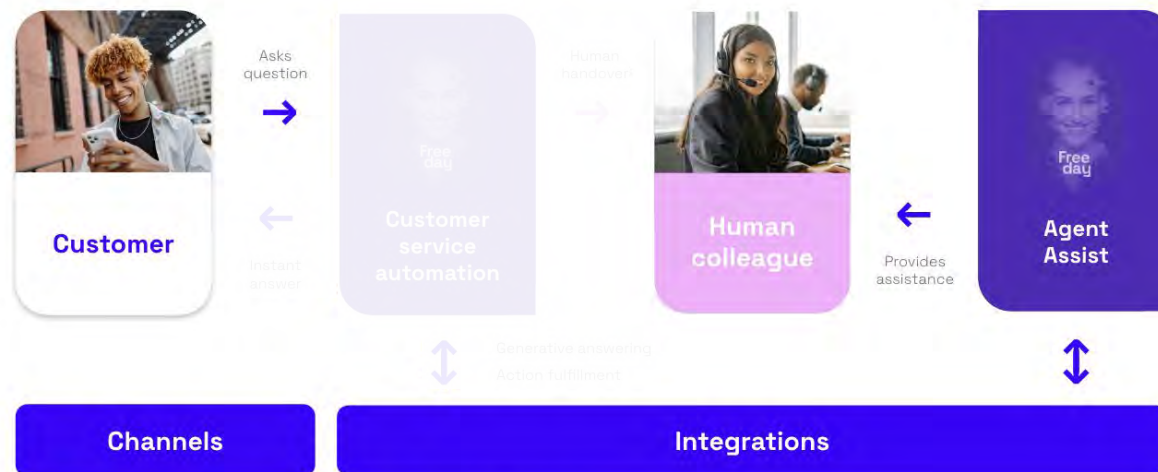↗ **Improved First Time Right**

↗ **Agent Satisfaction**

1 A human colleague (agent) gets a question from a customer via phone, email, chat, or through a handover from a digital employee.

2 The agent quickly resolves the request, by collaborating with the digital employee to find information or perform actions.

Customer — Asks question → — Instant answer ←

Customer service automation — Human handover → — Generative answering, Action fulfilment

Human colleague — Provides assistance ←

Agent Assist

Channels

Integrations

3 Utilizing Agent Assist improves the overall quality and consistency of information, with continuous feedback loops, and thereby enhancing operational excellence.

4 The digital employee serves as a highly experienced colleague available 24/7, enabling new or temporary agents to be instantly productive.

Real use case example ▶

Data driven insights

Driving excellence through data-driven analysis

↗ **Continuous improvement**
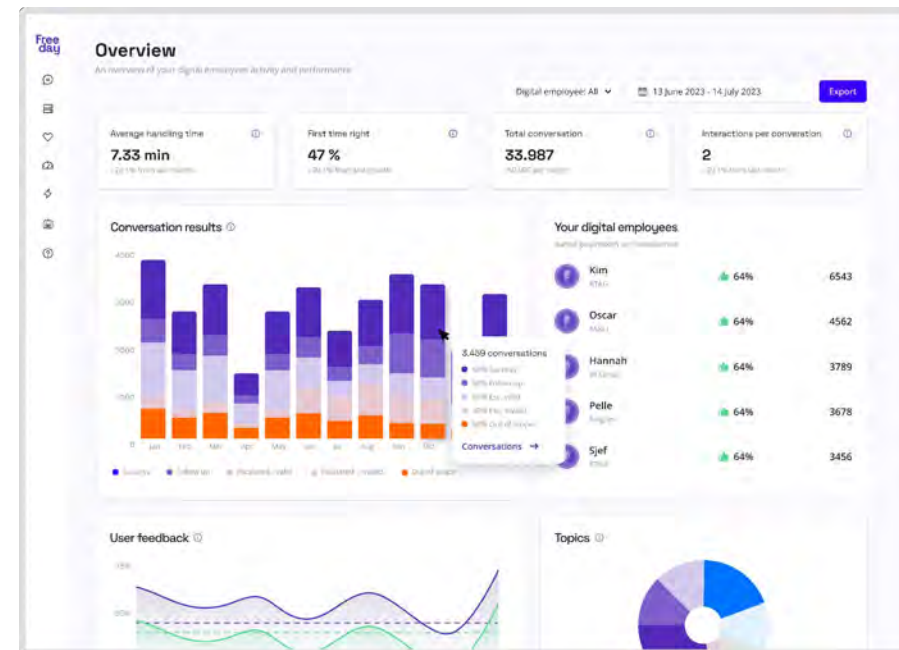
↗ **Client specific KPI**

↗ **Conversation history & insights**

1
The dashboard reveals usage patterns and trends, such as peak question times and shifts in user satisfaction.

2
By assessing response quality, based on customer feedback, the dashboard identifies improvement areas for the knowledge base and LLM.

3
The dashboard allows for reviewing and learning from past conversations, helping to refine performance and customer experience.

4
The dashboard provides insights into the costs and value of the digital employee, enabling informed ROI-driven decisions.
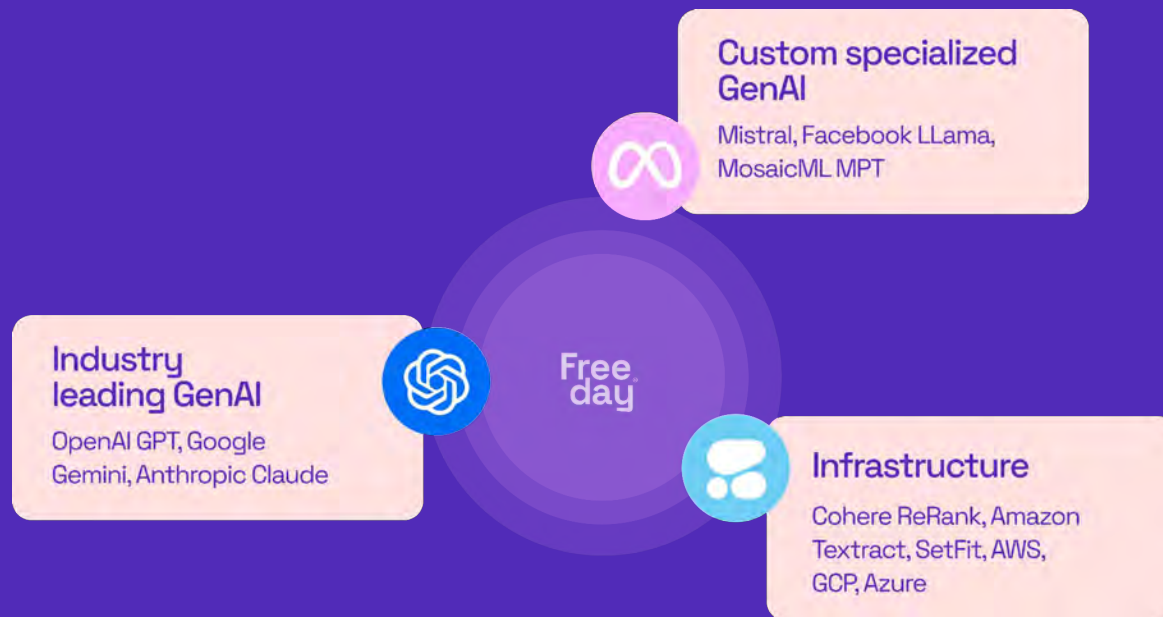
How it works

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Future-Proof Modular Platform

↗ **Flexible architecture** ensuring quick adoption of new AI advancements and the ability to adapt to your organization's specific process flows.

↗ **Effortless integration** with existing systems, leveraging open API for expanding functionalities.

↗ **Continuous evolution** with proactive updates, keeping your digital employees at the technological forefront.

ⓘ Freeday Platform enables switching between LLMs, like moving from OpenAI to ClaudeAI, to meet your regulatory or performance needs

Custom specialized GenAI
Mistral, Facebook LLama, MosaicML MPT

Industry leading GenAI
OpenAI GPT, Google Gemini, Anthropic Claude

Free day.

Infrastructure
Cohere ReRank, Amazon Textract, SetFit, AWS, GCP, Azure

We transform AI into **digital employees,** interacting with your customers and systems just like **humans** do.

Platform Essentials: The Architecture of Digital Employees

↗ Conversations

The senses that pick the right skill.

Powered by a cutting-edge, intentless technology, our interface intelligently discerns the needs of each interaction, guiding our digital employees to engage with the appropriate skill

↗ Integrations

The hand and feet that interact with your systems.

Connects smoothly with your existing systems, just like adding a new team member, enhancing the functionality and reach of your digital employees across all platforms without the need for new software installations.

↗ Skills

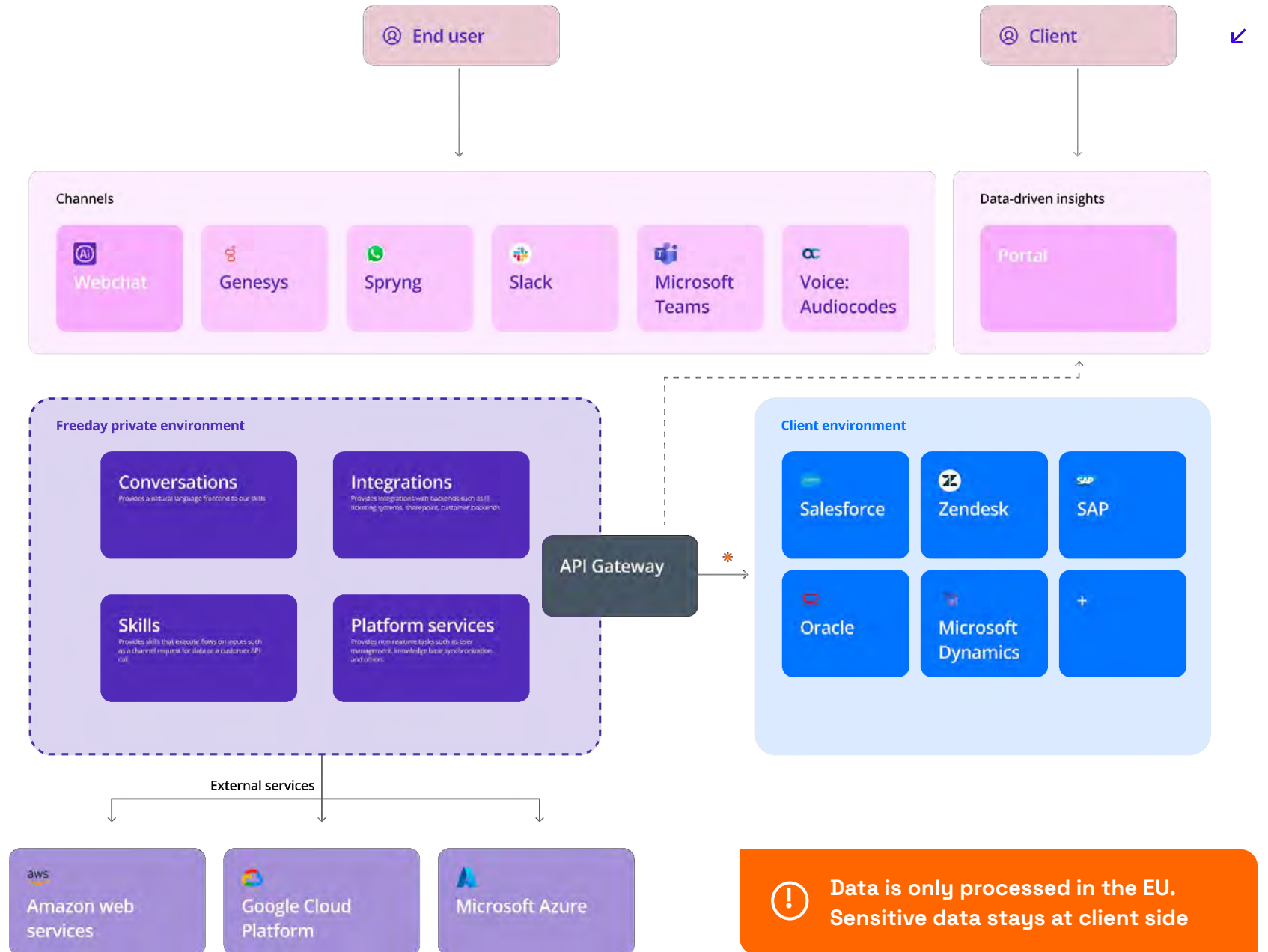*The brains where the heavy lifting is done.*

These are the driving force behind our digital employees, adept at processing transactions and managing inquiries. Ready out of the box yet fully customizable, they are designed to scale and adapt to any customer service requirement efficiently.

↗ Platform Services

Tying it all together giving you complete insight.

The central framework that integrates all components, providing comprehensive oversight and analytics for continuous optimization.

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Freeday Platform

End user

Client

Channels

| Webchat | Genesys | Spryng | Slack | Microsoft Teams | Voice: Audiocodes |

Data-driven insights

Portal

Freeday private environment

Conversations
Provides a natural language frontend to our skills

Integrations
Provides integrations with backends such as IT ticketing systems, sharepoint, customer backends

Skills
Provides skills that execute flows on inputs such as a channel request for data or a customer API call

Platform services
Provides non realtime tasks such as user management, knowledge base synchronization and others

API Gateway

Client environment

| Salesforce | Zendesk | SAP |
| Oracle | Microsoft Dynamics | + |

External services

| Amazon web services | Google Cloud Platform | Microsoft Azure |

Data is only processed in the EU. Sensitive data stays at client side

Freeday's Toolbox: Multi-Technology Solutions for Every Need

For every skill we offer, there's a blend of technologies working together to deliver the perfect solution.

Large language models

Specialized in processing and generating text, LLMs automate complex customer interactions by understanding and responding based on extensive language data. This allows for nuanced communication that can adapt to various customer service scenarios, enhancing the user experience with minimal human oversight.

Machine learning

Unlike LLMs, which are optimized for language tasks, ML offers broader capabilities in learning from data without preset rules. This allows ML to independently identify trends and make informed decisions, crucial for areas requiring high adaptability and precision beyond textual analysis.

Business logic

Not every problem requires AI. Business rules are crucial for situations where responses and actions must adhere strictly to predefined company policies or regulatory requirements. They ensure that operations are predictable and consistent, providing a reliable framework for integrating AI outputs in a controlled manner.
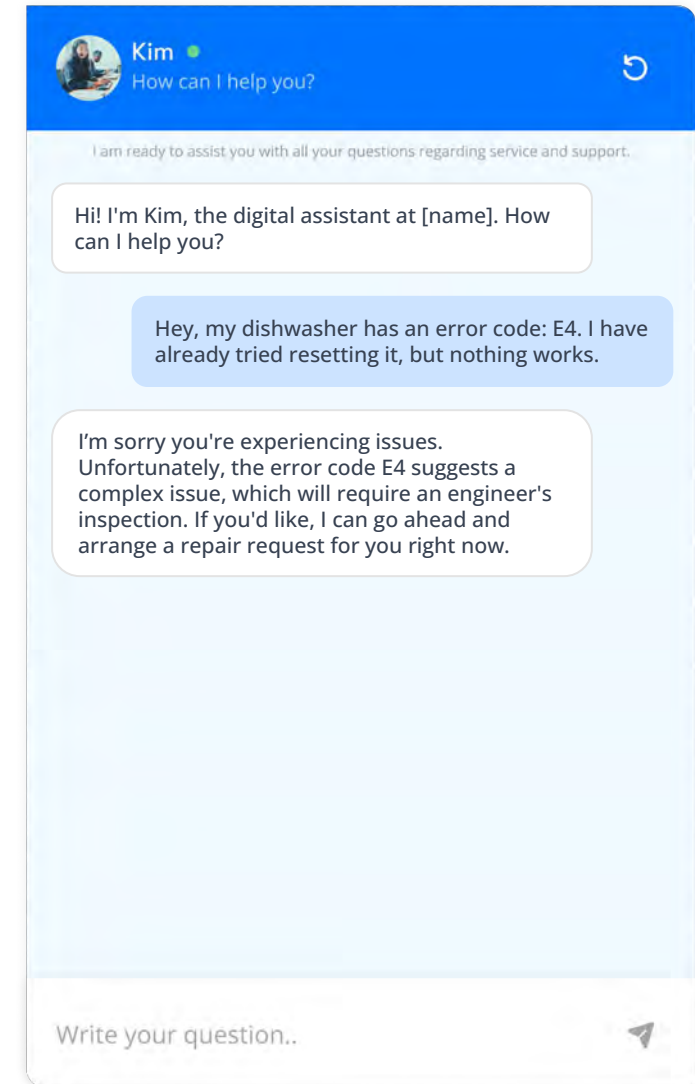
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How our skills work

↗ **Determine required skills**   **ML/LLM**

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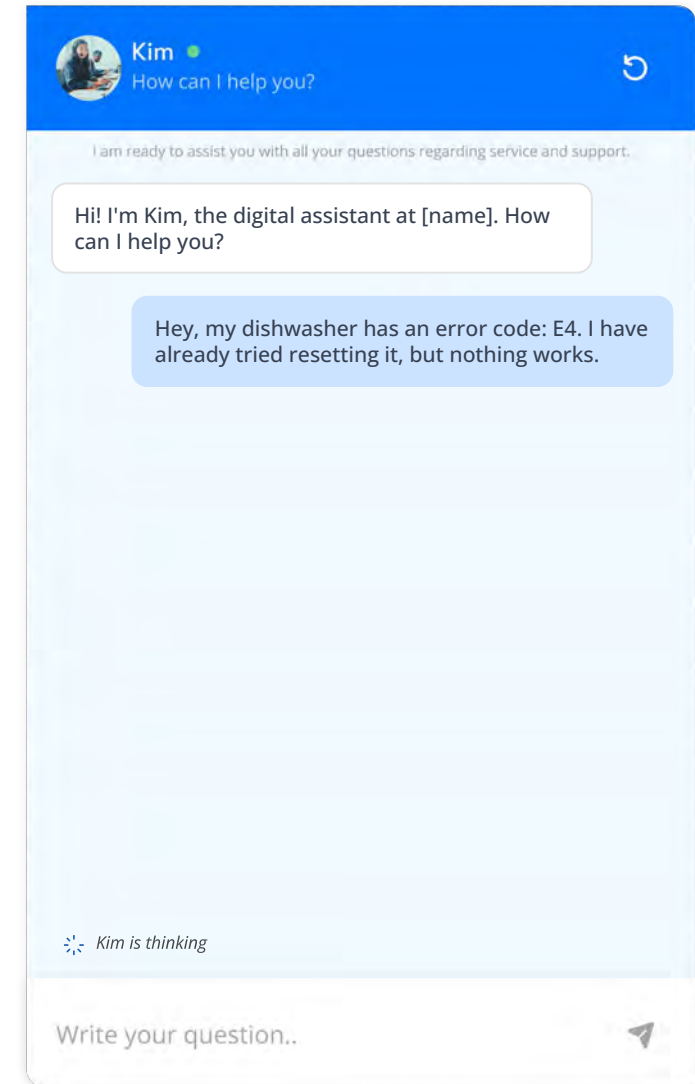
How our skills work

↗ **Determine required skills**   **ML/LLM**

↗ **Answer question**

     1. Extract question   **ML/LLM**
     2. Search for knowledge   **ML**
     3. Generate answer   **LLM**

Kim ●
How can I help you?

I am ready to assist you with all your questions regarding service and support.

Hi! I'm Kim, the digital assistant at [name]. How can I help you?

Hey, my dishwasher has an error code: E4. I have already tried resetting it, but nothing works.

I'm sorry you're experiencing issues. Unfortunately, the error code E4 suggests a complex issue, which will require an engineer's inspection. If you'd like, I can go ahead and arrange a repair request for you right now.

Write your question..

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How our skills work

↗ **Determine required skills**   **NLP/LLM**

↗ **Answer question**

    1. Extract question   ..

    2. Search for knowledge   **ML**

    3. Generate answer   **LLM**

↗ **Create request**

    1. Extract entities

        • e-mail   **logic**

        • objective   **LLM**

        • address   **logic**

        • type   **ML**

    2. Call backend   **logic**

Kim
How can I help you?

inspection. If you'd like, I can go ahead and arrange a repair request for you right now.

Yes please

Ok, I will proceed to create a repair request. Could you please provide the following information:
- your first and last name
- your email address
- your full address

Willem de Bruin. w.debruin@hotmail.com and my address is Vijverhofstraat 47 3038EC Rotterdam

Write your question..

Freeday®
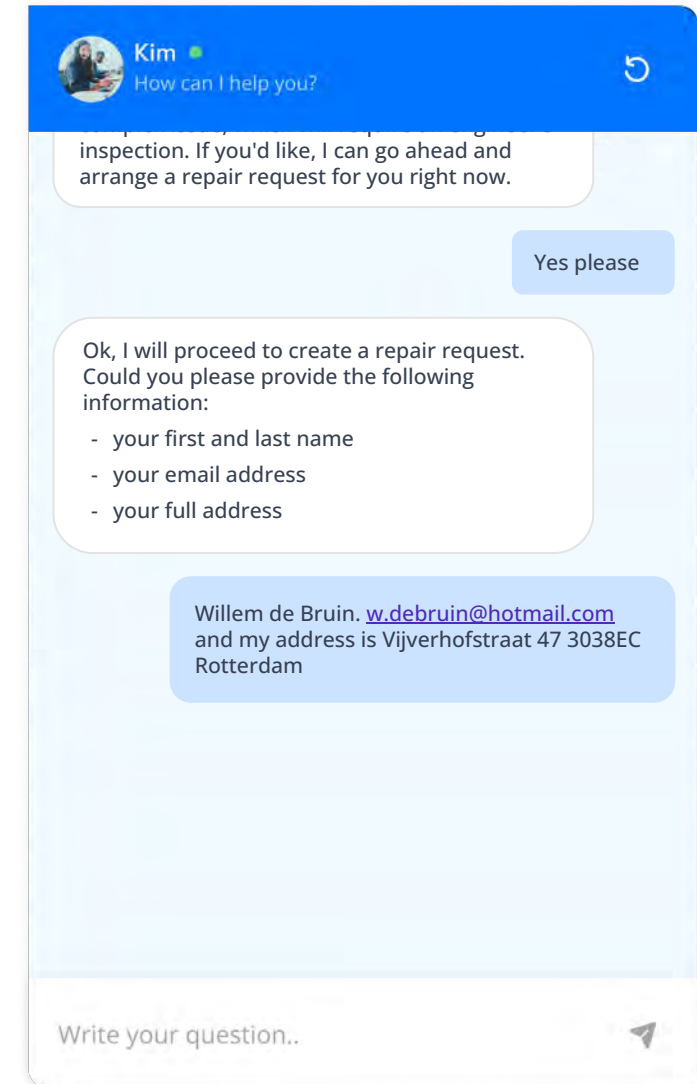
How our skills work

↗ **Determine required skills** **NLP/LLM**

↗ **Answer question**

1. Extract question   ..
2. Search for knowledge   **ML**
3. Generate answer   **LLM**

↗ **Create request**

1. Extract entities
   - e-mail   **logic**
   - objective   **LLM**
   - address   **logic**
   - type   **ML**
2. Call backend   **logic**
3. Confirm appointment   **logic**

```json
{
  "repair_request": {
    "customer_name": "Willem de Bruin",
    "email": "w.debruin@hotmail.com",
    "address": "Vijverhofstraat 47, 3038EC Rotterdam",
    "issue_description": "Broken dishwasher with error code E4 requiring engineer inspection",
    "appointment_type": "Repair"
  }
}
```
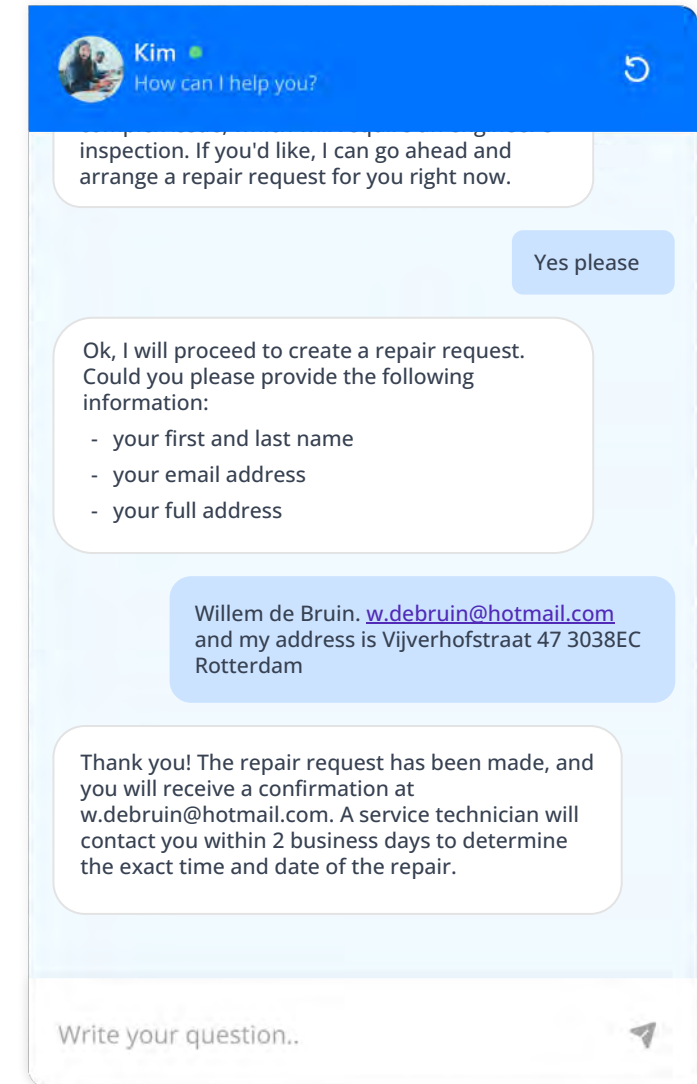
↓

Integrations

Knowledge base, CRM & ERP systems

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How our skills work

↗ **Determine required skills**   **NLP/LLM**

↗ **Answer question**
1. Extract question   ..
2. Search for knowledge   **ML**
3. Generate answer   **LLM**

↗ **Create request**
1. Extract entities
   - e-mail   **logic**
   - objective   **LLM**
   - address   **logic**
   - type   **ML**
2. Call backend   **logic**
3. Confirm appointment   **ML**

Kim
How can I help you?

inspection. If you'd like, I can go ahead and arrange a repair request for you right now.

Yes please

Ok, I will proceed to create a repair request. Could you please provide the following information:
- your first and last name
- your email address
- your full address

Willem de Bruin. w.debruin@hotmail.com and my address is Vijverhofstraat 47 3038EC Rotterdam

Thank you! The repair request has been made, and you will receive a confirmation at w.debruin@hotmail.com. A service technician will contact you within 2 business days to determine the exact time and date of the repair.

Write your question..

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Combating Hallucinations: Ensuring Reliability with Hybrid Technologies

At Freeday, we prioritize not only innovation but also the reliability and accuracy of our AI solutions. Addressing concerns about AI hallucinations, particularly with large language models (LLMs), is central to our approach:

↗ Precision with Machine Learning (ML)

Our ML algorithms are engineered for high accuracy, especially in structured environments. They provide predictable and reliable outcomes, setting them apart from the broader and more generalized response patterns of LLMs. This focused precision makes ML invaluable for critical operations where definitive decisions are essential.

↗ Governance with Business Logic

We embed rigorous business logic to control and guide AI behavior, ensuring that every response adheres to company policies and regulatory standards. This framework acts as a safeguard, keeping our AI outputs within appropriate and relevant bounds.

↗ Hybrid Integration for Enhanced Trust:

By merging the generative capabilities of LLMs with the specific accuracy of ML and the strict guidelines of business logic, Freeday creates a powerful and dependable platform. This blend not only drives innovation but also secures it, ensuring that our AI solutions are both groundbreaking and trustworthy.

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Why
Freeday

Freeday

We deliver you best of class UI tailored for GenAI era

Why this is important (or what do we deliver:)

↗ **Multimodal Conversation Support**
- Integrating diverse content forms such as text, images, documents, videos, and links

↗ **Intelligent Interactions**
- Instant, AI-driven responses, combining generative AI with rapid non-AI solutions - not every interaction requires AI (!)
- Ensuring minimal waiting times and optimized interactions.

↗ **Personalization & User Feedback**
- Captures and utilizes user context for highly relevant and personalized interactions.
- Incorporates user feedback to continually refine and enhance the digital employee.
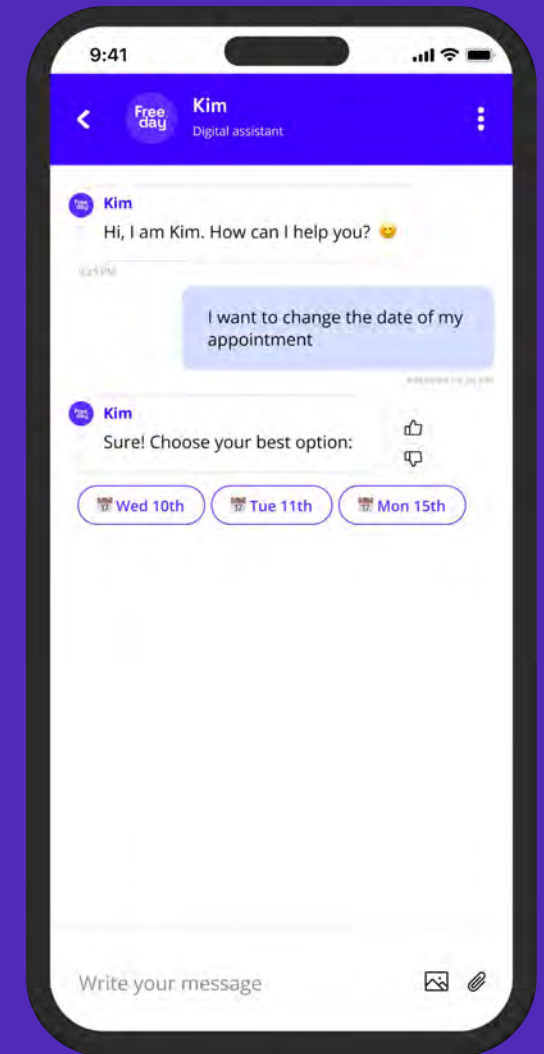
Ensuring Information Security with Freeday's AI Platform

Sensitive information

↗ We prioritize your data's integrity, processing only generic information with no sensitive data stored on our platform.

↗ For necessary data storage, derivative methods ensure no access to original data, enhancing data protection.

Privacy

↗ Strict data residency within the EU & UK region, ensuring compliance with local privacy regulations.

↗ Full control over our access to your data, with a clear and rapid data purge process from our cache upon access revocation.

↗ Temporary storage of user and conversational data, tailored to your needs with stateless answer generation to protect information privacy.

Security

↗ Our platform is ISO 27001 and NEN 7510 certified (personal health information), meeting the highest standards of information security management.

↗ We partner only with trusted and verified entities, ensuring a secure ecosystem for your data.

↗ Secure multi-tenant solution designed to safeguard your data in a shared environment, maintaining isolation and integrity.

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What makes Freeday special?

✓ **Specialized Expertise**
By focusing on select industries, we bring tailored expertise right to your doorstep, transforming your customer service experience.

✓ **Beyond Answers and AI**
Imagine a team member who does it all - from answering queries to executing tasks seamlessly within your systems. We offer end-to-end solutions that integrate perfectly into your ecosystem, ensuring no question goes unanswered and no task undone.

✓ **No Cure No Pay as your Dedicated Partner**
Forget the one-size-fits-all approach. We're here to craft a digital employee that genuinely works for you. A solution that's not just functional but transformative for your business.
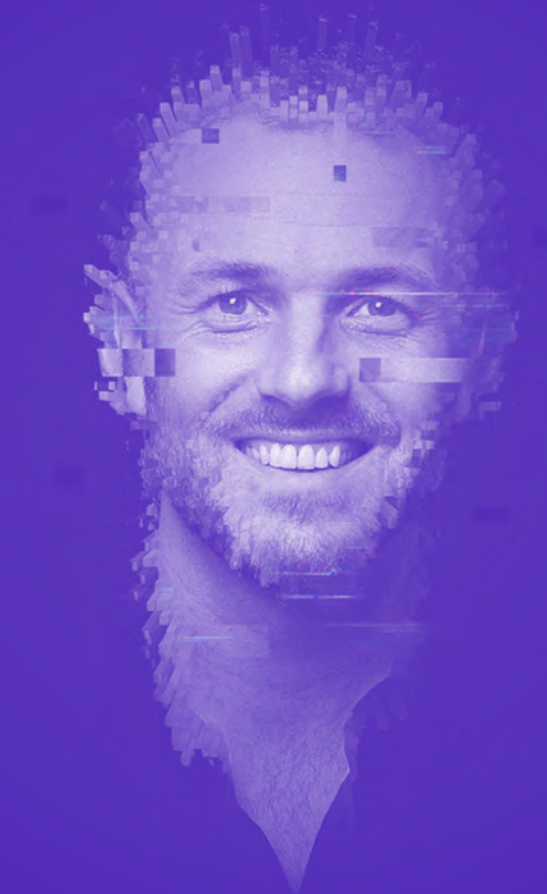
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Pricing & how to get started

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Our value driven pricing structure

:-)

Only pay for success

We charge solely for tickets successfully handled by our Digital Employees.

€

Substantial savings

Experience a minimum of 50% cost reduction compared to traditional contact center operations.
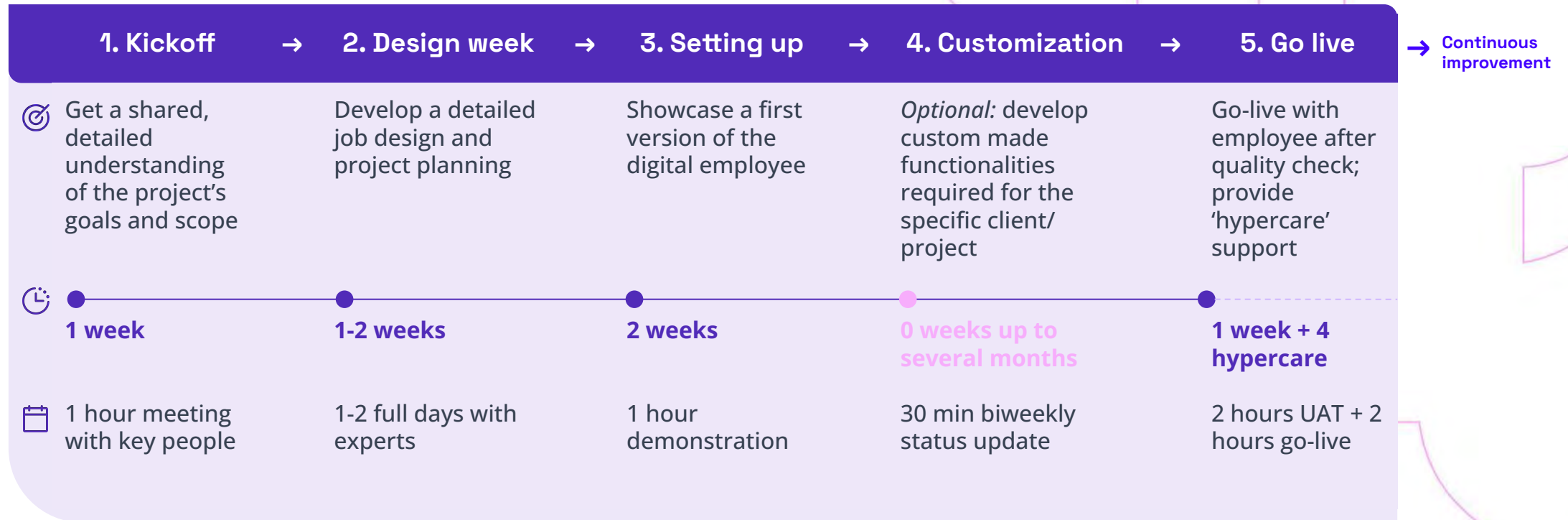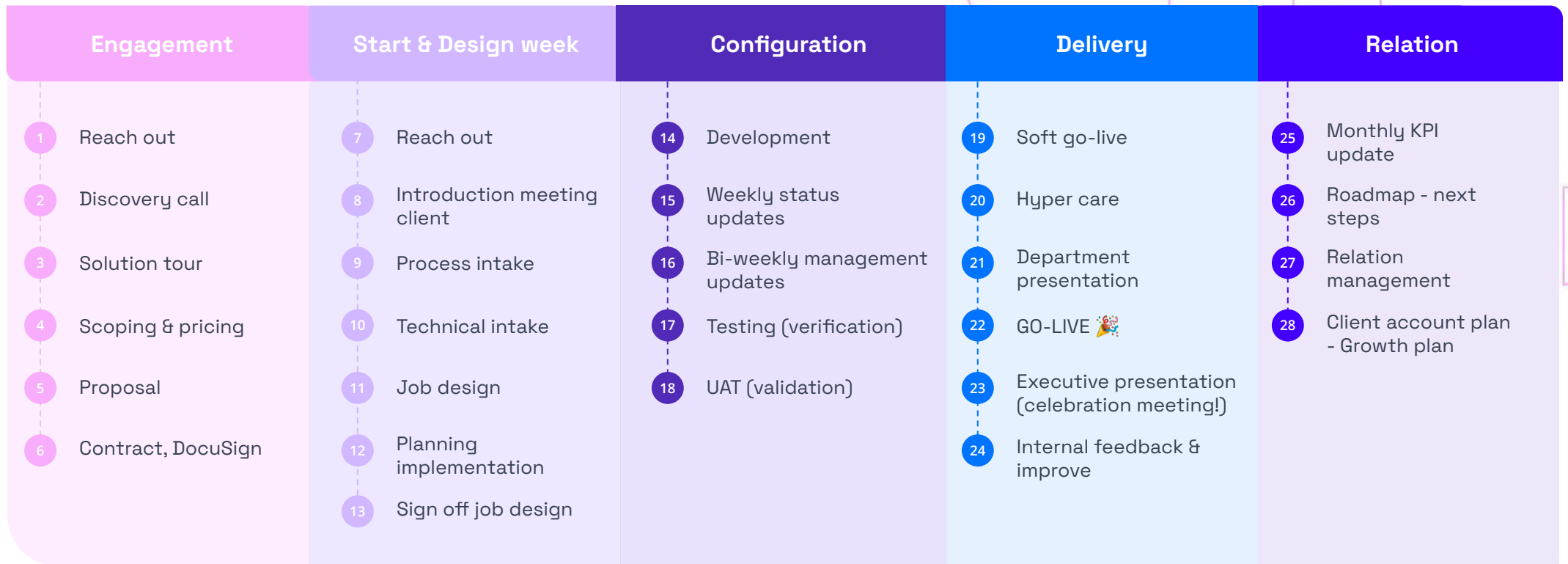
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Tailored pricing

Benefit from a customized pricing model designed around your specific needs.
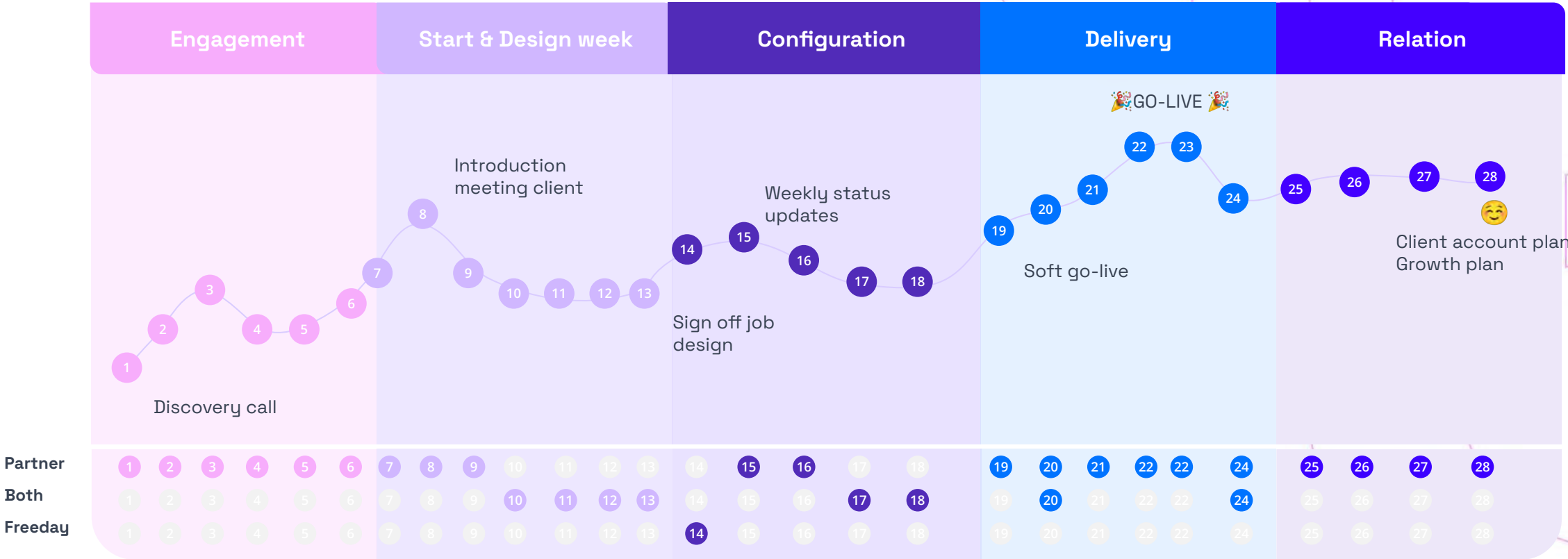
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Rapid implementation and scalability

Contract signed ↓

1. Kickoff →	2. Design week →	3. Setting up →	4. Customization →	5. Go live
Get a shared, detailed understanding of the project's goals and scope	Develop a detailed job design and project planning	Showcase a first version of the digital employee	*Optional:* develop custom made functionalities required for the specific client/ project	Go-live with employee after quality check; provide 'hypercare' support
1 week	**1-2 weeks**	**2 weeks**	**0 weeks up to several months**	**1 week + 4 hypercare**
1 hour meeting with key people	1-2 full days with experts	1 hour demonstration	30 min biweekly status update	2 hours UAT + 2 hours go-live

→ **Continuous improvement**

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From implementation to a long term partnership

Engagement	Start & Design week	Configuration	Delivery	Relation
1 Reach out	7 Reach out	14 Development	19 Soft go-live	25 Monthly KPI update
2 Discovery call	8 Introduction meeting client	15 Weekly status updates	20 Hyper care	26 Roadmap - next steps
3 Solution tour	9 Process intake	16 Bi-weekly management updates	21 Department presentation	27 Relation management
4 Scoping & pricing	10 Technical intake	17 Testing (verification)	22 GO-LIVE 🎉	28 Client account plan - Growth plan
5 Proposal	11 Job design	18 UAT (validation)	23 Executive presentation (celebration meeting!)	
6 Contract, DocuSign	12 Planning implementation		24 Internal feedback & improve	
	13 Sign off job design			

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Customer journey & involvement

Engagement	Start & Design week	Configuration	Delivery	Relation

Introduction meeting client

Weekly status updates

🎉GO-LIVE🎉

Soft go-live

Client account plan - Growth plan

Discovery call

Sign off job design

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Partner Operating Model - As is

↗ **Account management / Strategy** are main point of contact for the client vision, strategy and creating value with our platform. They are responsible for client growth, contracting etc..

↗ **Implementation Leads** are the main point of contact for clients in projects and are responsible for resource and project planning, client satisfaction, revenue and sales.

↗ **Solution Architects** are the main point of contact for the development team and is responsible for the design, quality and on-time delivery of the platform solution.

↗ **Product owners** are responsible for shipping features with values

↗ **Developers** work with solution architects on the development of solutions

↗ **The Partner Support Team** helps the partner with education, templates, and maximizing delivery quality on the background

Clients		
Partner Support	**Implementation Leads**	**Account Management**
	Platform configuration	Platform development
	Solution Architects	
	Product Owner	
	Developers	
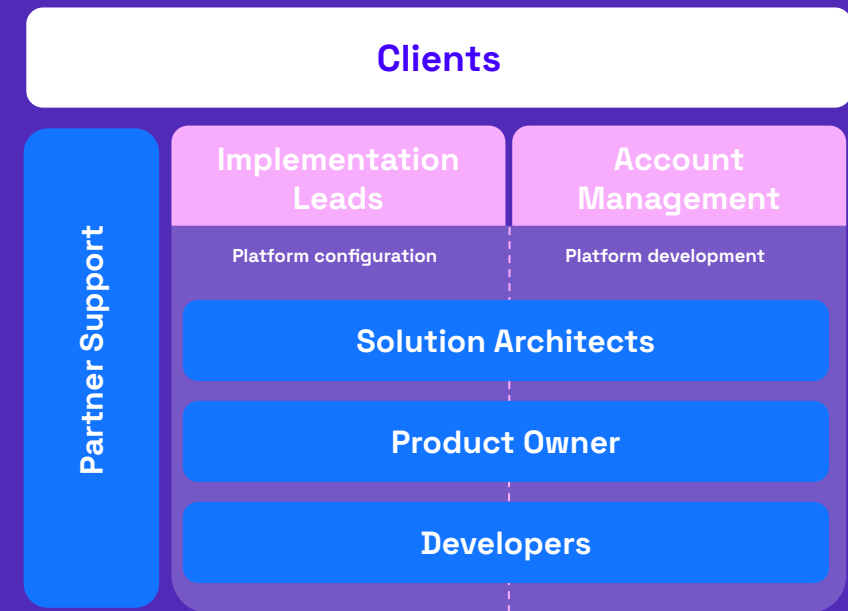
Legend:

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Partner

Our impact

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1# Theo
for customer service

Leading telecom company

Automated e-mail handling
- Instant AI-driven responses, combining generative AI with rapid non-AI solutions
- Accurately classifying incoming emails
- Labeling requests like subscription cancellations.
- Efficiently handling high-volume requests, like subscription changes or plan upgrades.
- Directly informing customers with detailed and well-written email confirmations, that increase transparency.

Agent assist via chat
- Understanding queries raised and making recommendations to agents.
- Searching knowledge bases for answers.
- Formulating a customer-ready response, complete with references to the sources used.

The results:

40%
of all traffic within two domains

105.000
tickets per year

18 fte
freed up by Theo

€1.0 mio
saved by Theo's work

♥ **Impact from Initial Deployment:** Launch in the company's pioneering 'first mover' division.

♥ **Projected Long-Term Savings:** Anticipated annual impact ranging from **EUR 32 to 45 mio.**

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2# Jennifer
for customer service

Large european travel company

Automated chat handling
- Processing customer queries, from basic inquiries like "Does hotel X have a pool?" to deeper engagements.
- Suggesting recommendations, providing a first-class customer experience, e.g. helping to choose a destination.
- Interact dynamically by recalling previous dialogues.
- Managing tickets from start to finish, ensuring end-to-end fulfilment and freeing up agent's time.

Agent assist via chat
- Understanding queries raised and making recommendations to agents.
- Searching knowledge bases for answers.
- Formulating a customer-ready response, complete with references to the sources used.

The results:

40%
of all traffic within two domains

440.000
tickets per year

42 fte
freed up by Jennifer

€2.1 mio
saved by Jennifer's work

♥ **Boost in Job Satisfaction:** Agents rate working together with the assistant a 9.5 out of 10.

♥ **Projected Long-Term Savings:** Anticipated annual impact ranging from **EUR 32 to 45 mio.**

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3# Vavo
for customer service
Leading cryptocurrency exchange

Automated chat handling
- Processing customer queries, from basic inquiries like "How does a limit order work?" to deeper engagements.
- Refraining from giving financial advice.
- Ensuring seamless handover to live agents via Zendesk
- Managing tickets from start to finish, ensuring end-to-end fulfilment and freeing up agent's time.

Action fulfillment
- Integrating with native software systems
- Automatically performing backend tasks, such as updating client data & registering conversations & feedback

The results:

80+%
of all traffic

300.000
tickets per year

6 fte
freed up by Vavo

€0.4 mio
saved by Vavo's work

♥ **Boost in Customers Satisfaction:** Customers experience 80% of the interactions as positive.

♥ **Projected Savings:** Anticipated annual impact ranging from **EUR 1 to 2 mio.**
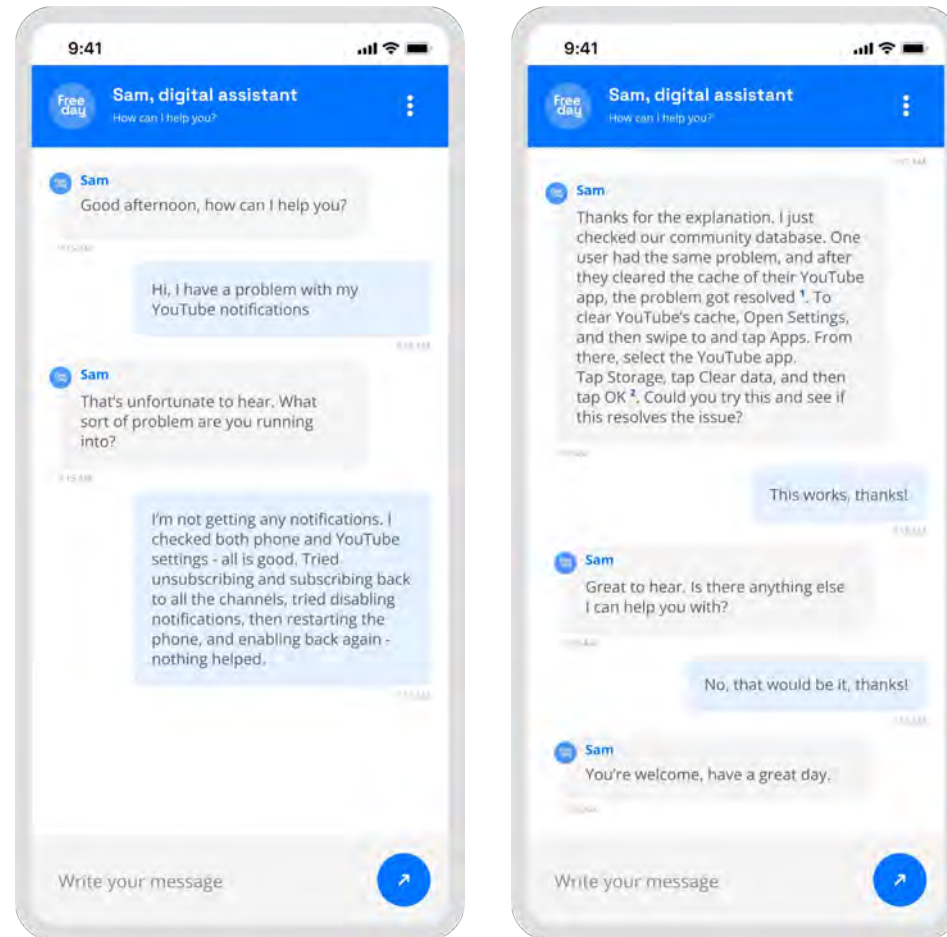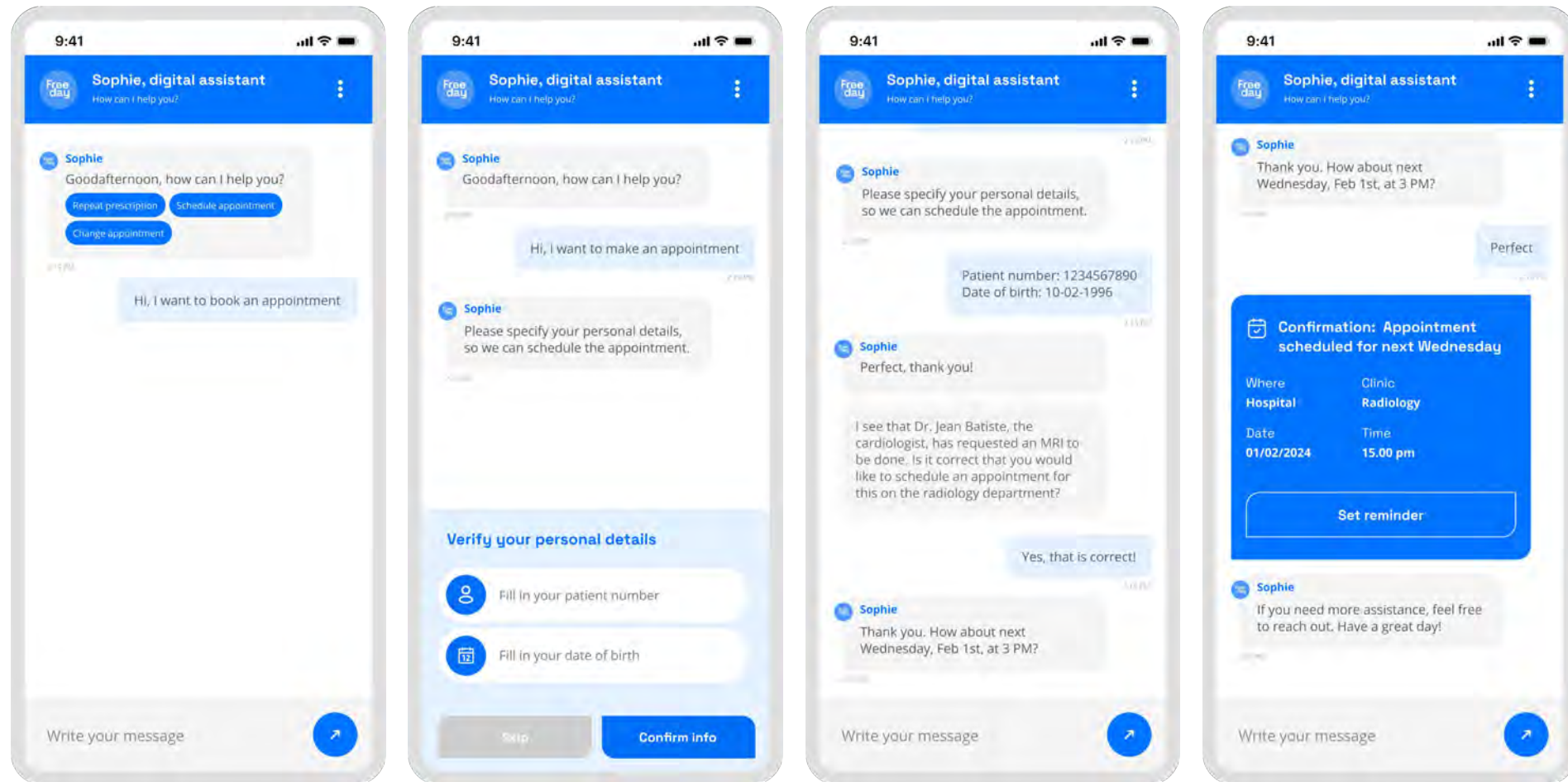
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Use case (examples)

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Use Case 1
Leveraging GenAI to eliminate repetitive queries

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Use Case 2
Simplifying Appointments with AI Chat Automation

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Thank You!

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