



SMART:CHAT™

AI-POWERED WEB BASED VIRTUAL
ASSISTANT FOR EVERY USER, AT
ANY TIME



**WITH HUMAN PARITY
PERFORMANCE**

ICS.AI

CONVERSATIONAL AI FOR SERVICE USERS

THE 4TH GENERATION OF ORGANISATIONAL ENGAGEMENT

1st Generation
BRICKS AND MORTAR
-1980



2nd Generation
TELEPHONY
1950-1980s



3rd Generation
INTERNET (Web, email and Apps)
1990-2020



4th Generation
CONVERSATIONAL AI
2020+

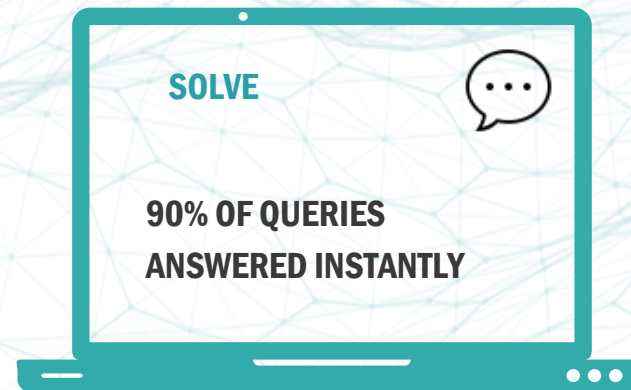
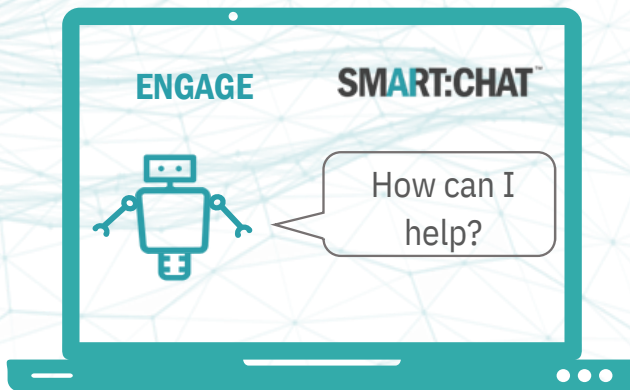


With the growing demand for digital services, organisations seek effective ways to engage with customers no matter the place, time and language. SMART Chat provides a unique quality for the AI market because not only does it come ready to answer hundreds of questions requiring no training, but also it keeps evolving as it works thanks to its patent-pending Mesh learning technology.

As experts in conversational artificial intelligence, ICS.AI have created human parity AI solutions to drive channel shift. By understanding meaning and intent SMART Chat serves your users as well as a well-trained agent would.

THE SMART CHAT USER EXPERIENCE

OUR HUMAN PARITY AI PROVIDES USER-FRIENDLY, ACCURATE AND INSTANT INTERACTIONS, DESIGNED FOR YOUR DIGITAL TRANSFORMATION GOALS



1 SMART Chat provides conversational assistant to people of all capabilities thanks to our WCAG 2.1 compliance.

2 Trained on extensive Public Sector language models, it's ready to answer common questions right away.

3 If needed, it seamlessly triages users to a subject expert via MS Teams or books virtual meeting avoiding calendar clashes.

CASE STUDY: OVER 30K QUESTIONS ANSWERED BY AI



ICS.AI have worked with Southampton City Council to drive citizen digital engagement.

To encourage residents to go digital, Southampton needed a solution that performs as well as their contact centre staff providing top quality UX.

SOBOT, the citizen assistant we deployed, deals with broad range of service areas and is easy to interact with. Since SOBOT went live it has already answered over 40,000 queries, considerably freeing up resources.

James Marshall, Head of Customer and Communications said the benefits of AI are clear – calls to the contact centre decreased by 25% and the volume of emails has decreased by 50%.



CASE STUDY: 49% OF STUDENT CONTACT IS OUT OF HOURS

As an innovative institution, Durham has always recognised its need to interact with students digitally.



Durham University approached ICS.AI to digitalise admissions. After deploying Holly, ICS.AI Recruitment and Admissions assistant, they've learnt that almost half of their service users contacted them after hours, expecting immediate assistance.

Now thanks to Holly, international candidates can contact Durham at their convenience, interact in any language, and the assistant logs their info into the CRM, facilitating follow-ups. Holly helps students and staff interact, collects valuable data and streamlines processes. It has been rated as accurate, easy to engage with and informative.



EXAMPLE USE CASES

Recruitment & Admissions

Provide highly effective support in over 100 languages in any time-zone.

International students make up over 20% of the total student population. With our always-on multilingual student assistant you can answer them even after office hours.

SMART Chat helps you secure more candidates logging their recruitment details into your CRM.

Citizen Customer Services

Shield your agents from high-volume queries that can be easily answered by AI.

Our AI augmented Citizen Customer Service means AI answers routine queries, boosting resolution rates.

SMART Chat is built on the UK's largest Public Sector language model which means AI can answer most of your residents' questions instantly.



YOUR BUSINESS BENEFITS

Reduce chat volumes

Less queries reach your agents as the AI answers first. More challenging cases are seamlessly routed to agents.

Quicker resolutions

As users self-serve via AI, queries are resolved in minutes with no wait times.

Reduce your costs

Save on man hours dedicated to first line support. Build your infrastructure plus help with retention and satisfaction of staff.

Improve user experience

Waiting times in hours and days become a thing of the past. Keep users on track and improve outcomes.



BUSINESS CASE

The volume of interactions AI can take over:

15%

Assuming

Contact Volume	278,000
Time Spent	1.675 million minutes
Cost	£810,000

Your Savings

Contact Volume	37600 reduction
Time Spent	244k minutes saved
Cost	£118k saving

Example based on 12k (F2F), 11k (Live Chat), 160k (Phone), 80k (Email), 15k (Social) taking 1.675m minutes annually

BUILT ON THE MICROSOFT STACK

We are the UK's first Microsoft Inner Partner and Microsoft Gold Partner, and we build our technology on the Microsoft stack. Working within the software you already use makes deployment and usage of AI that much simpler.

- ✓ Simple integration; plug into your existing email platform
- ✓ Pre-built tools like Azure, Power Automate and QnA Maker
- ✓ Deployment time counted in weeks with cloud infrastructure
- ✓ Reduced delivery risk with support from Microsoft and partners



ICS.AI

SMART:CHAT™

**PRICES STARTING FROM
£2813 A MONTH**



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