



Open AI Digital Experience

Technologies



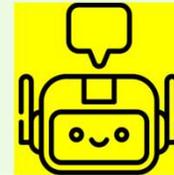
Natural Language Generation



Text analytics



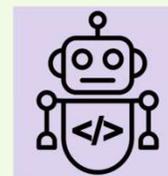
Natural Language Understanding



Virtual Agents



Speech Recognition



Robotic Process Automation



Open AI Approaches

Embeddings Search, Clustering, Recommendations, anomaly detection, Diversity measurements, Classifications

Text Completion Contextual text generation, Capable to Prompt Engineering, Can be fine-tuned

Chat Completion Contextual text generation based on chat messages and roles, Capable to Prompt Engineering, Cannot be fine-tuned, Historical messages, Bigger token limitation, (gpt-3.5-turbo, gpt4)

Advanced Scenarios

GAR (Generation Augment Retrieval) Retrieve Read, ReadRetrieveRead, Semantic Scoring, Citation,

Language Chaining Use LLM as brain, Chain into commands using agents, Call into external APIs, Querying Tabular Data, Question Answering over Docs

Semantic Kernel LLM as a Planner, Adds Memory, Connectors, and Skills



Employee Digital Experience

Context-based Policy and Knowledge Base Search and index Internal content and policies based on location, employee grade, status

Employee Authentication and Identification Utilizing integration of Active Directory and HR system for employee Identification

APIs-based Integrations through APIs with Oracle Fusion, HRMS, SAP Success Factor, Service Now, Help Desk, and others

Cross Channel Open AI engine can integrate and access cross channels, including What's App, native mobile app integration, email, MS Teams

Analytic and user behavior Out-of-the-box engine analytics for employee interactions, satisfaction, and others through Power BI

Customer Digital Experience

Context-based Conversational engine Search and index content with dynamic content generations for answers

Customer-based Authentication and Identification Utilizing integration with CRM, OKTA, AD, and others to identify and authenticate users

APIs-based Integrations through APIs with CRM, ERP, Product Catalog, CMS, and others

Cross Channel Open AI engine can integrate and access cross channels, including What's App, native mobile app integration, email, IVR, Web.

Analytic and user behavior Out-of-the-box engine analytics for user interactions, satisfaction, others through Power BI



Introducing Employee Digital Experience



FAQ & Policies Customized and personalized employee policies and automate the process of responding to the FAQ

Benefits & Compensations Request Salary Certificate, submit vacation request, submit a medical certificate, show leave balance, request status, download PaySlip, and view employee benefits.

Training and onboarding Show mandatory training, and training status, submit Quizzes, view the training calendar, add and delete nominations, and request training feedback.

Expenses and Procurement Persona-based procurement pending approvals, submit expense claims, view and approve pending expenses.

Travel and Concierge Plan travel, book ticket, and view upcoming events

IT Help Desk Raise IT tickets, Pro-Active push notifications for system maintenance and outage, Check request status, and step by step guide and FAQ



Introducing Open AI Concierge Bot



Service Catalog and booking Integration Integrates with service Catalog to enable entire transaction engine

FAQ & Context-based Informational Customized and personalized context-based informational Open AI and automate the process of responding to the FAQ

CRM and Omni Channel Integration with CRM, recommendations engine for past transactions, recommendations based on historical transactions, and customer 360

Analytics and Reporting integration with Data Services, Power BI for analytics, customer 360 data, and business reporting



Introducing Open AI Retail Transactional Bot



Product Catalog Integration Integrates with Product Catalog to enable full transaction engine

Product Information Conversational Open AI Integrates with Knowledge base, CMS to provide context-based answers

Products Comparison Open AI capabilities to summarize product comparisons

CRM Integrations Full Integration with CRM for customer transactional history and customer information

Omni- Channel Open AI engine can interact across different channels



Power Platform integration with Open AI and ERP



Avoid human errors and suggests a corrective course of action

Automate the full cycle through integration with ERP, Employee, and vendor portal

Amazingly simpler experience so your work gets done easier and faster



Social Media Analytics Using Open AI

Real-Time Insights Show customer emotions and opinions about the Business

Improved Customer Service Identify negative feedback or complaints and receive suggestions on addressing these issues.

Competitive Advantage Gain insights about the strengths and weaknesses of your customers and identify new business opportunities.

Increased Engagement Deeply understand the trends, topics, and conversations relevant to the customer worldwide.



Call Center Analytics using Open AI

Call Center Post call Analytics to extract valuable call center metrics and insights such as average call duration time, caller intent, customer and agent sentiment, customer feedback, and others

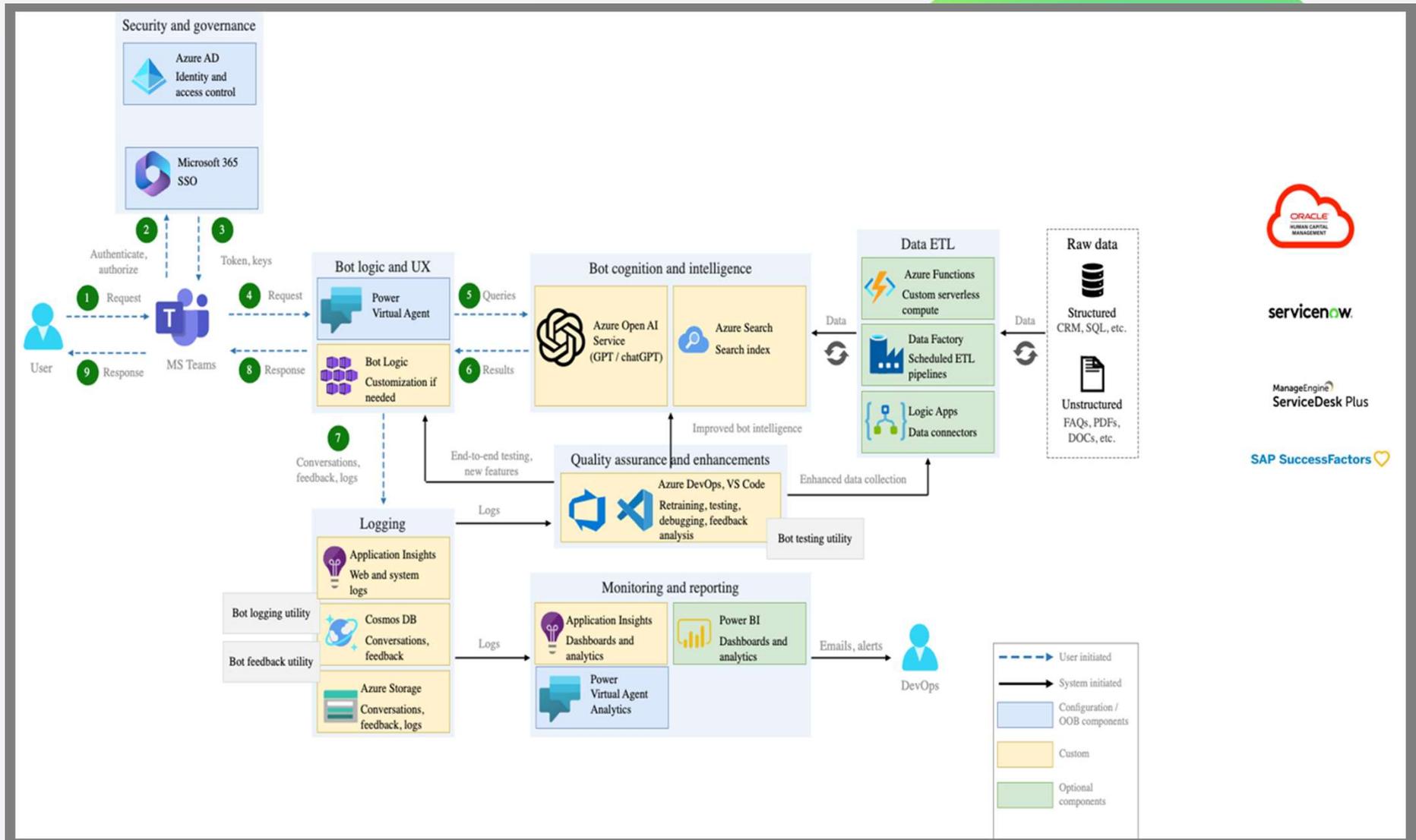
Post-Call Data Capture Improve executive decision-making by extracting detailed conversation insights. Identify call drivers, emerging trends, call categorizations, product improvement opportunities, etc.

Script Compliance extracts detailed speech analytics and transcript comparison with Call Centre agent script.

Call summarization and categorization Open AI capabilities to summarize calls and categorize them call either as sales request, complaint, etc



Employee Digital Experience Architecture



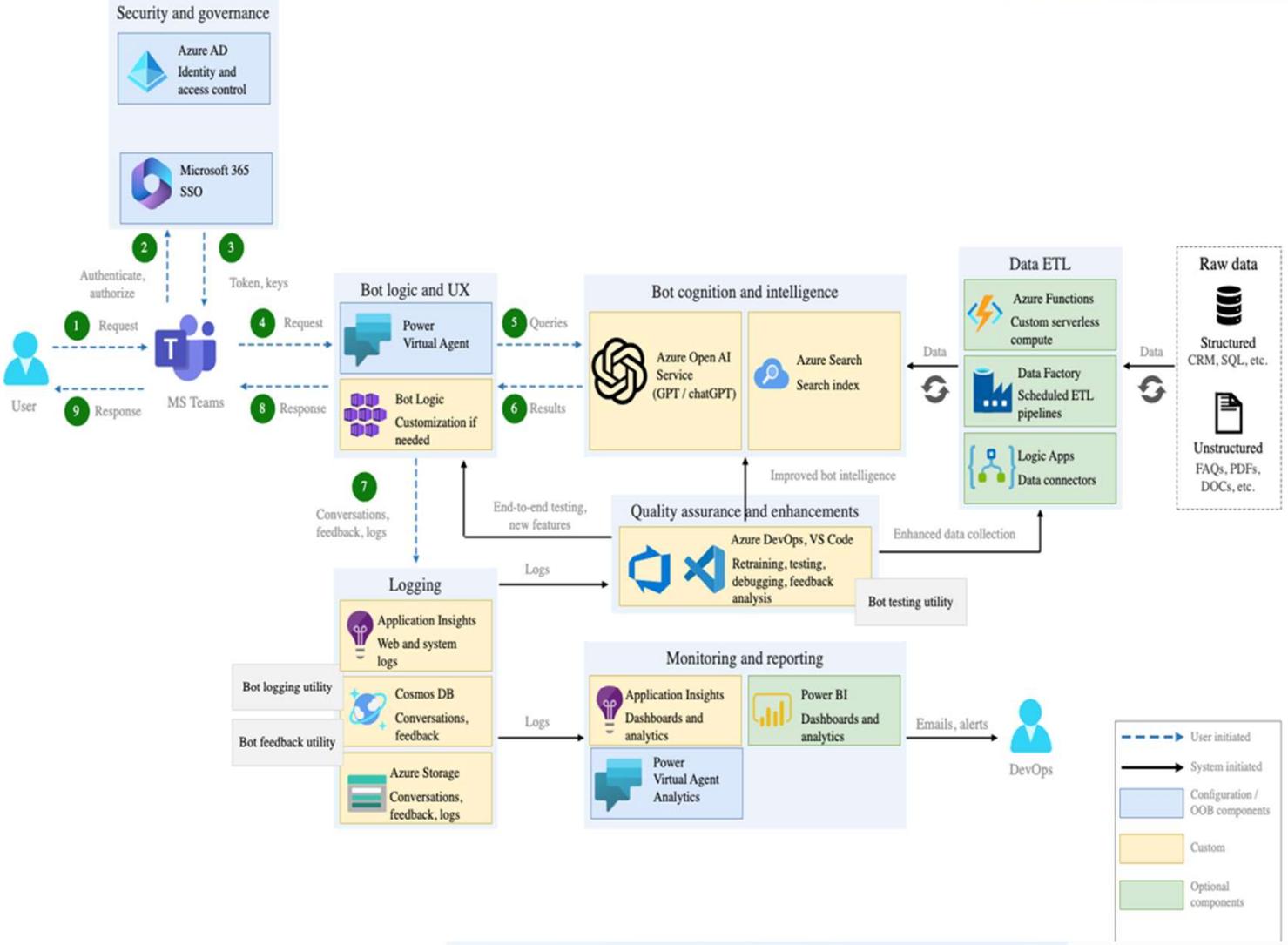
servicenow

ManageEngine ServiceDesk Plus

SAP SuccessFactors



Customer Digital Experience Architecture



Sentiment Analysis Reference Architecture

