



Our vision for Conversational 'Human in the Loop'

Bot Framework in LivePerson's
Conversational Cloud

Business.
Life.
Our world.
They're all built
on conversations.



20+ YEARS OF **BRAND-TO-CONSUMER** INNOVATION

1995



INVENTED WEB
CHAT



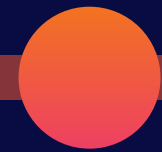
2000



NASDAQ:
LSPN



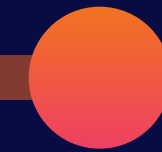
2016



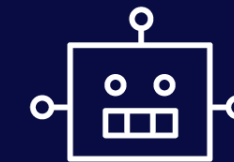
LAUNCHED
MESSAGING



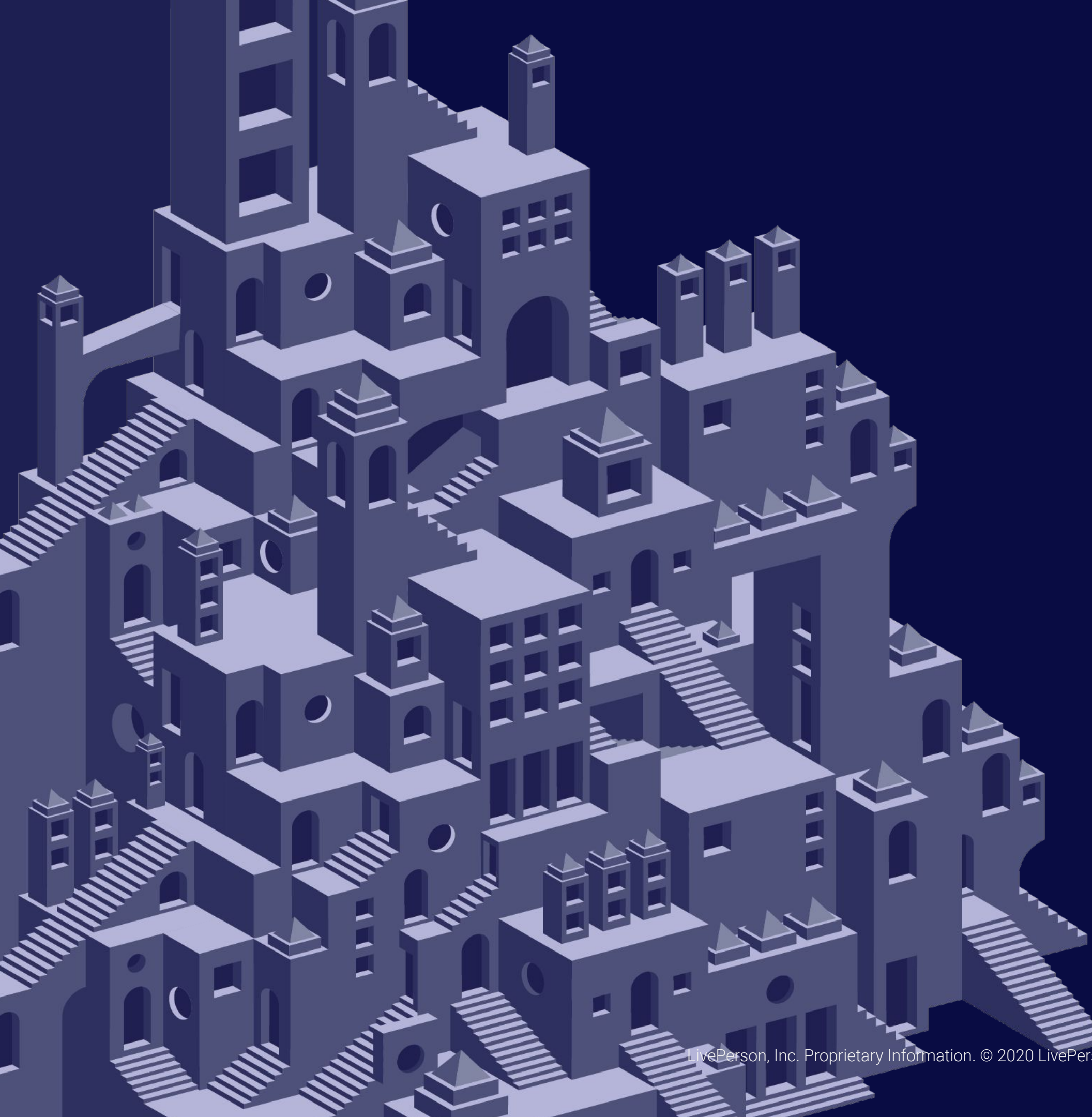
2018



LAUNCHED INDUSTRY
LEADING AI PLATFORM



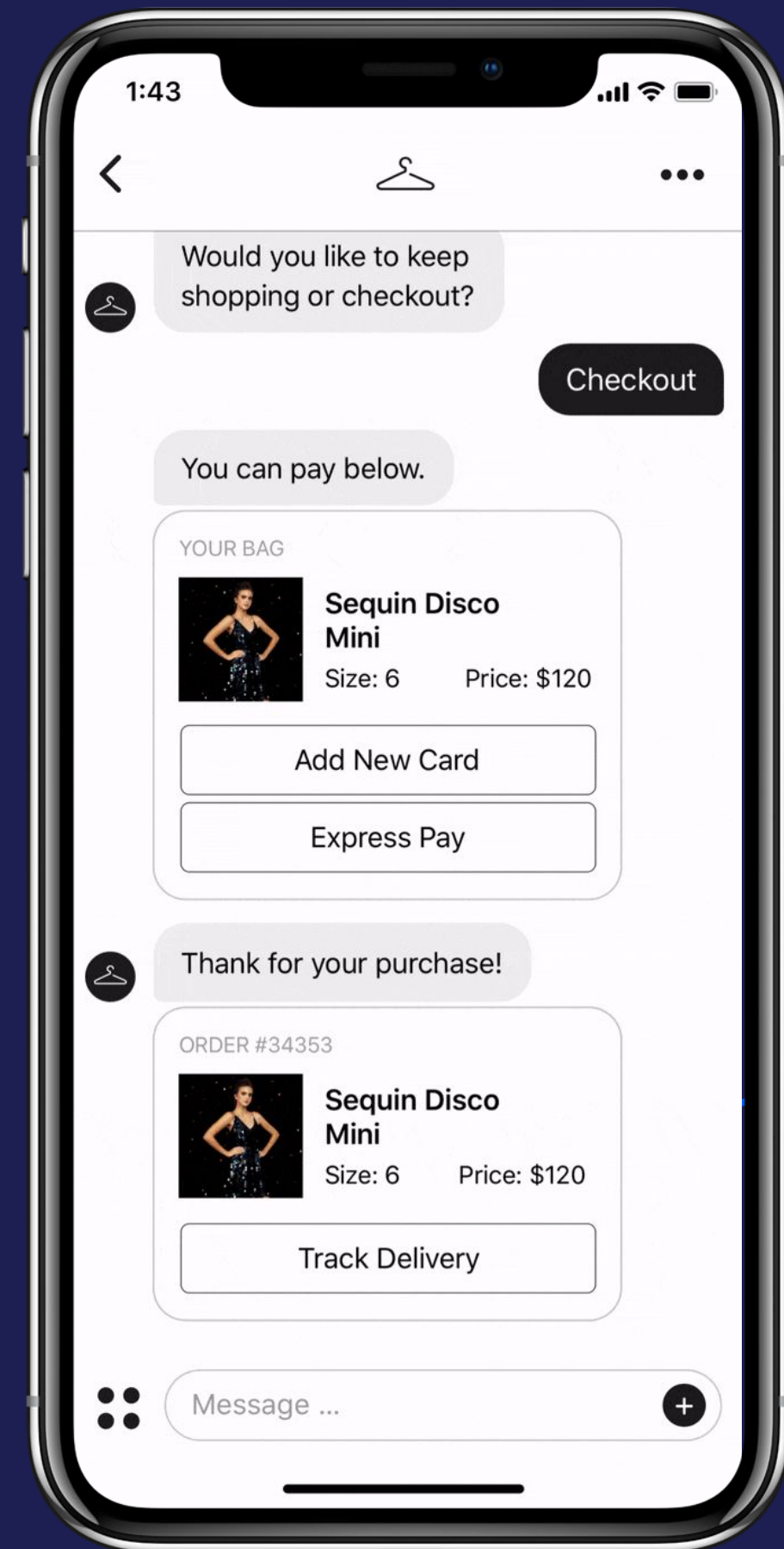
1,200+ EMPLOYEES GLOBALLY
18,000 BRANDS ON OUR PLATFORM



Brands have unintentionally created **Digital Fortresses** with websites, apps, and the Interactive Voice Response (IVR).

Say **goodbye** to friction 🙌

Implementing **guided, automated** conversations with **bots + human agents** removes friction, and allows the messaging experience to be truly **seamless**.



The Conversational Cloud allows humans and bots to work together

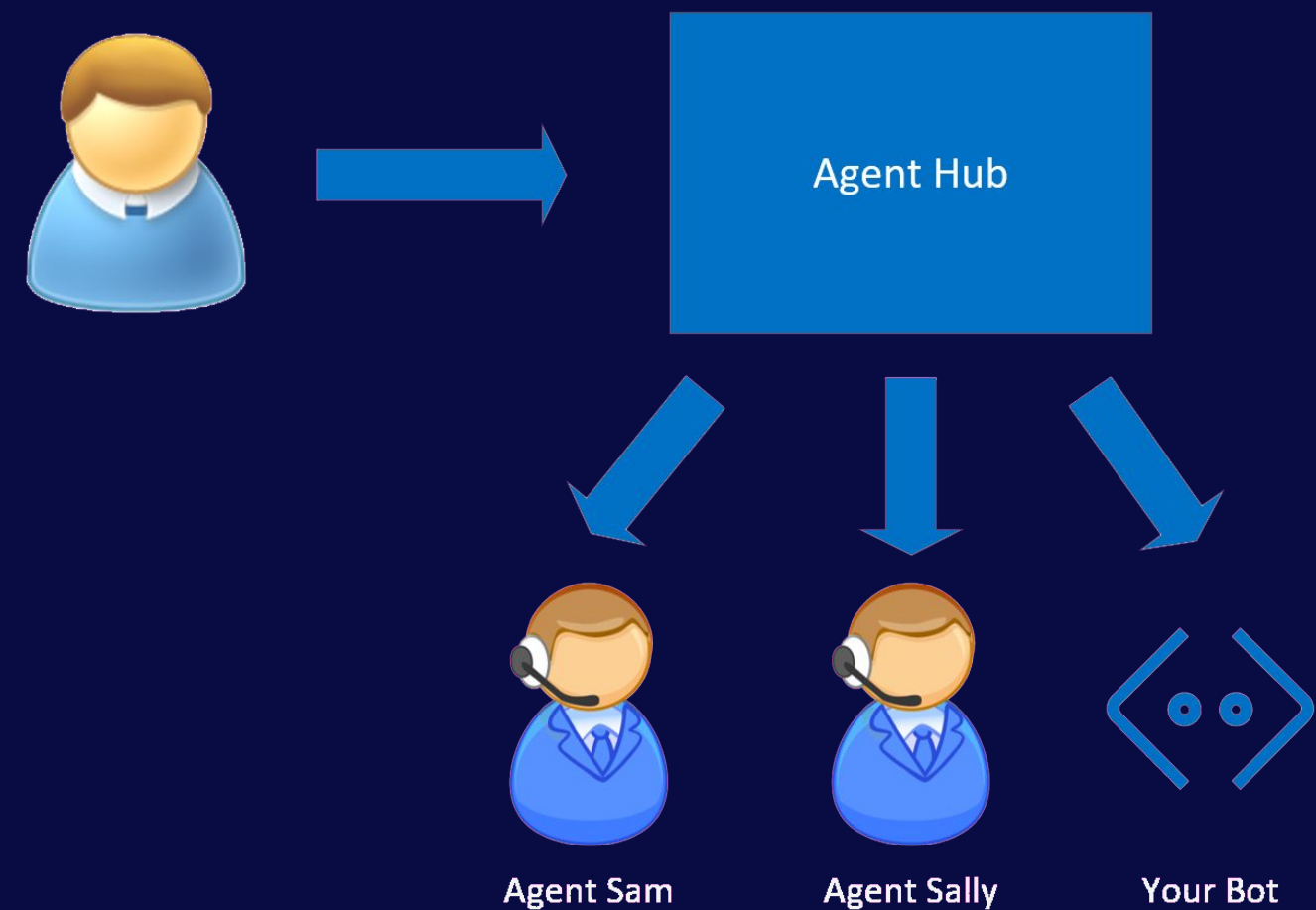
The image shows a screenshot of a LiveEngage dashboard on the left and a DataSafe chat interface on the right. The dashboard displays a list of user connections with names like Sam, James, Sharon, Noah, Kelsey, Tom, Gemma, Megan, Rick, Marco, Chelsea, and Jim. The chat interface shows a conversation where a bot (DataSafe) asks if there's anything else it can help with, a human (Megan) responds that they need to update their address, the bot offers to pass the user to a bot assistant, and then the bot assistant (DataSafe) offers to update the address, providing a form with fields for Address line 1, Address line 2 (optional), City, State, and Zip Code.

Bot starts
Hands to human
And so on...



Bot as Agent

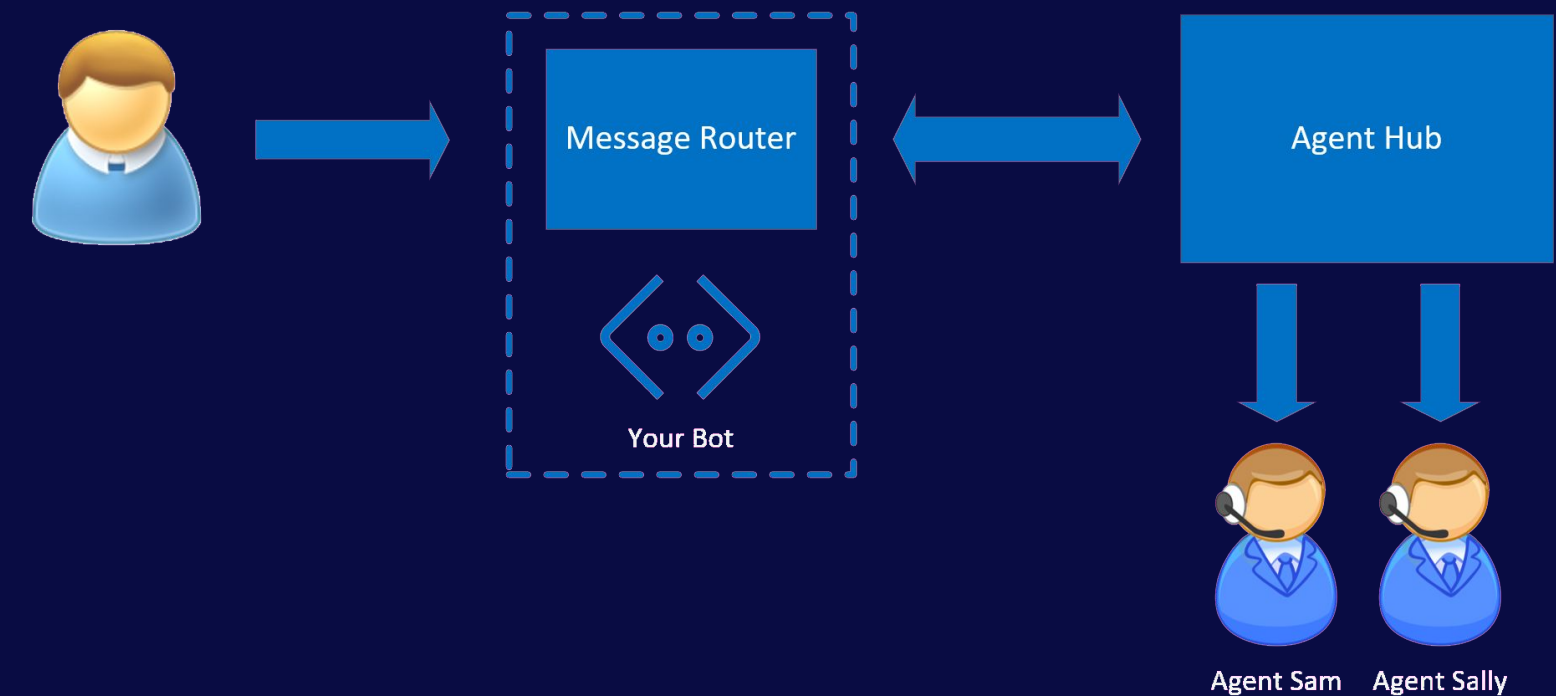
- Easy, wizard based deploy
- Seamless delegation and escalation between human and bot. Pass conversations between bot and human agents, or intervene as needed
- Utilize LivePerson's 14+ front-end channels
- Unified bot and human agent analytics
- Continuous learning from both bot and human conversations.
- Loosely coupled design with very little LiveEngage specific code
- <https://developers.liveperson.com/>



Human in the Loop

Bot as Proxy

- Intended for more advanced/custom needs
- Seamless delegation and escalation between human and bot. Pass conversations between bot and human agents.
- Utilize Microsoft Bot Framework front-end channels
- <http://aka.ms/bfhandoff>



'Human in the loop' helps businesses scale and succeed with a brand's currently existing resources

+33%

A major U.S. Airline experienced a **+33%** increase in customer satisfaction.



90%

A Japanese Telco saw containment rates of up to **90%**, and a **2x** uptick in agent efficiency.



+30%

A Hospitality brand saw a **+30%** increase in average spend with a branded concierge bot.

