



Helping organizations excel in **Service Delivery** through Gen AI

**Customer and Employee
Experiences**



Challenges in Customer Service

Service Delivery excellence is a huge challenge for Enterprises

Support Center Challenges

REPETITIVE QUERIES

Service Reps are stretched and fatigued answering repetitive queries.

CONSISTENCY

Monitoring and ensuring consistency across reps is a challenge.

TRAINING

Training new workforce and staying up to date on new business processes.

ESCALATION

Continuous increase in wages and overhead.

Changing Customer Expectations

24/7 AVAILABILITY

The support center is expected to be available at the customer's call anytime.

ACCESS ACROSS MULTIPLE CHANNELS

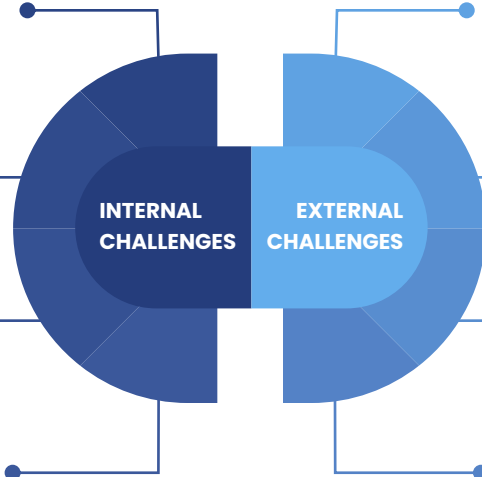
Expected to be at all the places the customer wants to get in touch.

TEXTING OVER VOICE AND MULTIMODALITY

Influence a users' perception of coaching chatbot's usability, performance and risk.

INSTANT AND PERSONALIZED RESPONSE

The support center is expected to provide instant and personalized solutions every time.



Min 2 mins

Max 85 mins

Average waiting time for a CS call is 12 mins*

MS research

Average churn rate in Telecom* in US is 20-31%*

paddle.com

Average cost of CS personnel per hr. in US is \$30-40*

idiomatic



“ We're on the brink of an AI revolution, and chatbots are just the beginning of what's possible.”

Sundar Pichai

Why AI agents in Customer Support?



24/7 Availability and Scalability: AI agents can provide instant support anytime, anywhere. This is particularly beneficial for businesses operating globally or wanting to offer extended support hours. They can handle a high volume of inquiries simultaneously, reducing wait times and improving customer satisfaction.



Reduced training overhead: AI Agents act as a centralized information hub, allowing agents to access the most up-to-date information quickly and easily. This eliminates the need for agents to spend time searching for information or relying on potentially outdated resources. Also, due to AI agents, faster changes to processes can be implemented easily.



Personalized responses: AI agents connect with CRM to understand customer journey and behavior. This allows them to tailor their response in a personalized manner. Advanced systems can converse with customers showing corresponding empathy and thereby enhancing the customer experience.



Faster Response Times: For frequently asked questions or basic troubleshooting steps, AI agents can provide quick and consistent answers, following defined scripts and knowledge bases. This can significantly improve response times compared to traditional methods relying solely on human agents.



Cost-Effectiveness: Compared to human agents requiring salary, training, and breaks, AI agents offer a more cost-effective solution. They can manage a high volume of inquiries without additional staffing needs, leading to significant cost savings in the long run.



Improved Efficiency: AI agents can automate repetitive tasks such as answering FAQs, collecting basic customer information, or directing users to relevant resources. This frees up human agents to focus on more complex issues requiring critical thinking and problem-solving skills, improving overall support efficiency.



Data Collection and Analysis: AI agents can collect valuable data from customer interactions, including frequently asked questions, areas of confusion, and sentiment analysis. This data can be used to improve the AI agent's knowledge base, identify areas for improvement in customer support processes, and personalize future interactions

Economic Impact of AI in CS in close to **USD 400 billion**¹

40% functional spend in CS to be impacted by AI¹

53% CxOs believe AI agents will disrupt Customer Support²

46% CxOs believe competitors are using AI agents²

57% CxOs believe efficiencies and ROI will be improved through AI Agents²

¹-Mckinsey Research

²-Accenture Survey

About us...



SmartBots AI: Who we are ...

Proven track record of technical expertise & delivery



6 Years of research in Dialogue and Conversation management technology



AI Team

- ~ 40-member technical and delivery team with AI experience
- 50-member strong organization



Close to Customer and Talent

- Dallas TX - HQ
- SFO, NYC - Sales and Customer Engagement
- Hyderabad India - Development Center



AWS Conversational AI Competency Partner

The AWS Competency Program identifies and validates partners with demonstrated technical expertise.



Backed by a Strategic Investor

Incubated and supported by a ~500+ people strong, IT Services company with deep experience delivering enterprise IT services and solutions to US customers



Proven Solutions Delivered to Customers





PARTNER
Conversational AI
Services
Competency

SmartBots AI is a
**Validated Conversational
AI Competency Partner**

Multiple Use cases for Amazon Lex

RETAIL

Amazon Lex for Retail

Deliver personalized conversational experiences across a range of customer touchpoints

Get Started with Amazon Lex for Retail

Use cases

Account services
Build relationship with customers by delivering contextual and personalized interactions on a channel of their choice. With the pre-built bots, you can automate account management processes such as modifying contact details, adding payment method, resetting account password, and updating shipping preferences. Amazon Lex helps you streamline customer communication, provide timely support, and create engaging experiences to increase brand loyalty.

Order management
Consumers are adopting a digital-first experience for product discovery, purchase, and fulfillment. Use the pre-built bots to run common order management activities such as providing inventory details, modifying orders, and managing returns. Use contextual voice or chat interactions. Building an AWS empowers you to modernize customer lifecycle management, adapt to rapidly changing customer behaviors and expectations, and drive business growth.

Ships
A retail growing bot to track and modify damage and update customer orders.

Loyalty programs
Customer purchase analytics and real-time interaction are transforming loyalty programs. You can easily enable natural conversations with the pre-built bots for use cases such as checking loyalty points balance, providing program information, managing discounts, and redeeming rewards. Amazon Lex can facilitate effective customer service automation so you can drive repeat business, reduce churn, and increase customer lifetime value.

Customers

Partners

FINANCIAL

Amazon Lex for Financial Services

Quickly deploy sophisticated conversational experiences on secure infrastructure

Get Started with Amazon Lex for Financial Services

Amazon Lex Automated Chatbot Designer (Preview)
Design chatbots with existing conversational transcripts in hours
[Get started >](#)

Use cases

Account services
Strengthen customer relationships with banking customers by delivering contextual and personalized interactions on a channel of their choice. With Amazon Lex, you can automate account management processes such as reviewing account balance, updating account information, transferring funds, resetting account password, and answering FAQs. You can streamline the authentication and verification flows in the conversation and modernize the service experience through the value chain, working backwards from the customer.

Credit card services
Consumers are adopting a digital-first experience, which has increased the need for one-channel engagement and personalization. Use Amazon Lex to run common cardholder activities such as activating card, making payments, disputing transactions, checking credit scores, requesting limit, and reporting lost/stolen card lines. Automate voice or chat interactions, building on AWS empowers you to modernize infrastructure, meet rapidly changing customer behaviors and expectations, and drive business growth.

Trading and investment
Capital Markets firms want to provide differentiated service by personalizing recommendations in real time. Use Amazon Lex to automate routine tasks such as checking account positions or getting quotes to reduce operational overhead. Improve service and support across voice and chat channels to deliver timely help and execute fund transfers. Accelerate innovation, scale with confidence, and add agility to your business by quickly delivering richer conversational experiences.

Customers

Partners

INSURANCE

Amazon Lex for Insurance

Accelerate delivery of engaging conversational experiences for increased customer satisfaction

Get Started with Amazon Lex for Insurance

Use cases

Policy management
Improve the service experience for policy holders as well as insurance agents. With Amazon Lex, you can improve policy holder experience by automating processes such as reviewing policy details, updating account information, and requesting website operations. For the insurance agent, the pre-built bots can simplify the onboarding experience, billing support, and lead generation. A richer and faster service improves policy holder satisfaction and allows agents to focus on building deeper relationships.

Claims processing
Insurance companies need to provide a quick turnaround on settling claims. Use Amazon Lex to expedite claim status updates and document collection. You can benefit from integration with other AWS machine learning services to improve workflow such as document processing for increased efficiency. With a completely automated end-to-end solution, you can accelerate the claims experience and attract new policy holders.

Auto insurance
Insurance is using technology to simplify how customers purchase auto insurance and interact with the agency. With Amazon Lex, you can automate common auto policy holder activities such as providing policy quotes, managing accounts, and comparing quotes. Delivering a seamless experience allows you to modernize your solutions, meet rapidly changing customer behaviors and expectations, and drive business growth.

Life insurance
Consumers are demanding a customized and flexible solution as life insurance companies focus on growth. With Amazon Lex, you can provide personalized experience by augmenting the conversation with wellness and health care suggestions. The pre-built bots can be used to support conversations for requests such as beneficiary updates, claim initiation, benefits query, and account management. Insurers can use Amazon Lex as they adopt a more innovative customer service model focused on providing continuous value to achieve differentiation.

Customers

Partners

TELECOM

Amazon Lex for Telecom

Enable natural conversational experiences on a secure and scalable infrastructure

Get Started with Amazon Lex for Telecom

Use cases

Account management
Increase customer satisfaction by delivering an improved customer service across a range of customer touchpoints. With Amazon Lex, you can automate account management processes such as reviewing usage summary, making a payment, providing plan information, and upgrading service. You can easily authenticate and verify customers, provide information on a channel of their choice, and seamlessly manage issues across contacts to transform the service experience.

Mobile
Rapidly evolving network technology and device innovations are shaping mobile subscriber expectations. Use the pre-built bots to offer personalized experiences for mobile subscriber activities such as activating a SIM card, adding a phone line, purchasing prepaid cards, requesting a service change, or reporting a lost phone device. Building an AWS empowers you to drive maximum efficiency, flexibility, and customer satisfaction on a scalable, optimized cloud infrastructure.

Business solutions
Businesses are pursuing digital transformation to improve services and processes, increase collaboration, and drive productivity. Whether employees are in a physical office or working remotely, the pre-built bots can be used to support communications for service requests related to self-service provisioning, virtual meeting setup, collaboration applications configuration, and device troubleshooting. Organizations can use Amazon Lex as they adopt a hybrid workplace to increase flexibility and improve the employee experience.

TV
Competitors are focusing on delivering efficient and affordable customer service with a minimum delay. Use the pre-built bots to automate tasks such as checking equipment delivery status, requesting a technician visit, or raising a trouble ticket. You can manage contact across channels so customers don't have to start over if they switch channels. Deliver sophisticated experiences to digitally savvy, always connected customers and reduce churn.

Customers

Partners

TRAVEL

Amazon Lex for Travel

Expedite delivery of seamless connected experiences to transform customer service

Get Started with Amazon Lex for Travel

Use cases

Airlines
Amazon Lex enables you to deliver a customer-centric experience that gives your passengers a choice on how they engage. The pre-built bots can be used to provide efficient and engaging service by automating processes such as making and managing reservations, modifying flight preferences, tracking baggage, and answering pre-flight queries. A faster and richer omnichannel experience improves customer satisfaction and allows you to increase the lifetime value and drive brand loyalty.

Hotels
Customers expect a personalized service across the different touch points including before and after the stay. With the pre-built solutions, you can customize responses based on the guest profile as you help them with managing hotel bookings, understanding property amenities, planning their stay, or ordering in-room service. Amazon Lex enables delivery of a fast, consistent, and personalized guest experience so you can delight your customers.

Car rentals
Companies are focusing on a mobile-first strategy as customers seek convenience every time they rent a vehicle. The pre-built bots can help expedite rental reservations, streamline roadside support, and answer billing inquiries. You can benefit from integration with other AWS machine learning services to improve workflow such as contract processing for increased efficiency. With a completely automated end-to-end solution, you can simplify the rental experience and attract new customers.

Short-term rental properties
Amazon Lex can help you improve the experience for guests as well as property owners. With the pre-built bots, you can automate booking process, facilitate check-in, streamline housekeeping communication, and manage payments for the property owner; the pre-built bots can be used on chat as well as voice modalities to answer questions related to checking inventory availability, understanding hotel amenities, and identifying reward points. You can facilitate effective conversations with better engagement and lower resolution time, resulting in higher customer satisfaction.

Online travel agencies
Travelers are seeking tailor-made experiences as they research, plan, and book their trip. With Amazon Lex, you can provide customized conversational experience by incorporating recommendations for package deals and vacation bundles. The pre-built bots can be used on chat as well as voice modalities to answer questions related to checking itinerary availability, understanding hotel amenities, and identifying reward points. You can facilitate effective conversations with better engagement and lower resolution time, resulting in higher customer satisfaction.

Customers

Partners

Co-authored blogs

[AWS Machine Learning Blog](#)

Build conversational experiences for auto insurance using Amazon Lex

by Sandeep Srinivasan and Harish Lanka | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

Auto insurance companies are focusing on digital innovations to meet customer needs. Digital-first engagements provide tailored coverage, transparent information, and seamless experiences. The shift to virtual channels for customer service that occurred during the pandemic is unlikely to revert to traditional channels for many customers. The change in consumer behavior continues to accelerate due to a growing population of tech-savvy customers who want to interact with businesses online. Throughout the lifecycle, customers expect a quick turnaround as they evaluate policy options (pre-purchase), make a premium payment (purchase), or report a claim (post-purchase). A faster and personalized service improves policy holder satisfaction and allows insurance agents to focus on building deeper relationships.

In this post, we review how you can use a pre-built solution with [Amazon Lex](#) to enable rich, customized interactions so insurers can provide faster handling of payments processing, claims reports, policy updates, and policy quotes.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. [Amazon Lex for Insurance](#) offers pre-built solutions so you can enable more conversational experiences, faster. The pre-built bots are configured with intents, sample utterances, and slot types for credit card use cases and are integrated with [Amazon Connect](#) contact flows.

About the Author



Sandeep Srinivasan is a Product Manager on the Amazon Lex team. As a keen observer of human behavior, he is passionate about customer experience. He spends his waking hours at the intersection of people, technology, and the future.



Harish Lanka is a Conversational AI Specialist on the [Smartbots.ai](#) team. He spends his time talking to businesses, understanding their pain points and designing solutions using conversational AI. When he is not at his desk, he is either trading stocks, watching football or reading about spirituality.

[AWS Machine Learning Blog](#)

Automate the customer service experience for flight reservations using Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

As air travel starts to pick up in many parts of the world, digitization continues to transform the aviation industry. Airlines are working to reduce the number of touchpoints at the airport. Best practices have been implemented to minimize the number of physical interactions between employees and travelers. As a result, customer service is undergoing an accelerated transformation as airlines strive to provide a smooth and seamless experience. Customers contact airline customer service for several reasons, such as making a reservation, querying flight status, tracking baggage, or managing frequent flyer membership. Airlines want to deliver a customer-centric experience that gives passengers a choice on how they engage to ensure high customer satisfaction.

In this post, we review how you can use the pre-built solutions in [Amazon Lex](#) to automate the airline customer service experience for flight reservations and deliver a faster, more connected, omnichannel experience.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text. This enables you to build applications with highly engaging user experiences and lifelike conversational interactions. [Amazon Lex for Travel](#) offers pre-built solutions so you can quickly enable conversational experiences for airline customers and increase customer satisfaction. The pre-built bots are configured with intents, sample utterances, and slot types for airline services use cases, and are integrated with [Amazon Connect](#) contact flows.

About the Authors



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Sandeep Srinivasan is a Product Manager on the Amazon Lex team. As a keen observer of human behavior, he is passionate about customer experience. He spends his waking hours at the intersection of people, technology, and the future.

[AWS Machine Learning Blog](#)

Build conversational experiences for retail order management using Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

Retailers want to stay engaged with their customers as they move seamlessly between digital channels and physical storefronts. By delivering personalized and consistent experiences across a range of retail touchpoints, companies can drive brand loyalty. Customers contact retailers' customer support for reasons such as checking order status, updating shipping preferences, redeeming loyalty points, managing refunds, and finding a physical store. Product recommendations during these interactions are important towards optimizing operations and increasing conversions. Contextual and customized conversations help build relationships with customers and drive repeat business, reduce churn, and increase customer lifetime value.

In this post, we review how you can use a pre-built solution with Amazon Lex to deliver rich customer service experiences for order management, such as getting order status, tracking a package, and canceling or modifying an order.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for retail offers pre-built solutions that help you enhance brand loyalty on an omnichannel customer journey. The pre-built bots are configured with intents, sample utterances, and slot types for retail order management use cases and are integrated with [Amazon Connect](#) contact flows.

[AWS Machine Learning Blog](#)

Deliver natural and efficient customer service experiences to mobile subscribers with Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

Mobile service providers manage a high volume of customer service calls daily. Rapidly evolving network technology and device innovations are shaping customer expectations. Delighting callers with a quick interaction is core to a successful customer experience strategy. Mobile subscribers contact customer support for several reasons such as requesting a new SIM card, changing a plan, checking payment due, canceling service, requesting a new connection, or activating a phone. To meet these subscriber needs, providers have to scale customer service across multiple channels while improving the efficiency and quality of communication through automation.

In this post, we review how you can use the pre-built solutions in with Amazon Lex to automate the customer interaction for activating a SIM, making a payment, and reporting a lost or stolen device, so you can deliver a natural and efficient customer experience.

Solution overview

[Amazon Lex](#) provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for telecom offers pre-built solutions so you can deliver natural conversational experiences, while optimizing service delivery models and making new communication and media technology accessible to customers. The pre-built bots are configured with intents, sample utterances, and slot types for mobile services use cases and are integrated with [Amazon Connect](#) contact flows.

What Drives Us?

OUR MISSION

Our mission is to provide tools that fundamentally transform human interactions with enterprises by combining advanced AI technologies with enterprise specific technologies.

Process Studio



- Easily create GenAI apps for vast range of use cases
- Utilizes unique process augmented approach to build conversational solutions

AI Agent



- Human-like, enterprise specific non-linear conversations and workflows
- Knowledge graph, Custom ML and advanced language processing based to decide next actions

Data Studio



- Analytics and Logs that provides insights into customer journeys and behavior
- Review and audit mechanism for processes that need attention.

Resource Studio



- Pre-built templates, configurations, channels and systems for various use cases.
- Release Management, Version control, user management and organization settings.

Training Studio



- Streamline and refine the sequence of interactions with the bot to enhance efficiency and satisfaction through optimization..
- Continuously analyze customer interaction data to identify and categorize emerging inquiry patterns.

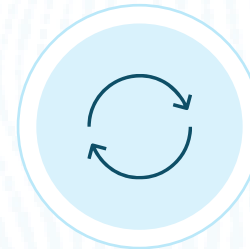
SmartBots AI Studio in action...



DEVELOPER STUDIO



KNOWLEDGE STUDIO



PROCESS STUDIO



INSIGHT STUDIO

OUR SMART PLATFORM:

The outcome of 120+ man-years of research

Development of an AI Agent is as easy as 1-2-3-4...



BUILD

Create human-like conversational experiences faster with the power of Generative AI.



DEPLOY

Quickly publish and test prototypes across multiple channels. Deploy to production effortlessly.



MONITOR

Analyze bot interaction post-deployment & make necessary changes or train the bot with added information.



SCALE

Discover customer interests and add them to the knowledge base.

Helping enterprises deliver extraordinary experiences for their customers, agents, and employees.

How it gets built?



Build

- BPMN
- Process Feature
- Documents Feature
- Links Feature
- Integration Feature



Dialog

- Welcome
- Small Talk
- Fallback
- Closure



Processes

- Create process flows
- Define inputs/outputs
- Set up rules and conditions
- Design Flows



Knowledge

- Building of FAQ library
- NLP for Accuracy of question matching
- Precise and relevant answers



Integrations

- One click integration
- Integrations with CRM and ITSM
- Set up actions

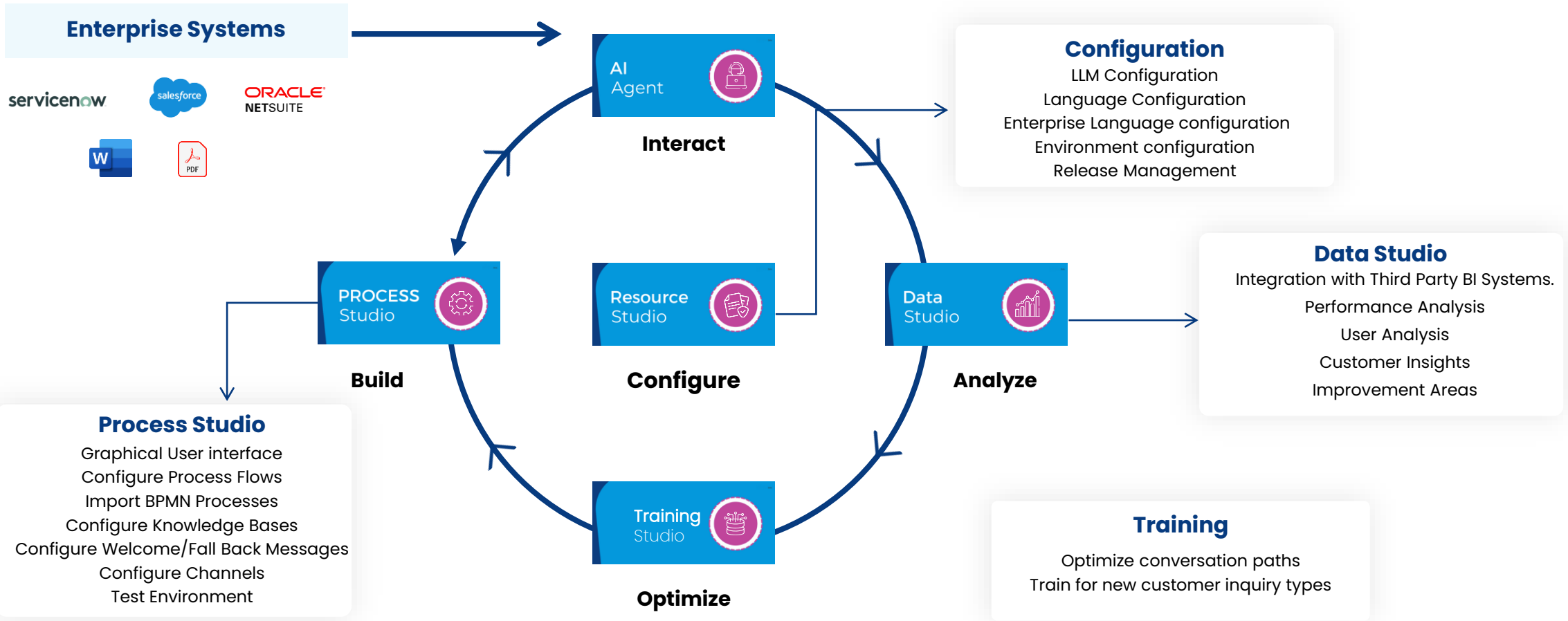


Deployment

- Version control
- Release steps
- Deployment in various channels

Architecture

CHANNELS



Low Code Platform

CHAT CHANNELS

IVR CHANNELS



SmartBots Studio

Pre-built Customer Journeys		Insights		UI Widgets		Knowledge AI	
Process Studio	Conversation Designer	Version Management	Channel Configuration	Enterprise system configuration	Logs		
Channel Integrator	Dialog Manager	Contextual Intelligence	Conversation Summary	Enterprise Intelligence			
State Manager	Live Agent Transfer	Response Manager					
Enterprise Integrations	RAG	NLU Orchestrator	LLM Orchestrator	Guard Rails	Governance		

Enterprise Systems



Knowledge Sources



LLMs



Benefits of AI Studio



Simplicity

Smartbots AI Studio simplifies the process of building conversational bots by providing an intuitive console that allows users to define conversation flows without requiring specialized knowledge of deep learning or NLP.



Ready to use templates

Smartbots AI Studio offers a variety of pre-built templates that users can use as a starting point for their bots, further simplifying the development process and accelerating time-to-market.



One click integrations

Smartbots AI Studio allows for seamless integration with popular chat platforms like Facebook Messenger, making it easy to deploy bots across a wide range of applications and reach a larger audience.



Seamless deployment and scaling

Smartbots AI Studio provides a hassle-free deployment process and automated scaling capabilities that ensure bots can handle high volumes of traffic without compromising on performance or user experience.



Cost-effectiveness

Smartbots AI Studio offers a cost-effective solution for building sophisticated Bots that incorporate advanced NLP and ASR features, enabling users to create highly engaging user experiences without breaking the bank.

What makes SmartBots AI Unique



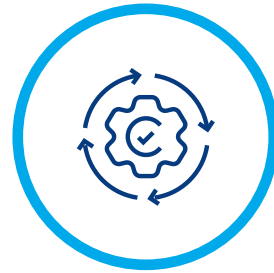
RAPID

Rapid deployment
in weeks and ROI in
months



NON-LINEAR Conversations

Flexible, human like,
non-linear
conversations



PROCESS STUDIO

Non-AI specialists can
define and monitor
their processes



CONTINUOUS Improvements

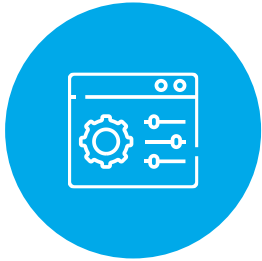
Discover unmet
customer needs with
AI driven insights



PAY AS YOU GO

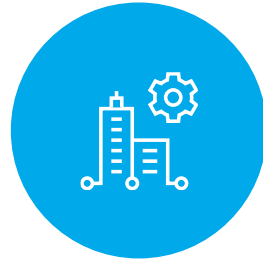
Pay only for the
conversations that
happen

Key Technology Differentiators



CONTROL

Zero Hallucination
100% control on
system and LLM
integrations



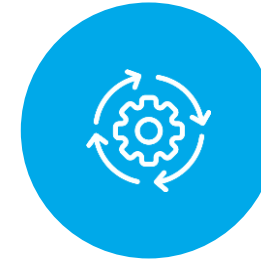
LLM AGNOSTIC

Choice to plugin
LLM's of enterprise
choice



GUARD RAILS

Guard Rails to
protect data and
deliver enterprise
controlled
conversations



PAG

Proprietary Dialogue
Policy that
seamlessly
automates workflows
and processes



SECURITY

ISO 27001 AND SOC2
Certified. Hosted on
compliant cloud
environment. Private
Links for Enterprise
Integration

Thank You



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