Blended A.I.
Where Bots and Automation Collide with the Power of the Human Touch

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I BUILT A MINIMUM VIABLE PRODUCT, OR MVP, AS I LIKE TO CALL IT.

THAT'S A BLOCK OF WOOD.

I CALL IT "ARTIFICIAL INTELLIGENCE." ASK IT ANY QUESTION.

WHAT IS MY MIDDLE NAME?

IT'S BEING SHY, JUST LIKE PEOPLE.

IT HAS EMOTIONS TOO?
THE BOT EVOLUTION

Customer Effort

Automated services

Relationship

Transactional

Basics
FAQ

Content based search

Mobile
Social

Basic transactional
Informative
Social Support

Directed
Dialog

Assisted
Transactional
Reactive
Rule based

Contact Center

Intelligent
Assistant

Assisted
Transactional
AI + Humans
Machine Learning

Personal
Concierge

Proactive
Personal
AI Based
Machine Learning

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Customer engagement is changing. There are more interactions, through more channels than ever before leading to more complexity and more cost.

At Genesys we’re solving for this by bringing humans together with both native and 3rd party A.I. and machine learning to deliver seamless customer experiences.
Three key takeaways

1. The power of the human touch is critical with A.I.
2. A.I. doesn’t have to be complex or costly
3. You don’t have to do it alone
Let’s get on the same page with terminology

**BLENDED AI**
A hybrid execution that seamlessly blends automation and machine learning with real agents to better handle customer inquiries.

**MACHINE LEARNING**
A type of artificial intelligence (AI) that provides computers with the ability to learn without being explicitly programmed when exposed to new data.

**DIRECTED DIALOG**
Facilitates a structured conversation with inquiry responses determined by predefined options.

**AUTOMATION**
The creation and application of technology to monitor and control the production and delivery of services. Saves labor and provide consistent experiences.

**MICROAPPS**
Mini embeddable apps that leverage Genesys App Automation Platform (GAAP) and the Widget framework to provide a pre-defined modular set of capabilities to accomplish a specific task.

**CHATBOT / BOT / VIRTUAL ASSISTANT**
A computer program that runs automated tasks and can be designed to simulate conversation with human users.
Introducing Kate

Kate combines artificial intelligence, bots, machine learning, and micro-applications so companies can deliver personalized, proactive and predictive experiences while running a smart business.

The combined power of Kate and live staff to solve customer problems is what we call *Blended A.I. by Genesys*. 
So what does Kate do?

**EVERY CHANNEL**
Personzliation and A.I. applies to digital and voice channels including back office systems

**EVERY TIME**
Every customer interaction can be a great interaction by leveraging the data, context and the power of A.I. to deliver automated services every time

**EVERY EMPLOYEE**
Employees get smarter when they’re backed by A.I. and supervisors get smarter when A.I. helps them with planning

**Connected Channels** 01
**Personalized Self Service** 02
**Smarter Agent Experiences** 03
Kate +
Customer Service on Facebook
Demo

Facebook Messenger

Kate
With Genesys App Automation Platform
Connected Channels

Kate is designed to deliver an intuitive and seamless experience across all Genesys channels by engaging your customers in natural conversations using voice, text or microapps and passing context between each.

Kate

<table>
<thead>
<tr>
<th>EXAMPLE COMPONENTS</th>
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<tbody>
<tr>
<td>Voice Platform</td>
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<tr>
<td>Speech and Text Analytics</td>
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<tr>
<td>Knowledge Center</td>
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<tr>
<td>App Automation Platform</td>
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<tr>
<td>Engagement Manager †</td>
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<tr>
<td>Hub †</td>
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† Planned release in 2017
Personalized Self-Service

Kate provides the quickest way to give customers the answers they need. She never sleeps. Kate is backed by the App Automation Platform, knowledge management and natural language understanding to deliver the right answers to customers and to agents. Kate is smart, Kate knows when it’s best to give you automation or give you an agent.

<table>
<thead>
<tr>
<th>EXAMPLE COMPONENTS</th>
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<tbody>
<tr>
<td>Genesys App Automation (GAAP)</td>
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<tr>
<td>Genesys MicroApps</td>
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<tr>
<td>Genesys Widgets</td>
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<tr>
<td>Knowledge Center</td>
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<tr>
<td>Genesys Dialog Engine†</td>
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<tr>
<td>Genesys Outbound</td>
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</tbody>
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† Planned release in 2017
Smarter Agent Experiences

Kate can assist human agents with suggestions on how to respond to the customer, provide insights into the customer based on sentiment analysis and previous customer interactions. She can also help the agent execute a process using MicroApps and provide guidance on what to do next.

<table>
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<tr>
<td>Workspace</td>
<td>Knowledge Center</td>
</tr>
<tr>
<td>Genesys MicroApps</td>
<td>Blended A.I.†</td>
</tr>
<tr>
<td>Chat Bot Platform †</td>
<td>Predictive Analytics †</td>
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† Planned release in 2017
What about other A.I. platforms?

Open access to A.I. enables the best-of-breed to flourish on the CX platform of choice: Genesys

"The important thing is to not stop questioning. Curiosity has its own reason for existing."
ALBERT EINSTEIN

"Don't make friends who are comfortable to be with. Make friends who will force you to lever yourself up."
THOMAS J. WATSON

Genesys is enabling companies to bring their own bot to the CX platform and seamlessly blend the capability with Genesys’ native A.I. and machine learning capabilities specializing in customer experience. This means that A.I. like Watson and Einstein are made even smarter by leveraging the entire CX platform along with Genesys’ deep understanding of customer conversations in and across all channels.
Kate +

Combining the power of multiple A.I. systems to deliver magnificent experiences
Where does Kate fit in the A.I landscape?

**General Purpose**
This category includes the likes of Watson and Einstein, very powerful general purpose tools for general purpose problems. They focus on conversation/intent but typically require a lot of specialty services to setup and maintain the experience.

**Chatbot Vendors**
 Typically focusing on “front-end” chat by providing knowledge and deflection capabilities. Poor integration with agents and the needs of a sophisticated customer experience platform.

**Kate**
Built for seamless customer experience using technology that is tailored to understanding customers, their journeys and behaviors, dialog models, and the needs of human agents. We will create A.I. specifically focused on CX.

**What are we doing differently?**
Differentiating with the human touch
Where does Kate fit within Genesys?

Genesys Hub
Genesys Hub is a cloud-based service that intelligently connects consumers to enterprises by bridging the technology gap between contact center operations and new emerging platforms, applications and devices – such as messaging apps like Skype, Facebook Messenger, WeChat, etc.

Kate
Kate is our core concept for A.I. and related technologies

Bot Platform & GAAP
Bot Platform is the system that allows easier integration of bots and other services with the Genesys Digital platform. GAAP is the bot application development framework that enables organizations to build bots that interact with the Bot Platform as well as Genesys Voice Platform for complete omnichannel automation. Third party bots can also be developed and integrate with GAAP or Bot Platform.
What is the *real* cost of A.I.
COLLABORATIVE PROGRAM MANAGEMENT

Genesys Project Manager

Client Product Owner

SMEs (product, technology, data, analytics)

Extended Team (validation and take-aways)

AGILE TEAMS (TYPICALLY 3 x 2-3 WEEK SPRINTS)

<table>
<thead>
<tr>
<th>Task</th>
<th>Genesys</th>
<th>Client</th>
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</thead>
<tbody>
<tr>
<td>Use Case Definition &amp; User Scenarios</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>UX &amp; UI Integration</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Dialog design</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Genesys Setup &amp; Chatbot Configuration</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Orchestration integration</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Testing &amp; QA (re-uses BAs)</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Subject matter experts

- Brand & Legal SME
- UX Standards SME
- Measurement SME
- Product SME(s)
- Data & Analytics SME (as necessary)
- Architecture SME(s)
- Security SME
- Pre-launch testers (FUT)
- Release Manager

Client resources

Genesys
Level of CX

Cost to serve

$15.00 interaction

$5.00 interaction

20c interaction

Self Service

Virtual Assistant

Automated self service
Transaction

Human assisted interactions
Multiple interactions at once

Web Chat

Voice

Video

Video contact center

Traditional voice contact center

Web self service
Mobile in-app service
Kate
Real-time engagement
**App Automation Platform**

**OMNICHANNEL APPLICATION MANAGEMENT FRAMEWORK**

Dialog management engine for Kate to orchestrate blended AI and enable organizations to build personalized Bots, MicroApps, Intelligent Assistants, IVR applications and more by using native and third party NLP/AI as well as directed dialog capabilities to drive a better CX and reduce cost.

- Design your bot once, **deploy on any channel** including voice with **multiple languages**
- 80 pre-built or custom MicroApps for faster time to value (or configure your own)
- **Intuitive Control Centre** for quick and easy business as usual changes
- Leverages native NLP/AI engine† or 3rd party engines for complete flexibility & synergy
- Built-in **customer journey reporting & single integration layer** across multiple channels
- **Out of the box integration** to other Genesys products to offer proactive, reactive, personalized self-service and human assisted interactions
- **Hybrid deployment** to keep your sensitive data on premise but **leverage AI from the cloud**

† Planned release in 2017

Available now on premise
Engagement Manager

REAL-TIME ENGAGEMENT ENGINE

Genesys Engagement Manager (GEM) determines in real-time the best course of action given the user context, resource availability, customer profile and business attributes.

- Integration with Genesys Widget Framework, Knowledge Center and GAAP MicroApps
- IOT, Mobile, Web
- Complex Event Processing

Early Adopter Q2 2017
What is available today?

Capabilities 1-3 are available today with 4 and 5 in early adopter.

01 Start with our digital platform and widgets

02 FAQ and chat deflection provided by Knowledge Center

03 Add Genesys App Automation Platform (GAAP)

04 Connect to additional cloud messaging apps

05 Add the power of predictive analytics and smart routing

Widgets
Standard chat, email, callback and knowledge interfaces

Knowledge
Consistent knowledge experiences on web self service and agent desktop

NLP/AI & Automation
Natural Language and MicroApps for voice and digital apps

Async Messaging
Connect to new messaging channels in the cloud with Genesys Hub

Predictive & Journey
Genesys Predictive Matching and Journey Analytics for smarter routing and data analysis
Bot Deployment Options

Out of the box approach enabling organizations to quickly & easily configure, test, deploy & optimize bots across all channels including voice.

Combines native and 3rd party NLP/AI, MicroApps, Personalization etc.

API approach to enable developers to start with a blank canvas and code bots that integrate with Genesys Digital channels.

Genesys Recommended Solution

Dialogues, reporting & API integration need to be coded.

Genesys Apps Automation Platform & Bot Platform

Genesys Digital Platform
Digital Intelligent Click Option for Web App Users

This Genesys Digital use case demonstrates how service options can be provided to web and mobile app users requesting support, backed by Mobile Engagement to access contact details.

Efficiency
- Improved routing, first call resolution, and agent handling time by offering click-to-call option on website or app with the right level of call and geo-location context.

Experience
- Improved customer effort by offering chat or callback without needing to navigate for information. Requires geo-location and push notifications to be activated on customer’s smartphone.

Digital Agent reply with Facebook Messenger

1. Customer sends Facebook message to company
2. Message attached to customer contact history
3a. Special day message sent
   - YES: Message sent on customer's behalf, marked as private
   - NO: Message not sent and marked as private
3b. Out of hours message sent
   - YES: Message sent on customer's behalf, marked as private
   - NO: Message not sent and marked as private
3c. Emergency message sent
   - YES: Emergency warning, message sent immediately
   - NO: Message not sent
4. Message distributed to best fit agent
5. Agent responds to message
6. Chat session established
7. Chat session completed

Step by Step Guidance
Implementation Best Practices
Rapid Time to Value
Benefit Benchmarks
Three key takeaways

1. The power of the human touch is critical with A.I.
   A.I. is here to stay. Genesys can provide Native or 3rd party A.I. integration across all channels

2. A.I. doesn’t have to be complex or costly
   Leverage the platform you already have to connect with A.I. platforms

3. You don’t have to do it alone
   Talk to us about digital transformation services and innovative use cases
Get ready to meet Kate

Genesys will be introducing customer experience A.I. called Kate – combining artificial intelligence, bots, machine learning, and micro-applications to deliver personalized, proactive and predictive experiences for smart businesses.
NEXT STEPS TO GET STARTED WITH A.I.

TODAY OR TOMORROW
- Come and visit us in the booths!
- Have a conversation with Kate

WHEN YOU ARE BACK AT THE OFFICE
- Take a look at our digital use cases
- Schedule some time with our consulting experts to talk about digital transformation

A.I. DOESN’T HAVE TO BE COMPLEX OR COSTLY. GENESYS PROVIDES BOTH NATIVE AND 3RD PARTY A.I. INTEGRATION ACROSS ALL CHANNELS, ENSURING THE INVESTMENTS YOU MAKE ARE SECURE.