























Increase customer satisfaction with Microsoft's AI powered Service Bot

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People want to
communicate.

Today more than
ever before.

App Store Downloads	Google Play Downloads
1  TikTok	1  TikTok
2  YouTube	2  Facebook
3  Instagram	3  ZOOM
4  ZOOM	4  WhatsApp
5  WhatsApp	5  Instagram
6  Facebook	6  Google Meet
7  Messenger	7  Messenger
8  Google Maps	8  Snack Video
9  Pinduoduo	9  Likee
10  Gmail	10  Telegram

Top worldwide iOS & Android Apps,
July 2020 (games excluded)

Source: <https://sensortower.com/blog/top-apps-worldwide-july-2020-by-downloads>

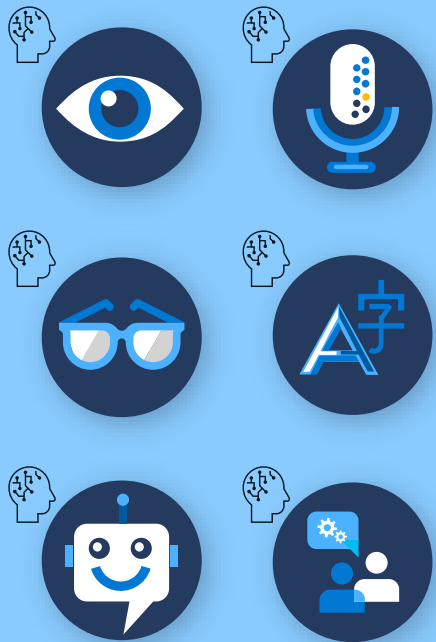


The Conversational AI opportunity

Artificial Intelligence 2020

Artificial Narrow Intelligence (ANI)

we are here



Predict, create and act

Supervised Learning,
Unsupervised Learning,
Reinforcement Learning

ML / Deep Neural Nets

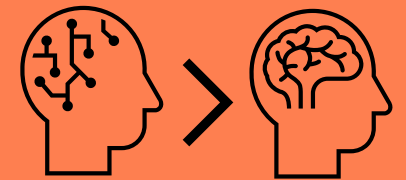
Machine expertise
at a specific task

Artificial General Intelligence (AGI)



A single algorithm that performs
well on many tasks

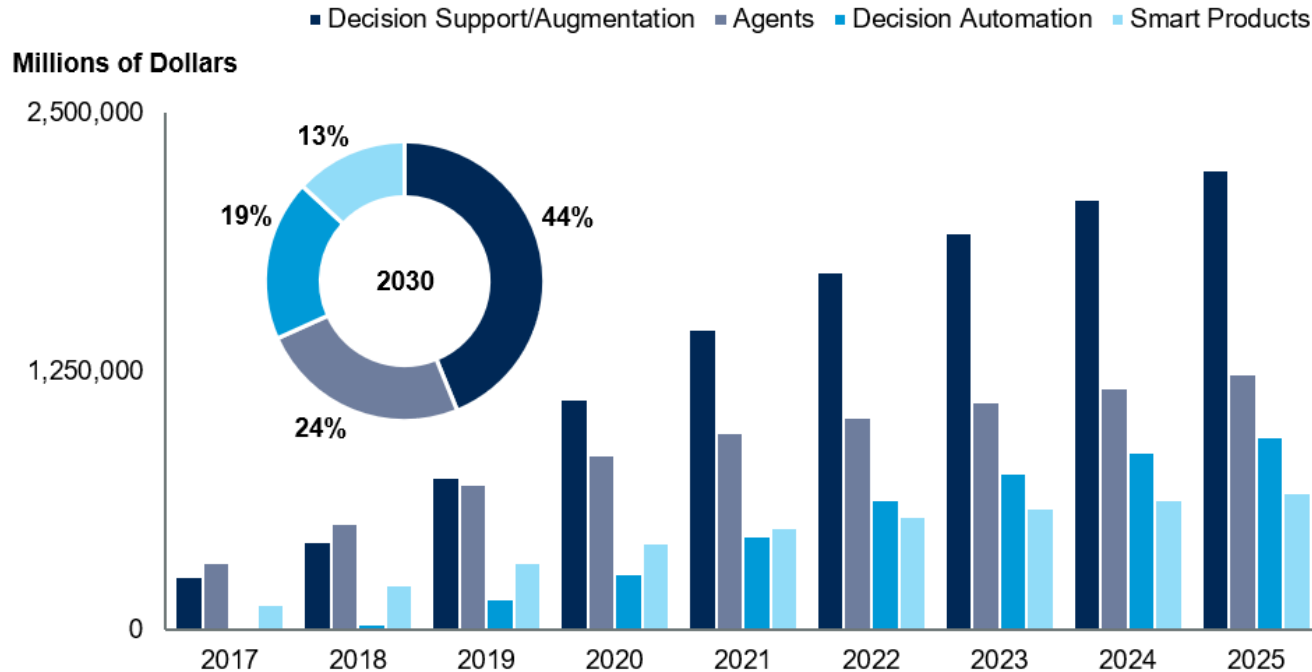
Artificial Super Intelligence (ASI)



AI markedly outperforms
human intellectual capabilities

AI Enterprise Adoption and Value Realization

AI Augmentation Will Create \$2.9 Trillion of Business Value in 2021

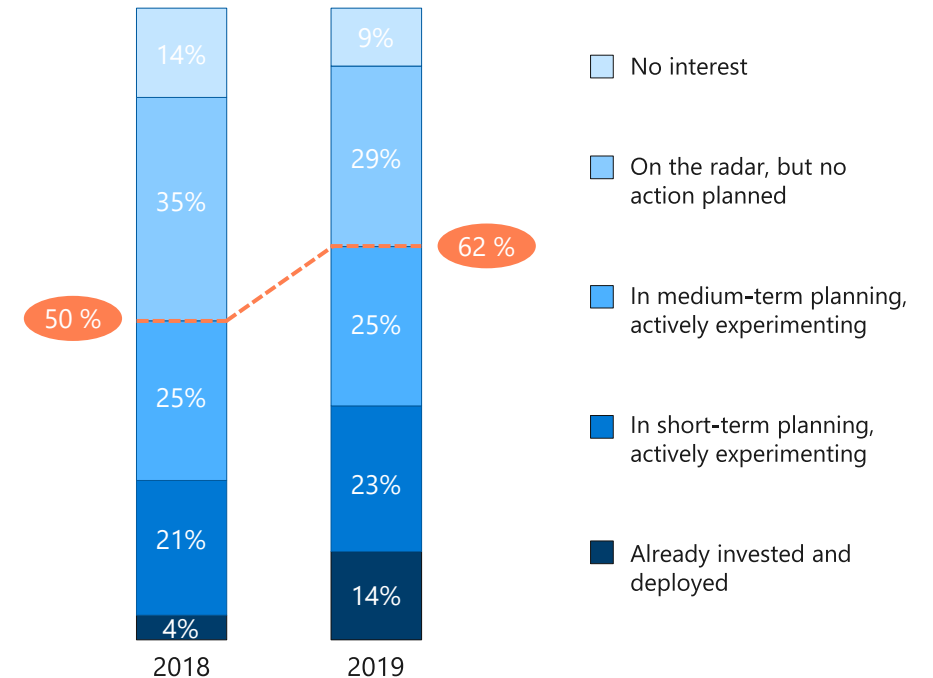


Expected AI related GDP growth 2030:

Global: 15.7 Trillion USD

Germany: 430 Billion EUR

Enterprise AI Adoption Steadily Increasing



Business Value Drivers

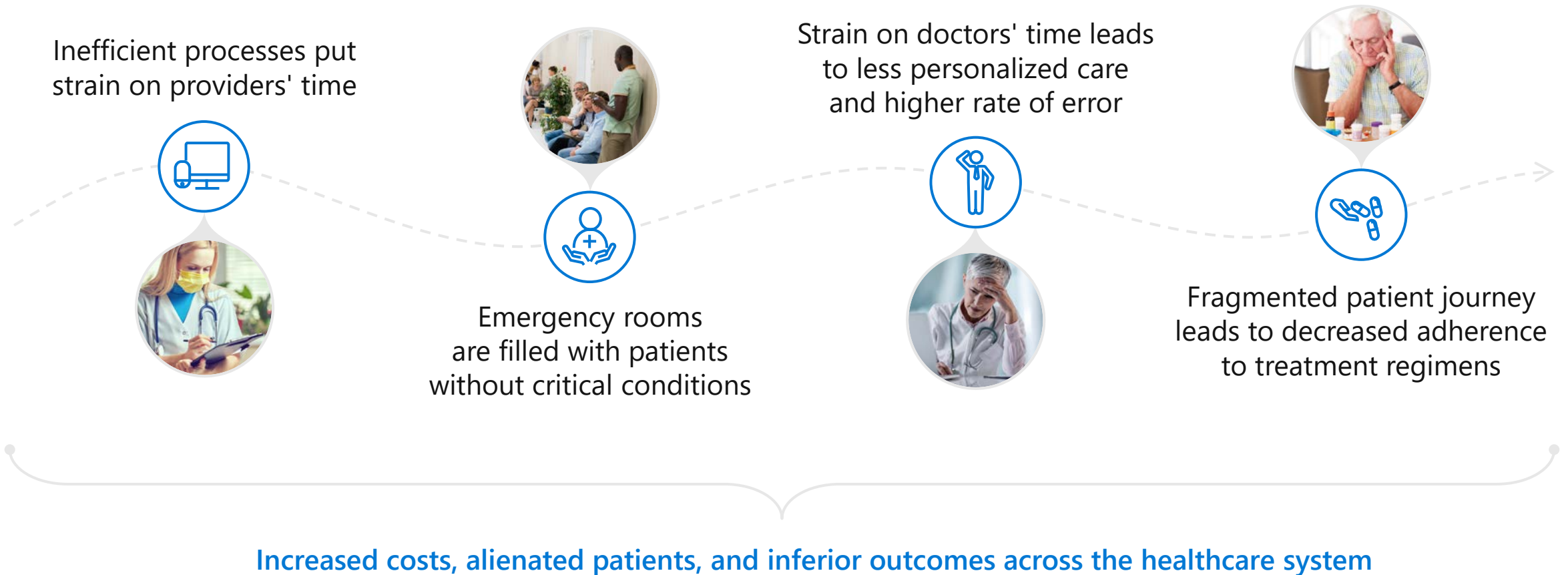
- Improve customer experience
- New revenue sources
- Cost reduction
- 1st mover advantage, agility



Adoption Challenges

- Security / privacy / liability concerns
- AI strategy definition
- Lack of skills

Example: Outdated technology and processes create challenges across an overburdened healthcare system



"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency.

The second is that automation applied to an inefficient operation will magnify the inefficiency."

-Bill Gates



Why it matters

55%

US online adults will abandon online purchases if there is no quick answer to their questions¹

40%

Boost in labor productivity in developed nations by 2035 through AI potential²

38%

Boost in rates of profitability in developed nations by 2035 through AI potential³

What it means for your business



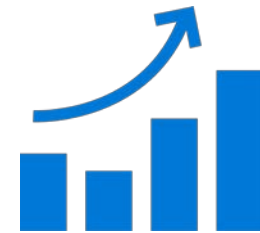
Engage customers

Build a loyal customer base with a 24/7 customer-centric approach to your business



Empower employees

Increase employee productivity and allow for focus on innovation by freeing up time through automation



Reimagine business

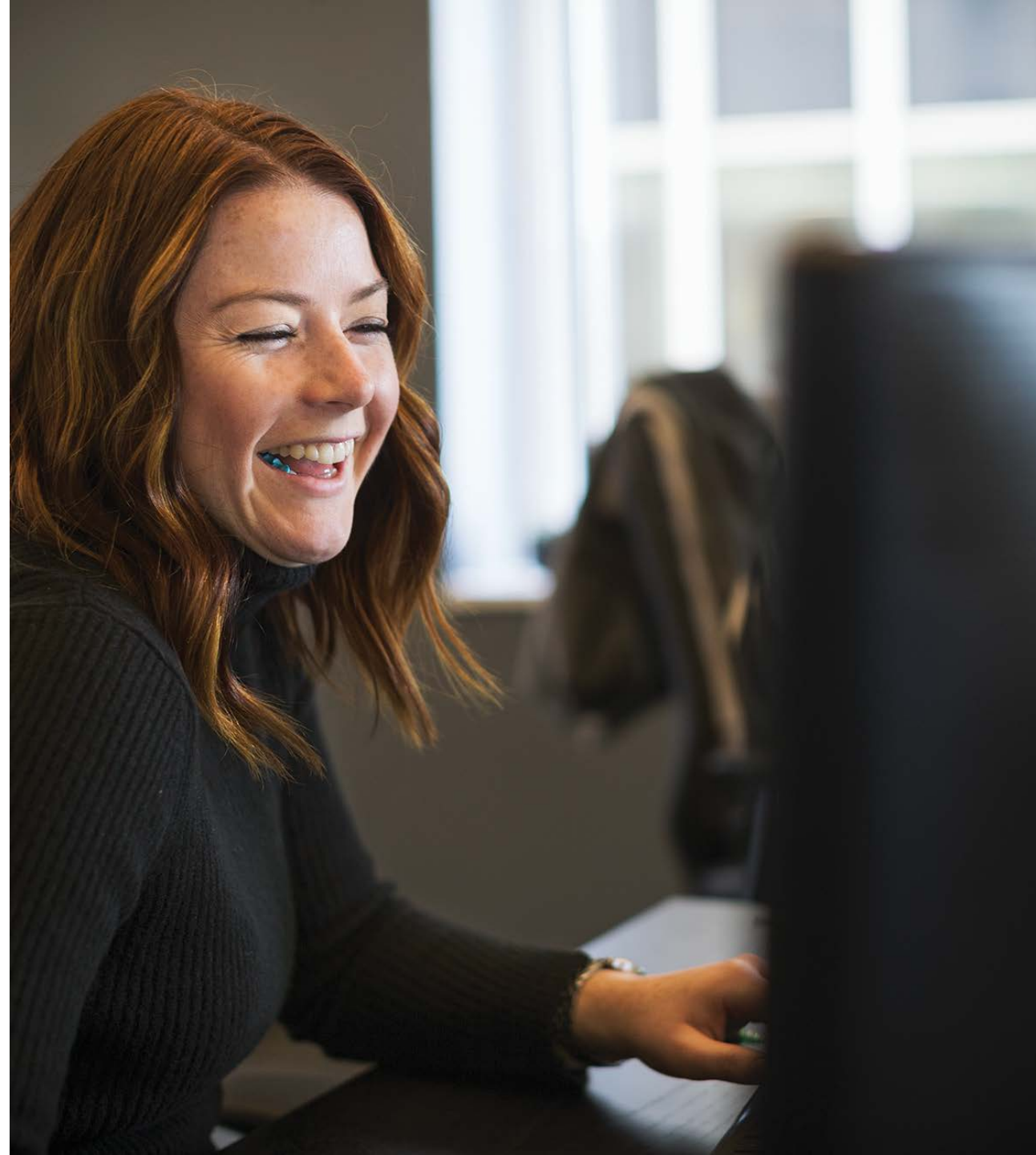
Automate business processes, increase revenue through targeted outreach, and enhance your products with insights

Engage your customers

Build loyalty with customers and enhance your brand presence

Use historical data for personalized recommendations

Give your customers a voice through automated surveys



Empower your employees

Automate day-to-day tasks
like HR onboarding and
FAQs

Ensure teams work
together to drive goal-
oriented results

Free up critical employee
time to focus on innovation

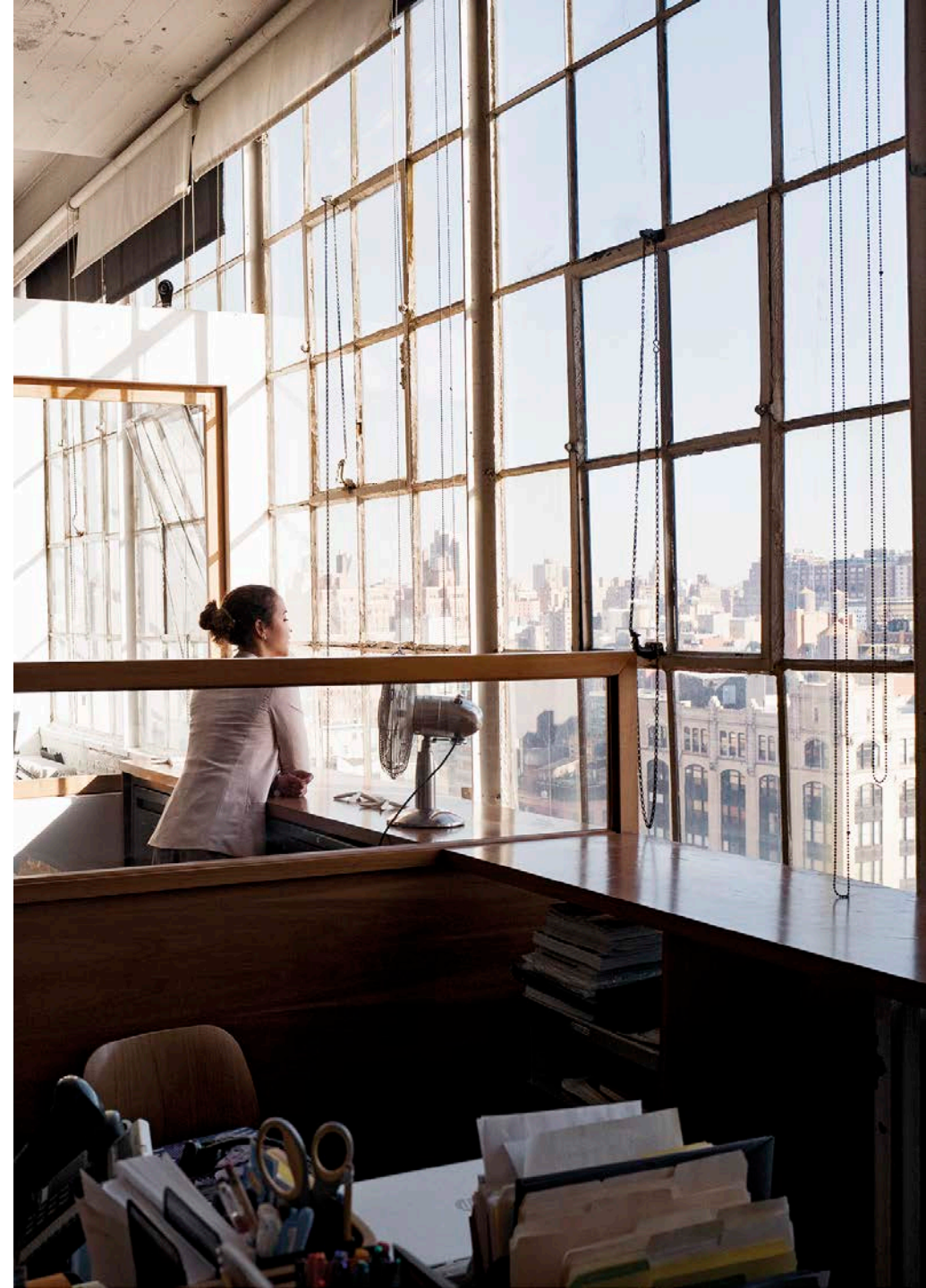


Reimagine your business

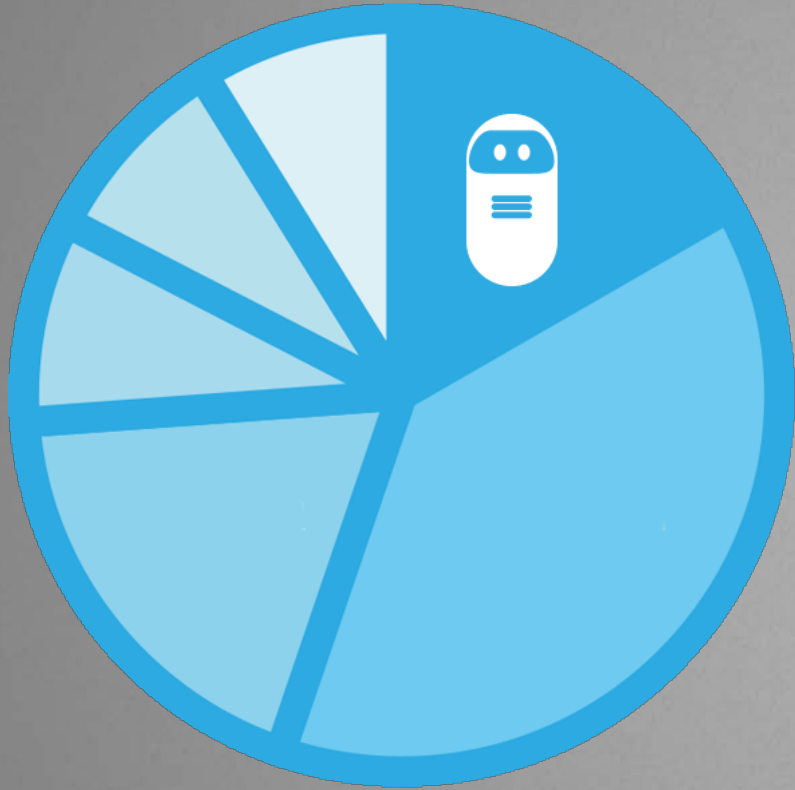
Use data to target outreach and increase sales

Understand churn potential and communicate accordingly

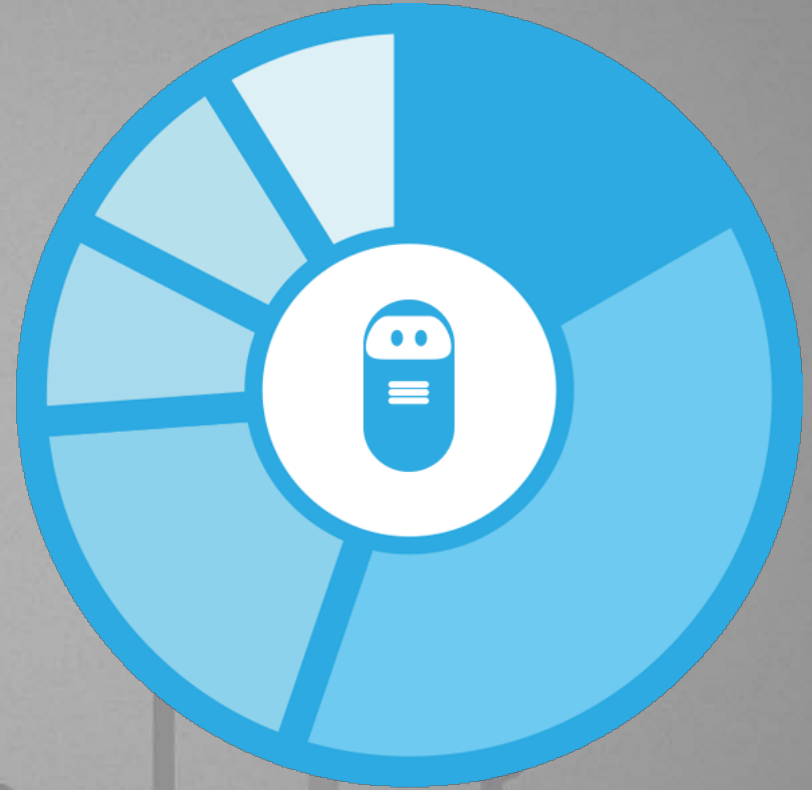
Reduce costs while increasing innovation



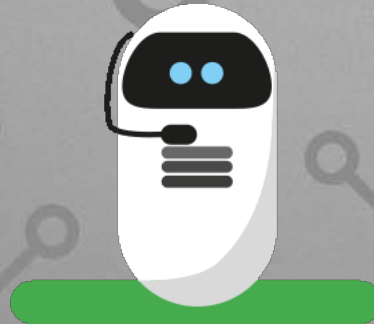
Call Center Voice Bot: Business Value Approach



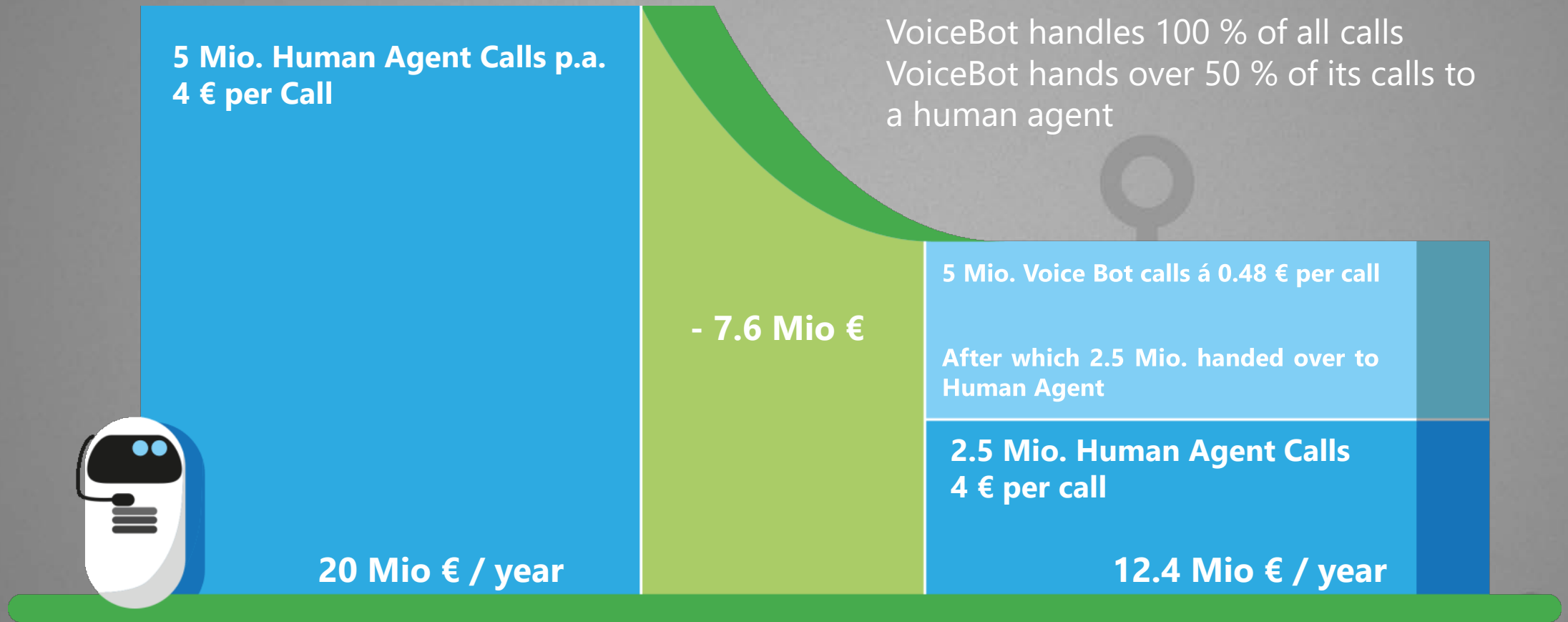
Call Deflection



Call Duration Reduction

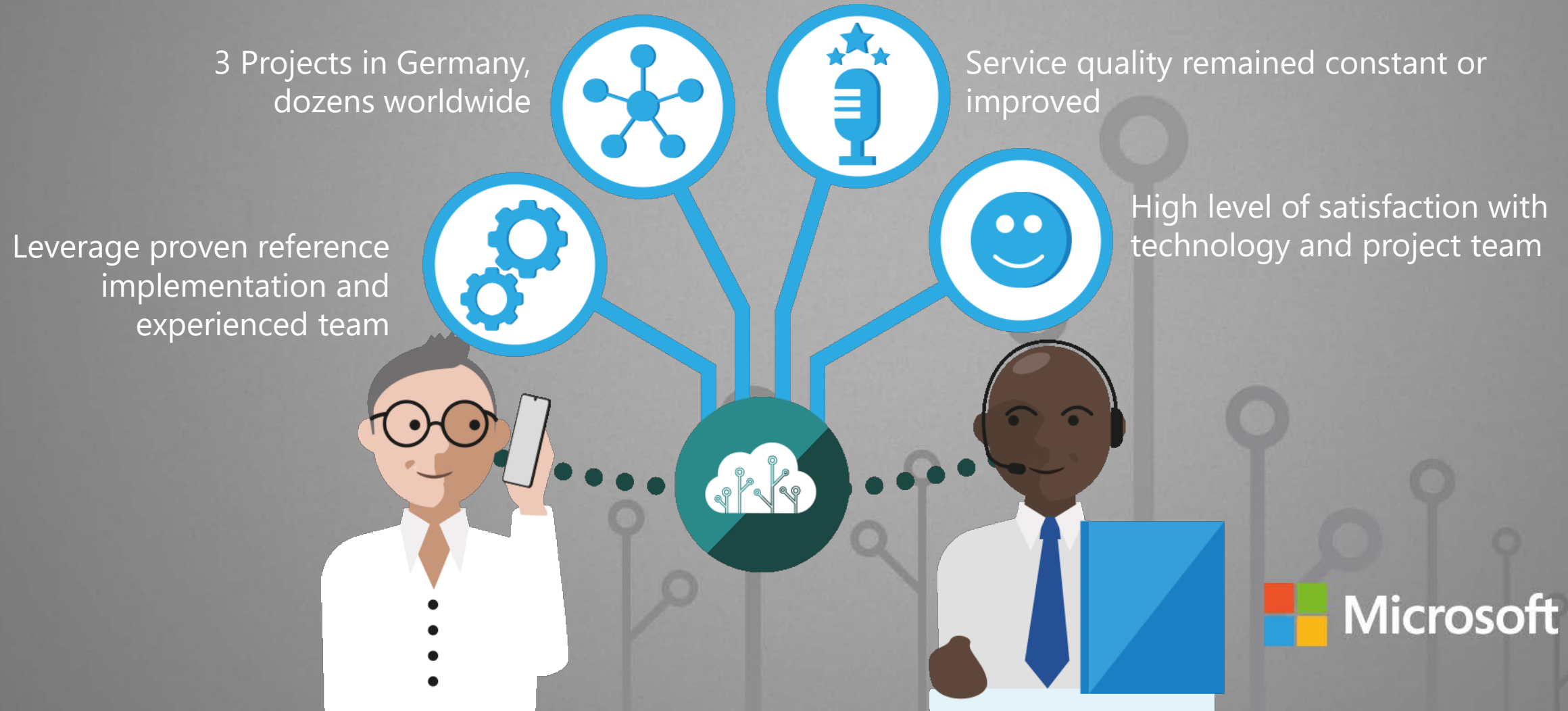


Call Center Voice Bot **Business Case**



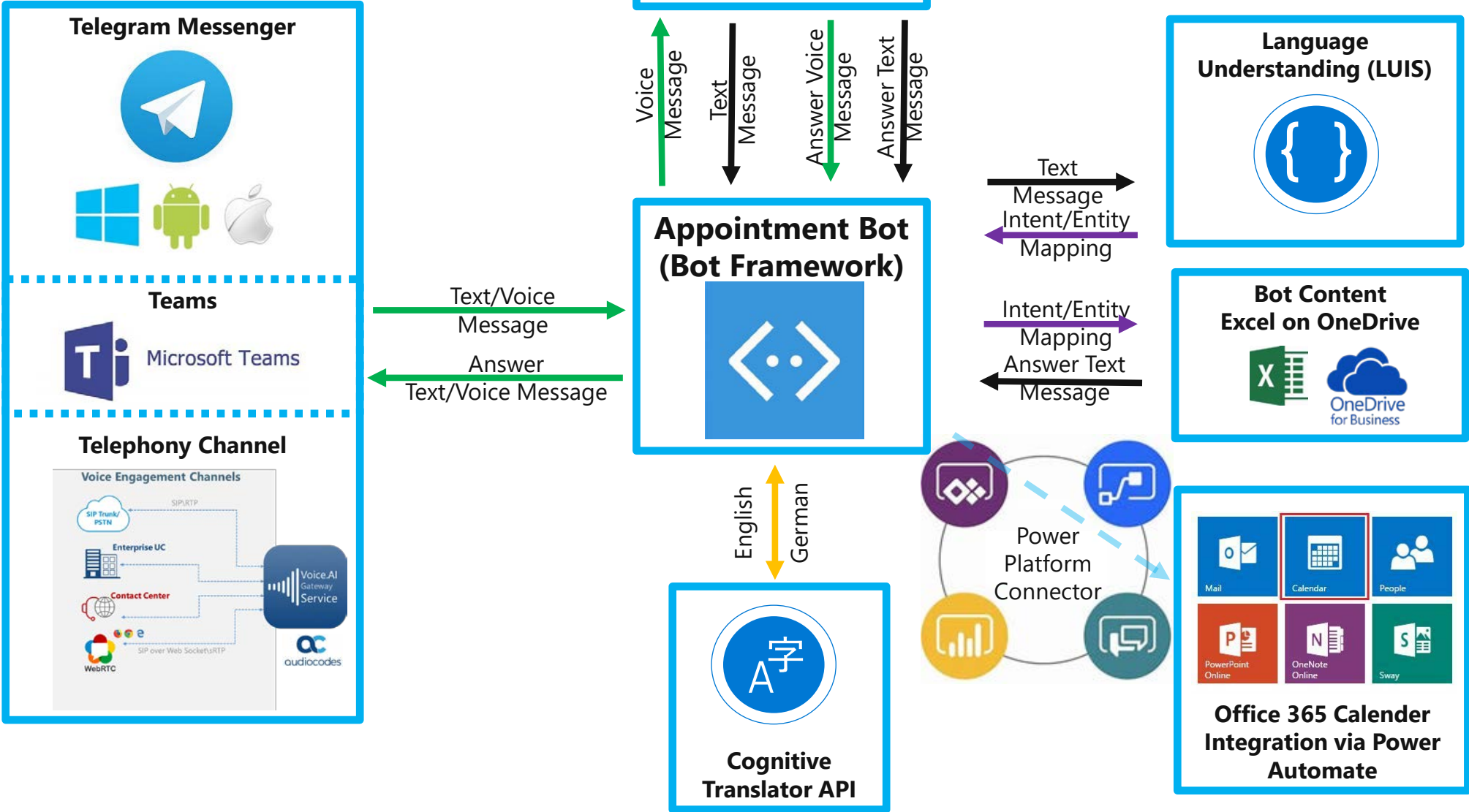
Experience

From operational projects

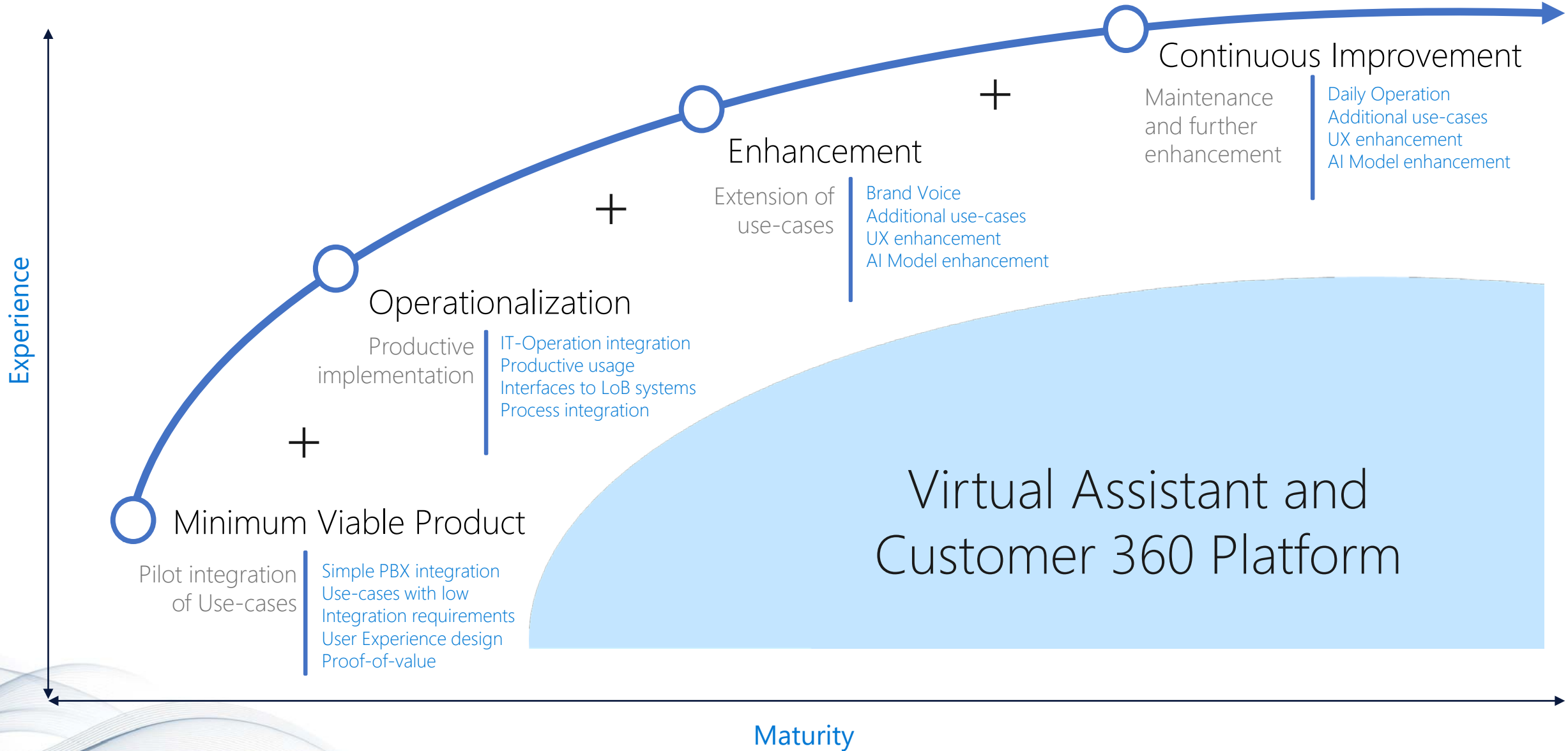


Demo – Appointment Bot

Demo Building Blocks



The Speech Based Virtual Assistant Journey



Azure Cognitive Services

Give your apps a human side



Vision

From objects to faces and feelings, enable your apps to analyze still images and video.



Speech

Speak to and hear your users, compensating for environmental noise.
Use with **Language** for max results.



Language

Analyze text to extract user feeling and intent.
Extract knowledge from existing sources and use it to seed chat bots.
Translate between 60+ languages and growing.



Search

Access billions of web pages, images, videos, and news with the power of Bing.

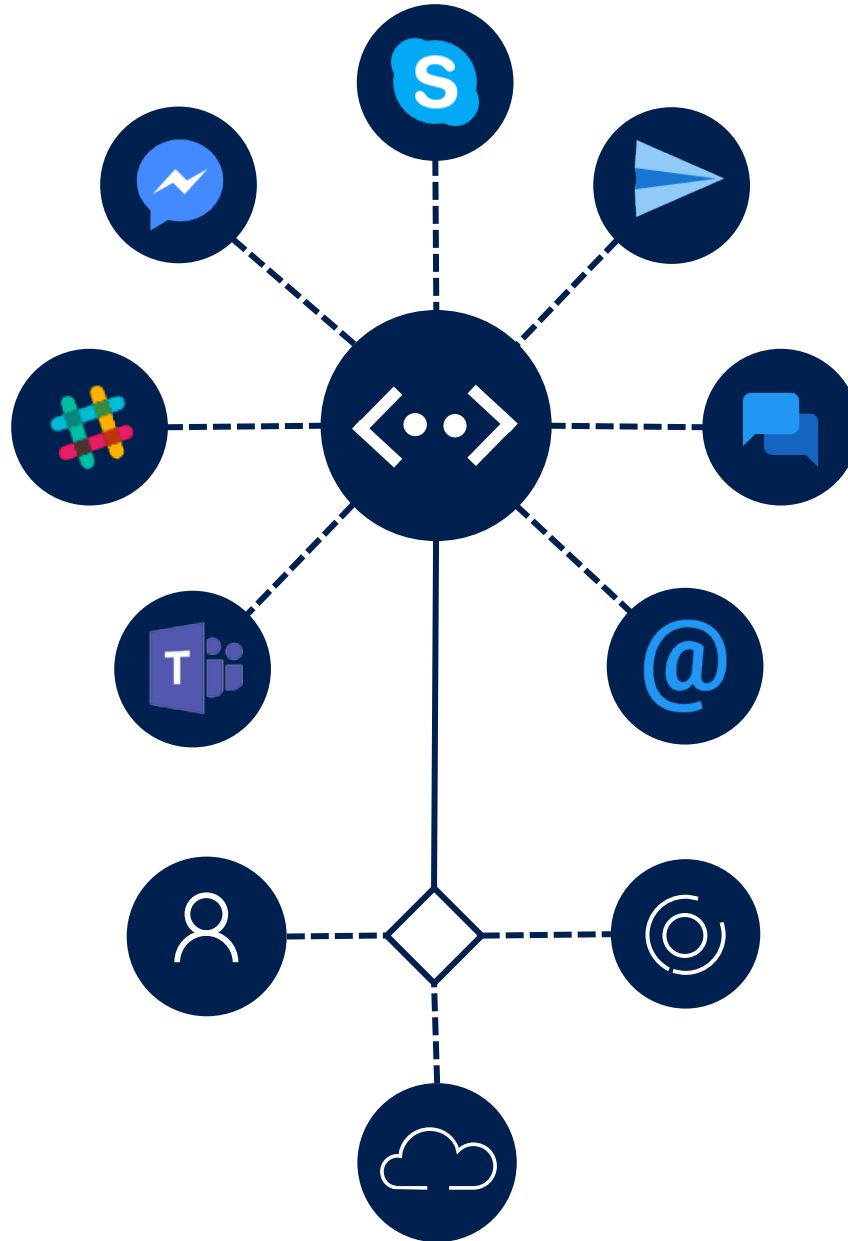


Knowledge

Preview the newest capabilities from analyzing time series to personalization over reinforcement learning.

Microsoft Bot Framework

Wherever Your Users
Are Talking



- Cortana
- Direct Line
- E-Mail
- Facebook Messenger
- GroupMe
- Kik
- Skype
- Slack
- SMS
- Speech
- Telegram
- Teams
- Web Chat
- WhatsApp
- WeChat

Thank you!
Any questions?