Microsoft Azure

Conversational Azure OpenAI (ChatGPT) Accelerator

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# Responding to new demands and needs with bots and AI

Innovating to do more with less and meet customer demands in experiences and support

58% of respondents' have a basic expectation to **feel heard, appreciated and valued** from companies.[1]

AI is growing with **60%** of organizations have applied **AI to their customer self-service**.[3]

70% improvement in customer service when using ChatGPT because of its ability to **answer questions that aren't straightforward**.[2]

30% of customer service costs can be saved with the use of **chatbots in business**.[4]
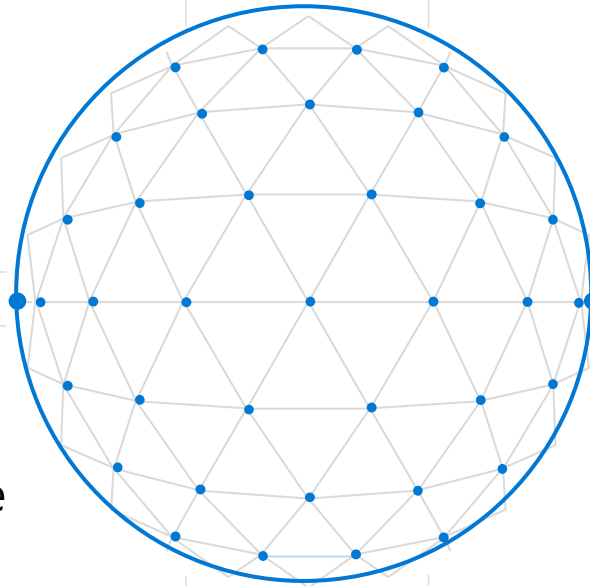
1 The Top Customer Service Expectations and How to Exceed Them | HubSpot, September 2021
2 6 Uses of ChatGPT for Customer Service | InvGate, February 2023
3 Exploring Self-Service: CX Today Expert Round Table | CX Today, July 2022
4 The Future of Chatbots 80+ Chatbot Statistics for 2023 | Tidio, January 2023

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Barriers to streamlined communications and adaptation

Traditional telephony and Interactive Voice Response (IVR) systems alone cannot meet the evolving demands

Multilingual and accessible communications are costly but critical for quality service and regulatory compliance

Call routing can be complex and slow, requiring multiple handoffs and long wait times

Employee satisfaction and time are lost to manual call routing and responding to simple and repetitive questions
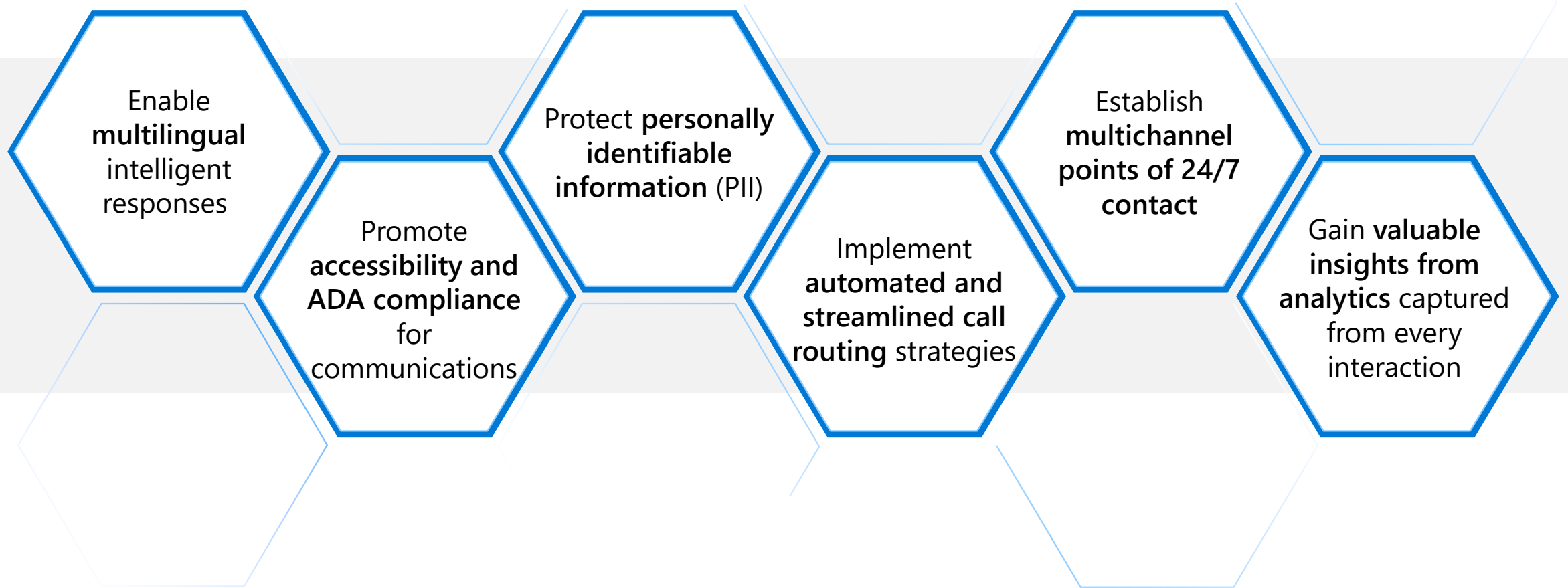
High cost of hiring, training and retaining agents

24/7 service can be cost prohibitive to implement and support

Inability to efficiently capture insights from customer interactions

Augment your existing system with conversational AI

Drive efficiencies and compliance and gain data-driven insights about customer needs

Enable **multilingual** intelligent responses

Promote **accessibility and ADA compliance** for communications

Protect **personally identifiable information** (PII)

Implement **automated and streamlined call routing** strategies

Establish **multichannel points of 24/7 contact**

Gain **valuable insights from analytics** captured from every interaction
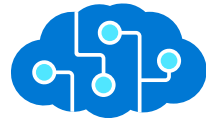
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Azure OpenAI + Zammo.ai

100% Azure complete bot solution leveraging dozens of Azure AI and data services

Use **Azure OpenAI** to generate conversation and summarize your organization's documentation to provide human-like responses to bot inquiries

Zammo's platform allows you to **connect to backend data and live agent systems** and deploy to your existing IVR/telephony, voice assistant and chatbot channels

Design a user experience custom to your brand and communicate in **multiple languages**

Add **other complimentary AI capabilities** specific to your use case – i.e., Azure document translation, semantic search, etc.
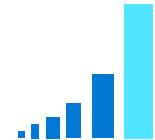
Gain valuable insight about customer/employee interactions with **consolidated analytics dashboard**

Microsoft's Azure OpenAI Product Group (PG) has designated Zammo.ai as the sole Rapid POC engine, branded as the Conversational Azure OpenAI / ChatGPT Accelerator.

If you want to schedule a demo that is customized to your customer's use case, and enable direct customer access, request a rapid POC via email at OpenAIAccel@Microsoft.com CC: Azure_AI_Accelerator@zammo.ai.

One-click deployment

Create informational content one time, deploy, and manage, simultaneously across channels of your choosing

Website Chatbot
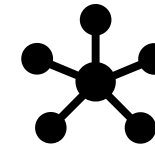
Easily extend your content to other popular channels

Microsoft Teams

SMS Messaging

WhatsApp

Slack

FB Messenger

Instagram

IVR/ Telephony

Simultaneously deploy conversational content to voice assistants

Amazon Alexa

Google Assistant

BOT Framework Skill

Enterprise integration modules for common systems

salesforce

Microsoft Dynamics

zendesk

workday

ORACLE

Genesys

servicenow

SAP

Learn More with a No-Cost, No Obligation Proof of Concept.
Request a rapid POC tailored to your use case showcasing your conversations & tasks automated.
Request via email at OpenAIAccel@microsoft.com CC: Azure_AI_Accelerator@zammo.ai.

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Optimize the contact center experience for your residents

Deliver human-like dialogue and gain powerful insights for optimization

Create content
(FAQ-style + multi-turn workflows)
Publish multi-channel

IVR/ TELEPHONY

Customer calls existing IVR/telephony system for support

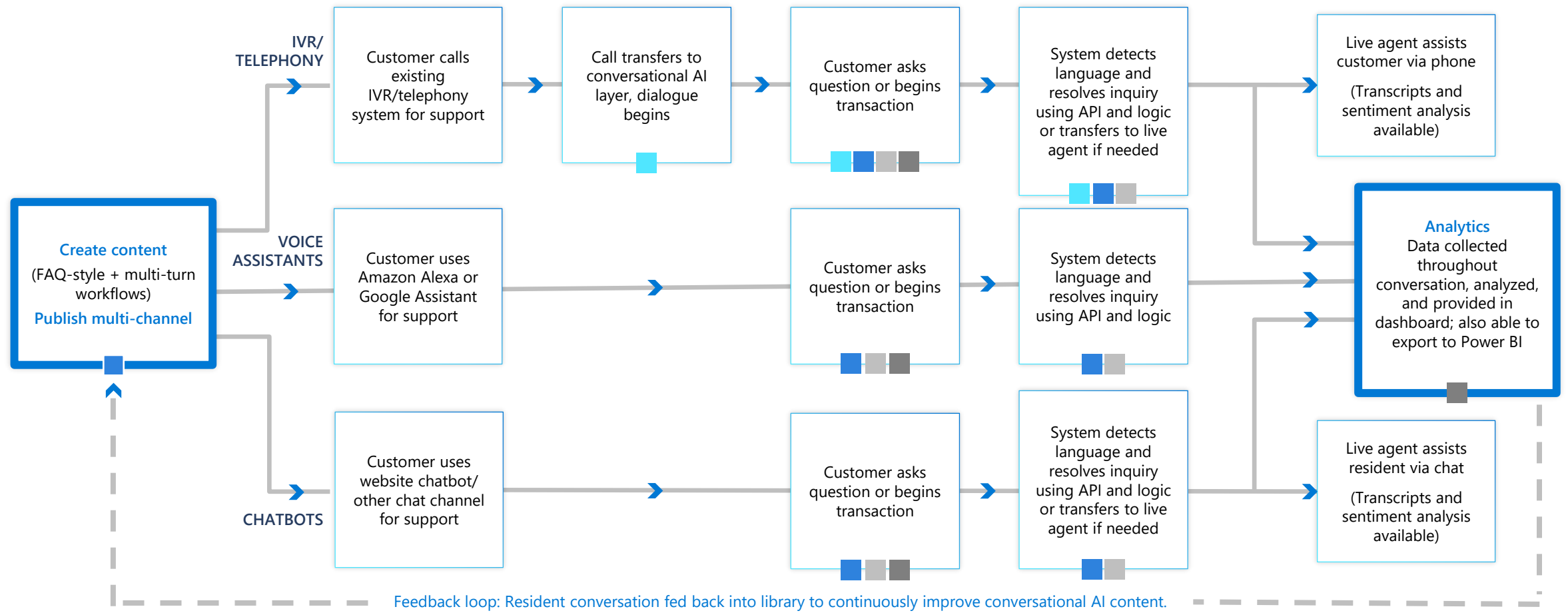Call transfers to conversational AI layer, dialogue begins

Customer asks question or begins transaction

System detects language and resolves inquiry using API and logic or transfers to live agent if needed

Live agent assists customer via phone

(Transcripts and sentiment analysis available)

VOICE ASSISTANTS

Customer uses Amazon Alexa or Google Assistant for support

Customer asks question or begins transaction

System detects language and resolves inquiry using API and logic

Analytics
Data collected throughout conversation, analyzed, and provided in dashboard; also able to export to Power BI

CHATBOTS

Customer uses website chatbot/ other chat channel for support

Customer asks question or begins transaction

System detects language and resolves inquiry using API and logic or transfers to live agent if needed

Live agent assists resident via chat

(Transcripts and sentiment analysis available)

Feedback loop: Resident conversation fed back into library to continuously improve conversational AI content.

Built on: ▮ Azure Communication Services ▮ Azure Cognitive Services ▮ Azure Bot Services ▮ Azure Data

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Architecture

Module Storage Azure SQL

Module APIs Azure Functions

Conversation Modules Bot Framework Composer

General Use Cases

ITSM	Meeting Room	...

Customer Scenarios

Our Ability Connect	Airport Wait Times	...

SaaS Platform APIs

servicenow Microsoft Dynamics 365 Office 365 SAP

ORACLE + NETSUITE GENESYS workday salesforce Zendesk LiveChat ...and more

Custom APIs

TSA Wait Time	Flight Departure Times	Route Planning	Emergency Alerts	Find Nearby	Open AI / ChatGPT

Dispatch/Conversation Models Luis.ai

Knowledge Base qnamaker.ai

Zammo App DB Azure SQL

OpenAI (ChatGPT)

Translator Support for over 40 languages

Spanish	Hindi
Portuguese (BR)	Turkish
French (FR)	French (FR)

Text Analysis

Sentiment Analysis	Language Detection	Key Phrase Extraction	Opinion Mining	PII Detection

Azure ML

Azure Synapse

Analytics Application Insights

Zammo Runtime Azure App Service(Bot Framework)

Speech to text   Text to Speech

Alexa Adapter

Google Adapter

Siri Adapter

Business Customer

Zammo (app.zammo.ai) Azure APP Service

Login Azure AD B2C

Channel Publishing Azure Durable Functions

Azure SignalR

Alexa Skill Registration

Google Action Registration

Coming Soon: Siri Skill Registration

Azure Bot Service Channels

Azure Communication Services Telephony

Azure Communication Services SMS

Many Chatbot Channels

IVR Telephony

SMS/Text

Consumer
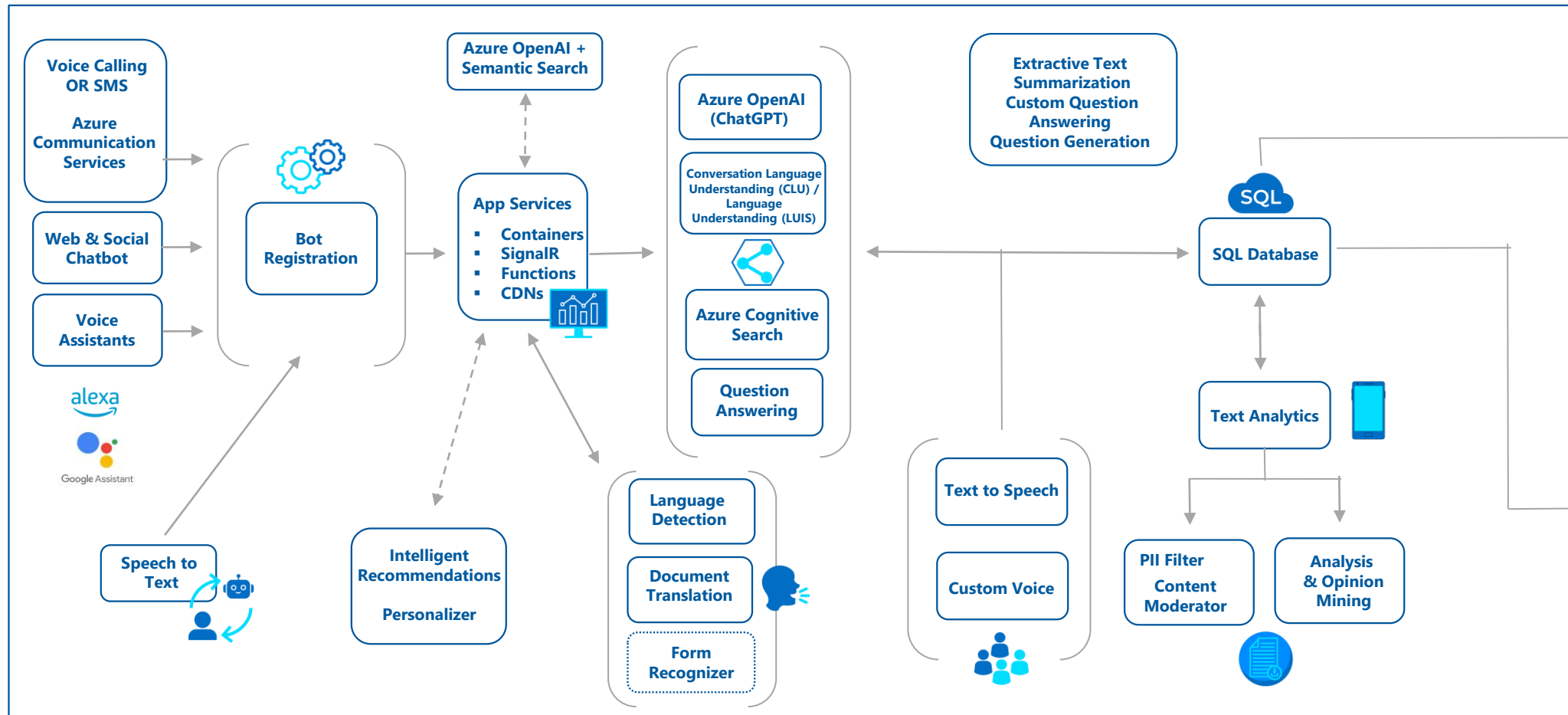
Accelerators and future-proofs

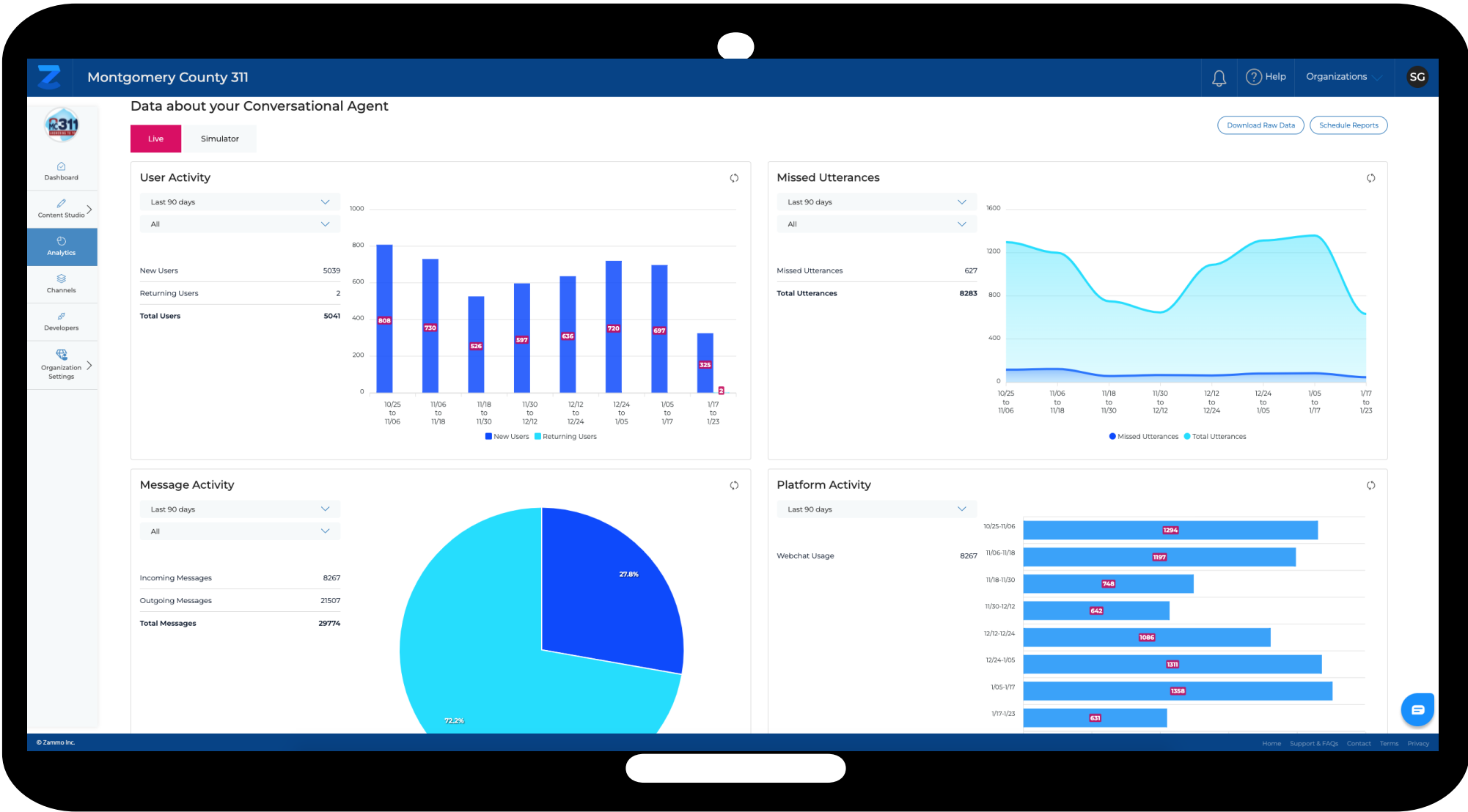Weave together the latest versions of dozens of Azure Services in a voice-first architecture

Performance insights dashboard

Customers implementing OpenAI

City of Kelowna, British Columbia was pursuing a **digital transformation** with a customer experience redesign project which was web focused. They were able to **trim the existing custom development RFP by six-figures and multiple months of development time**.

Within a month, the city already had their entire existing Watson chatbot rebuilt to include multi-turn workflows with connections to API's with lower operational costs.

City of Kelowna will be using OpenAI to resolve contextual issues; they will apply OpenAI to conversational questions where the answer is unknown with standard bots, and they will create a 'Development Services Bot' that will read, summarize and provide answers on complex documents (bylaws, permits, ordinances, etc.).

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Customer success

Diedrich Espresso implemented conversational AI by deploying content to Google Assistant, Alexa, and to a website chatbot to help existing and prospective customers in finding the nearest store locations in a hands-free manner.

With no IT staff support, the owner of this 17-store coffee chain was able to **deploy to voice assistants and their chatbot in just one day.**

Large online retail distributor was utilizing Zendesk as a live agent chat solution. Inquiries were skyrocketing and agents were only available to answer customer inquiries during normal business hours.

The Conversational AI Accelerator was used to launch a website chatbot and publish informative content to Google Assistant and Amazon Alexa. **Conversational AI now handles over 75% of the incoming questions and provides 24/7 availability.** Seamless integration with Zendesk means that customers are transferred to a live agent only when necessary for more nuanced questions.

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Customer success

Montgomery County, Maryland – Using conversational AI, Montgomery County was able to accelerate the implementation of a support solution for its 311 Customer Service Center and Department of Health and Human Services.

In the first two weeks, automation **lowered costs by $5,900 per day, the agency interacted with over 104,000 users, and service was provided 24/7** as opposed to only during business hours. By taking advantage of this immediate, no-code accelerator, Montgomery County met the increased demand for service.

King County, Washington – When the public flooded King County with questions about COVID-19, the government was only at the start of its AI work. The demand produced by the pandemic meant that King County needed to implement an advanced conversational AI accelerator quickly.

By using analytics to tailor their content, they **addressed priority issues and reduce missed utterances by 85%.** They also found that the chatbot **saved nurses 35% of their time** by weeding out residents who did not have COVID-19 symptoms.

Financial Services demo

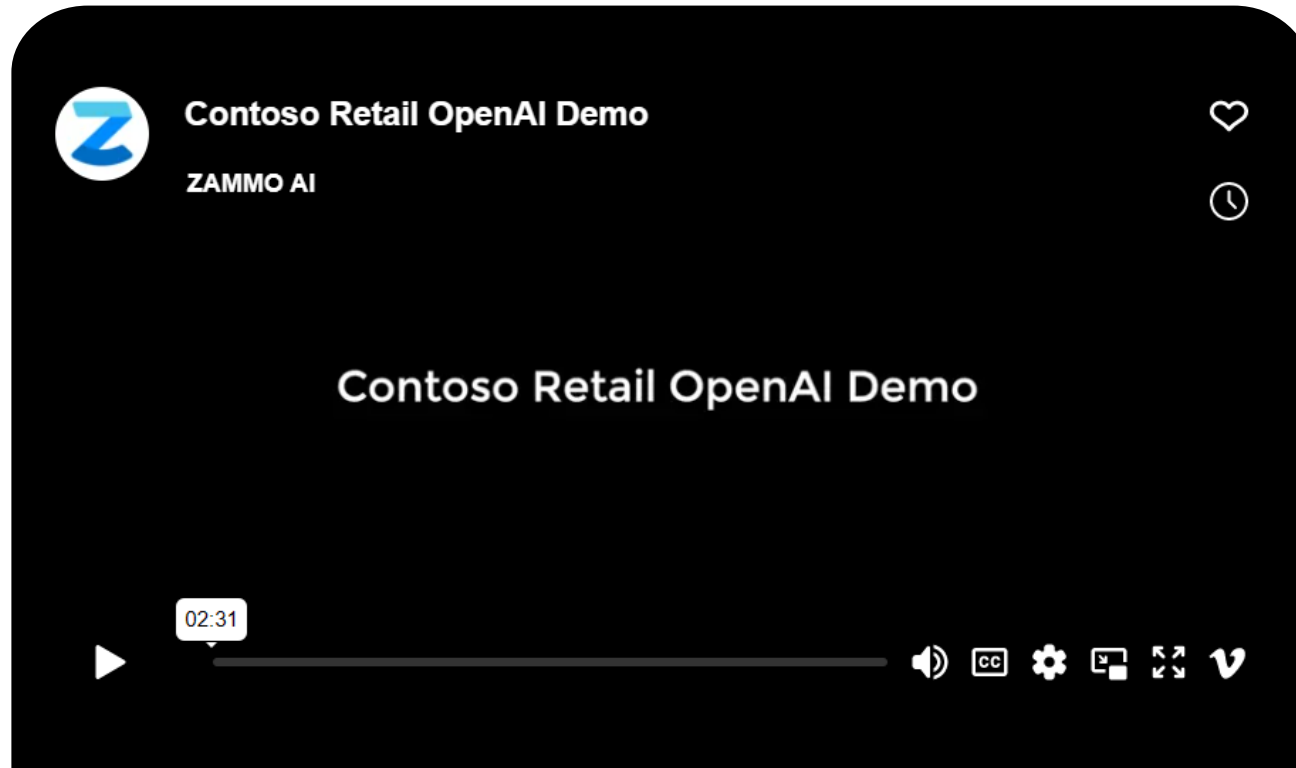Check out the [Contoso Financial Services OpenAI Demo](#)

Education demo

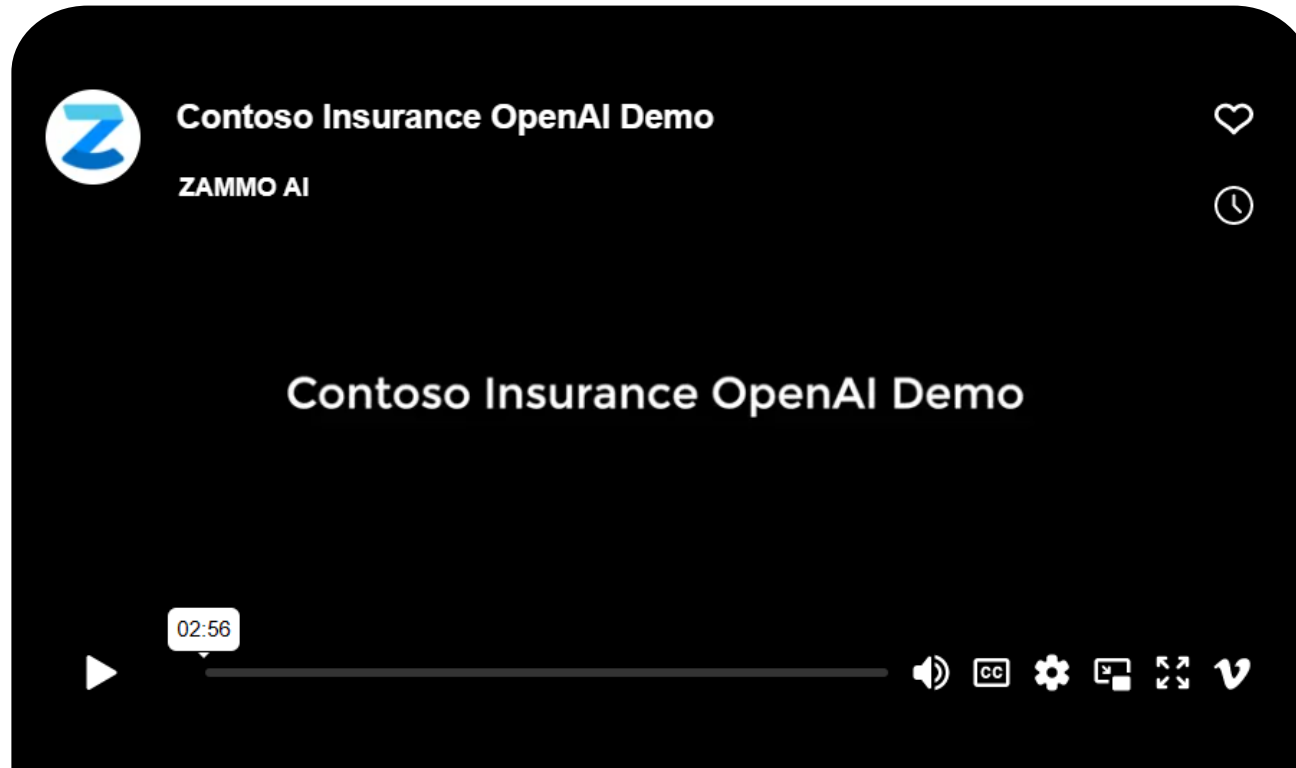Check out the [Contoso Education OpenAI Demo](#)

Retail demo

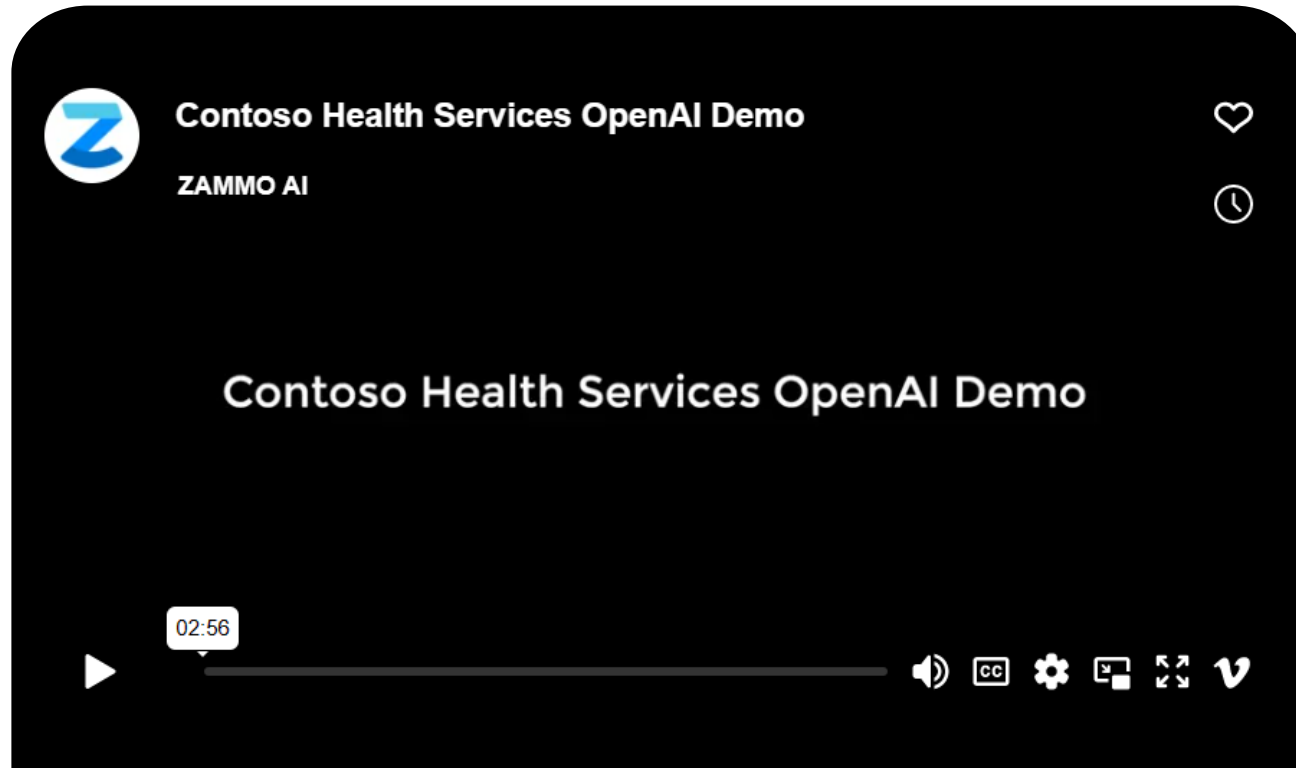Check out the [Contoso Retail OpenAI Demo](#)

Insurance demo

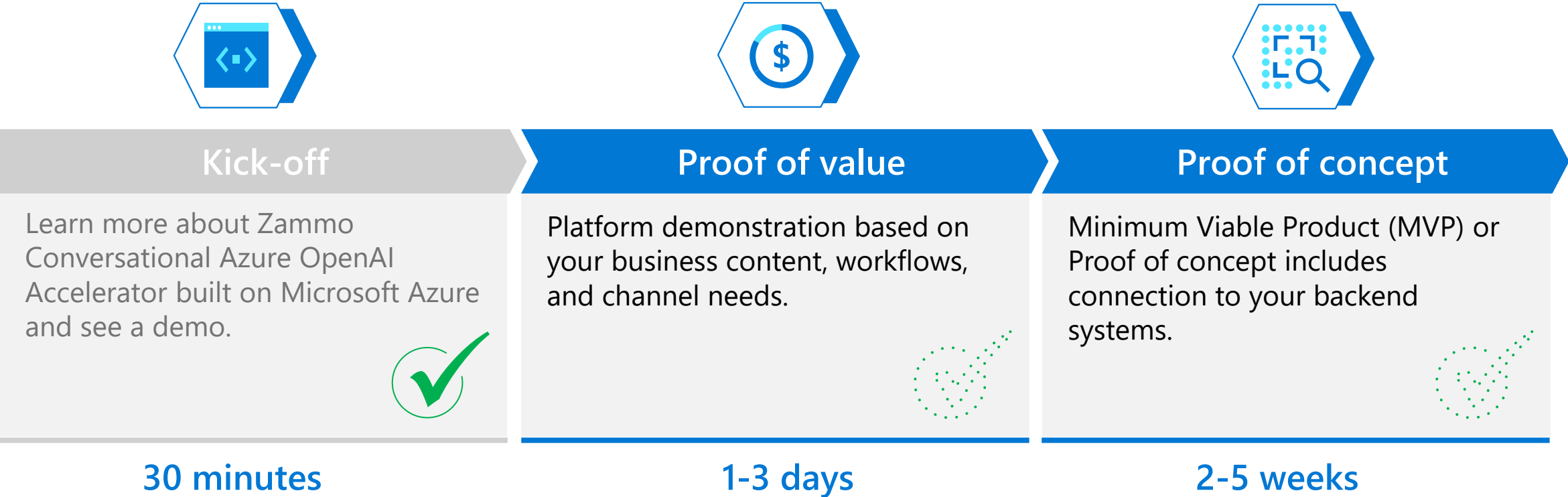Check out the [Contoso Insurance OpenAI Demo](#)

Health Services demo

Check out the [Contoso Health Services OpenAI Demo](#)

Next steps: Accelerate your journey

Kick-off
Learn more about Zammo Conversational Azure OpenAI Accelerator built on Microsoft Azure and see a demo.

30 minutes

Proof of value
Platform demonstration based on your business content, workflows, and channel needs.

1-3 days

Proof of concept
Minimum Viable Product (MVP) or Proof of concept includes connection to your backend systems.

2-5 weeks

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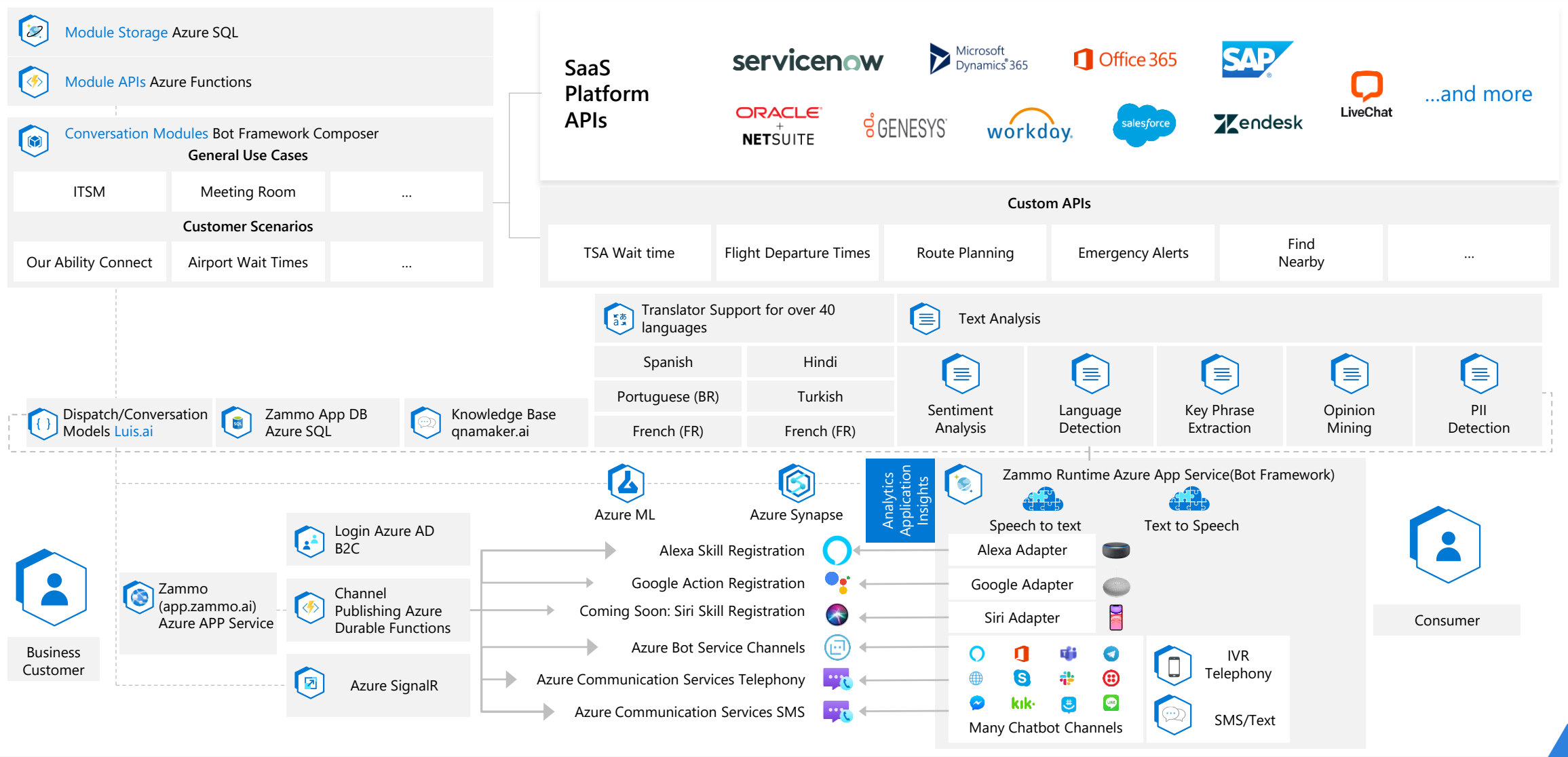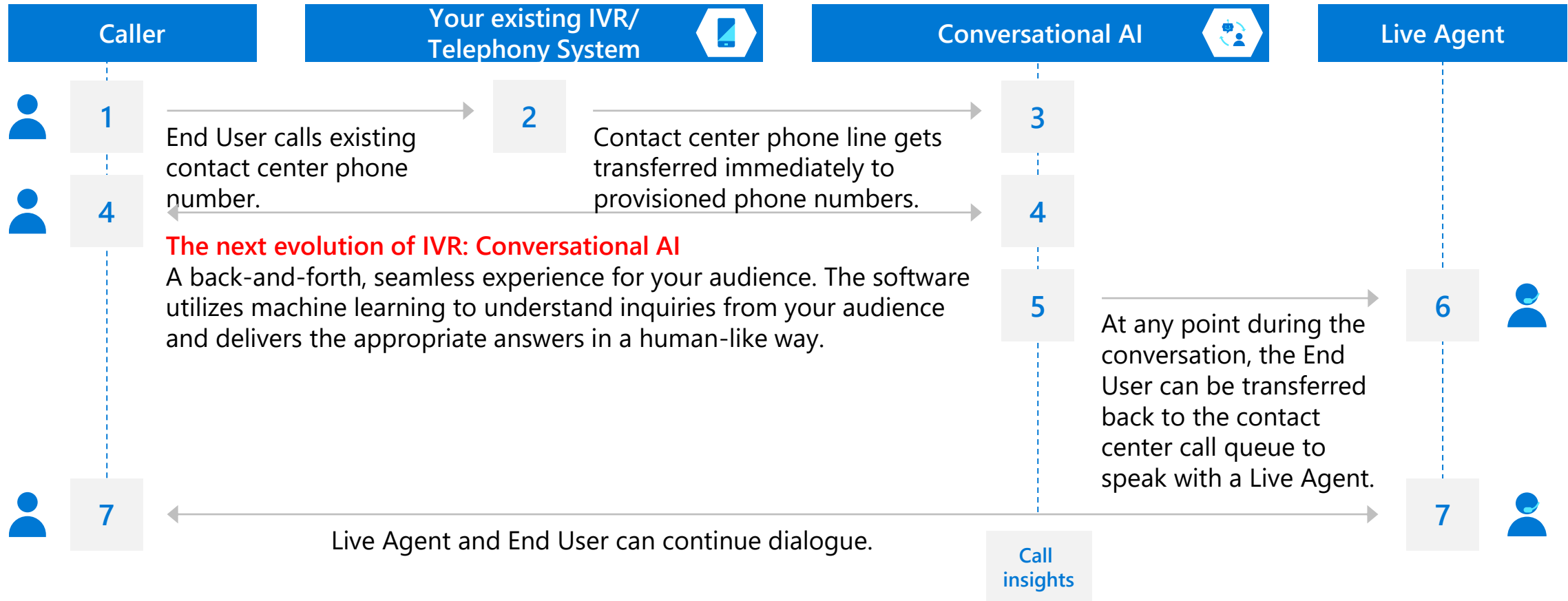
Thank you

Architecture

Augmenting your existing IVR or telephony system

Deeper look into the workflow after adding a conversational AI layer to your current environment

Caller	Your existing IVR/ Telephony System	Conversational AI	Live Agent

1 → **2**

End User calls existing contact center phone number.

Contact center phone line gets transferred immediately to provisioned phone numbers.

3

4 ← ... → **4**

The next evolution of IVR: Conversational AI
A back-and-forth, seamless experience for your audience. The software utilizes machine learning to understand inquiries from your audience and delivers the appropriate answers in a human-like way.

5 → **6**

At any point during the conversation, the End User can be transferred back to the contact center call queue to speak with a Live Agent.

7 ← Live Agent and End User can continue dialogue. → **7**

Call insights

Example of automated workflow with API integration