

# Conversational Azure OpenAI (ChatGPT) Accelerator

# Responding to new demands and needs with bots and AI

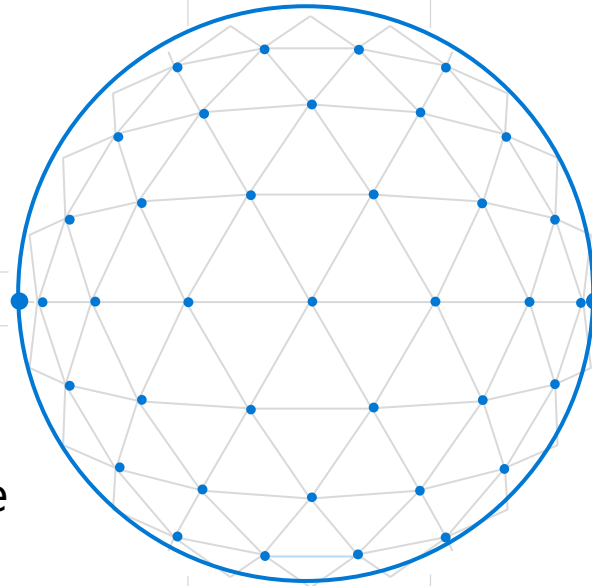
Innovating to do more with less and meet customer demands in experiences and support

**58%** of respondents' have a basic expectation to **feel heard, appreciated and valued** from companies.<sup>1</sup>

AI is growing with **60%** of organizations have applied **AI to their customer self-service**.<sup>3</sup>

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

**30%** of customer service costs can be saved with the use of **chatbots in business**.<sup>4</sup>



<sup>1</sup> [The Top Customer Service Expectations and How to Exceed Them | HubSpot, September 2021](#)

<sup>2</sup> [6 Uses of ChatGPT for Customer Service | InvGate, February 2023](#)

<sup>3</sup> [Exploring Self-Service: CX Today Expert Round Table | CX Today, July 2022](#)

<sup>4</sup> [The Future of Chatbots 80+ Chatbot Statistics for 2023 | Tidio, January 2023](#)

# 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

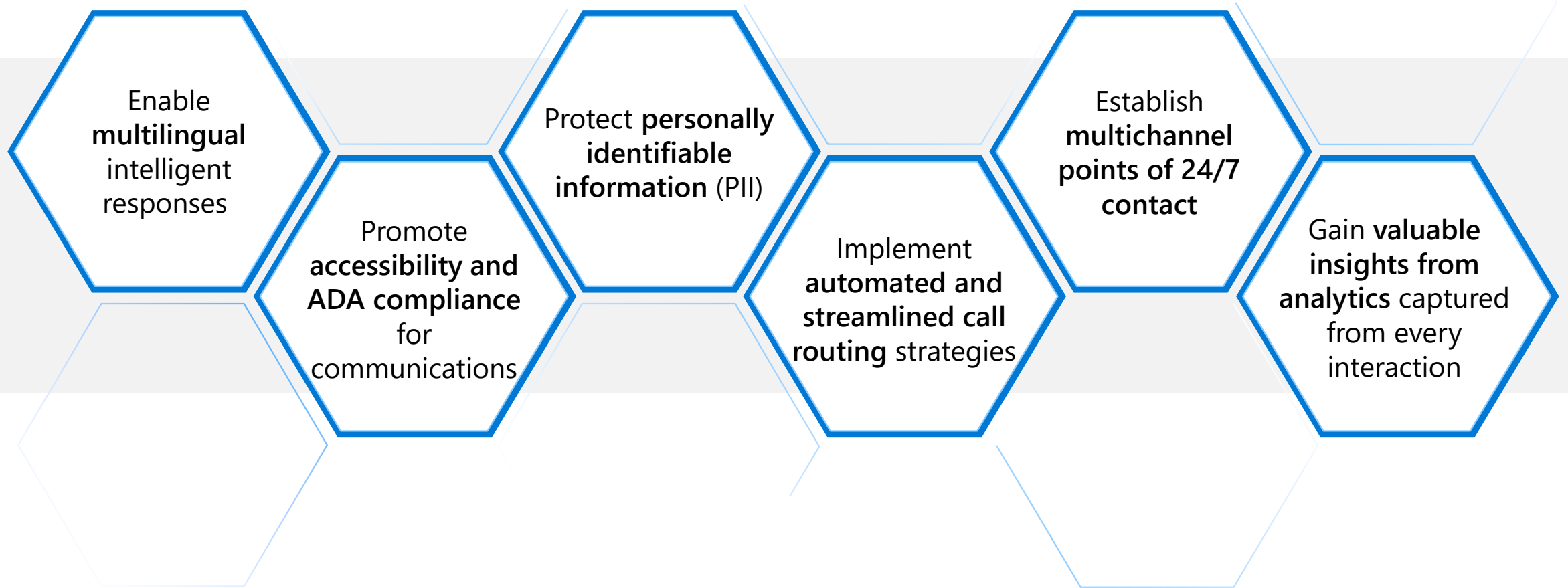
**High cost** of hiring, training and retaining agents

**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

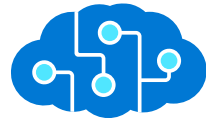


# Azure OpenAI + Zammo.ai

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



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



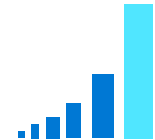
**Connect to backend data and live agent systems** and deploy to your existing IVR/telephony, voice assistant and chatbot channels



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 custom demo via email at [OpenAIAccel@Microsoft.com](mailto:OpenAIAccel@Microsoft.com) CC: [Azure AI Accelerator@zammo.ai](mailto:Azure AI Accelerator@zammo.ai).

# OpenAI is just one service provided

The accelerator has assembled all the powerful Azure building blocks into a comprehensive, drive-ready AI solution.



# One-click deployment

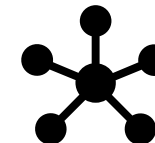
Create informational content one time, deploy, and manage, simultaneously across channels of your choosing



Website  
Chatbot



IVR/  
Telephony



BOT Framework  
Skill

Easily deploy automated conversations to popular channels...



Microsoft Teams



SMS Messaging



WhatsApp



Slack



FB Messenger



Instagram

...as well as to several voice and IVR channels...



IVR/Telephony



Soul Machines



Amazon Alexa



Google Assistant

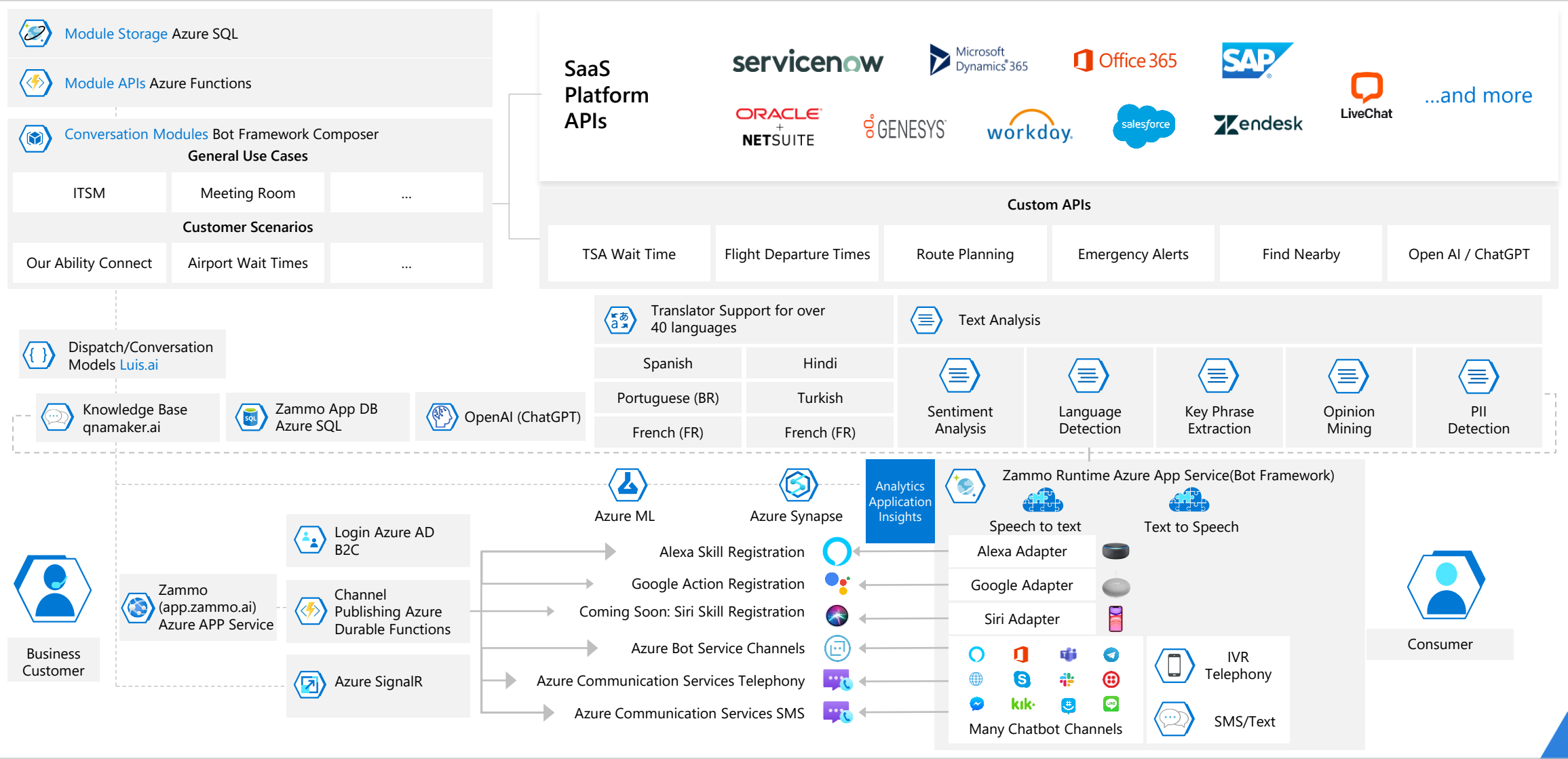
...using integration modules for data and telephony systems



**Request a No-Cost, No Obligation Custom Demo** using your web pages and documents  
Contact your Microsoft specialist for a demo and to discuss prerequisites, next steps and your questions.

Go deeper with technical enablement and options like Paid Proof of Concept (POC) etc. by emailing your Microsoft specialist cc:  
[OpenAIAccel@microsoft.com](mailto:OpenAIAccel@microsoft.com), [Azure\\_AI\\_Accelerator@zammo.ai](mailto:Azure_AI_Accelerator@zammo.ai). Start today!

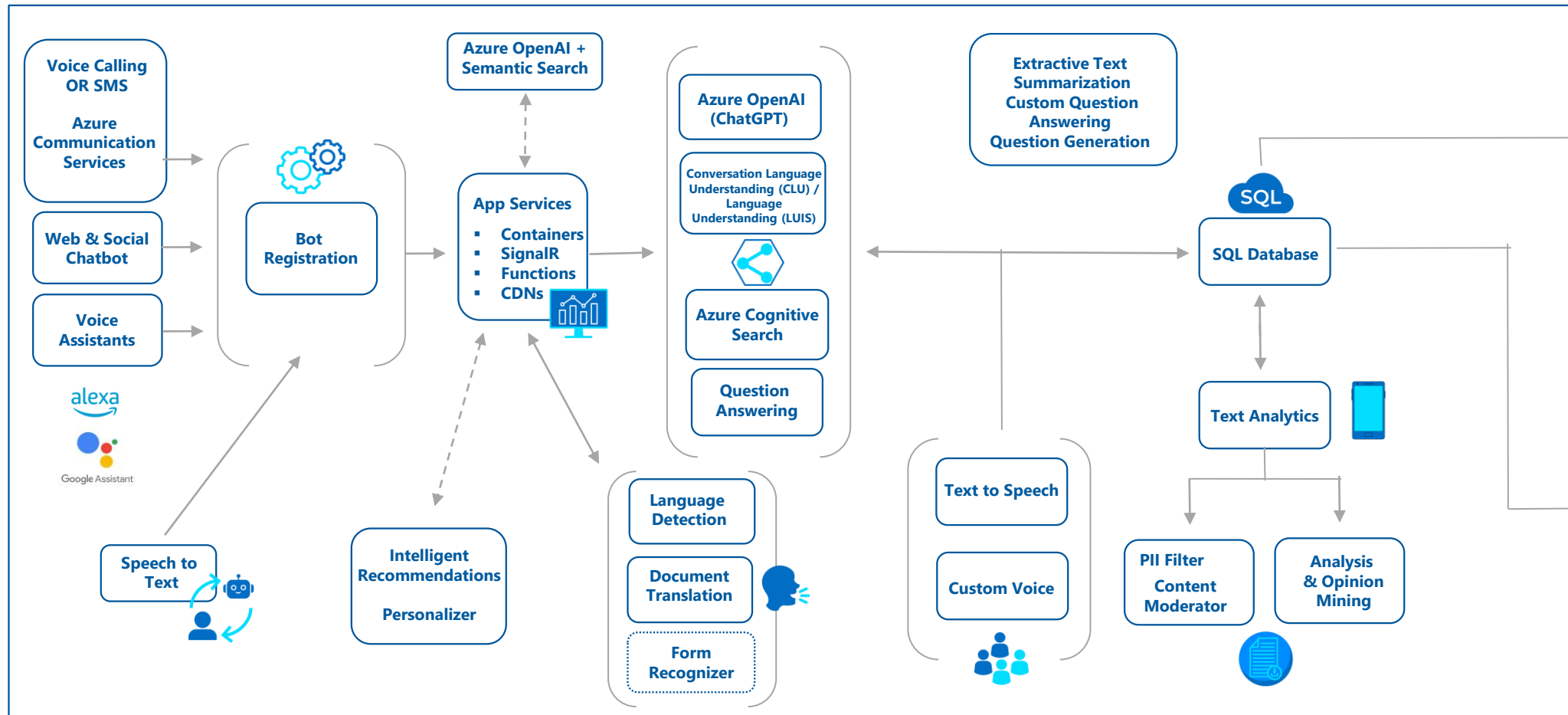
# Architecture





# Accelerates and future-proofs

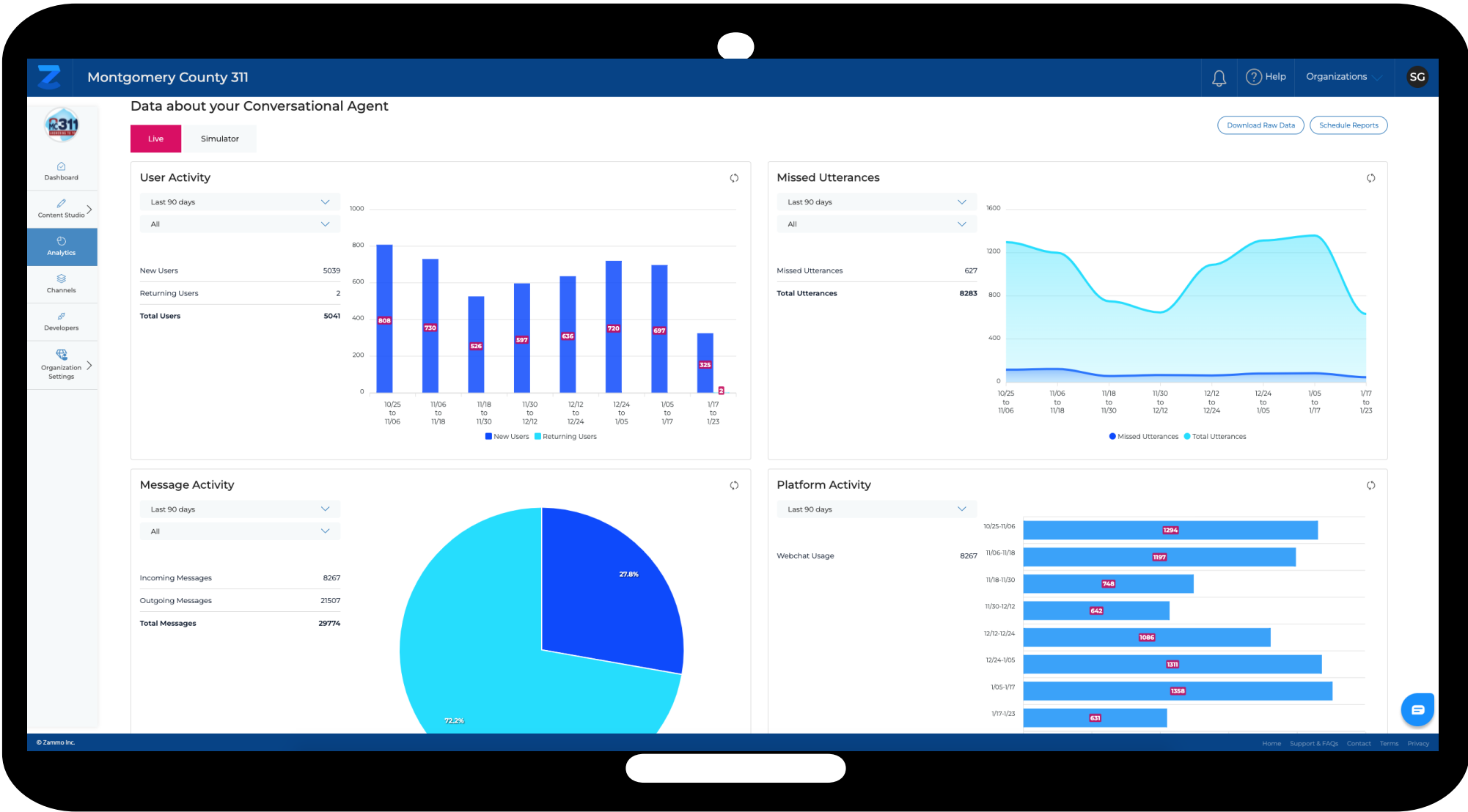
Weave together the latest versions of dozens of Azure Services in a voice-first architecture



## Telephony & Live Agent Systems



# Performance insights dashboard



# Branded, cross-platform voice and web apps



With the Zammo platform supported by Azure and Azure OpenAI Service, companies don't have to build multiple apps on different platforms. They can reduce time and expense by using one solution across multiple channels.



Azure is flexible with little blocks, modules, that you can build on or combine to create very robust and efficient solutions – one that works across Azure and Microsoft packages. That flexibility continues with Azure OpenAI Services so you can be innovative while supporting scalability and security.

**"It is directly related to how easy Zammo technology is to use, how accessible it is for our end users no matter what language they speak—and including those with low vision and physical impairment."**

Guy Tonye  
Head of Engineering, Zammo

[Zammo.ai SaaS platform powered by Azure OpenAI Service](#)

# Customers implementing OpenAI



**City of Kelowna, British Columbia** wanted a cost-effective way to keep both staff and citizens informed.

Instead of spending weeks or months putting together content and building workflows, they were able to **drop relevant documentation and web links into a user-friendly interface** for a faster outcome.

They are currently applying Zammo, which natively combines Azure OpenAI and Cognitive Service technology to achieve a ChatGPT experience using their own internal data. Specifically, they are developing workflows **providing summarizations of complex bylaws and permitting documents to help residents** spend less time applying and submitting correct applications the first time. The solution also **supports staff by letting them concentrate on applications** instead of commonly asked questions and requested corrections.

**“The Zammo and Azure OpenAI combination is proving to be everything we wanted in a conversational AI solution”**

Andreas Boehm  
Intelligent Cities Manager  
City of Kelowna

[The City of Kelowna increases and speeds access to its services with Azure AI](#) and [French Version](#)

# Customer success



**Top US Cosmetics Company** – requested a custom demo for internal Contact Center HR benefits use case,

Exactly eleven days later they purchased in Azure Marketplace and deployed ~50 Azure resources live on their tenant.



**University Medical Centers** – A major University medical center wanted to deploy a voice-based bot via their University Health web portal. They sought to enable users to take a voice survey and then be transferred to their health record web app.

They were excited about the potential for a **voice-first extension on their website**, with backend integrations into both their data estate as well as Epic. The medical center focused on a **general service management flow with a chatbot and utilizing IVR and SMS as well as other channels at a higher level.**

# Customer success



**Top 3 Largest US Education Department** is automating conversations on voice and web channels in support of 1M students and parents. They are also using Azure OpenAI to make **ChatGPT available to over 400,000 students with the safety and security of Azure.**



**Top 10 US City 311 services** has emphasized use of reusable conversational libraries to quickly deploy 70+ conversational workflows covering everything from applying for a business license to reporting a pothole. Live on voice, mobile and web channels, departments are using **unified omni-channel analytics to improve rapidly without IT involvement.**

# 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.

# 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.

[Montgomery County Government \(Maryland\) uses Azure AI-based Zammo.ai to support successful COVID-19 vaccination program](#)



[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.

[Washington governments respond to COVID-19 with Microsoft chatbots](#)



# Education demo

Check out the [Contoso Higher Education Zammo-Azure OpenAI Demo](#)



# Health Services demo

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



# Insurance demo

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



# Government demo

Check out the [Contoso Government Zammo-Azure OpenAI Demo](#)



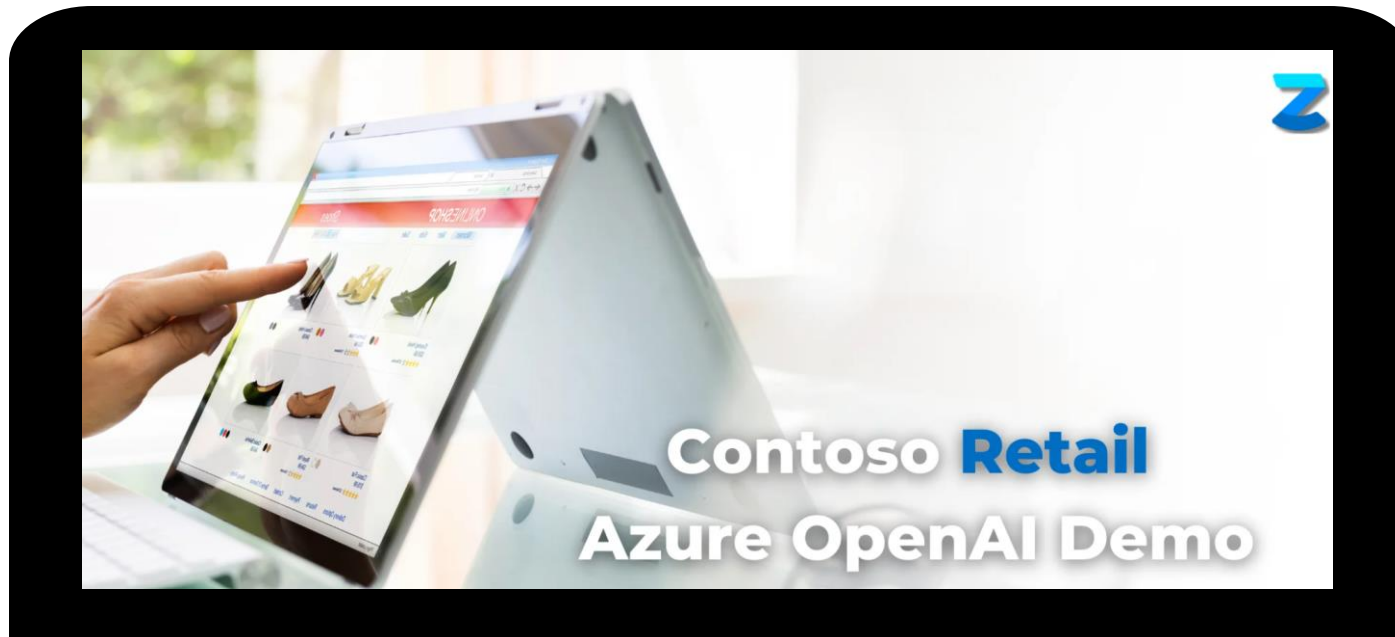
# Financial Services demo

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



# Retail demo

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



# Manufacturing demo

Check out the [Contoso Manufacturing Zammo-Azure OpenAI Demo](#)





# Internal HR & IT demo

Check out the [Contoso Internal HR & IT Zammo-Azure OpenAI Demo](#)





# Banking demo

Check out the [Contoso Banking Zammo-Azure OpenAI Demo](#)



# Utilities demo

Check out the [Contoso Utilities Zammo-Azure OpenAI Demo](#)



# Value-Scaling with Zammo.ai IVR/Chatbot

Replacement could save \$1-3M

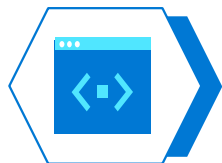
	Year 1 Savings	Year 3 Savings	Year 5 Savings	Cumulative Savings	What is the Impact
<i>External use case:</i> Cut Call Handling Time	\$168K-\$252K	\$168K-\$252K	\$168K-\$252K	\$840K-\$1.26M	<ul style="list-style-type: none"><li>✓ Live agents are relieved of repetitive tasks</li><li>✓ Live agents are given more time to focus on high ROI conversations and transactions</li><li>✓ Faster call handling = cost savings</li></ul>
<i>Internal use case:</i> Streamline Internal Processes	\$168K-\$252K	\$168K-\$252K	\$168K-\$252K	\$840K-\$1.26M	<ul style="list-style-type: none"><li>✓ Efficiency benefits everyday employee activities</li><li>✓ Employees gain easier access to internal information</li><li>✓ Increase productivity by streamlining processes</li></ul>
Decreased Turnover	\$10K-\$100K	\$10K-\$100K	\$10K-\$100K	\$50K-\$500K	<ul style="list-style-type: none"><li>✓ Maintain experienced and engaged employees</li></ul>
	<b>\$346K-\$604K</b>	<b>\$346K-\$604K</b>	<b>\$346K-\$604K</b>	<b>\$1.73M-\$3.02M</b>	<b>Total Savings</b> based on organization deploying both internal and external use cases.

Based on live agents handling an average 3.5-minute call at \$1/call minute = average call costing \$3.50.

Based on the average call center receiving 10,000 calls a month.

Based on Zammo replacing 40-60% of monthly call center employee calls with automated chatbot/IVR interactions.

# Next steps: Accelerate your journey



## Discovery

Learn more about **Conversational Azure OpenAI Accelerator** and see a demo.



45 minutes



## Initial Custom Proof of Concept

Platform demonstration based on your business content, workflows, and channel needs on Zammo tenant.  
Funded by Microsoft.



1 week



## Live Pilot

Paid proof of concept includes connection to your backend systems.  
1–3-month license to test covered by customer.



2-5 weeks

Thank you



# Higher Education

The easy-button solution to launch your GenAI program

University of Michigan recently launched their [U-M Maizey bot](#) leveraging GenAI, built using 100% Azure resources like Azure Open AI Service and Azure AI Search - learn how your university can launch the same program at a fraction of the cost and resources.

## Getting Started -

- **Simple setup:** Each professor manages a dedicated bot for each class effortlessly.
- **Easy customization:** Use pre-built bots with a welcoming message, customizable prompts, and guardrails—just edit in configuration variables.
- **User-friendly design:** Navigate a clear UI for bot creation, including full-page display, typing simulation, and show source links.
- **Full-page display:** Share a unique link to a separate full-page bot channel with students.
- **Effortless material upload:** Easily upload text-based course materials—documents, PowerPoints and web pages (no videos).
- **Control access:** Set access permissions for each individual bot, ensuring privacy and security.
- **Pre-share testing:** Test your bot before sharing the link with students for a smooth experience.
- **Guided setup:** Follow a step-by-step video guide to walk you through the bot building process.
- **Data insights:** Access analytics for each bot, gaining valuable information on interactions and performance.

## Coming Soon -

- **Seamless video upload:** Easily upload videos with context indexing for enhanced organization.
- **External data integration:** Connect to external sources (like Canvas LMS) ensuring a smooth flow of information.

# Education Conversation Library

By importing any of these .zip file triggers into your conversation in UI Builder, users can trigger a multi-turn conversation to complete a variety of tasks. These conversational flows can connect to your backend system or API to automate tasks.

See full library [here](#).

## Admissions

[Send Transcripts](#)

[Admissions Application Status](#)

[Schedule an Appointment with an Advisor](#)

[Outstanding Fees](#)

[Change Application](#)

[Who is my Academic Advisor?](#)

## IT Services

[Reset Password](#)

[Key Card Repair](#)

[Computer Rental](#)

[Broken Equipment](#)

[Troubleshooting Help](#)

## Course Information

[Check my Grade](#)

[Course Book Requirements](#)

[Book Rental Return Date](#)

## Finance

[Financial Aid Information](#)

[Scholarship Status](#)

[Work Study Status](#)

## Campus Life

[Maintenance Request](#)

[Meal Card Balance](#)

[Find a Location on Campus](#)

[Locked Out of Dorm](#)

## Student Services

[Schedule an Appointment with an Advisor](#)

[What's my GPA?](#)

[Graduation Status](#)

[Order Cap & Gown](#)

[Graduation Tickets](#)

# State & Local Government

The easy-button solution to launch your GenAI program

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# The easy-button solution to launch a GenAI program

Get started with Conversational experiences available in the Zammo.ai library across departments.

- **Animal Services** – report a lost pet, found pet, etc.
- **Road Maintenance** – report a pothole, obstruction, etc.
- **Information Request** – forgotten password, tax information, etc.
- **Service Request** – low water pressure, main break leak, bulk pickup request
- **Permit Applications and Inquiries** – track and provide info for permit applications, i.e. building permits, business licenses, etc.
- **Public Health Services** – offer information on vaccination clinics, health inspections, etc.
- **Community Events and Activities** – provide details on how citizens can participate in or organize local activities
- **Transportation Services** – report issues related to public transportation, such as delays, disruptions, or maintenance concerns
- **Education Services** – provide information on local schools, registration processes, and educational resources
- **Economic Development** – assist with inquiries related to starting a business, permits, and licensing

# Microsoft and Zammo AI/Analytic Journey (2019–Oct 2021)

2019

  
[Zammo.ai](#)  
is founded in 2019  


June  
2020

  
[Zammo.ai and Customer, King County \(WA\)](#)  
featured in Microsoft AI Virtual Event  
  
 Microsoft ↔  zammo.ai



July  
2020

  
Microsoft Partners with Zammo.ai to [deploy COVID-19 chatbots for local governments](#)  



August  
2020

  
Microsoft [hosted a series of ten workshops](#) in Aug/Sept. 2020 to show organizations how to get moving fast with Zammo.ai

Feb  
2021

  
[Montgomery County Government \(MD\)](#) uses Azure AI-based [Zammo.ai](#) to support a successful COVID-19 vaccination program  




April  
2021

  
Project Voice awards Zammo with the [Microsoft AI Use Case of the Year](#)  


May  
2021

  
Zammo.ai becomes [available in Azure Marketplace](#)  
 Available on Microsoft Azure Marketplace


July  
2021

  
Zammo.ai named [Hot Vendor in AI for the Intelligent Contact Center](#) by Aragon Research  


Sept  
2021

  
[Zammo.ai](#) is IP co-sell ready in the Azure Marketplace

Oct  
2021

  
Zammo is awarded the [Microsoft AI for Accessibility grant](#) to help people with low vision, mobility or dexterity to use their voice to discover, learn and apply for online job postings

# Microsoft and Zammo AI/Analytic Journey (May 2021-May 2023)

May  
2022



Microsoft CEO [Satya Nadella](#) highlights [Zammo](#) in his kickoff keynote for [#MicrosoftBuild](#) for its early use of OpenAI

June  
2022



Zammo is featured partner for Microsoft for Startups [#LaunchWithAI – Benefits of being cloud-native on Azure](#)

Oct  
2022



Zammo on Tenant listing goes live in the Azure Marketplace



Jan  
2023



Awarded [Juniper Research's Platinum Prize for Best AI Chatbot Solution](#)

Feb  
2023



Microsoft launches the [Conversational Azure OpenAI \(ChatGPT\) Accelerator](#), based solely on the Azure-via-Zammo solution ([Seller Landing Page](#))

March  
2023



Zammo joins Microsoft for an OpenAI webinar: [Transform the Restaurant Guest Experience with OpenAI](#)

March  
2023



Zammo featured for Microsoft's SaaS Stories: [Learn from Software Experts – Zammo](#)

April  
2023



Microsoft publishes the [first ever case study](#) globally documenting customer success combining OpenAI and Cognitive Search – the key to achieving "ChatGPT using only customer data"

May  
2023



Zammo and Microsoft win first new customer deal leveraging the Cog Search + AOAI SaaS solution with Sephora Cosmetics. Time from customer request for Accelerator custom demo to customer purchase in Azure Marketplace and full deployment of ~50 Azure resources on customer tenant was 11 days

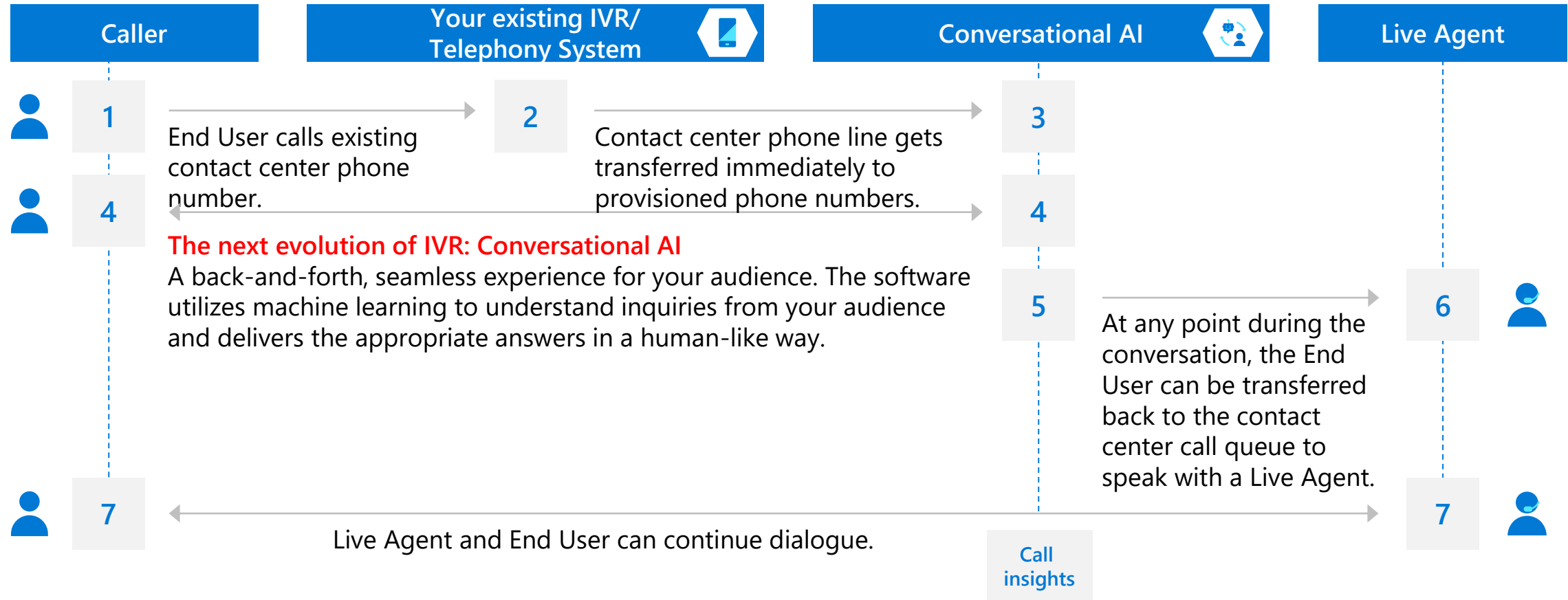
?



Looking forward to seeing where this journey takes us now!

# Augmenting your existing IVR or telephony system

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



# Example of automated workflow with API integration

