Conversational Azure OpenAI (ChatGPT) Accelerator

zammo.ai

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]
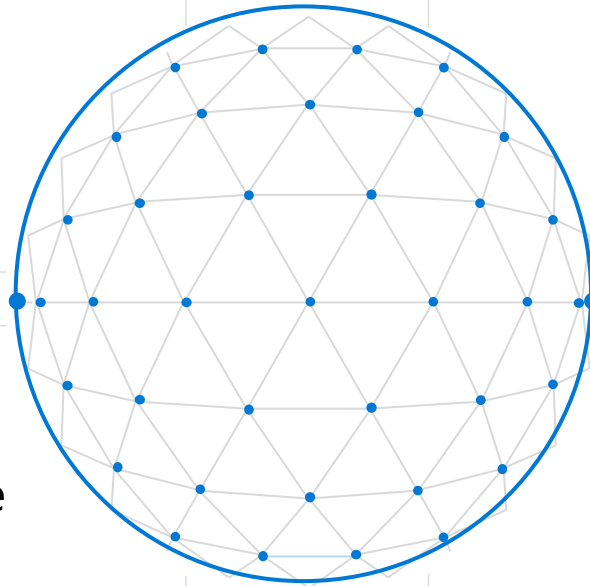
1 The Top Customer Service Expectations and How to Exceed Them | HubSpot, September 2021
2 6 Uses of ChatGPT for Customer Service | InvGate, February 2023
3 Exploring Self-Service: CX Today Expert Round Table | CX Today, July 2022
4 The Future of Chatbots 80+ Chatbot Statistics for 2023 | Tidio, January 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
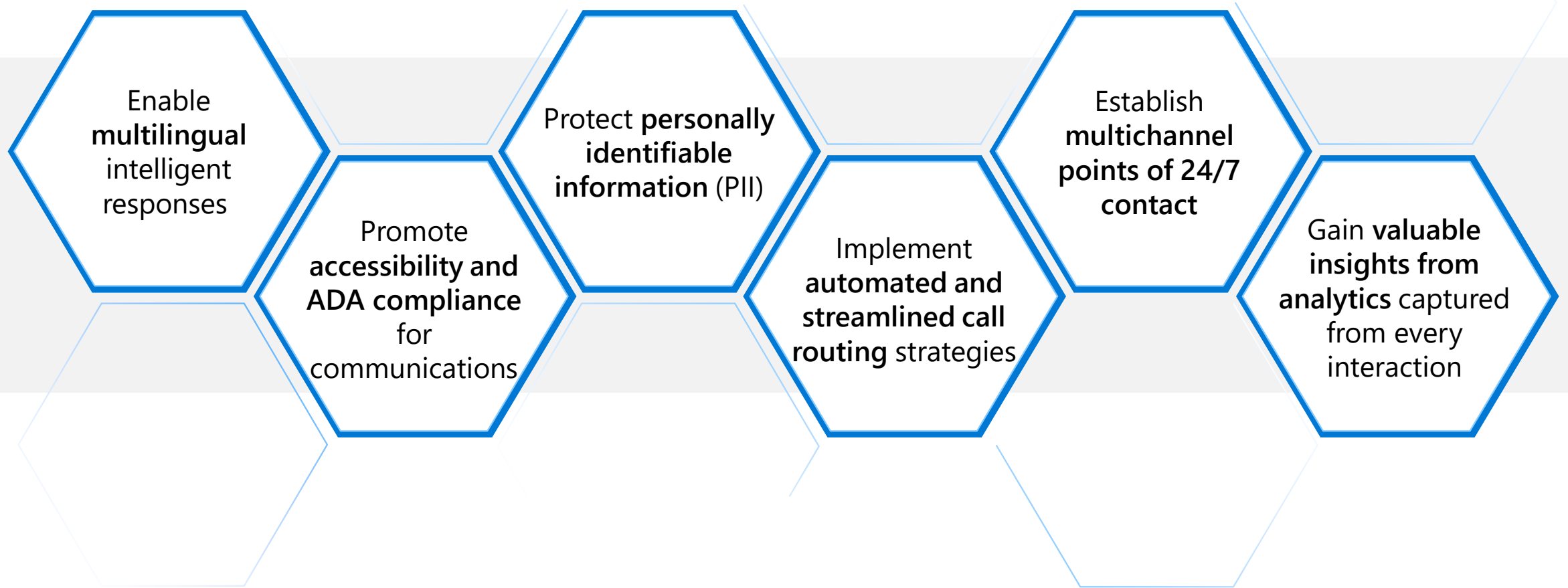
High cost of hiring, training and retaining agents

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

Inability to efficiently capture insights from customer interactions

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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**

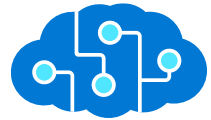Gain **valuable insights from analytics** captured from every interaction

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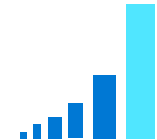
Connect to backend data and live agent systems and deploy to your existing IVR/telephony, voice assistant and chatbot channels

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 CC: Azure_AI_Accelerator@zammo.ai.

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OpenAI is just one service provided

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

OpenAI

Cognitive Search

Sentiment Analysis

Language Detection

PII Detection

Azure Communication Services

+ many, many more services

Alexa Skill Publication

CLU

Semantic Search

Speech to Text

Connectors to Backend Systems

Translation

Connectors to Live Agent Systems

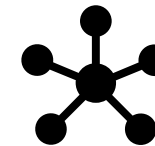Neural Voices

Document Translation

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…	…as well as to several voice and IVR channels…	…using integration modules for date and telephony systems

Microsoft Teams SMS Messaging WhatsApp

Slack FB Messenger Instagram

IVR/Telephony soul machines Astonishing Digital People

Amazon Alexa Google Assistant

twilio

Genesys Microsoft Dynamics 365

salesforce AVAYA SAP

NICE inContact zendesk

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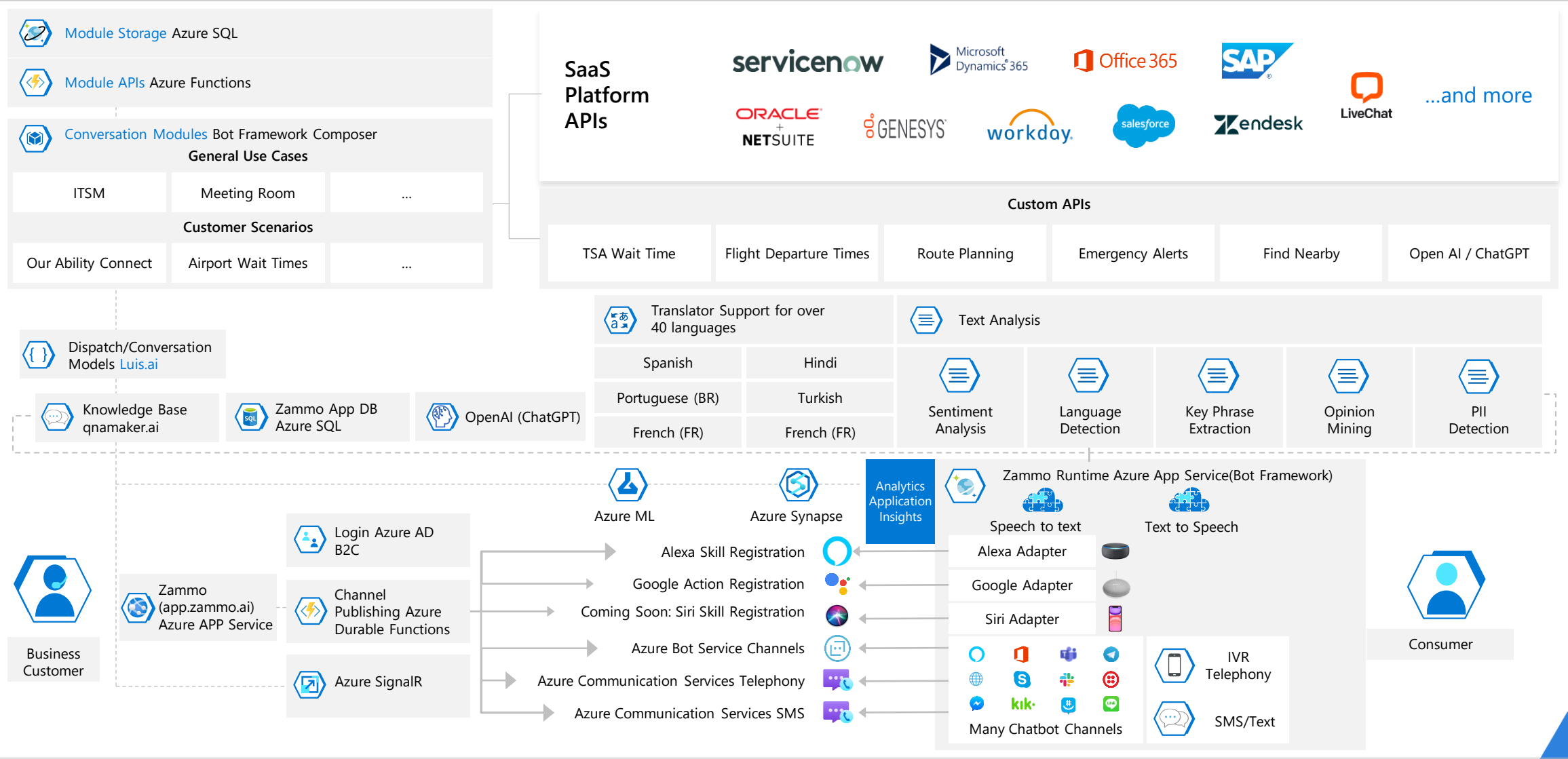
Request a No-Cost, No Obligation Custom Demo using your web pages and documents
Contact your Microsoft specialist for a demo and to discuss prerequisites, next steps and your questions.

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

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 |

Translator Support for over 40 languages

Text Analysis

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

Dispatch/Conversation Models Luis.ai

Knowledge Base qnamaker.ai

Zammo App DB Azure SQL

OpenAI (ChatGPT)

| 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

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

Alexa Adapter

Google Adapter
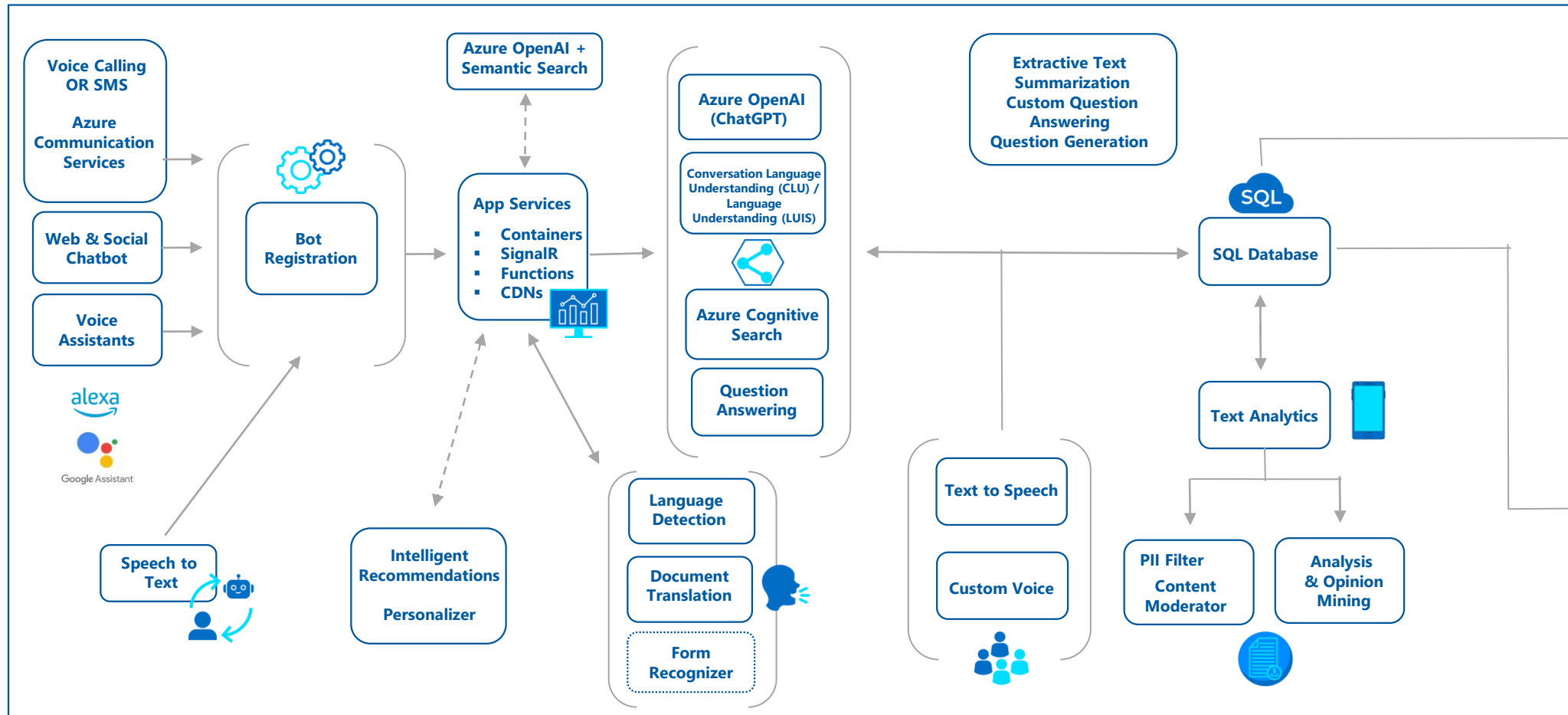
Siri Adapter
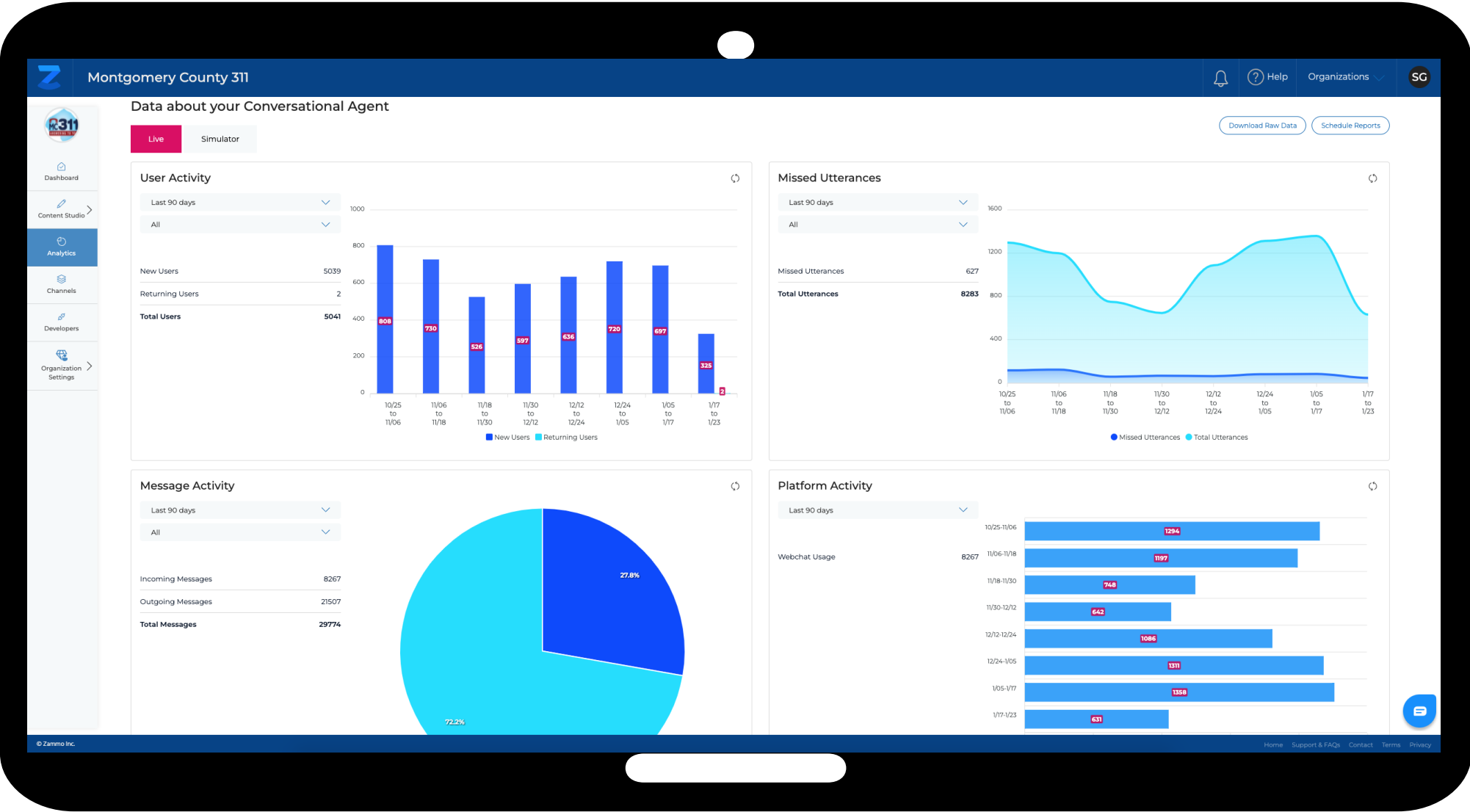
Many Chatbot Channels

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

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 in order 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

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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 re-usable 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.

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.

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

Washington governments respond to COVID-19 with Microsoft chatbots
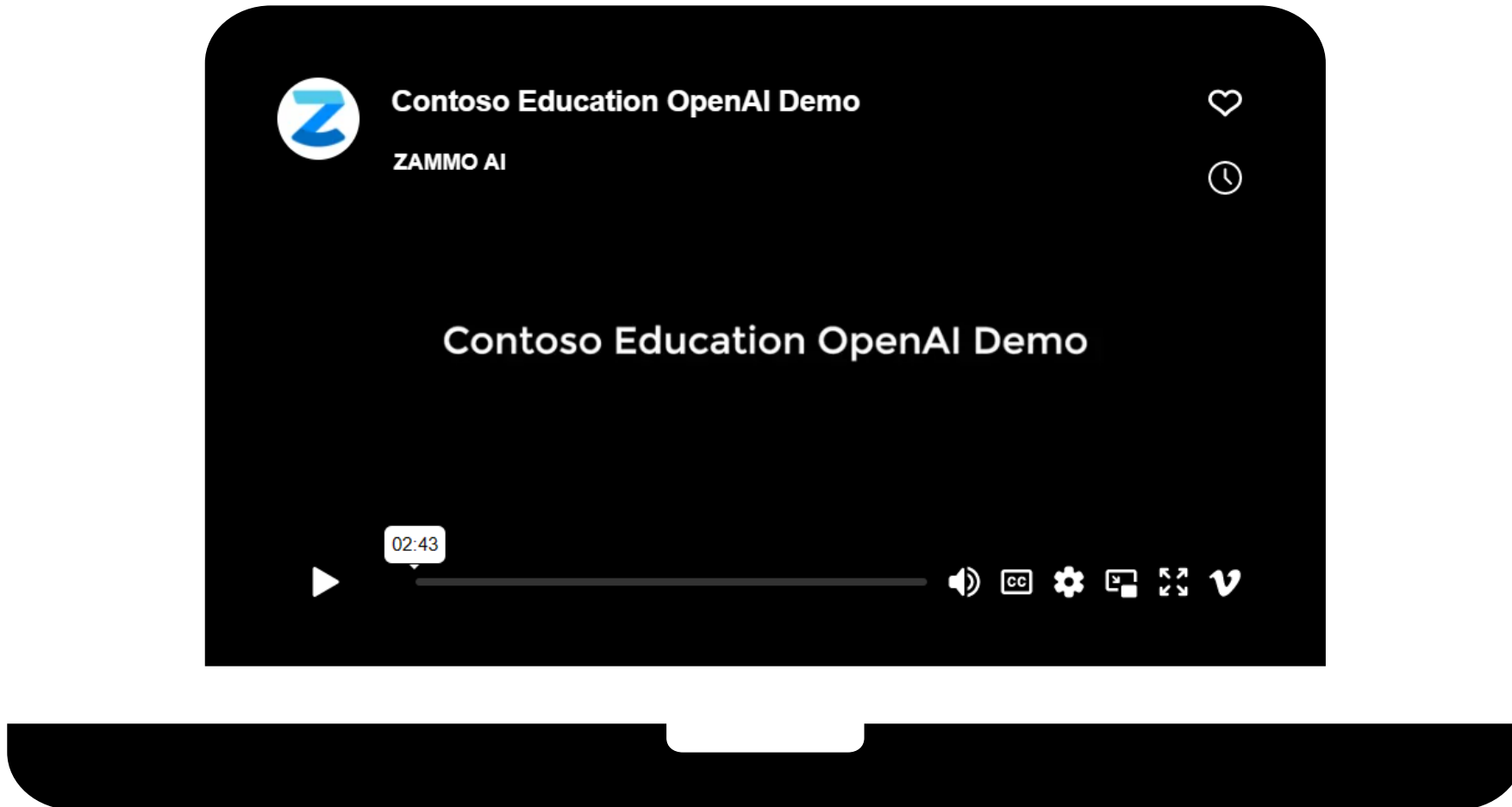
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Financial Services demo

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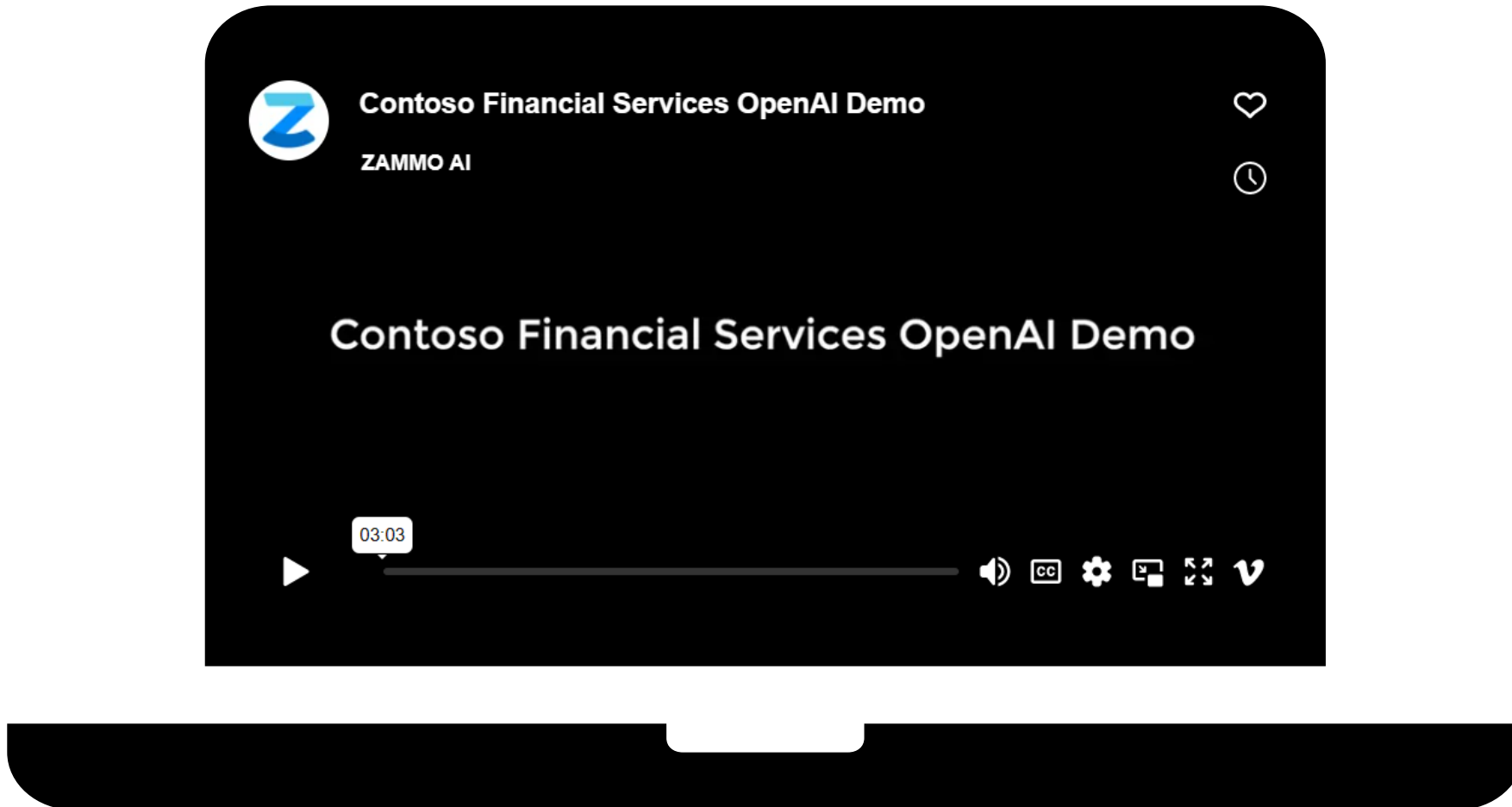
Education demo

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

Retail demo

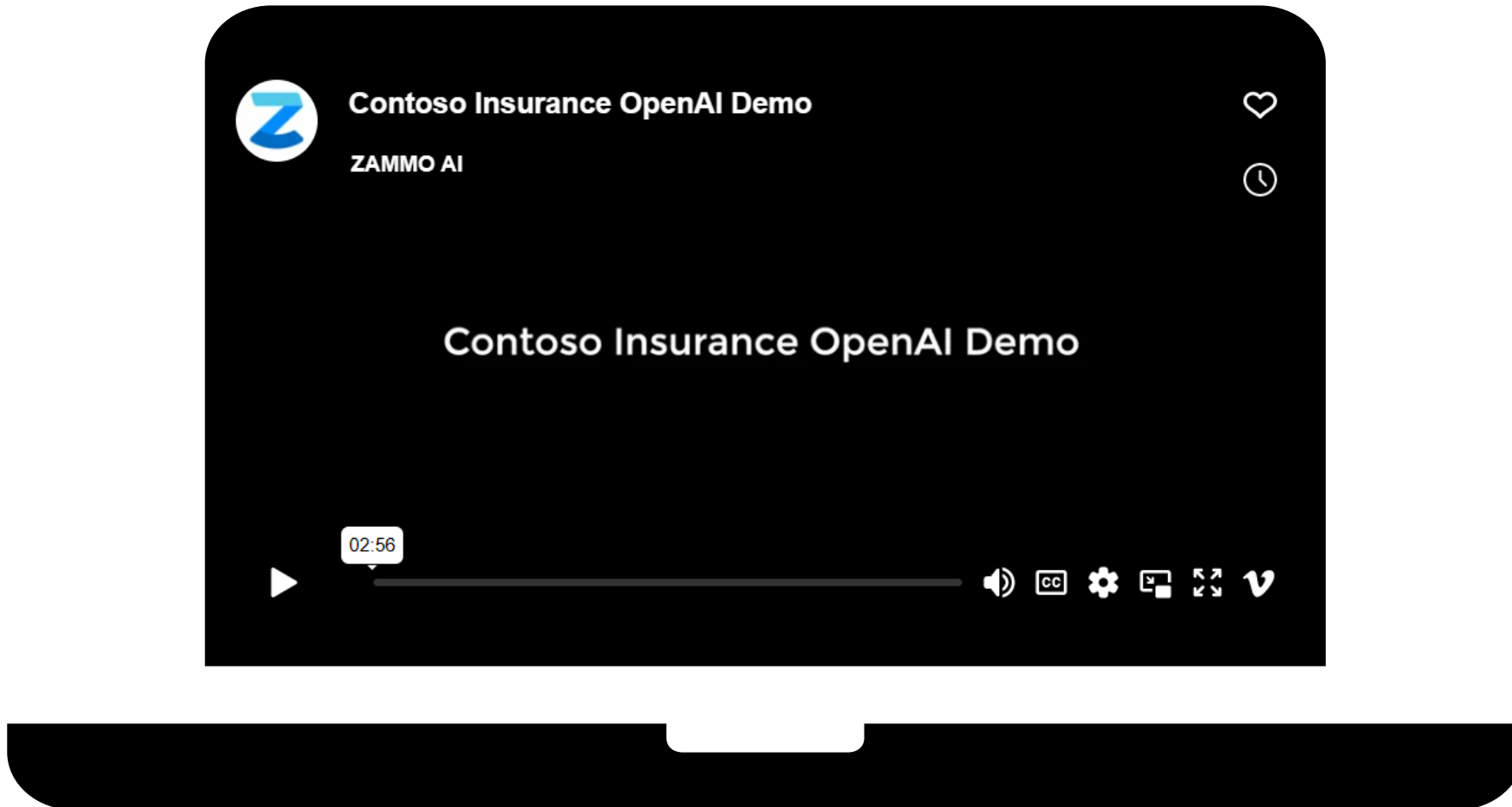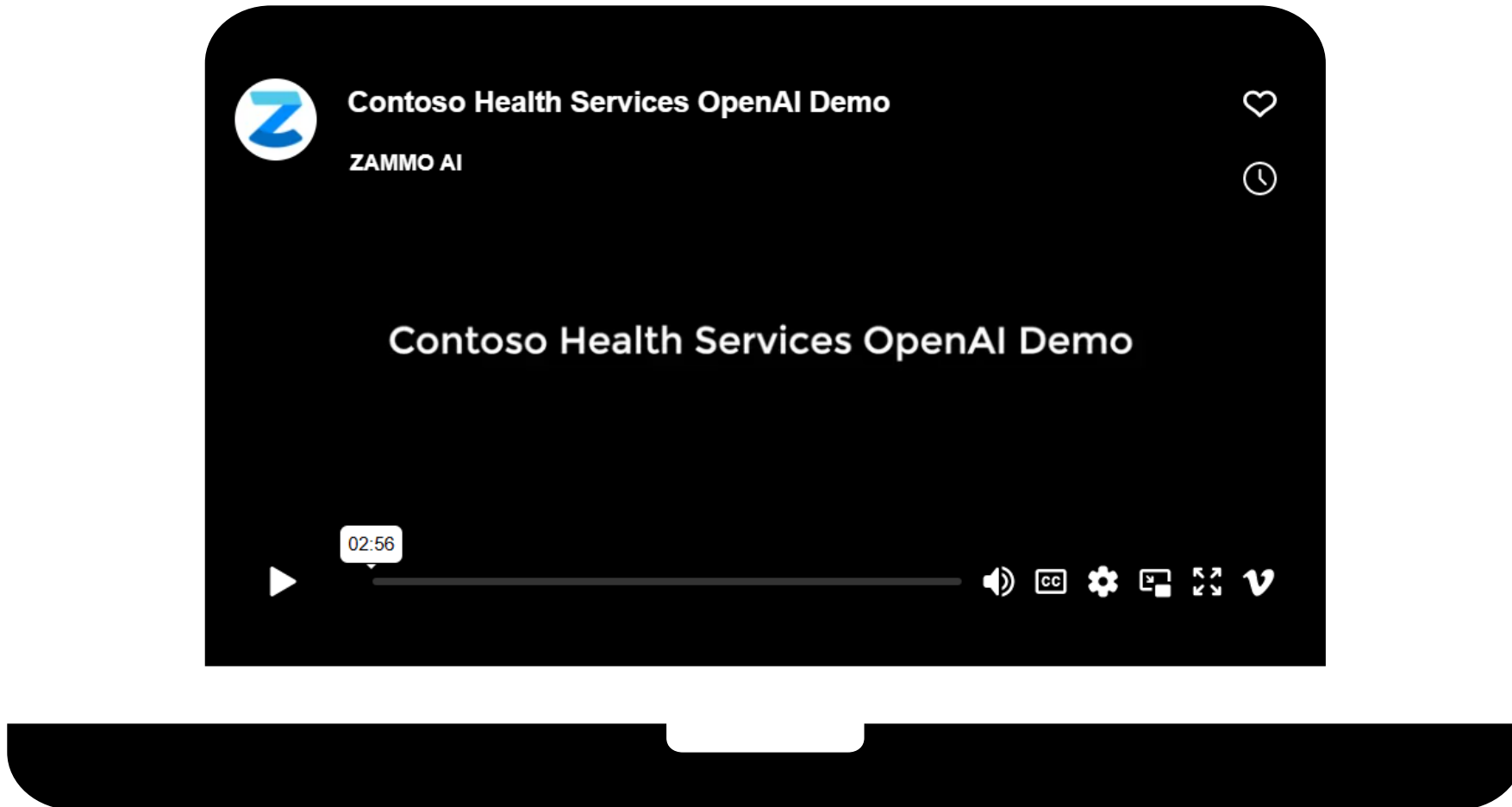Check out the Contoso Retail OpenAI Demo

Insurance demo

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

Health Services demo

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

Manufacturing demo

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

Government demo

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

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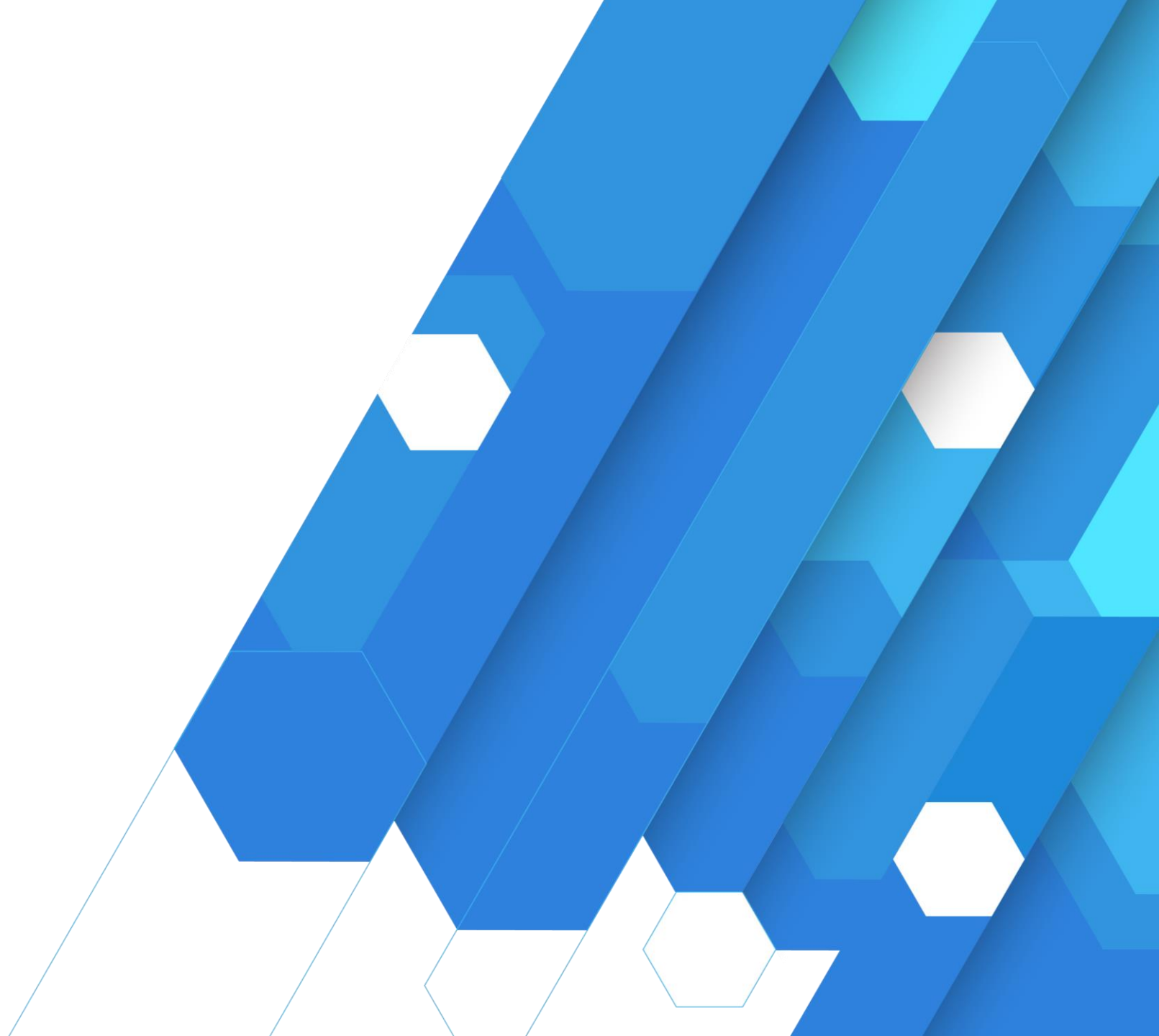
Microsoft and Zammo AI/Analytic Journey (2019–Oct 2021)

2019

Zammo.ai is founded in 2019

June 2020

Zammo.ai and Customer, King County (WA) featured in Microsoft AI Virtual Event

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

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
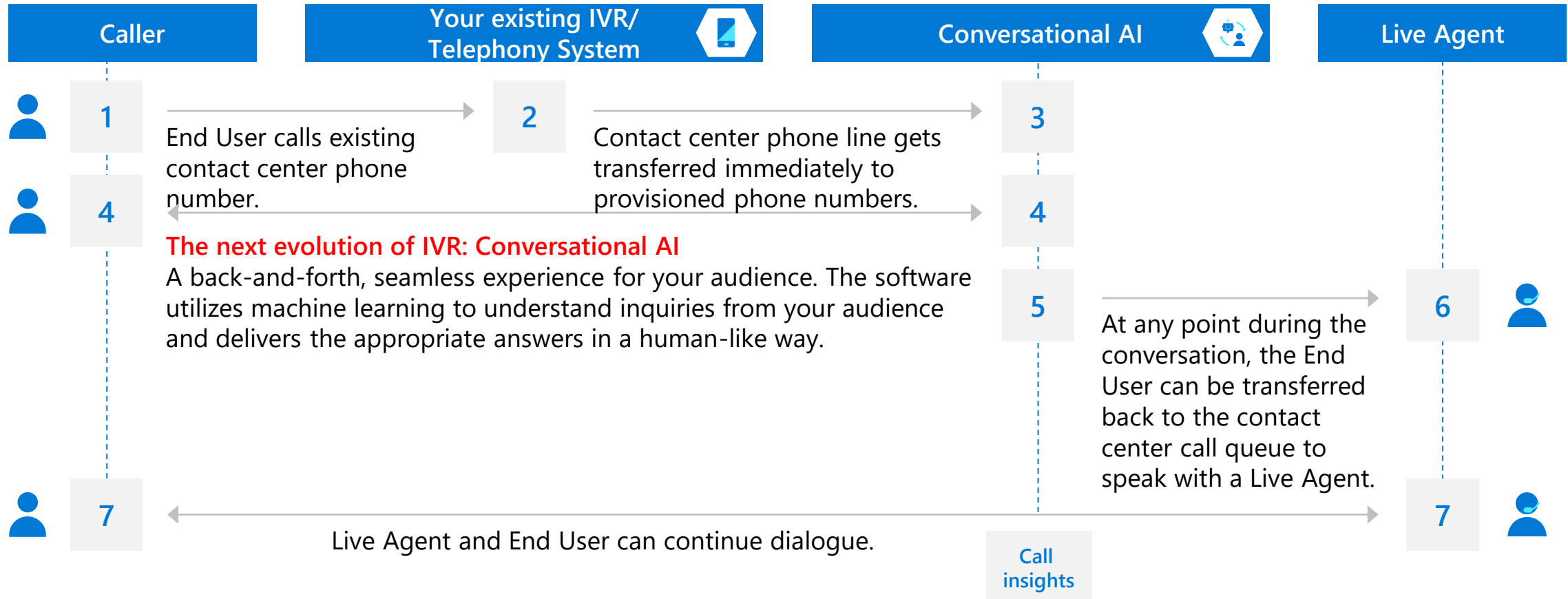
?
Looking forward to seeing where this journey takes us now!

Augmenting your existing IVR or telephony system

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

Caller	Your existing IVR/ Telephony System	Conversational AI	Live Agent

1 → End User calls existing contact center phone number.

2 → 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 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.

6

7 Live Agent and End User can continue dialogue.

7

Call insights

Example of automated workflow with API integration