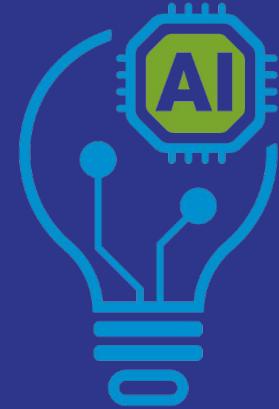




# Unlocking Value with Open Source AI: A Sustainable and Secure Path Forward

Irish National Open Source Innovation  
Summit



# Today's Speakers



**Conor O'Neill**  
**VP of Product & Engineering**  
**ServisBOT**



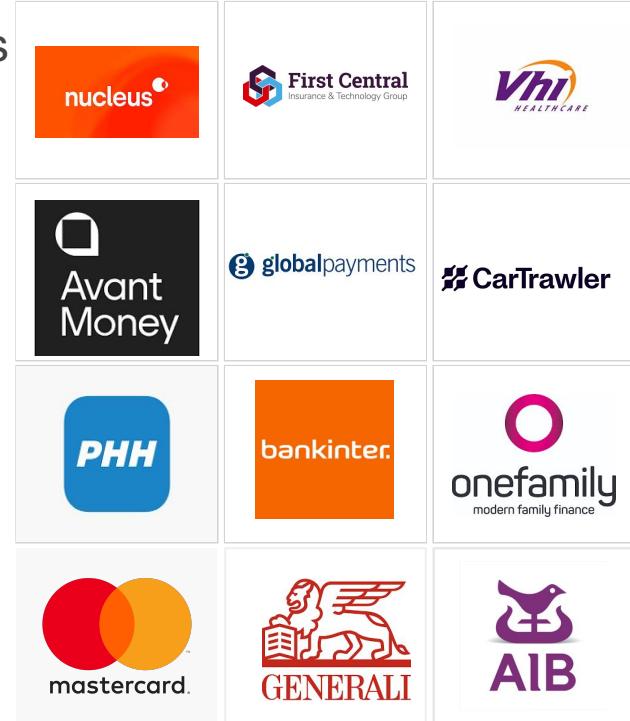
**Paul Bradley**  
**Transformation Lead**  
**AIB**

# About ServisBOT

Conversational and Generative AI Assistants, Copilots and Agents for chat and voice that help:

- Improve CX
- Automate processes
- Manage Risk and Compliance
- Reduce Cost to Serve
- Deliver Deep Insights

Operating in Europe and North America  
Established in 2017



## Our Customer Engagement Centre in Numbers



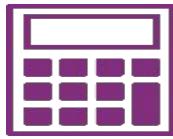
>4.5 Million Calls



>150,000 Live Chat



>10 Locations



Sales and Service



### Our Channels:

- Phone
- Chat
- Social
- Digital Assistant

## Our Transformation – Our Vision?

Our Goal: Digital First – Human where it matters



Scalable



Flexible



Agile



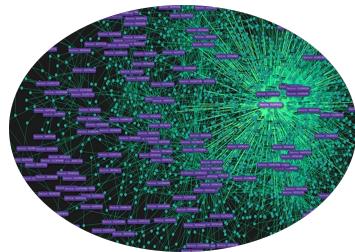
Our Path?

- VS -



# Our Transformation – Our Journey?

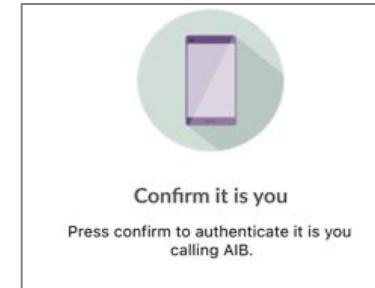
Understand – Speech Analytics



Inform – Knowledge Graph

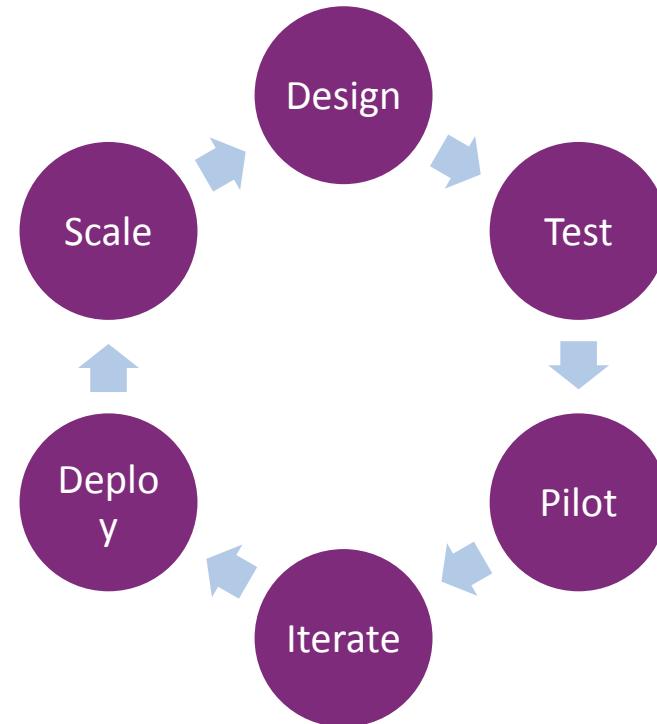


Authentication



Communicate - Abi

- Flywheel Approach
- This allows interoperability between stages
- Critical to determine use case suitability
- Allows subtle changes based on testing rather than complete failure via traditional approaches.



# Our Transformation – Our People?

## People:

- Training
- Conversation Design
- Bot Building
- Co Design with ServisBOT
- Design Thinking



# Closed and Open Source AI

- Dominant models closed source
- Good reasons for using Microsoft, Google, Amazon or OpenAI
- Black boxes
- Meta/Alibaba/DeepSeek



Musée des Confluences Lyon

# Progress to Open Source AI

- You're in control
- Country / Culture / Language / Vertical / Regulation / Customer Specific
- Private Trained LLMs
- Not just LLMs
- Smaller LLMs



China Central Television HQ Beijing

# Your LLM Journey Business Considerations

- We analyse:
  - Compliance Environment
  - Business use case
  - Build or Buy
  - Voice and/or Text
  - Privacy/Safety/Guardrails



# Your LLM Journey - Technical Considerations

- Our framework to:
  - Safely Migrate
  - Evaluate OSS Models
  - Evaluate Model Sizes
  - Select APIs/SDKs
  - Build RAG
  - Split LLM + Programmatic



MAC Niterói



# Our AI Ecosystem

- Industry / OSS collaboration
- OpenEuroLLM 🙌
- High-impact public datasets
- Voice Models
- Flywheel
- Innovation >> EU regulation
- Irish AI sector seat at the table



Les Étoiles d'Ivry

# Stop by our Stand and Learn More



Conor O'Neill

VP of Product & Engineering  
conor.oneill@servisbot.com



Visit Us

<https://servisbot.com/>  
<https://aib.ie/>



Paul Bradley

Transformation Lead, AIB  
paul.s.bradley@aib.ie



Elaine Giblin

Head of Sales, EMEA  
elaine.giblin@servisbot.com