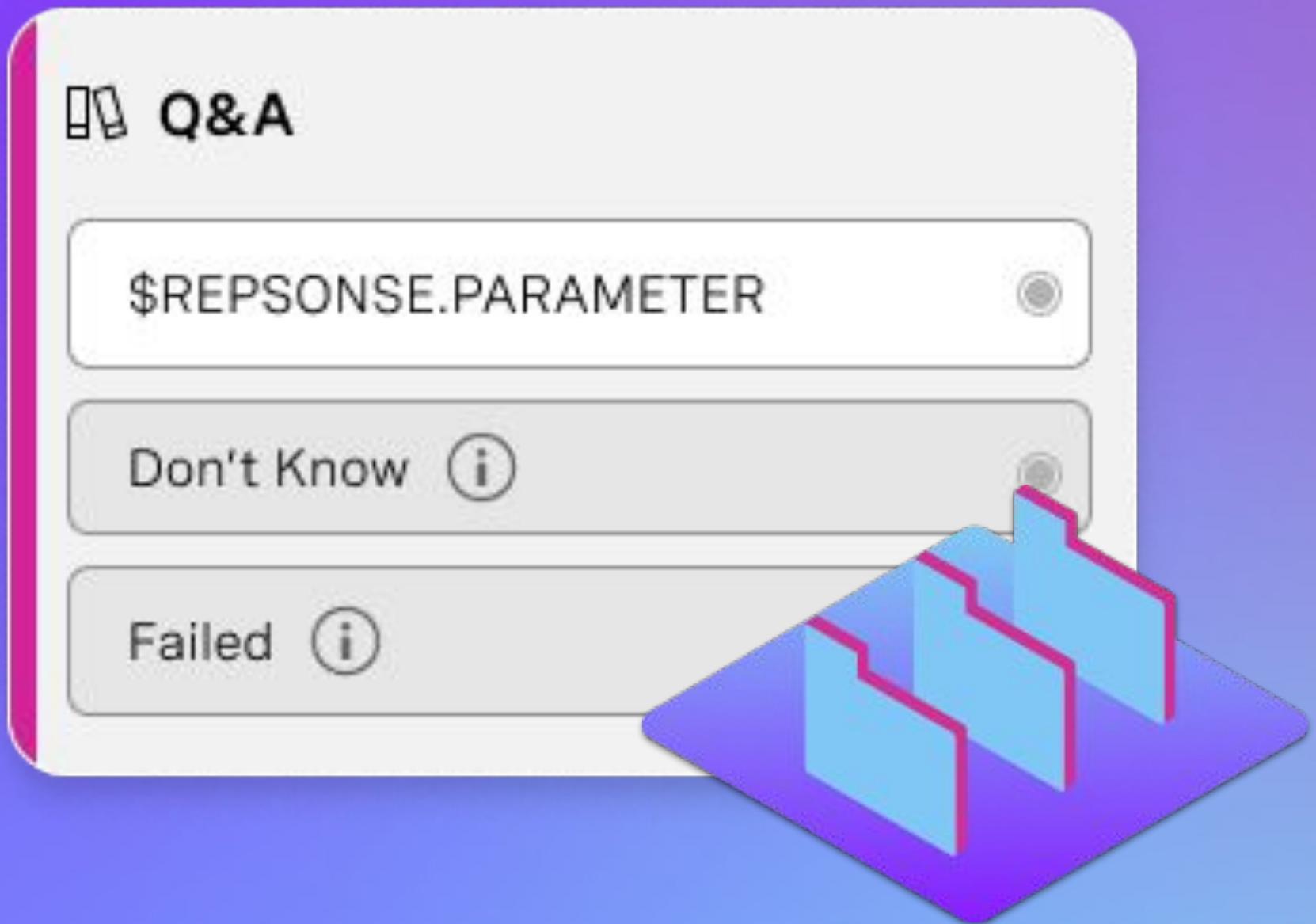


Knowledge is now **AI-Powered**



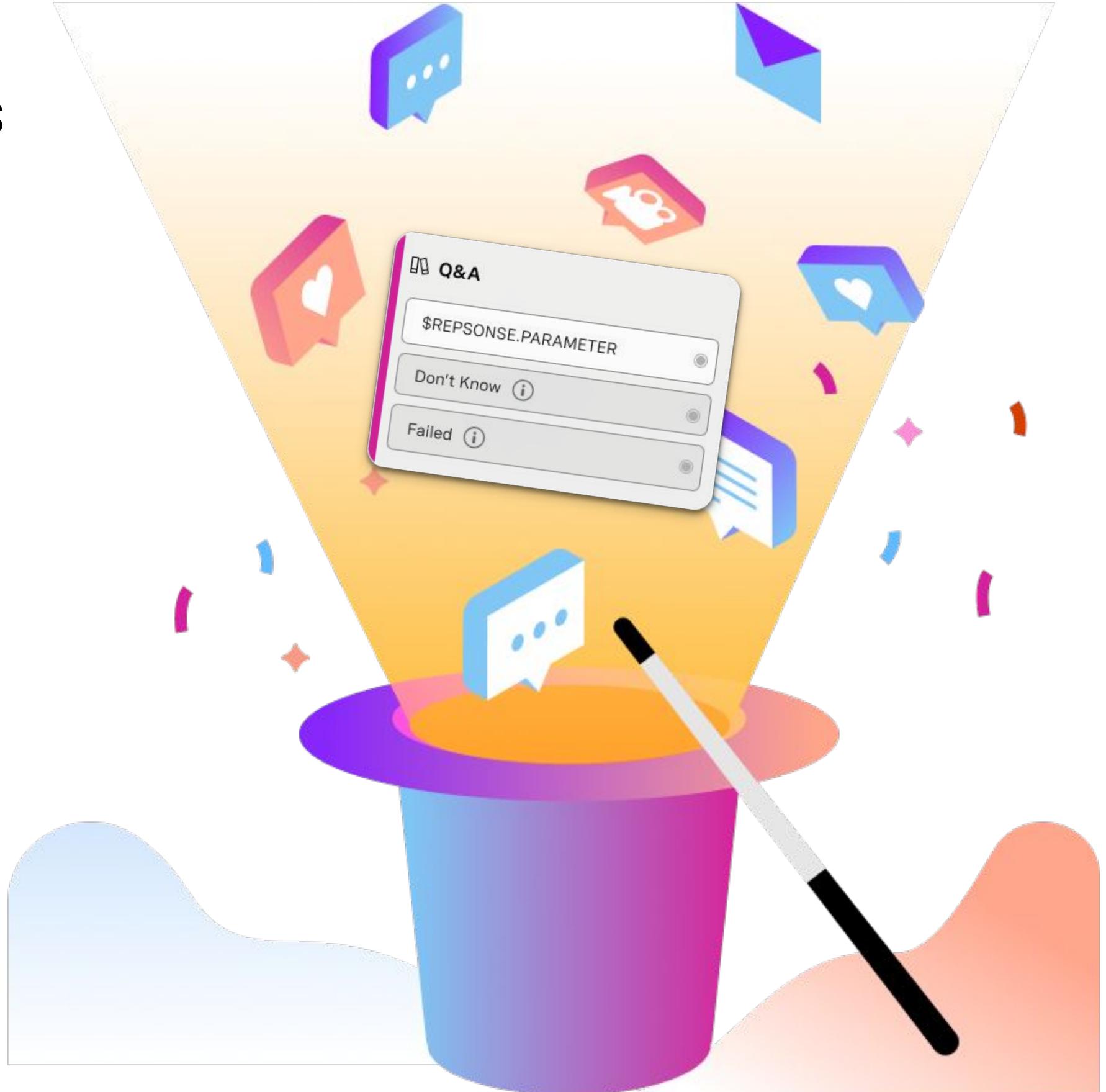


Knowledge AI

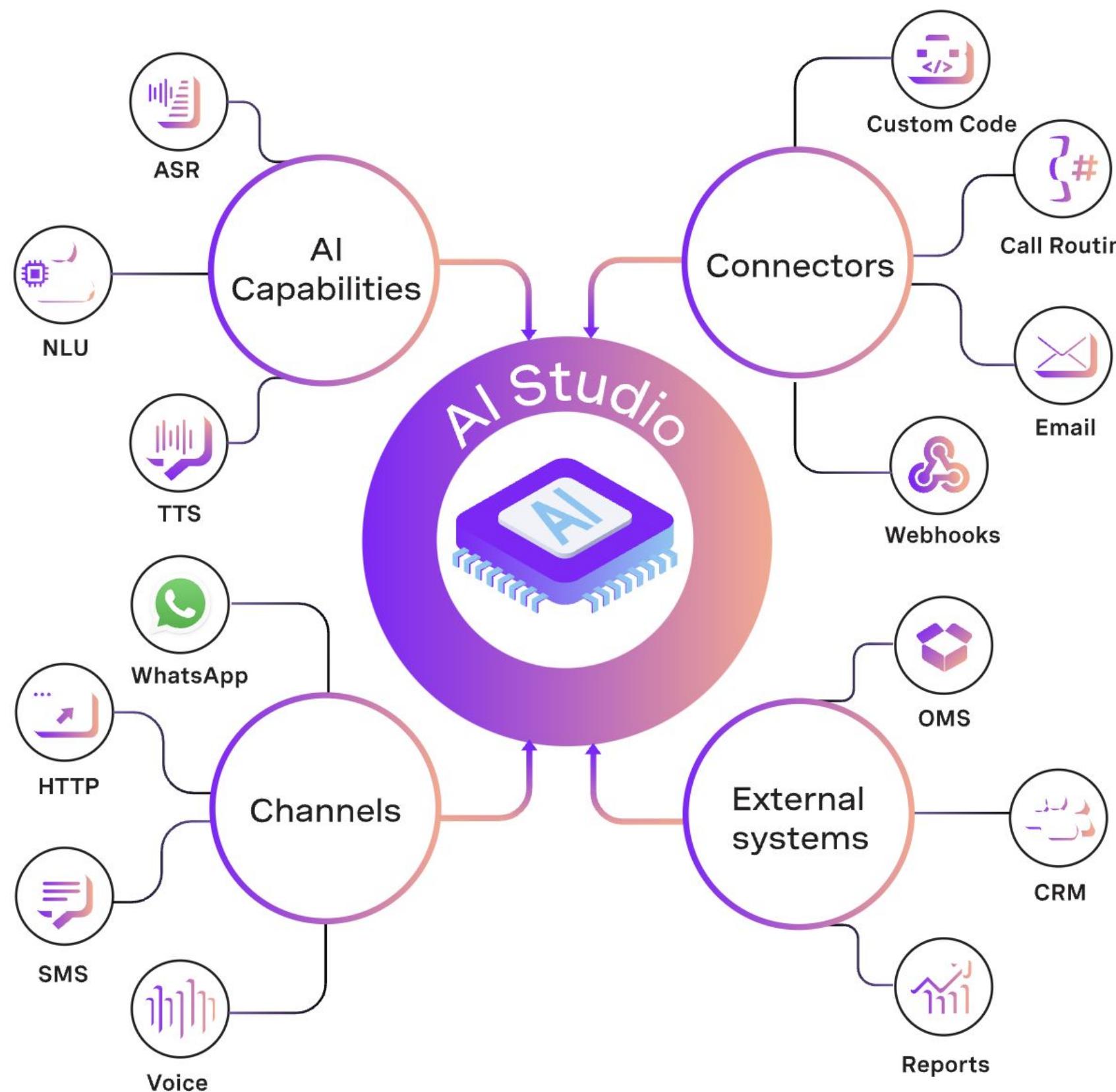
PRESENTED BY:
Luisa Onnebrink,
Product Education Manager

Time for some neural networking!

- Knowledge AI Capabilities & Benefits
- Who is it for?
- Pricing & Support



AI Studio - Recap



Natural language conversations with customers through Vonage's proprietary ASR & NLU engine

Channels & Capabilities

- Engagement on 4 channels: Voice, WhatsApp, SMS, HTTP (e.g. webchat)
- Combine multiple channels in a single conversation creating a true Omni-channel experience
- Salesforce authentication & read/ write actions via Inbuilt Salesforce nodes
- Integrate flexibly with any 3rd party APIs/ external platforms (eg: reports, order management, call center, CRM platforms) through Webhooks

Languages

- 20 languages - including English, German, Spanish, Hebrew, Italian, Chinese, Polish, etc.

Welcome to today's contact centers.



The Priority

Exceptional customer service



The Challenge

Agents are spending valuable time on simple recurring Q's, searching through extensive knowledge bases to find relevant information for customer queries.



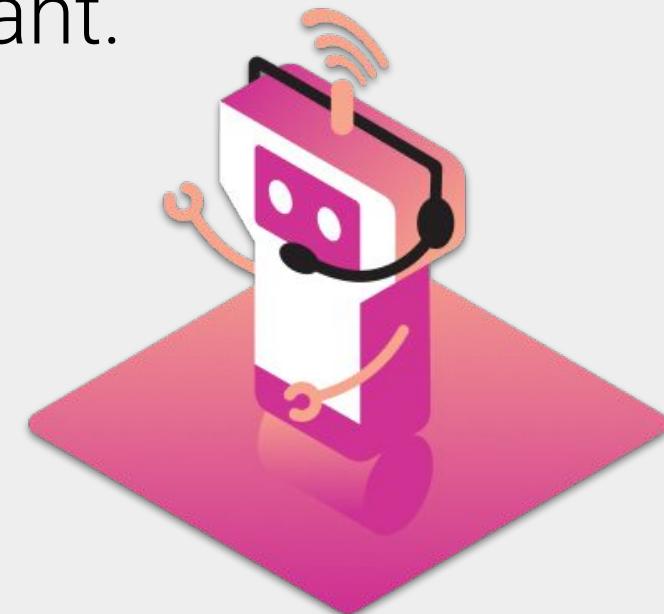
The Result

Delays in response times & frustrated customers - and agents.

The solution - Knowledge AI

1

Streamline redundant queries and processes with an AI-powered Virtual Assistant.



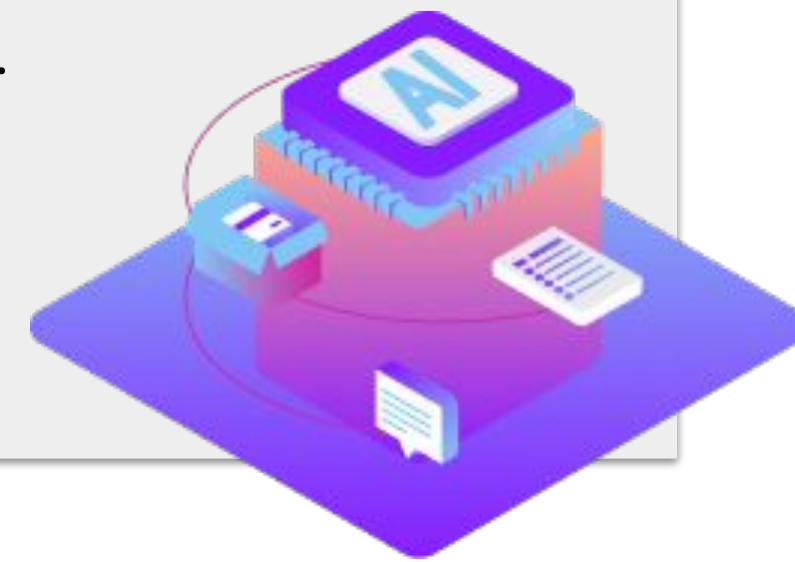
2

Unify organization's decentralized information and documentation in one extensive, up-to-date knowledge base.



3

Integrate knowledge base into Virtual Assistant & allow VA to provide streamlined, up-to-date responses to address a broad spectrum of customer inquiries effectively.



Knowledge AI - AI-driven Q&A capabilities

The screenshot displays the VONAGE AI Studio interface. On the left, the main dashboard shows an 'Order Tracking' node with details like 'Phone: +22 607 123 4567' and 'ID: 3a9be86e6bc0g...'. Below it, a 'NODES' section lists 'Conversation' with options for 'Speak', 'Listen', 'Collect Input', 'Classification', and 'Condition'. A modal window titled 'Q&A' is open, showing configuration fields: 'Index *' set to 'KB Index', 'User query parameter *' set to 'USER.QUERY', and 'Response parameter *' set to 'Q&A_RESPONSE'. Under 'Configurations', a slider for 'Waiting time' is set between 2 sec and 10 sec, with a current value of 3 seconds. At the bottom of the modal are 'Close' and 'Save & Exit' buttons. In the bottom right corner of the main dashboard, there is a callout box labeled 'Phase 1' containing three items: '\$RESPONSE.PARAMETER', 'Don't Know (i)', and 'Failed (i)'.

Knowledge AI is a new, powerful tool on the AI Studio platform, designed for seamless integration with Virtual Assistants.

- Automates customer interactions with AI-driven Q&A
- Scales communication effortlessly
- Boosts efficiency

Why is Knowledge AI relevant

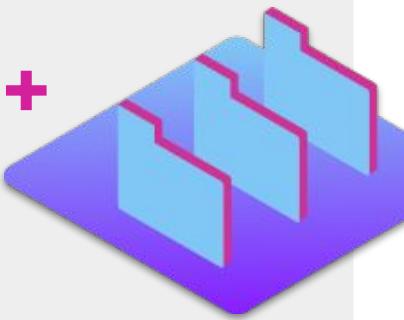
For businesses trying to automate their customer conversations via Virtual Assistants, there are 3 main challenges:

- cost and time of building a VA,
- inaccessibility of vast amounts of data,
- poor customer experience due to the unpredictability of customer requests

Deploy LLMs (GenAI)

- LLMs may use outdated info due to fixed training data.
- LLMs give general answers, lacking specific business relevance.
- LLMs hallucinate (i.e. give out incorrect responses).

Deploy Knowledge AI (LLMs + Knowledgebase)



- KAI overcomes limitations of pure LLMs.
- One centralized knowledge base = accuracy & factual correctness.
- Widely adopted by leading competitors.
- Essential for achieving Vonage's Intelligent VA positioning.

Knowledge AI Benefits

Centralized Knowledge Management & Response Accuracy

Accurate, up-to-date responses to customer inquiries based on latest knowledge base updates.



Scalability

Easy handling of vast, decentralized information & material, making it scalable for large businesses.



Cost Effectiveness

Responses are generated automatically based on existing data in the knowledge base.



Flexibility

KAI can be integrated into any Q&A use case, regardless of the industry.



Reduced Hallucinations

Reduced risk of LLM hallucinations (incorrect information) by ensuring that all generated responses have supporting evidence

Enhance Contact Center Efficiency with KAI

Cost Reduction

Reduce operational costs by minimizing the need for extensive human intervention, and decreasing training expenses for new virtual agents on the AI Studio platform.

Comprehensive Support

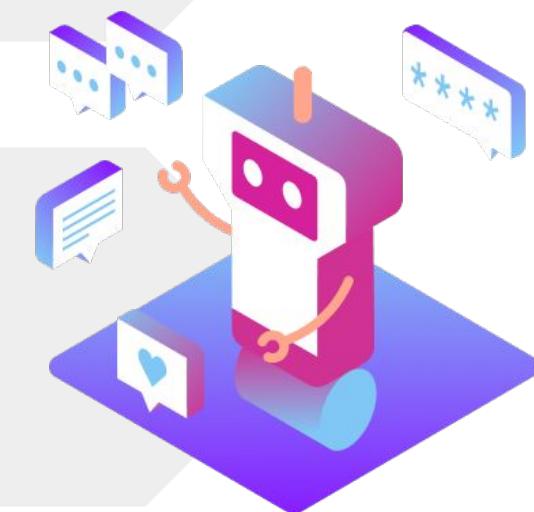
Contact centers handle various queries from simple FAQs to complex issues. KAI accesses a comprehensive knowledge base to effectively address a wide spectrum of inquiries.

Scalability & Efficiency

KAI handles high volumes of customer interactions simultaneously, offering consistent, efficient support without extra human resources. Ideal for peak times and large contact centers.

Consistent & Updated Information

The knowledge base is regularly updated with the latest information, ensuring customers always receive current and accurate responses.



Phase 1 - Capabilities

Phase 2 TBD

🚀 Simple Q&A Queries

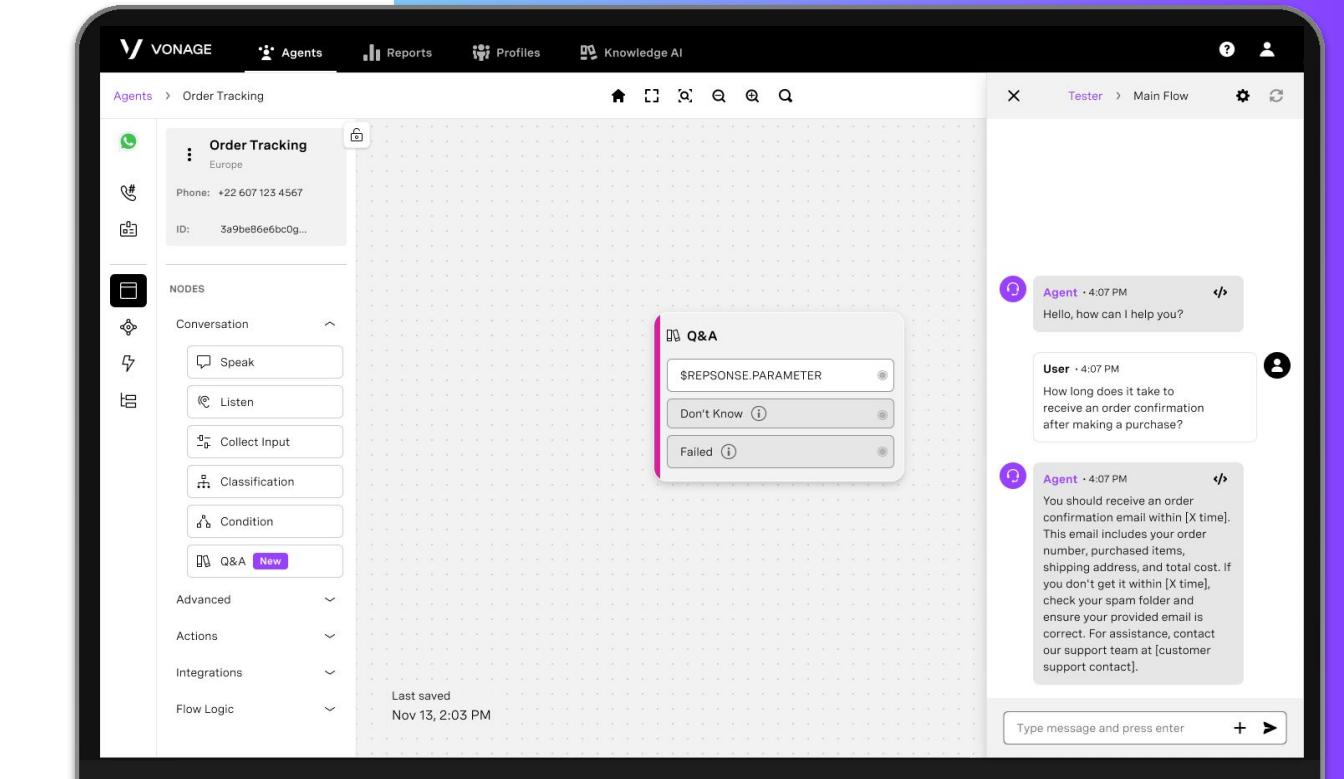
Example:

User: Which channels does AI Studio support?

VA: AI Studio supports 4 channels: Telephony, WA, SMS, and HTTP.

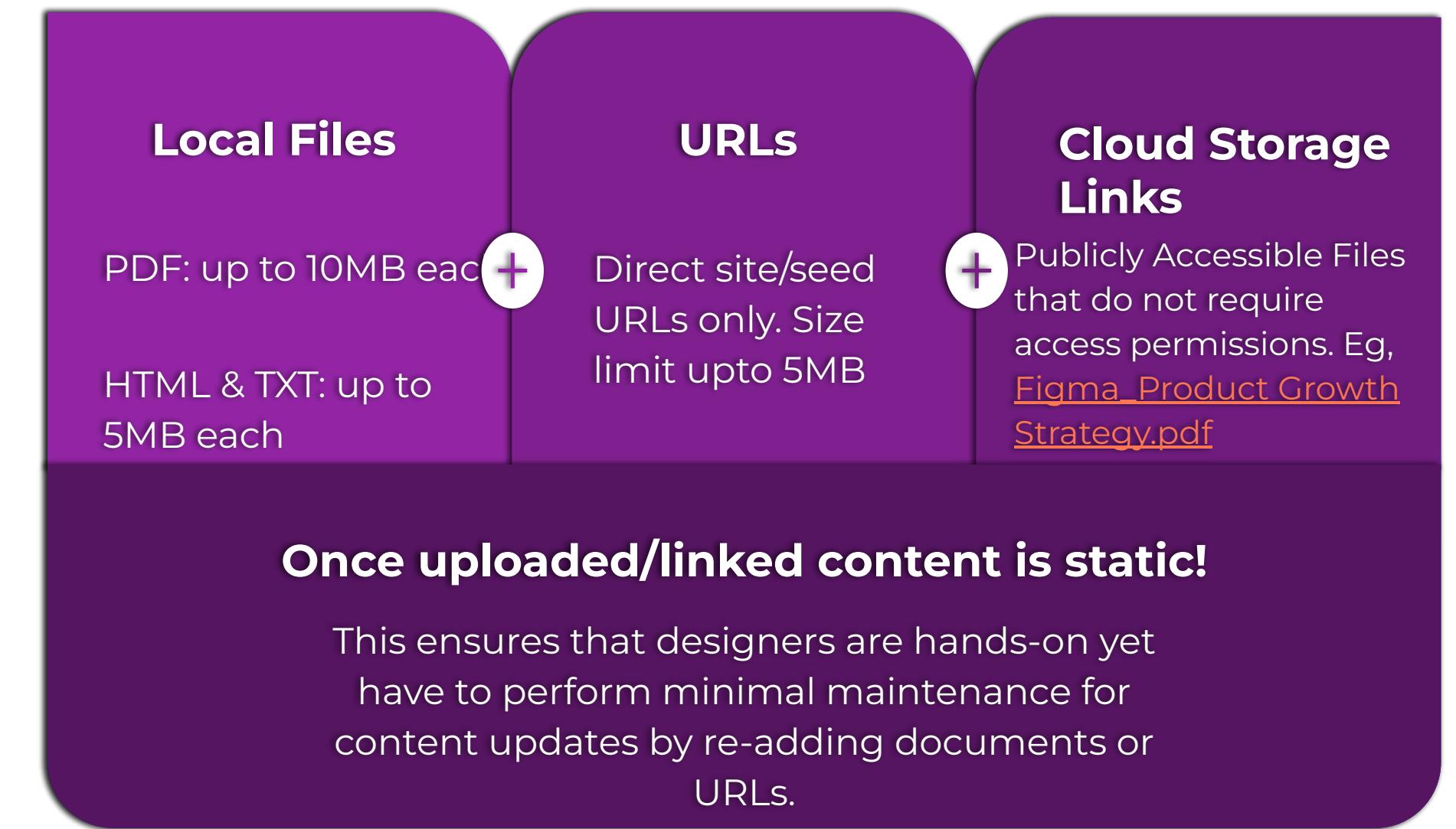
Please note -

- Sources supported: Local files (pdf, txt, html) and URL (website or publicly accessible file on cloud)
- Knowledge AI is integrated into Q&A node & can be linked to the Index and flexibly plugged anywhere in the VA flow
- Configurations: Option to customize the maximum waiting time for Knowledge AI response and manage response latency (critical for voice channel)



What counts as a Knowledge Base?

The screenshot shows the Vonage Knowledge AI interface. At the top, there's a navigation bar with the Vonage logo, 'Agents', 'Reports', and 'Knowledge AI'. Below that, the 'Source' tab is active, with a sub-section titled 'How does this work?'. A callout box says 'Add Sources that will provide relevant information to the Knowledge AI. Read More'. On the left, there's a sidebar with 'API key' (Master (75caec58)), 'Step 1: Source' (highlighted in black), and 'Step 2: Index'. The main area features a central icon of a computer processor with 'AI' on it, surrounded by a blue and purple gradient. Below the icon, the text 'Step 1' and 'Add Sources that will provide relevant information to the Knowledge AI.' is displayed, along with a 'Add Source' button.



Step 2: Create an Index out of your Sources

Create **Categories** for your Sources so that you can access these categories within your flow!

- Only have **one Source**? No worries just put it in an Index to use!
- Same Source can be linked to multiple Indexes.
- An Index can only be used in One VA, however within that one VA you can use the respective Index multiple times.

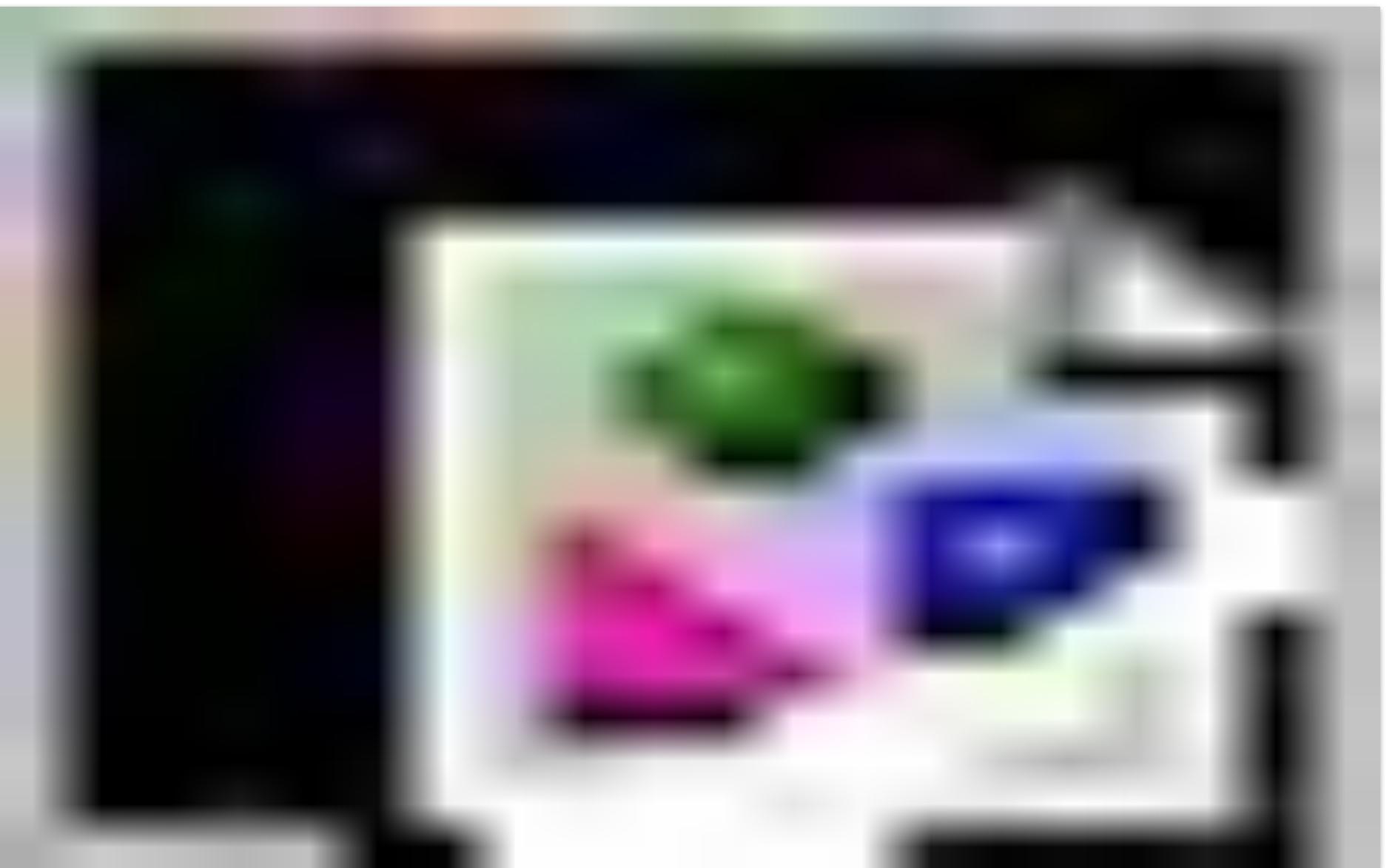


Test, Test, Test!

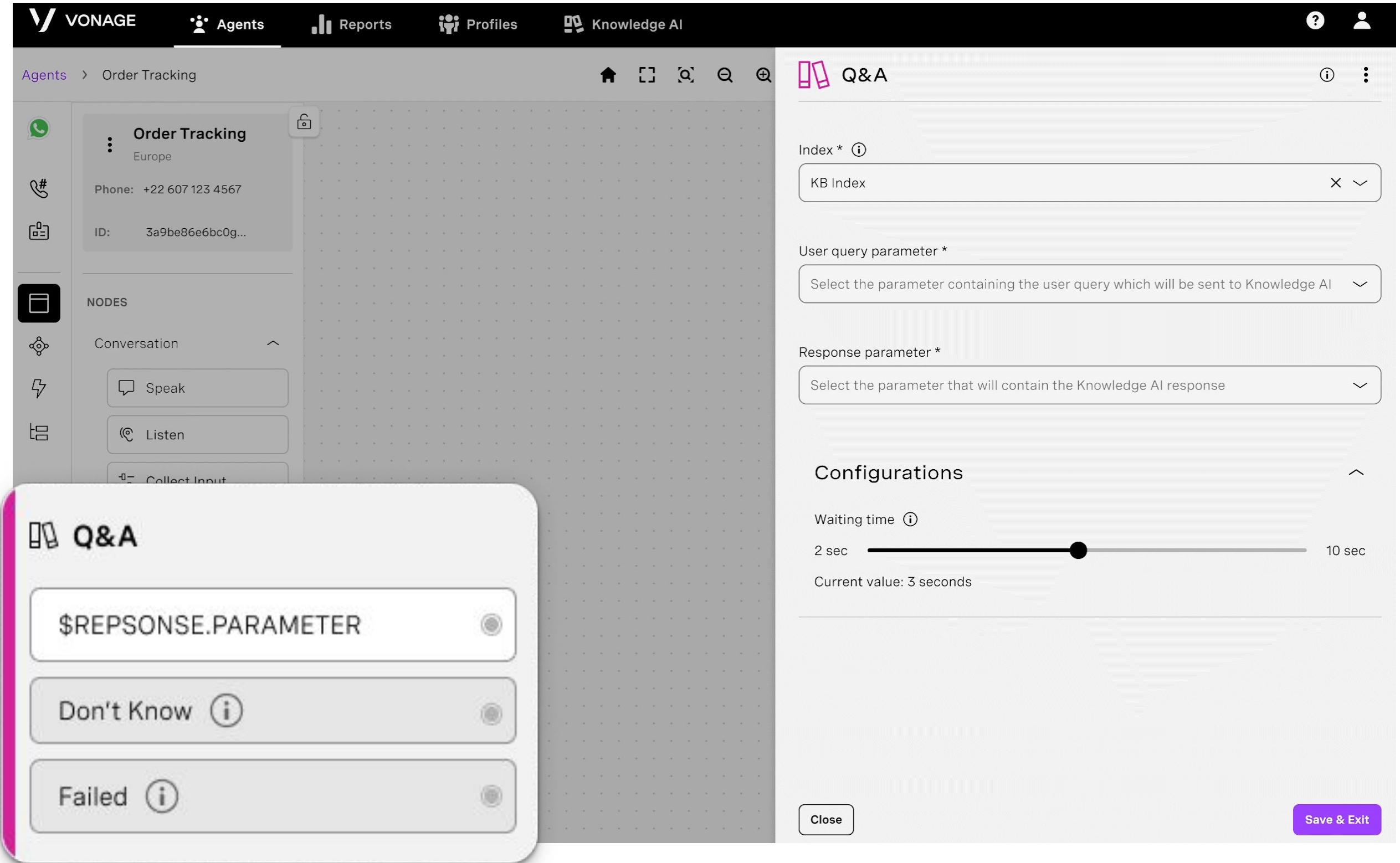
Test out your Index for expected queries

Testing real life scenarios gives you a fair idea of how the Index performs before you go live

Check to see what Sources were used in the creation of a response and tweak your Index for better performance.



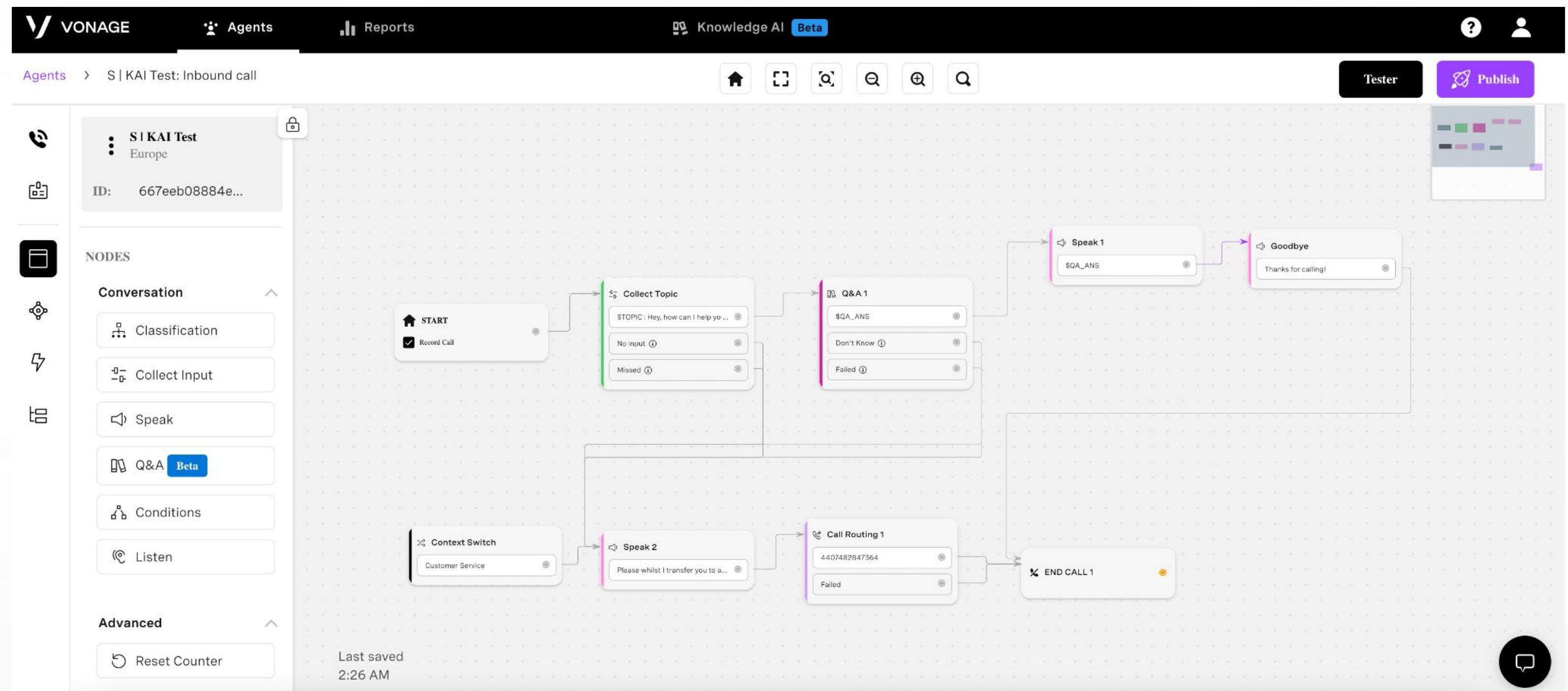
Add the Q&A Node to your VA!



Set up the Q&A node by **selecting the Index** you need, selecting the **user input** and dedicating a parameter to **store the result** of the Knowledge AI solution.

How do you complete the rest of the flow?

The Sole Hero



How do you complete the rest of the flow?

Or as **Fallback** for existing flows



Let's see it in action!

Knowledge AI user journey in AI Studio

1 Add Sources

Add sources that will provide relevant information to the Knowledge AI (i.e. local files (pdf/ text/ html) or URLs (for websites and cloud storage services))

2 Create Index

Create Indexes to group multiple sources together, so that each index represents a topic for the VA conversation

3 Index testing

Users can test a specific index with any anticipated question to gauge the Knowledge AI responses and based on results, are able to iterate & improve the given responses

4 Q&A node

A specific Index can be plugged into a Q&A node within the AI Studio canvas

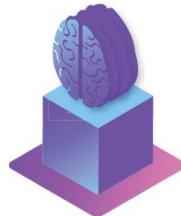
5 Develop VA

Link the Q&A node with other nodes in AI Studio canvas to build a complete VA, and handle Q&As automatically



Conversational and Generative AI Working Together

Knowledge Base Specialization and Intelligent VAs



Generative AI

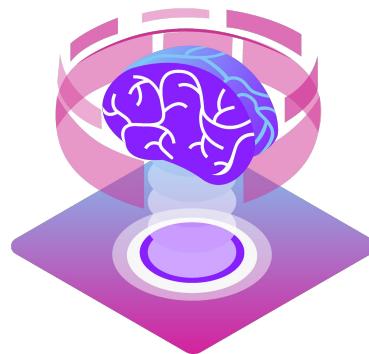
Incorporating specialized KB retrieval; copilots



Conversational AI

Omnichannel conversations that connect with business systems

AI Platform



Safe Anchoring to Knowledge Base(s)

Internal and/or external for more tailored and targeted conversations

Better CX

- ★ Specialized conversation design
- ★ Ongoing KB analysis for context
- ★ Elevated associated reasoning
- ★ Smart AI-guided human collaboration

Is Knowledge AI a good fit for you?

1. Do you want to **automate Q&As/ FAQ via Virtual Assistant** (chatbot or voicebot)
2. Do you have **information sources** in form of pdf/ txt/ html/ websites/ cloud file which contain info relevant for Q&As/ FAQ (Information sources do not have to be in Q&A/ FAQ format, any textual data works)
3. Do you want to leverage the latest **GenAI (LLM) capabilities** in VA without worrying about the technical challenges (eg: LLM training, LLM hallucinations)
4. Do you want a **seamless plug-&-play approach** for Virtual Assistant (VA) instead of heavy reliance on VA flow design i.e plug the information sources and directly activate with a Virtual Assistant