



# Transformative AI Solutions for Business

FPT Smart Cloud - 2024



# The Global ICT Corporation

Founded in 1988, FPT is a **pioneer in digital transformation** and a leader in consulting, providing and deploying technology and telecommunications services and solutions.

Revenue	\$1.87 billion (FY2022)
No. of Employees	42,000+
Global Presence	26 countries

## Technology Sector



Flagship technology firm that provides:

- #1 AI Platform in Vietnam
- World-class Cloud Infrastructure and Services



## Telecommunications Sector



## Education Sector & More



# Our Certifications & Awards

## Prestigious Awards



Best Virtual Assistant Award 2023 –  
Software Reviews



Technology Excellence Award for  
AI – Technology 2022



Top 3 Excellent digital platform Make  
in Vietnam - Awarded by the Ministry  
of Information and Communications



Best Technology Solution 4.0 – Sao  
Khue Award 2020



Outstanding Digital Product at  
Vietnam Digital Transformation  
Award 2021.



1<sup>st</sup> place in the SHINRA 2020-ML  
competition for natural language  
processing in Japan

## International Certificates



## International Collaboration

### Global Partners



### AI research and Bahasa language processing collaboration



Institut Informatika & Bisnis  
**DARMAJAYA**  
Yayasan Alfian Husin



### AI Talent & Research collaboration







# FPT.AI: Market Leading AI-Powered Platform



**67%** productivity  
improved

**40%** operating expense  
saved

**200M+** interactions  
automated

Solutions

Omni-channel Virtual  
Assistant

AI Contact Center  
Enhancement

Intelligent Document  
Processing

Digital Customer  
Onboarding

Products



**FPT AI Chat**



**FPT AI Engage**



**FPT AI Enhance**



**FPT AI Read**



**FPT AI eKYC**



**FPT AI Knowledge  
Explore**

Core technologies



**Natural Language Processing**

Support multiple languages:  
Bahasa Indonesia, English,  
Japanese, Vietnamese



**Speech recognition &  
synthesis**

Engage with customers anywhere,  
anytime



**Computer Vision**

Extract various documents in  
different formats



**Knowledge Base**

Constantly store, update, and  
access knowledge



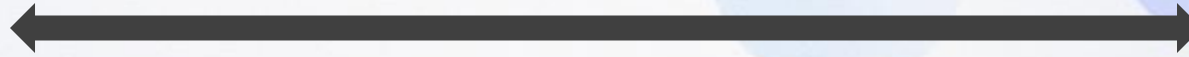
# Reimagine Customer Service with FPT.AI

## Traditional Customer Support



Customers wait  
in queue

Average waiting time  
**13 minutes**



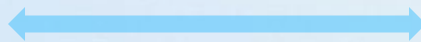
Customer Service  
Operators

## AI-Powered Omni-channel CX

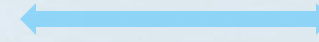


Customers contact from  
**multiple channels**

Respond in  
**30 seconds**



**Smart routing** to agents with  
appropriate skill sets



Customer Service  
Operators



- Solve **80%** customer queries
- Enhance **60% productivity**
- Optimize **40% operation cost**

- **20%** complex cases

# Transform the Contact Center with AI

## 100+ use cases

### Agent performance

- Agent-Assist
- Live Support
- AI Mentor

### Self service

- Lock/activate card

### Customer services

- Welcome Call
- CSAT

### Sales

- Card
- Loan

### Inquiry

- Card information
- Contract/order information

### Support

- Complaint
- Feedback
- Issue report

### Collection

- Payment collection
- Overdue collection

### Voice Banking

- Top up
- Lock cards



## Outcomes

### Improve 50% of productivity in Contact center operations

- Automate **12,000,000+** calls/month
- Bot automatically handles **98%** of inbound calls
- Handle **89%** customer inquiries
- Save **60%** of operating expenses (for FTE and Telco)

**Service-to-Sales volume:** doubled from \$1.38 million to **\$2.58 million**

- **20%** to the Telesales channel
- **Adding 6%** to overall sales

**Customer satisfaction rate:** 4/5



# AI Contact Center Enhancement

Actionable insights to drive customer experience



**FPT AI Enhance** automates call quality monitoring and assessment to generate valuable insights for improving agent performance and understand customers



Capture 100% of customer interactions



Reduce 70% of time for call analysis



Reduce 60% of compliance issues

## Overview Of AI Contact Center Enhancement



Operators or Users



Process a huge number of calls & audio records



Auto-scoring



Automatic Call Transcription



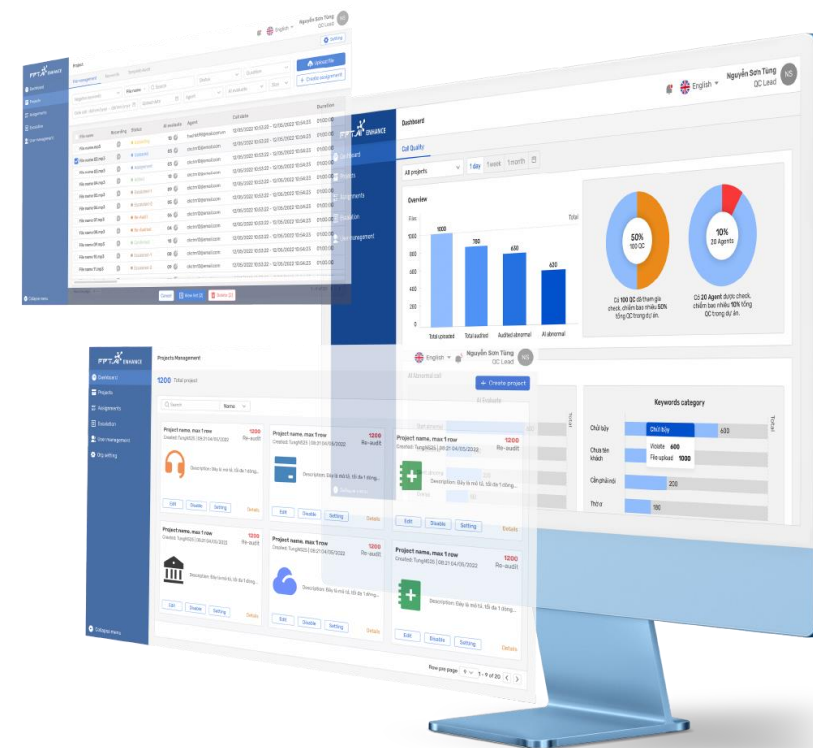
Need-attention Call Filter



Flexible Audit Form



Report Studio



# Digitize Data Processing with FPT AI Read

**FPT AI Read** enables **automatic data entry** for various non-structured, structured, and handwritten documents



**Accurately detect & extract various forms of document including handwriting**



**Self-service automation**



**Seamless scalability**



**Semi-auto improvement model**



Accuracy rate of

**98%**



Reduce workload up to

**80%**



Document templates

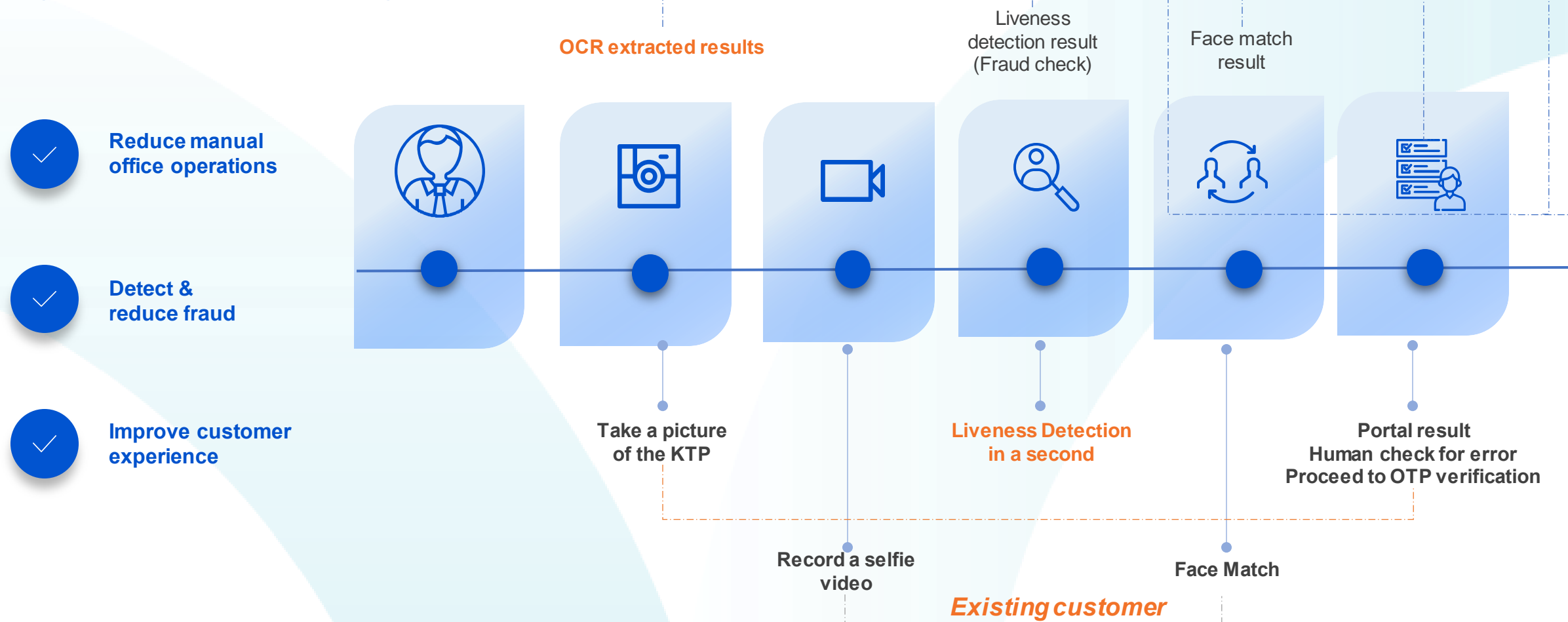
**50+**





# Digital Customer Onboarding

Onboard new customers in a safer, easier, and cost-effective way with **Digital Customer Onboarding**



# Optimize employee experience with FPT AI Mentor

Help employees become **the best version** of themselves, thereby providing **the best quality of services**

Employees **better understand products** with **daily practices**

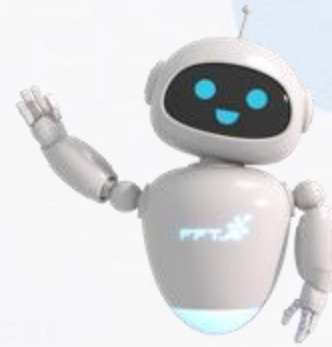


Employees

Customized assessments

Test results

Recommendations for improvement



FPT AI Mentor

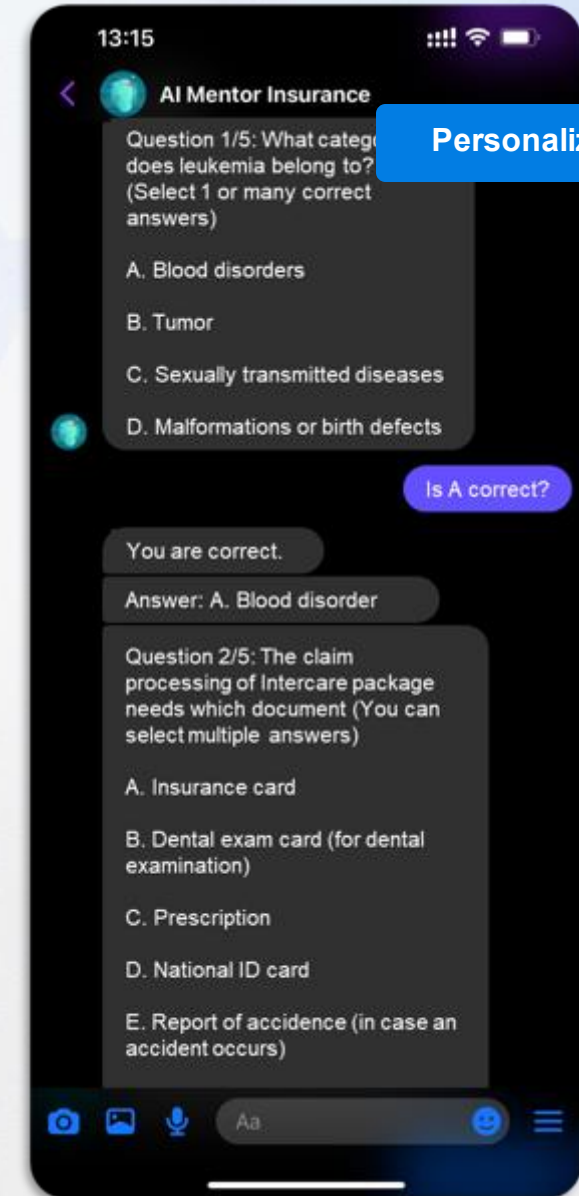
## Advanced Features

User-friendly chatbot

Continuous update of  
knowledge and trend

Auto-generative  
questions with AI

Real-time dashboards



# Improve Employee Competency with FPT AI Mentor

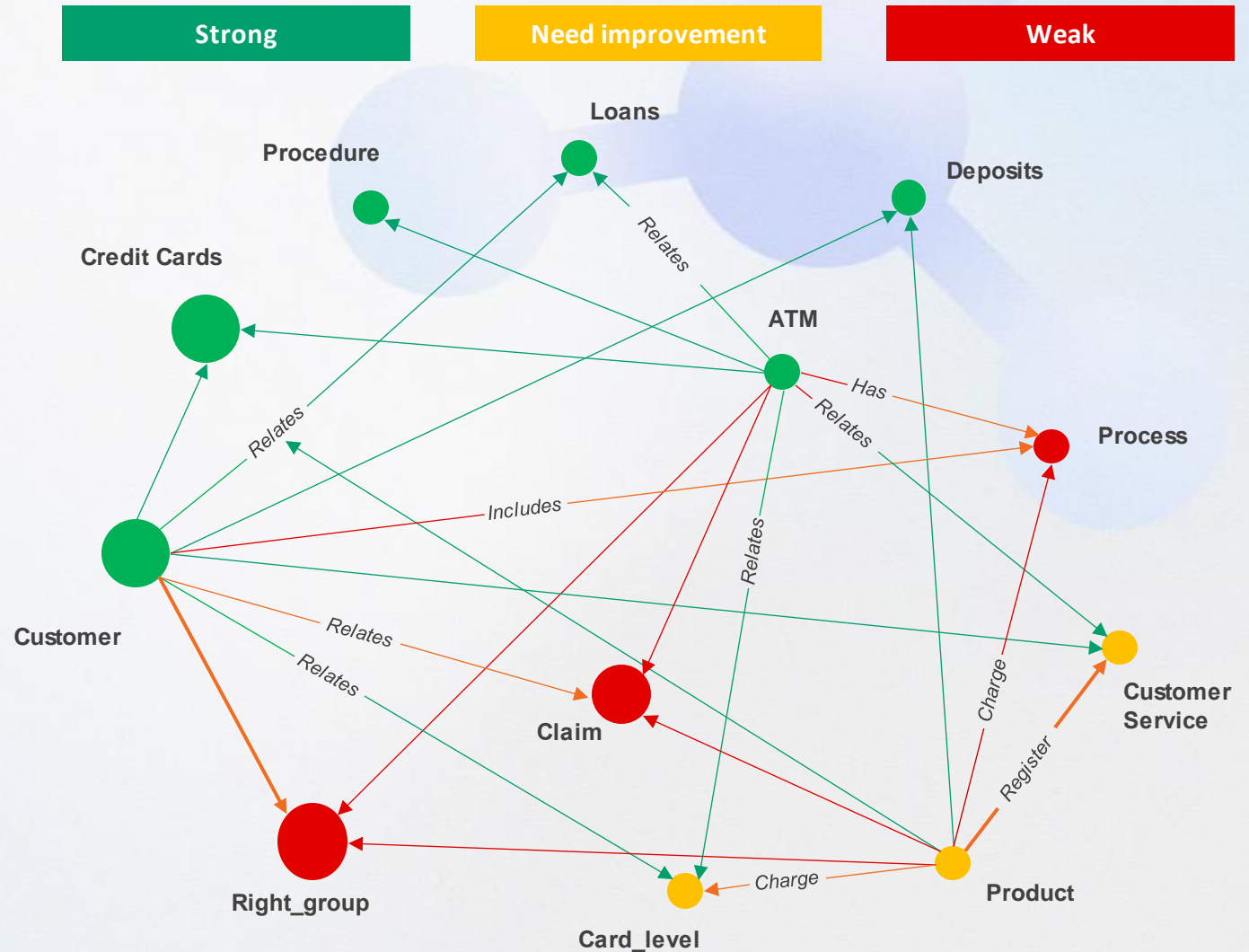
1. **Personalize** according to employee's performance  
(assessment based on domain Knowledge Graph)

2. **Frequent, comprehensive assessment**

- **100%** employees take **daily** assessment along with AI predictions on their knowledge competency
- The questions are **customized** based on employees' performance
- Results will be assessed to build **effective training courses**

3. **Recommend training content for each employee**

- Consolidate existing knowledge
- Improve weak areas



\* Knowledge Graph

# FPT AI Knowledge Explore – Your AI Search Assistant

**FPT AI Knowledge Explore** unifies knowledge sources that enable enterprise users to rapidly locate, retrieve, and act on enterprise data and insights through an intuitive search and chat interface



## **Rapid Access**

to relevant, critical, and high-value insights across enterprise and external systems



## **Domain Specific**

responses via industry and enterprise-aware generative AI architecture



## **Enterprise Grade**

data security and access controls adhere to strict privacy and deployment requirements



## **Future Proof**

investments with model-agnostic architecture interoperable with major enterprise data stores and applications



# Knowledge Management Flow in Business with AI

## Traditional Document Management

### Archive

Storage, and transform data & documents from hard copies (printed documents) to digital copies by devices such as scanners

### Organize

Fragmented data across the organization, various data types that makes knowledge search time-consuming and inefficient

### Authorize

Complicated access administration to ensure security yet harness on-demand, relevant information search

## FPT AI Knowledge Explore



### Centralize

- One-stop access to all knowledge
- Connect and visualize data in an unified knowledge library of business



### Search/Query

- Query information and get direct & precise answers from the knowledge library rather than links/files with AI conversational support
- Cite the source text location to ensure accuracy



### Authorize

Authorize access to knowledge based on folders, documents & passages for more freedom while maintaining privacy



### Insight

Insights for managers to oversee knowledge, documents, and questions that are commonly used in the enterprise



# FPT AI Chat – Success Story



## Case Study

**Challenges:** Inspired by the growth trends of global banking, Vietcombank commits to implement technology to offer international standard banking experience for its customers

## Solution

Chatbot is integrated to mobile app, social media, and website, automating these following tasks:

### FAQ

- Card, loan, saving
- Account
- Digital wallet
- Internet banking
- Promotions
- Others

### Search

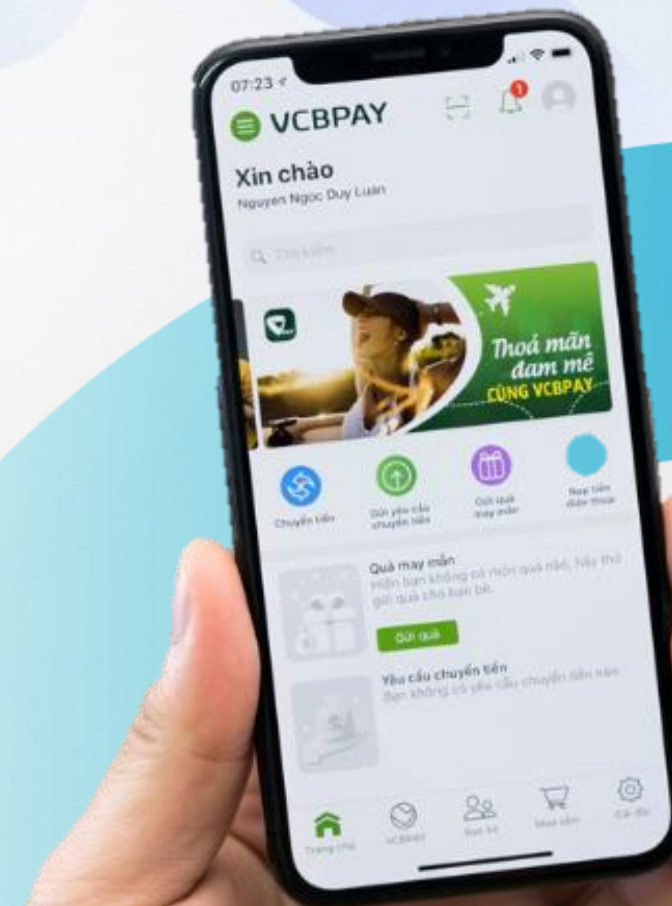
- Location
- Currency exchange
- Interest rate
- Card information
- Contract information

### Support

- Issues
- Feedback
- Complains
- Rating

## Benefits

- Number of customers: **50.000+**
- **88%** tasks handled by bot
- Number of interactions/month: **350.000+**



## Case study

### Top 1 consumer financial loan services in Viet Nam

**Challenge:** Customer services are overloaded with the consulting for thousands of consumer loan needs per day, leading to the failure for meeting customer expectation.

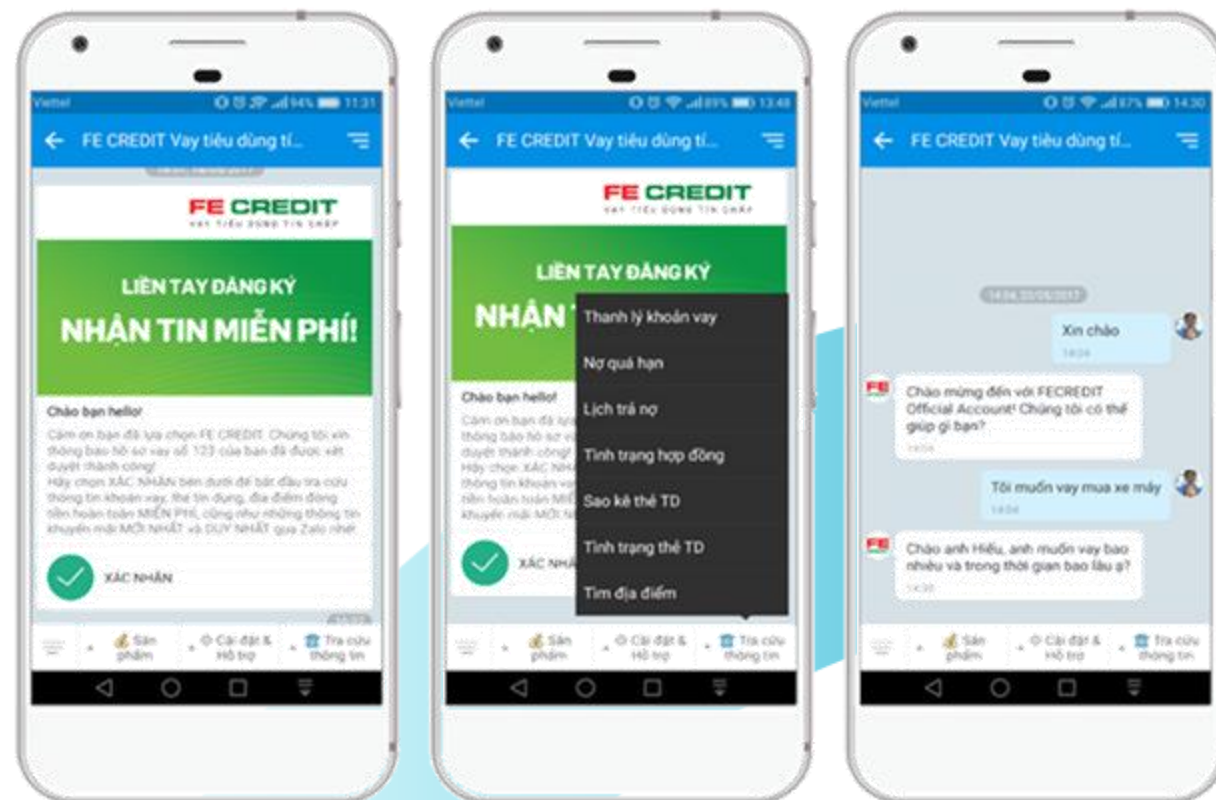
## Solution

An automated virtual agent integrated to social channel (Zalo OA) serving financial needs:

- Loans consulting and registration
- Checking loans process and status
- FAQs for personal finance, card
- e-KYC for self-service
- Personalized survey broadcast

## Benefits

- Request handled: **96% income messages**
- Total message handled: **2M+/month**
- Total customer engagement: **600K+/month**



**Source:** <https://fecredit.com.vn/fe-credit-ra-mat-kenh-cham-soc-khach-hang-truc-tuyen-tren-nen-tang-zalo/>



## Powerful Virtual Agent for Customer Service Enhancement

### Top 2 consumer loans in Viet Nam

**Challenge:** Huge numbers **12M+** of customers to be served by a limited number of customer services agents via Call Center for multiple complex tasks

### Solution

- Outbound calls
- Welcome Calls
  - Pre-collection Calls
  - Early-collection Calls

### Features

- Human-like conversation
- Insight analytics
- Instant scalability

### Benefits

- 24/7
- Seamless experience
- Reduced personnel and operating costs

### Outcome

Turn every agents into a specialist, thus improving **50%** productivity and increasing operational efficiency:

- Total call: Voicebot handling **12.000.000+** calls/month
- Total benefit/ month: **60%** cost (saved FTE and saving in Telco)
- Customer satisfaction: **4/5**

**Source:** <https://thanhvien.vn/cong-nghe/fpt-trien-khai-tro-ly-ao-tong-dai-cho-home-credit-viet-nam-1248804.html>







# FPT GenAI FOR BUSINESS

FOR BUSINESS

FOR BUSINESS

# Gen AI-First Strategy



# FPT GenAI for Business

FPT GenAI is a platform that leverages **Generative AI**, developed by FPT, to **empower and add new capabilities** for AI-powered products and solutions, aiming to heighten customer engagement, optimize operations, and elevate employee experience.

## CORE VALUES

### RAPID

- Faster for time-to-market
- Easy to build up

### INTELLIGENT

- Domain optimized
- Business & task oriented
- Local languages

### SECURE

- Proactive data control
- Ensure data privacy and safety

# Features of FPT GenAI

## Outstanding Features

### Powerful

- Zero-shot/few-shot learning
- New intent discovery

### Language Professional

- Highly natural & diversified outputs
- Multi-Lingual: Indonesian, Vietnamese, English and more...

### Inherited FPT AI Chat

- Inherited FPT AI Chat: Carousel & Image interaction, Live Support with Agent, Group Chat,... & Conversational Design Experiences

### Retrieval-Augmented Generation (RAG)

- Retrieval-Augmented Generation (RAG) with Enterprise documents
- Retrieval-Augmented with pre-built domain Knowledge Bases to safeguard output quality

### Flexible

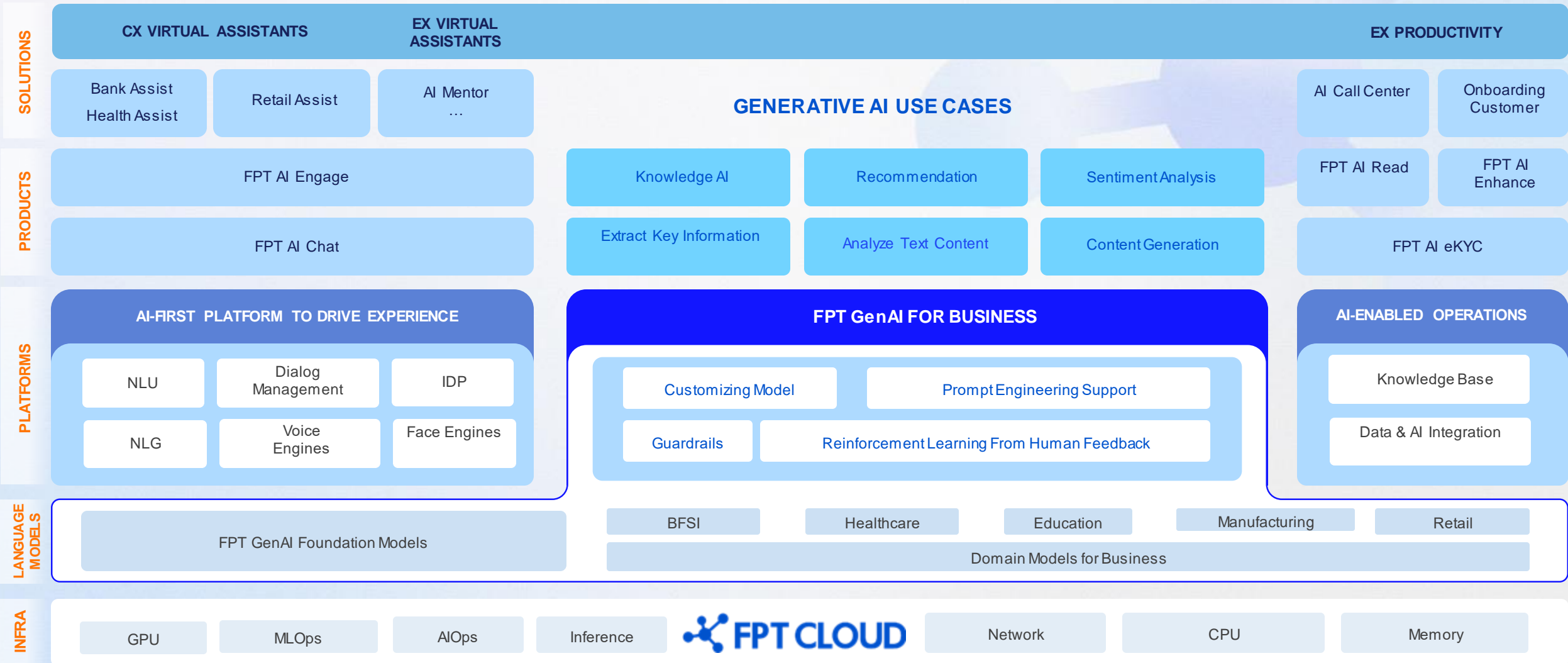
- Dedicated LLM for enterprise with very short time-to-market

## Benchmarking of Large Language Models and FPT GenAI Foundation Model

Benchmarking Tasks	Bloom	Bloomz	Bloom SFT	Bloom RLFH	LLama2	FPT GenAI
<b>AI2 Reasoning Challenge</b> (1170 science questions)	33,7	33,5	35,0	36,2	30,34	<b>42,82</b>
<b>HellaSwag</b> (9162 inferencing tasks)	48,3	40,6	49,0	51,3	42,87	<b>58,46</b>
<b>MMLU</b> (13062 multiple choice questions)	28,1	26,3	27,0	27,5	30,67	<b>42,16</b>



# The FPT GenAI Platform



Thank you

