



Innovatics

Where Innovation Blends With Analytics

Conversational AI

*Revolutionary Shift in Delivering
Jaw-dropping Customer & Employee Experience!*

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Definition

What is conversational AI ?

*Conversational AI Helps To Redefine Interaction
Between The Businesses, Customers and Employees!*

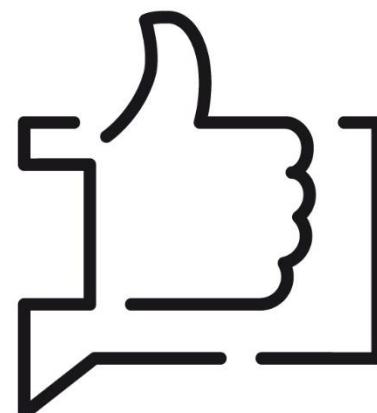
CONVERSATIONAL AI PRODUCES INFORMATION, WHICH IS

— Amalgamation of Artificial Intelligence (AI), Natural Language Processing (NLP), and advanced automation made it feasible to map digital experience.



SIMPLE

FACTUAL



RELIABLE

The human-alike communication between a machine and people made possible by Conversational AI.

Automated messages (text chat or voice chat made available by the Conversational AI.

FUNCTIONALITIES OF CONVERSATIONAL AI APPS:

01

• Speech Recognition

02

• Intent Recognition

03

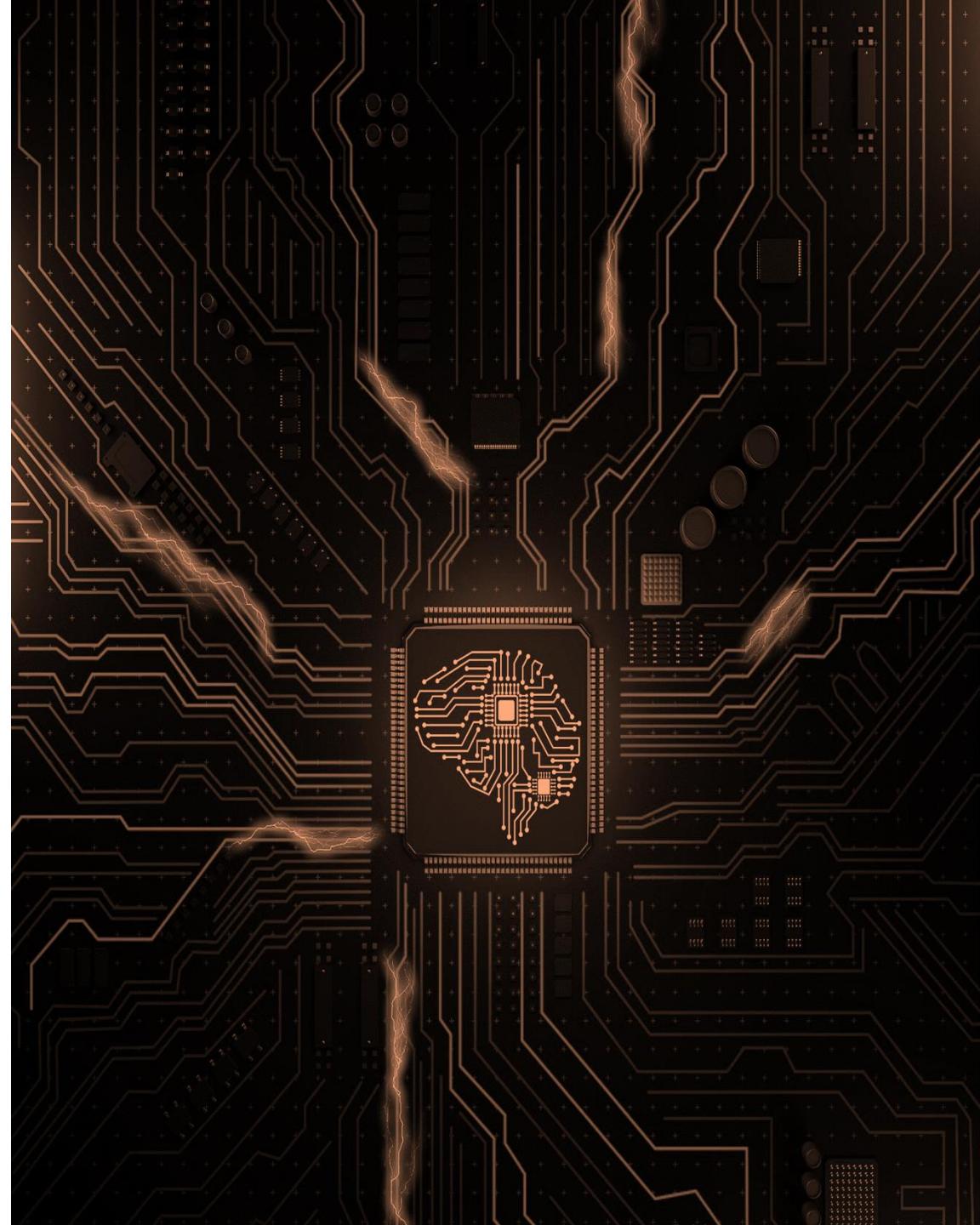
• Language Interpretation

04

• Humanlike Conversation

RADICAL RESOLUTION BROUGHT BY CONVERSATIONAL AI

- Human action and response matching while having a conversation with humans
- Minimize human interaction
- Reduce efforts of manpower
- Assure the highest quality of service and communication



Major Elements

Conversational AI

MAJOR ELEMENTS CONVERSATIONAL AI

01

Automatic Speech Recognition (ASR)

Spoken human words get translated into the machine-comprehensible format

02

Natural Language Processing (NLP)

- Decoding the intent of the words
- Interpret the message meaning
- Respond according to the message intent via dialog management
- Comprehend simple & complex words, sentences, & sentence structures

03

Natural Language Understanding (NLU)

- User response driven learning model
- Continuous intent detection improvement
- Identification of abstract components and the nature of the message
 - Intent will understand user's requests E.g. Hi, I forgot my account password
 - Entity will identify text refers to which abstract component E.g. Hi, I forgot my account password

MAJOR ELEMENTS CONVERSATIONAL AI

04

Execution

- Retrieve data from the database by employing APIs or specific dialog flow
- Relevant conditions' application to fetch information
- Keep dialog manager posted

05

Contextual Awareness

For regular conversations with customers or team:

- Track past conversations, identify its intent, remember and recollect information over conversations

Benefits

How your organization can benefited by Conversational AI

CONVERSATIONAL AI PERSONALIZATION

Conversation AI ensures personalized experience to deliver the valued customer experience.

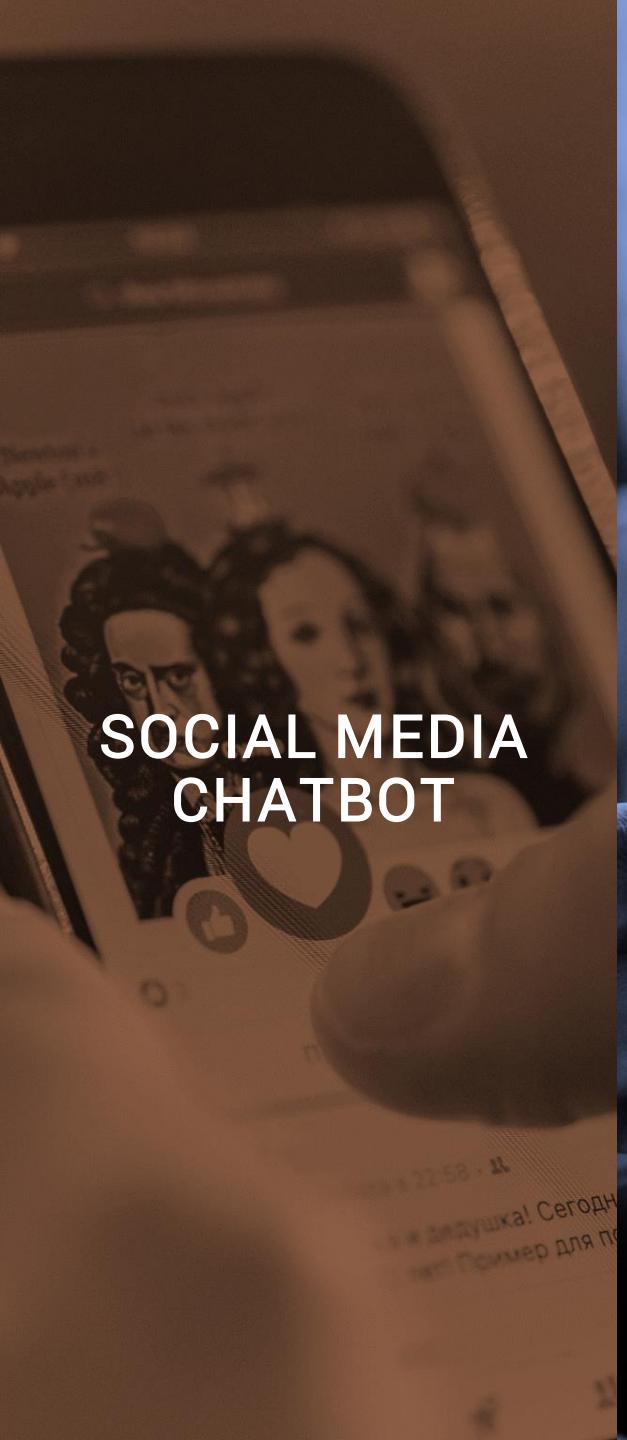
Conversation AI tools use conversation history, decipher message meaning, & give personalized response accordingly.



*Conversation AI Builds A Solution To Look Like
In-person Interaction*

Different Channels

Types of Conversation AI Tools



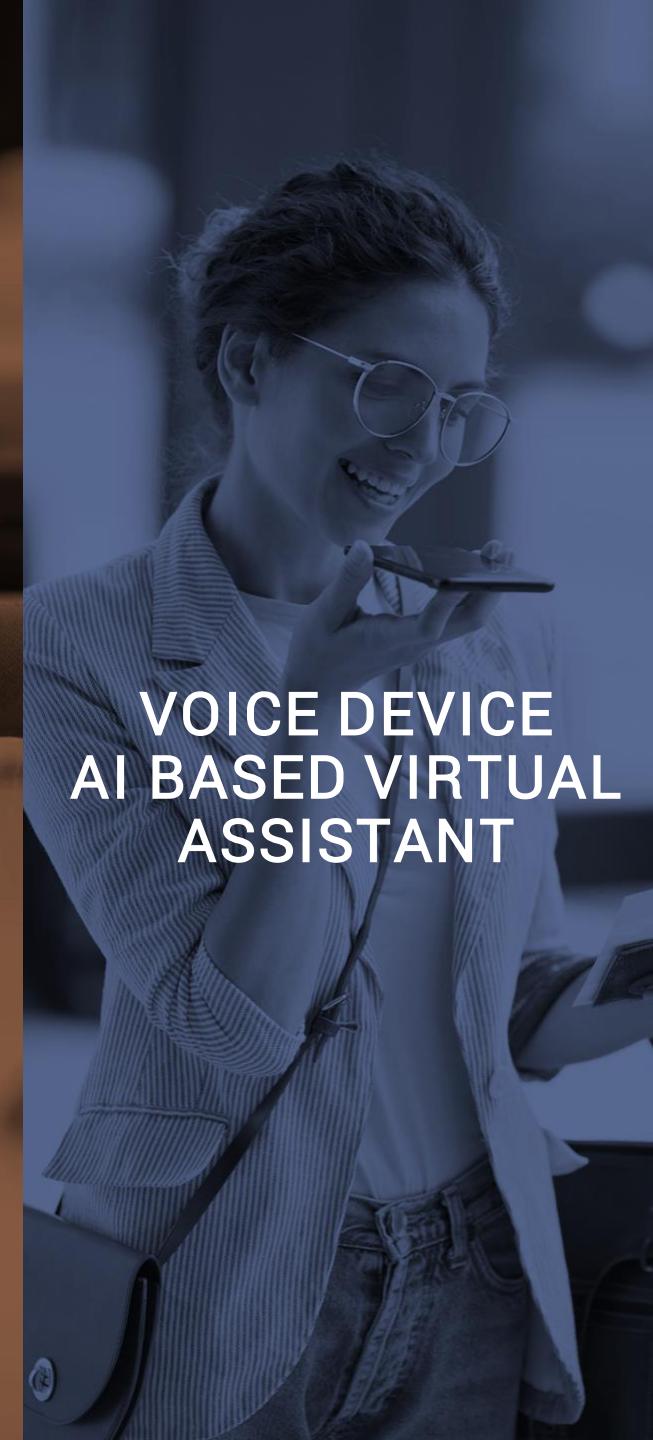
SOCIAL MEDIA
CHATBOT



WEB & MOBILE
CHATBOT



CALL CENTRE
AI ASSISTANT



VOICE DEVICE
AI BASED VIRTUAL
ASSISTANT

Key Benefits

Use Cases of Conversational AI

CONVERSATIONAL AI

USE CASES

01

Self Service – Simplified Use

- Autonomous operation completion by the user
- Round the clock availability of the solution to assist customers
- Prompt response & resolution
- Cost effective & time savior

02

Multichannel Customer Support - Connect diverse communication channels

- Unified support services with integrated marketing and other communication channels

01

Real-time Personalization - Truly data driven personalization

- Real-time responses & recommendations personalized according to the need of customers

CONVERSATIONAL AI

USE CASES

04

Sentiment Analysis - Create an emotional connect

- Connect emotionally with users and followers by identifying, quantifying, and evaluating the social sentiment across all channels

04

Predictive Sales Funnel - Know who will be your next customer

- Lead filtering and priority assignment depending on internal and external data to focus on more likely to be converted leads more

05

Automatic knowledge base & content creation – Learn & improve based on experience

- Keep adding the most relevant and unique data automatically for better future engagement with customers & employees

05

Conversational interfaces – Natural & Intuitive human machine conversation

- Empower humans to have natural and sensible conversations with the machines

*The Global Market Size Of Conversational AI Is
Expected To Grow Up To USD 13.9 Billion By 2025*

Business Results

BUSINESS RESULTS OUTPUT

Innovatics has supported various organizations across the diverse industries to deliver Conversation AI to improve customer and employee outcomes

Increase Sales

- Cater to the leads with easily accessible & round the clock available buying facilities
- Let Conversation AI tools recommend personalized & more likable recommendations for purchase
- Empower agents with decision support to close the deals
- Scale up & scale down within no time and cost effectively

Prevent Churn

- Offer personalized & 365*24*7 support to resolve concerns & queries to clients increase customer loyalty
- Let customer care team decipher the sentiment and intent of customer to improve satisfaction

Increase Revenue Per Customer

- Virtual assistants & Chatbot respond to the customer to keep human resources free for other productive tasks
- Conversation AI tools collect, analyse, & produce insights to empower agents pitch what customers are more likely to buy
- Conversation AI tools & sales reps cross sell & up-sell as per the preferences of the clients

BUSINESS RESULTS OUTPUT

Reduce expenses to serve

- Conversational AI enabled channels reduces expenses by 15% – 70%
- Virtual agents ensure high ROI by automating major communications to provide a pocket friendly communication channel

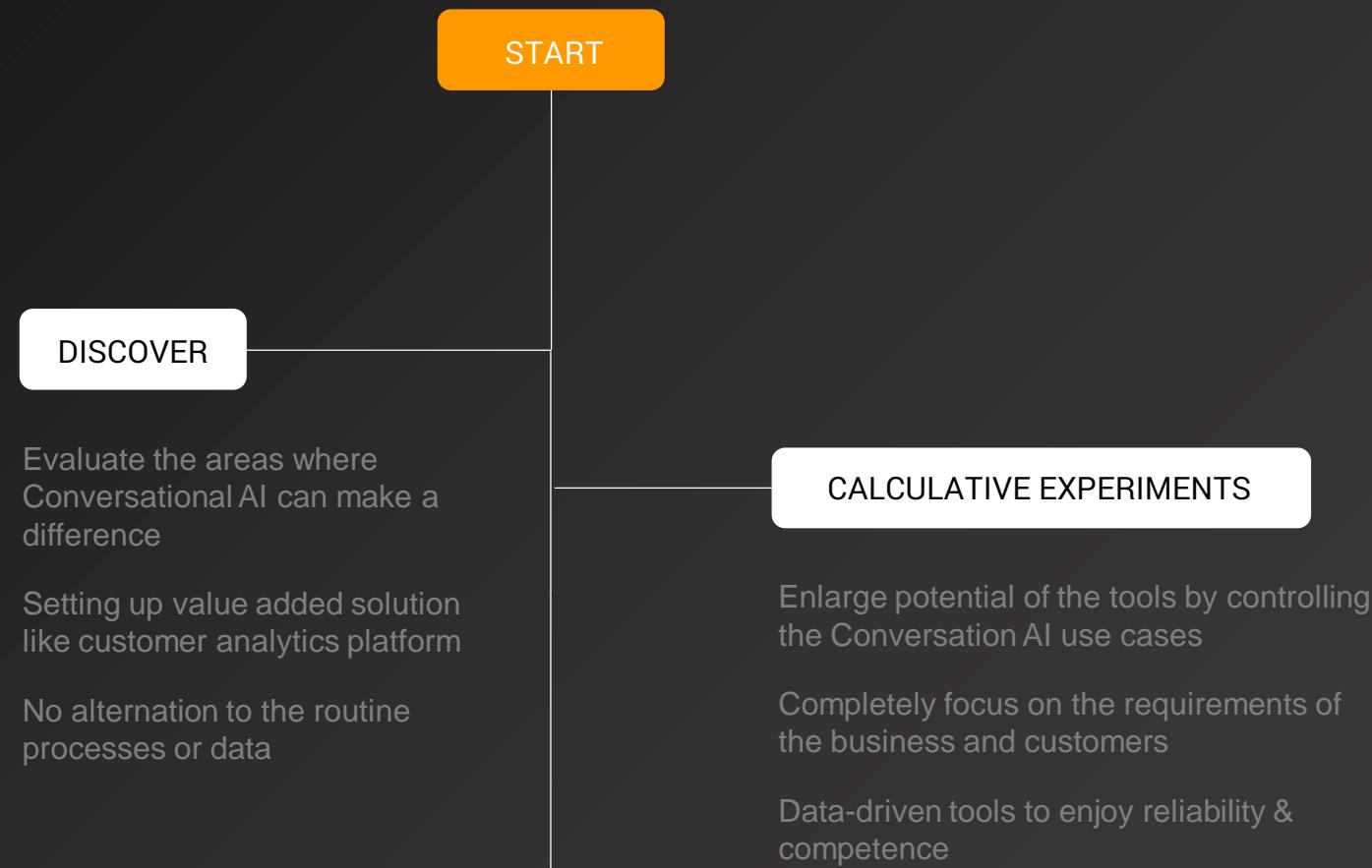
Improve Employee Fulfilment

- Tedious operations get automated to let teams perform high-value and significant work
- Provide the required professional & emotional support to each team member.
- Give recommendations & other insight to let them achieve the target or go beyond that

*21.9% of Compound Annual Growth Rate (CAGR) of
Conversational AI is forecasted from 2020 to 2025*

Innovatics Process

Our Approach



SCALE-UP

Add synchronization across various divisions of an organization

Enhance the ecosystem by improving the model to cater to more business entities

OPTIMIZE

Take advantage of optimized & well defined business & customer models

Focus on customer & team satisfaction by implementing data-driven policies

Change the business perception by expanding into the AI enables directions

EXPERIENCE

**WHAT MAKES
US DIFFERENT?**

WHAT MAKES US DIFFERENT?

- Specialization in Artificial Intelligence & Machine Learning
- Certified Experts (Adobe Analytics, Snowplow Analytics, RASA Enterprise BOT)
- Strong network of partners and experts in the AI industry
- Complete Focus on the human-first approach to devise efficient Conversational AI tools
- Official Partners of Snowplow Analytics



A Little About Innovatics

Innovatics is a place where innovation blends with analytics to unveil never thought before business growth opportunities.

We aim to build and provide data driven business solutions that are personalized and motivated by innovation, modern technology, and business intelligence. We distinguish each business and treat them distinctively because each business, its objectives, and its vision are different.

Conversational AI | Analytics | Automation | Cloud Computing | DevOps | Product Development

Thank You!

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