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Proposal for collaboration

Contact Support AI Assistant

Unified communication flows

The difficulty of interactions

"Once someone requests support, the customer experience can quickly **deteriorate** if the company does not identify the interaction as a request for service and provide an **immediate response**."

- Peter Samuel, CEO of Everest Group
[Forbes, July 29th 2020]

- Slow feedback

- Multiple answers from each entity

- Misunderstanding the customer needs

- Average loss of 12,000 USD per worker searching

Supporting the customer journey

AI systems can process multiple data to understand **where the customer needs support** and by analyzing similar patterns can predict their needs and next steps.

- Immediate feedback

- One single correct answer

- Intent Analysis

- **Learn on each interaction**

- Allow fast Go to Market strategies

- **Scale up quickly** to help during **incidences** or **promotions**

- Available **24/7**

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The new generation of support

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Rule Based Chatbot (Old)

- **Laborious**: Requires manually preparing all possible questions and answers

- **Interruptive**: Gets stuck when question or answer is not defined

- **Rigid**: Needs customer to follow every step as designed

- **Frustrating**: Needs to match query or doesn't understand customer

- **Isolated**: Requires customers to ask the same question on each channel
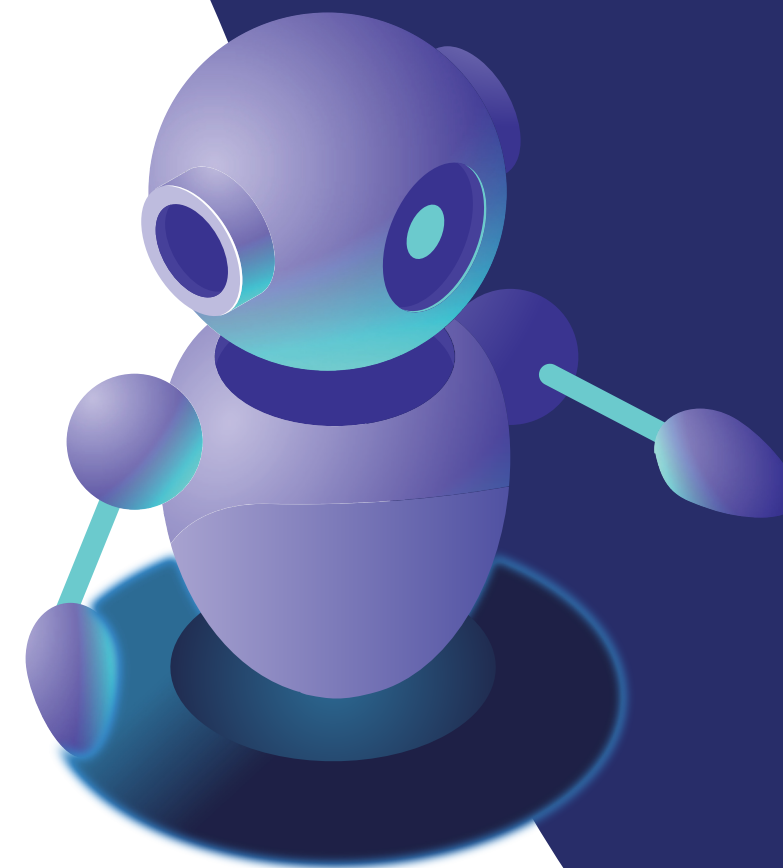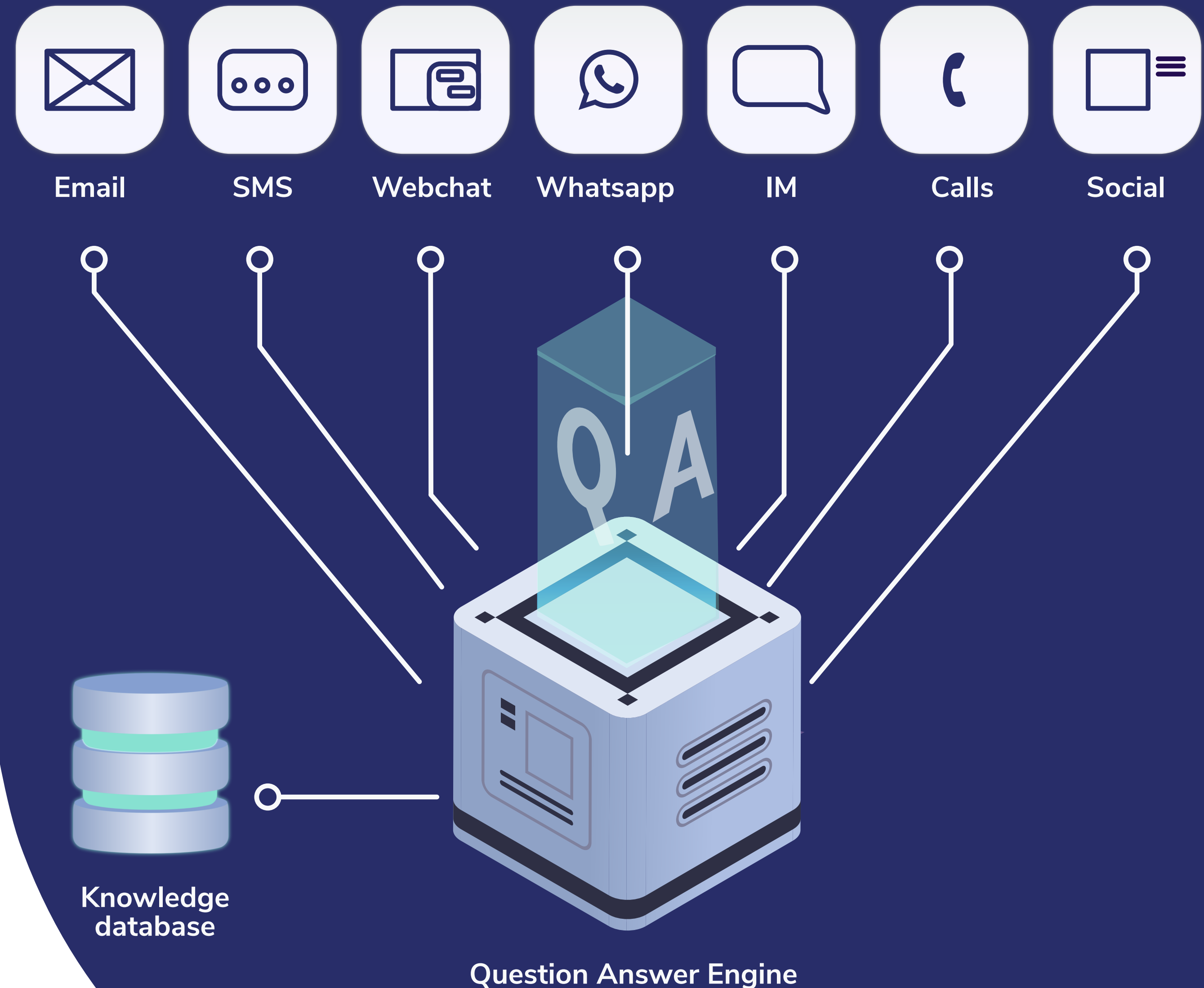
42Maru's AI Assistant (New)

- **Effortless**: Can use paraphrasing, synonyms to understand natural language

- **Seamless**: Can apply MRC to find answers when not defined

- **Flexible**: Shifts with customers and answers what they ask

- **Smart**: Understands based on intention no matter how customers express it

- **Integrated**: Merging all channels through *Communication Flows*

Unified messages for customers

Integrating all *communication flows* through a **QA (Question Answer) Engine** that understands **natural language**.

1. Initially offers answers from a given Knowledge database.

2. If no answer is found, can use **MRC (Machine Reading Comprehension)** to search in real time from other sources (e.g. historical data).

3. **Actions** based on conditions can be set so the handoff will be the right person to help.

Email   SMS   Webchat   Whatsapp   IM   Calls   Social

Knowledge database

Question Answer Engine

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42Maru AI Assistants

80% of users assisted

4 out 5 users were handled **automatically**.
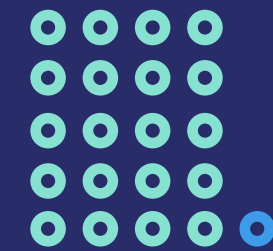
x20 more productivity

Answered **20 times more inquiries** than their human counterpart.

Days to minutes

Reduced from **days** to **minutes t**he average response time for complex emails.

Communications common set up

Disconnected interactions provide confusing messages and make **customers feel frustrated**.

Messages from no-reply addresses, social media handled by agencies and external call centers that don't have full access to the customer's history (CRM) make interactions with the company difficult and answering their questions and issues slow and uncomfortable.

HQ

CRM

External Call Center

Marketing Comms

Internal Call Center

Email

Social Media

Historic Logs

Call recordings

Calls

Webchat
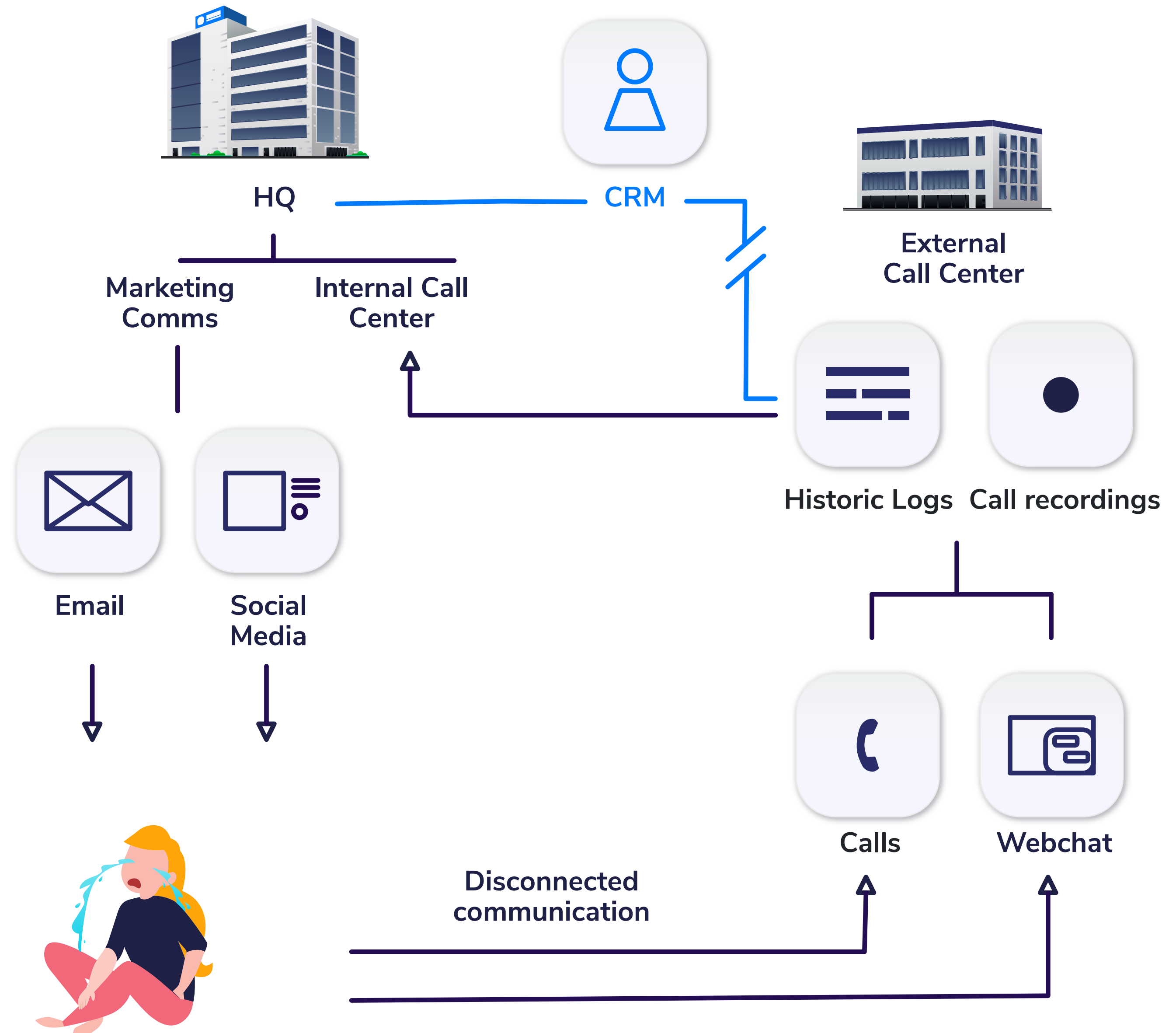
Disconnected communication

Integrated AI Contact Center

An AI-Based System can enrich the experience through integration of *communication flows*.

- CRM connector for personalizing offer and content

- QA engine handoffs to specialized agents based on conversation topics

- Key intentions {**complaints**, purchase intention, etc} are handled in the most probable way to be solved.

HQ

External Call Center

Marketing Comms

Internal Call Center

Question Answer Engine

Q A

CRM   Historic Logs   STT

IM
{WhatsApp, FB Messenger, etc}   Email   Social Media   Calls   Webchat   SMS

Single communication flow

8
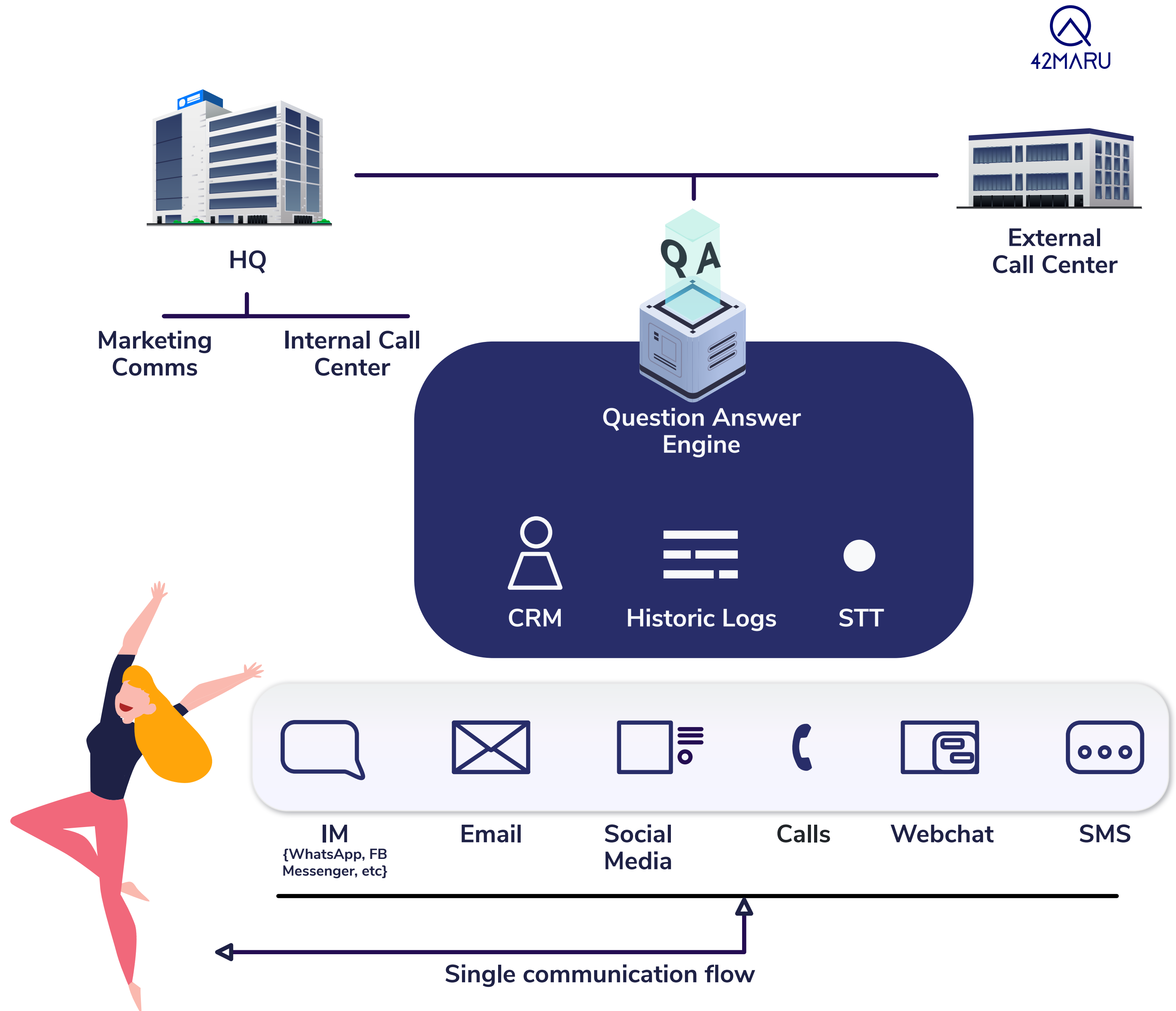
Benefit for your company
Empower your team

- **I**nforming of products that customer asked about or pages viewed

- Showing users' questions and **previous choices**

- Suggesting common **follow up** phrases considering user interactions

- Showing **key phrases** related to current topic

- Handling smooth AI to human handoff

Calvin Broadus
Online

#CreditCard
#Loan
#BankAccount
AI Bot
Ana Gonzalez
Sean Jeong

#CreditCard
3 Members

Start of a new group chat with @zitah89, @calvin_b and @ai_bot

AI Bot
12:22PM Hello and welcome to BANK!
Do you need some help or information about our Credit Cards? We are glad to guide you.

Zita Hanrot
12:22PM Joined #CreditCard
Hi
12:25PM I was thinking of a **platinum card**

AI Bot
12:25PM Feel free to ask me anything about it

AMEX Platinum Card
Annual Fee 550 USD, Earn 5x points on flights,
5x on prepaid hotels 1x on eligible purchases
12:25PM What are your thoughts?

Zita Hanrot
12:30PM Well, I do want something that has **hotel** benefits, I **travel** a lot because of work

AI Bot
12:30PM Concerning Travel could you name some of the airlines you use commonly?
☐ Air Canada   ☐ American Airlines   ☐ Delta   ☐ Virgin America

Zita Hanrot
12:32PM Air Canada   Delta

AI Bot
12:25PM May I suggest you look at the VISA Infinite Card? They have special perks for **Air Canada** customers.

VISA Infinite Card
Air Canada perks including Concierge, Priority Pass, Priority Boarding
and Access to the Maple Leaf Lounge.

Zita Hanrot
12:42PM Yes, I think this is a **better** option

AI Bot
12:42PM Great, let's prepare the next steps

3 minutes ago
Calvin requested handoff

Calvin Broadus

Suggested Answers
Are you aware of all the conditions? Do you have any questions?   ✕
Some of our customers were interested in hearing about the annual requirements of this card. Do you want to hear more?   ✕

Zita, allow me to exp

Calvin is typing...

Handoff to AI Bot

CRM
Customer Intelligence   ✕

ZH **Zita Hanrot**
Los Angeles, CA
View More

HISTORY
10 June 2015 New Customer
10 June 2015 Savings Account
10 June 2015 Debit Card
29 August 2015 **Credit Card**
8 June 2019 Reissue Debit Card

View in Hubspot CRM

WEBSITE VISITS
9 August 2020
10.55am Home
10.56am Platinum Card
11.00am Credit Cards
04.00pm **Visa Infinite Card**

BROWSING NOW
9.42pm **AMEX Platinum Card**
9.43pm **VISA Infinite Card**

View in Google Analytics

CONVERSATION FLOWS
ZH **Zita Hanrot**
... I was thinking of a **platinum card**
12:25PM

ZH **Zita Hanrot**
... I was thinking of a **platinum card**
12:25PM

View Conversation

RECOMMENDED PRODUCTS
AMEX Platinum
... Ideal for people that **travel** often and have higher incomes... View More
Last viewed 2 minutes ago

VISA Infinite Card
... **Air Canada perks** and extensive insurance coverage... View More
Last viewed 10 seconds ago

AMEX Cobalt Card   ✕
... Amex Hotel Collection plus 8.75% return when redeeming Air Miles... View More
*Also **recommended** by AI System*

View Other Products

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Connects to CRM
Connects to Analytics
Semantic Search
Product Database
Human Handoff
Suggested answers
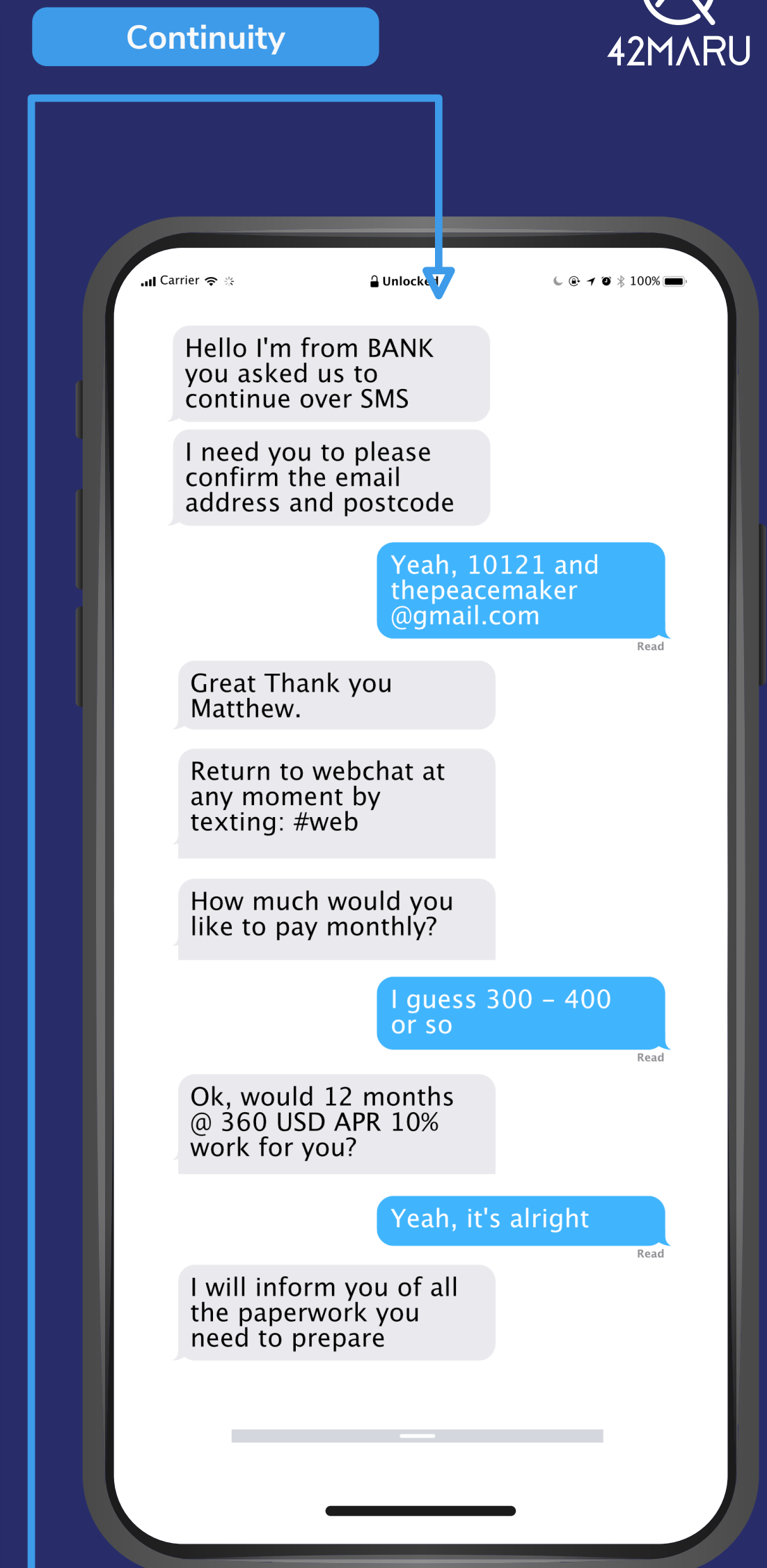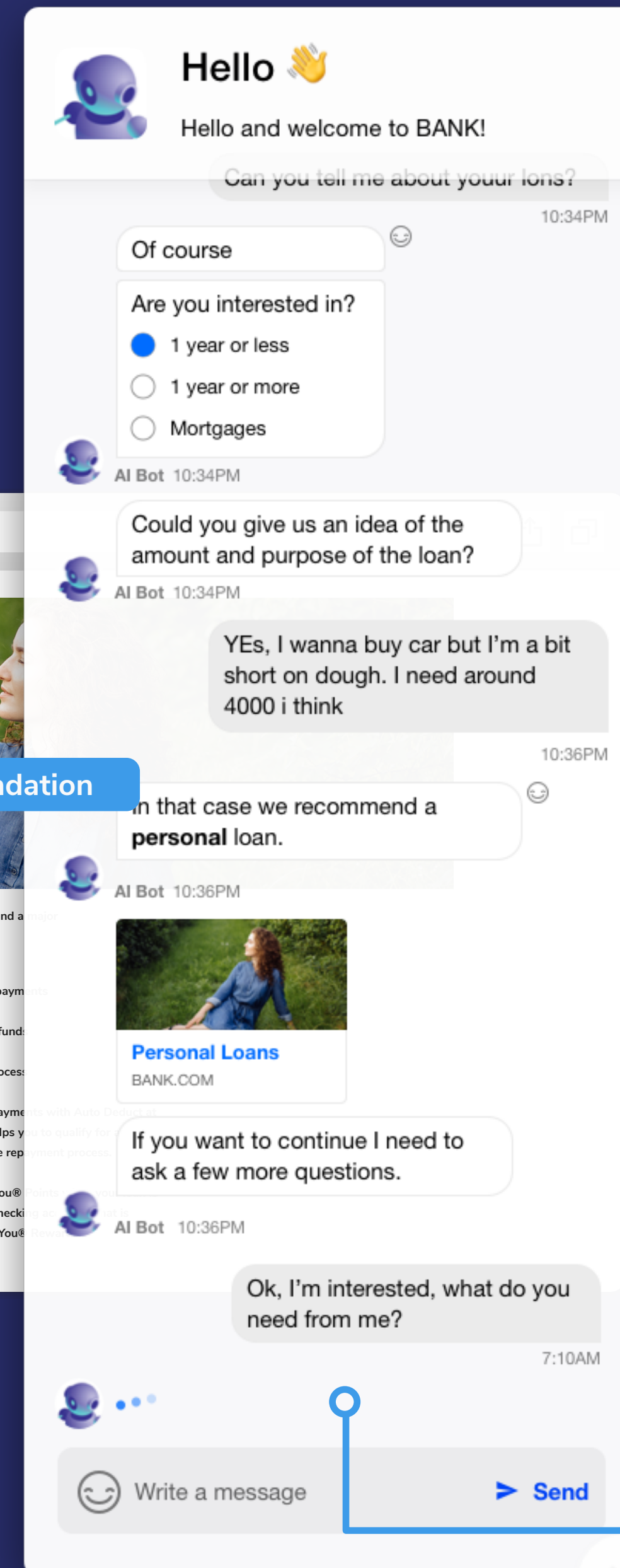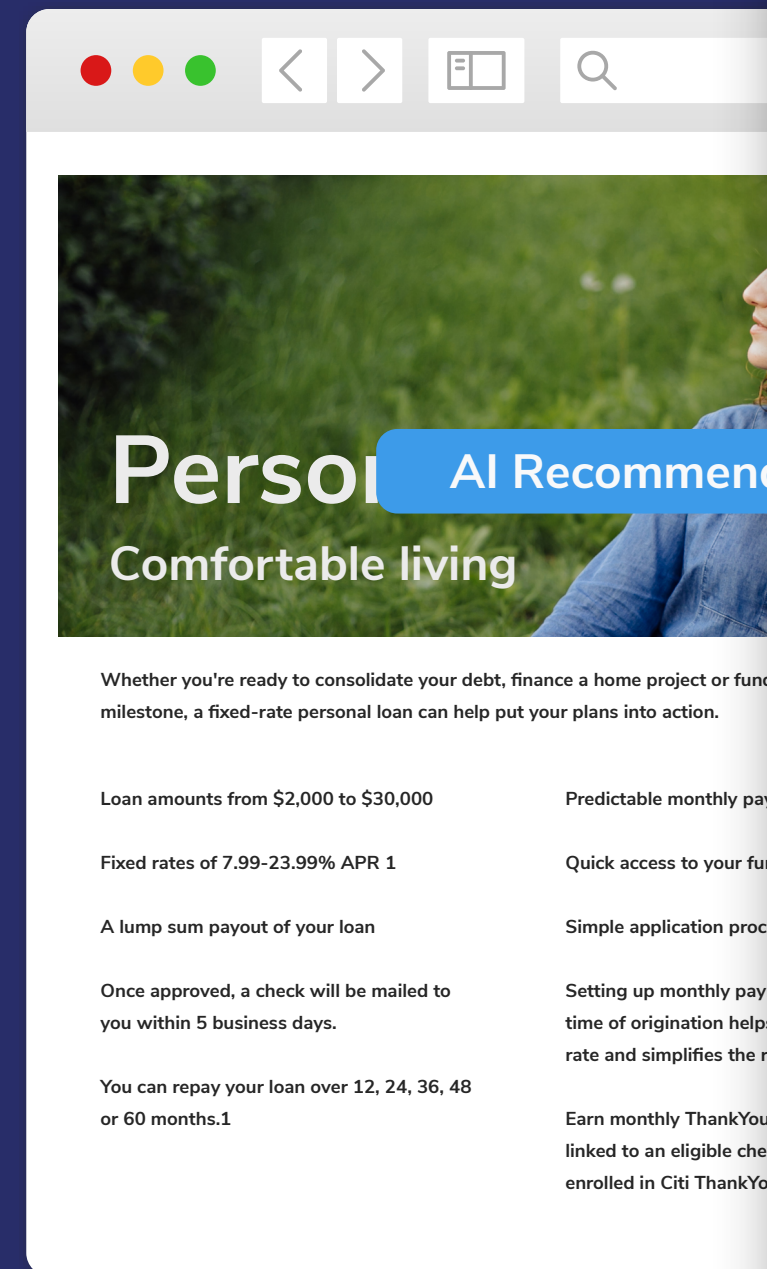
Benefit for your customers
Amaze your customers

- **Unifying** all communications

- Allowing users to **continue the conversation** through their phone (via SMS/iMessage, WhatsApp, others)

- Allowing your team and support center to follow up on all interactions **without asking the same questions** over and over again.
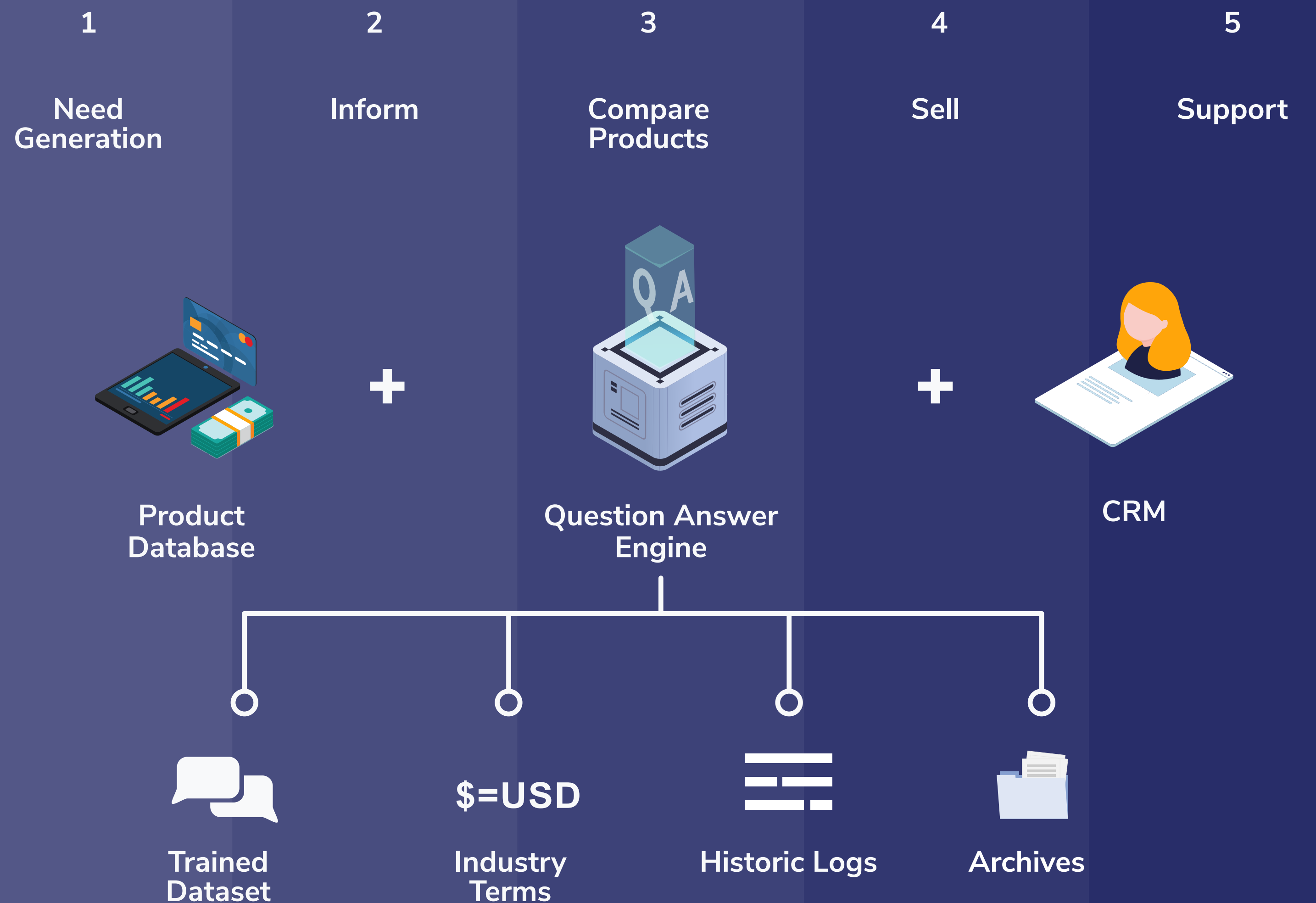
Help to reach the next stage

The QA Engine offers immediate answers that are influenced by visitor information.
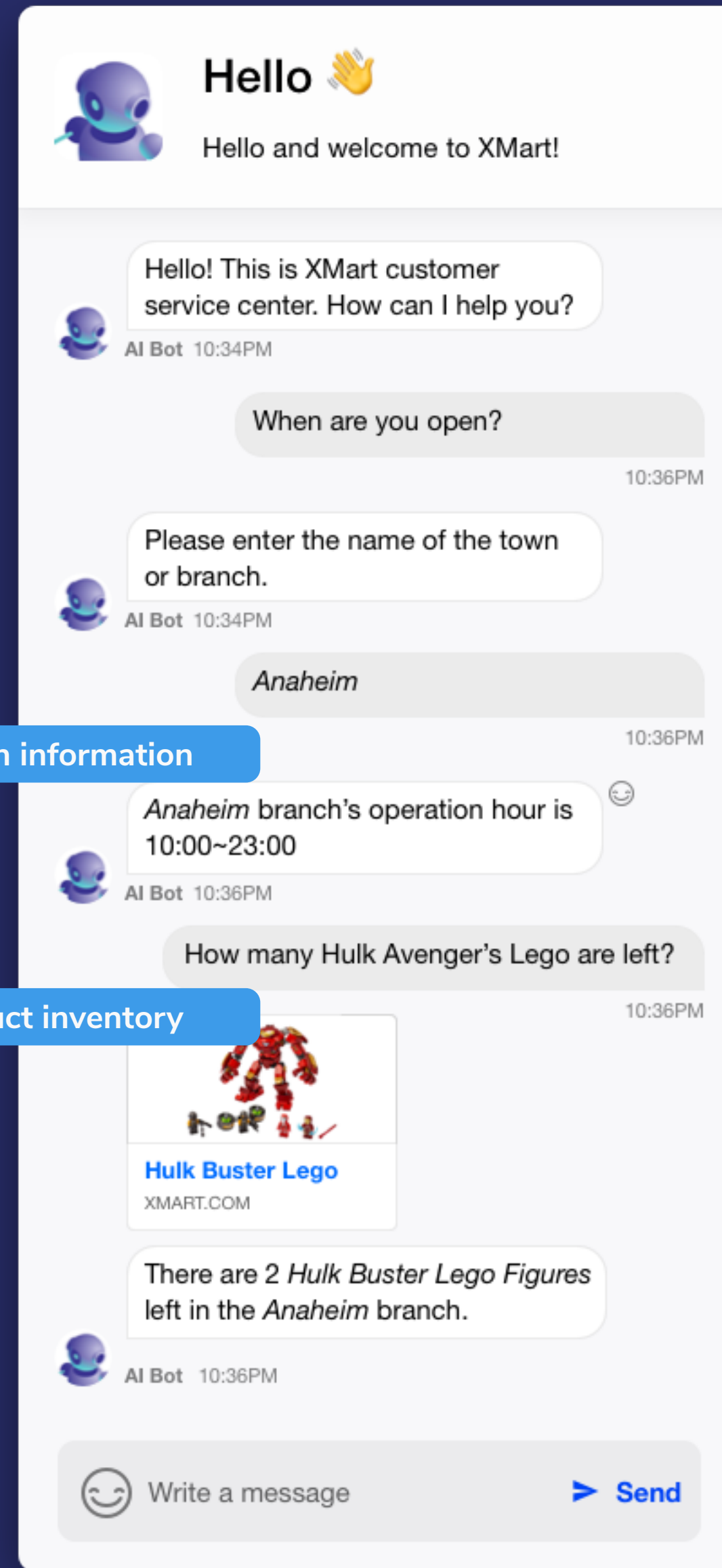
- **Already trained datasets** with typical questions for paraphrasing

- Dictionary of **common terms** within industry for synonyms

- Historic Logs added for company **specific answers**

- Connected archives are **semantically searched** based on visitor intention

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1	2	3	4	5
Need Generation	Inform	Compare Products	Sell	Support

Product Database

Question Answer Engine

CRM

Trained Dataset

$=USD
Industry Terms

Historic Logs

Archives

11

42Maru AI Assistant

Our Strengths

- Can detect intent based on users questions with **accuracy over 94%***

- Matches user queries to **different systems** {inventory, branch information, parking lot system, etc}

- Can understand **follow up questions** and remember users previous choices
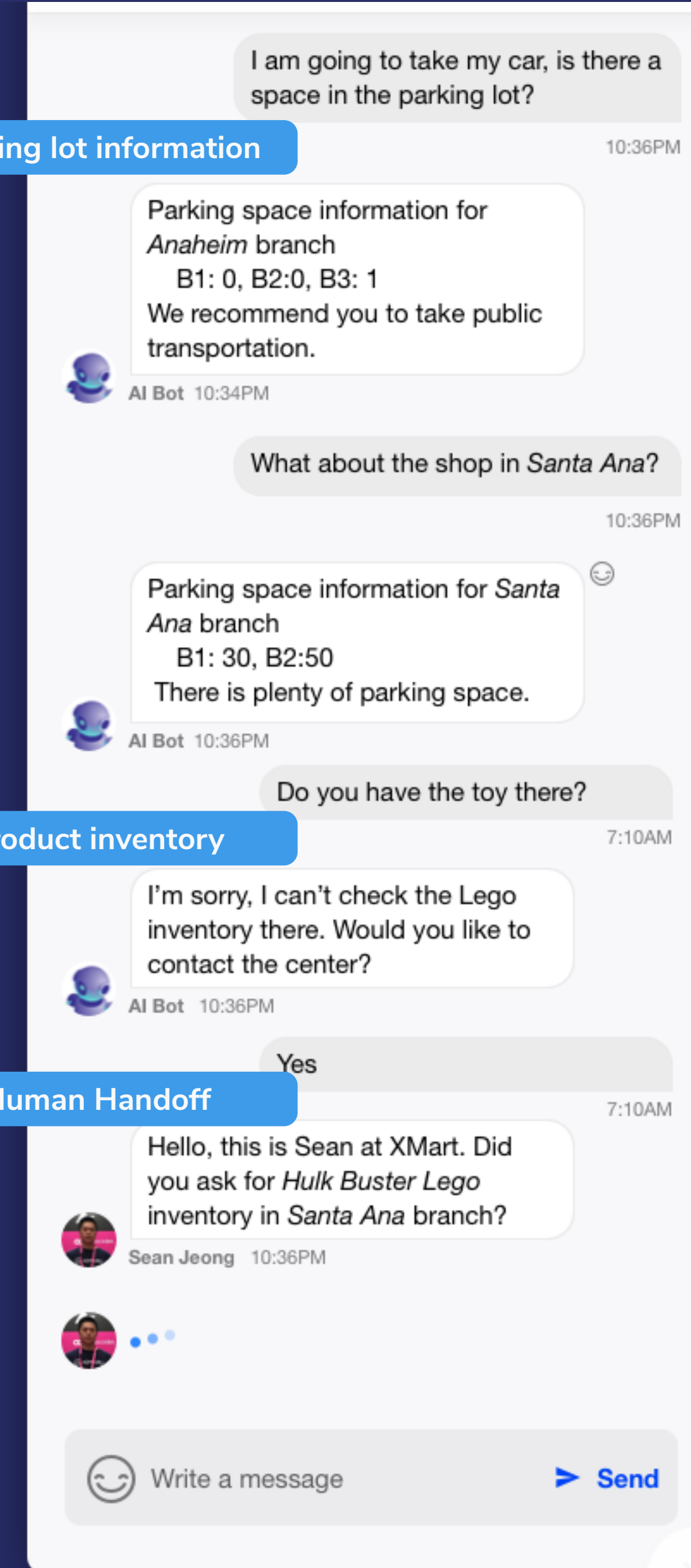
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Hello 👋
Hello and welcome to XMart!

Hello! This is XMart customer service center. How can I help you?
AI Bot 10:34PM

When are you open?
10:36PM

Please enter the name of the town or branch.
AI Bot 10:34PM

Anaheim
10:36PM

Branch information

Anaheim branch's operation hour is 10:00~23:00 😊
AI Bot 10:36PM

How many Hulk Avenger's Lego are left?
10:36PM

Product inventory

Hulk Buster Lego
XMART.COM

There are 2 Hulk Buster Lego Figures left in the Anaheim branch.
AI Bot 10:36PM

Write a message   ➤ Send

Collects and saves necessary information

Provide information through API

Restore omitted words

Refer previous conversation in changed context

I am going to take my car, is there a space in the parking lot?
10:36PM

Parking lot information

Parking space information for Anaheim branch
    B1: 0, B2:0, B3: 1
We recommend you to take public transportation.
AI Bot 10:34PM

What about the shop in Santa Ana?
10:36PM

Parking space information for Santa Ana branch 😊
    B1: 30, B2:50
There is plenty of parking space.
AI Bot 10:36PM

Do you have the toy there?
7:10AM

Product inventory

I'm sorry, I can't check the Lego inventory there. Would you like to contact the center?
AI Bot 10:36PM

Yes
7:10AM

Human Handoff

Hello, this is Sean at XMart. Did you ask for Hulk Buster Lego inventory in Santa Ana branch?
Sean Jeong 10:36PM

● ● ●

Write a message   ➤ Send

Natural conversation by restoring abbreviations / substitutions by referring to **previous conversations** in the changed context

Handoff to center when Chatbot cannot give proper answer

12

Our customers

emart

- AI Assistant can connect to IM platforms
- Offers information about each shop location, parking spots available, and product stock

SK Innovation

- Offers information about the company, available jobs, responsibilities, requirements and office perks
- +80% of queries are handled by the chatbot

DSME

- Answers all email inquiries using a knowledge database
- Automatically processes request proposals and selects disparages
- Answer time for specs reduced from 2 days to 10 mins

LG U+

- Web Chatbot that answers customer questions about devices
- Can compare devices
- Suggests ideal phone plan based on usage

What we offer and what we need

To reduce time spent searching

By connecting all your internal data to a knowledge database with an insight engine.

We need to work with your team preparing your dataset

To reclaim lost opportunities

Have an AI Assistant answer automatically with the accurate and most adequate answer.

We need to launch a PoC in Singapore to gain insight into a diverse community

Lead the industry

Be one of the first companies to incorporate the Contact Support AI Assistant.

We will launch the full fledged system

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Our Proposal

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Stage 1: PoC

- Web FAQ via a NLU (Natural Language Understanding) Chatbot

- 10 Intents

- Historic Logs Processing

Stage 2: Project I

- Text Communication Flows

- <30 Intents

- Email integration

- CRM Integration

- SMS Integration

- Social Media Integration

Stage 3: Project II

- Voice Communication Flows

- +30 Intents

- Calls to STT

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Integrated AI Customer Center

Are you ready to offer **integrated** AI-based communication?

Let's Talk

www.42maru.ai/**readyforai**

sales@42maru.ai