

# AI-Powered Virtual Agents

Cloud-based Conversational AI  
Solution for Contact Centers

Automate millions of simple to complex customer calls, chats, and texts with SmartAction's AI-powered virtual agents for self-service.

Most contact centers have an over-reliance on live agents for even the most rudimentary and repetitive call types since natural language automation is beyond the capabilities of most IVRs. SmartAction's cloud-based virtual agents make it easy to automate the repetitive conversations handled by live agents because it seamlessly integrates with every IVR and contact center platform.



Replace touchtone or single-word command menus with 100% natural language



Automate upfront data gathering before passing to a live agent



Automate repetitive inbound calls, chats, and texts



Automate outbound conversations over phone and text

## Conversational AI Solution

What started as an Artificial Intelligence research company in 2002, SmartAction has over a decade of foundational development in AI, machine learning, and natural language processing (NLP) to mimic live agent behavior. With thousands of pre-developed components, SmartAction's proprietary conversational AI engine has been purpose-built for contact centers to support self-service for more than a hundred different call types and chats across twelve industries.

SmartAction's "AI-brain" has the industry's most advanced NLP engine to extract intent from natural language over voice or chat. By connecting the "AI-brain" to your customer data via APIs or webservices, the sky is the limit to what can be accomplished. Since virtual agents read and record data just like live agents, they can personalize self-service, predict why someone might be calling/chatting,

and even automate complex, multi-turn conversations. As long as the conversation's "happy path" follows a consistent process that doesn't require human judgement or critical thinking, virtual agents can handle it. Business rules, defined from your customer data, act as "guardrails" for the virtual agent to keep it in its lane where it can provide a Customer Experience (CX) that is as good (or better) than a live agent. For any exceptions that go outside the "guardrails" (e.g. the customer makes an uncommon request), the call is simply transferred to a live agent with a screen pop of gathered data, so the live agent can pick up the conversation where it left off.

Virtual agents only need to be trained once to ask the right questions at each point in a conversation flow, then account for every possible customer response to provide a "perfectly trained" agent experience.

## Human-Centric Design, Process, & Services

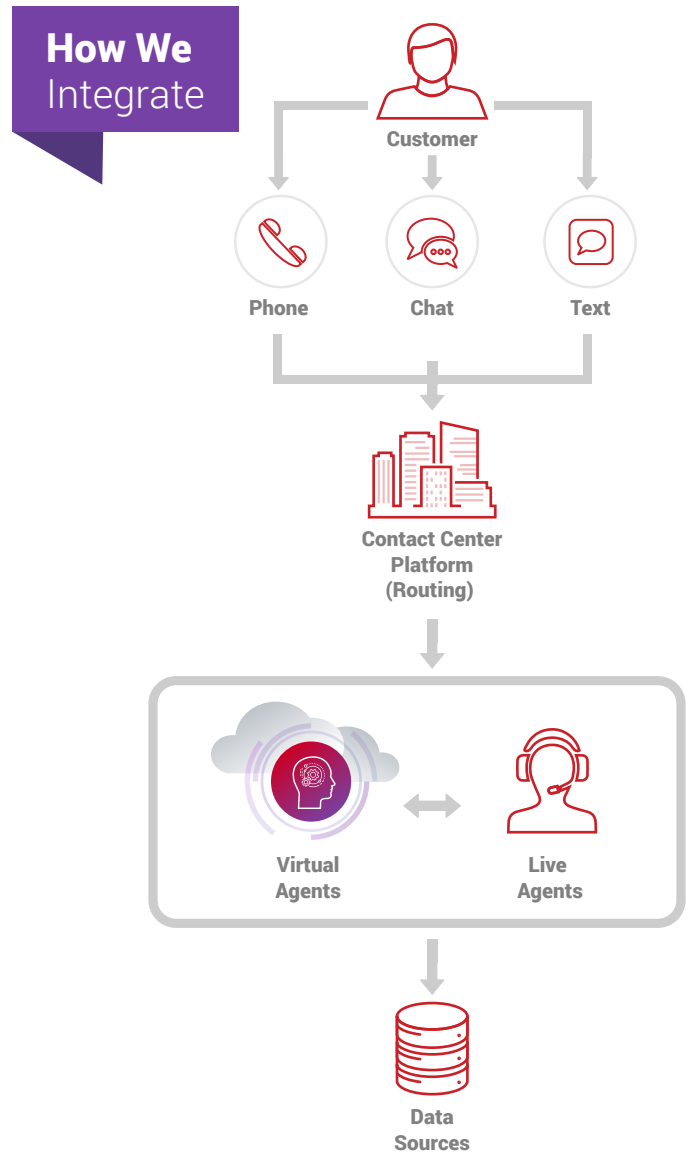
SmartAction delivers its AI solution as a service through a team of CX experts rather than DIY software licenses. The SmartAction CX team guides you through the transformation to automation, then provides ongoing monitoring and tuning of the application to improve performance until reaching perfection. This approach makes outsourcing self-service almost frictionless, while delivering the most human-centric AI experience possible.

The SmartAction CX team takes a consultative approach by first identifying the perfect call types or chats that can be automated without sacrificing an ounce of CX and deliver an immediate ROI.

Implementations take as little as 6-8 weeks, since the application only needs light customization to meet your specific business needs. SmartAction's process is to implement in voice first, where the ROI is the greatest, then scale the same solution digitally to web chat, messaging, and/or text for a seamless omnichannel experience.

After going live, the CX team continues as an extension of your team, tuning and enhancing the application over time until 100% of all calls and chats are contained within automation. The CX team works closely with you to analyze data, monitor calls, and perfect the application as part of their process of perpetual improvement that elevates CX above all else. SmartAction is committed to the process of automating the right conversations the right way.

**All of this is delivered with a nominal one-time setup fee and predictable per-min usage pricing model.**



### Automation LESS HARD

With SmartAction, there is no need to add or replace systems since its cloud-based model integrates with every IVR, contact center platform, and data repository. There is no large, upfront CapEx investment or professional services fees. This means starting as small as you want for the lowest risk implementation possible to see how customers interact with the system and realize the immediate ROI.

Contact centers simply route calls and chats via PSTN or SIP to SmartAction's cloud-based virtual agents, who access customer data via APIs, webservices, FTP, or any other means. The virtual agent fully completes the conversation or transfers to a live agent along with gathered data, so the live agent can pick up where the conversation left off.

### Our Clients & Capabilities

- Natural language intent capture for the largest Vegas hospitality chain, replacing touchtone or single-word command menus to route calls to one of many destinations
- Emergency roadside assistance for AAA clubs
- Billing and rewards management for Royal Caribbean Cruises
- Recalls and service appointments for Hyundai
- Order management for Office Depot
- Food orders for the largest global pizza chain
- Complex HIPAA-compliant patient authentication for J&B Medical
- Scheduling management for Penske
- Order management and membership services for TechStyle Fashion Group
- Product registration and Tier-1 tech support for Vizio and Electrolux

**Learn more about SmartAction's obsession  
with LIFE LESS HARD™ at [www.smartaction.ai](http://www.smartaction.ai).**

 [www.smartaction.ai](http://www.smartaction.ai)  
 [info@smartaction.ai](mailto:info@smartaction.ai)  
 310.776.9200