

AI-Powered Virtual Agents

Cloud-based Conversational AI
Solution for Contact Centers

Automate 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 conversations. Traditional IVRs and simple chatbots simply aren't up to the task. SmartAction's cloud-based Virtual Agents make it easy to automate the repetitive conversations handled by live agents, with seamless integrations to existing contact center technology and data sources.

Virtual Agents As a Service

SmartAction has over a decade of foundational development in AI, machine learning, advanced speech recognition, and natural language understanding (NLU) to mimic live agent behavior. Today, SmartAction operates conversational AI for more than 100 brands across 12 industries. By connecting our Virtual Agents to your customer data via APIs or webservice, 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 and even automate complex, multi-turn conversations. 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.



Replace simple IVRs and chatbots with 100% natural language



Expand self-service capabilities across any channel



Rely on a team of CX experts for design → build → and operation



Automate both simple and complex interactions

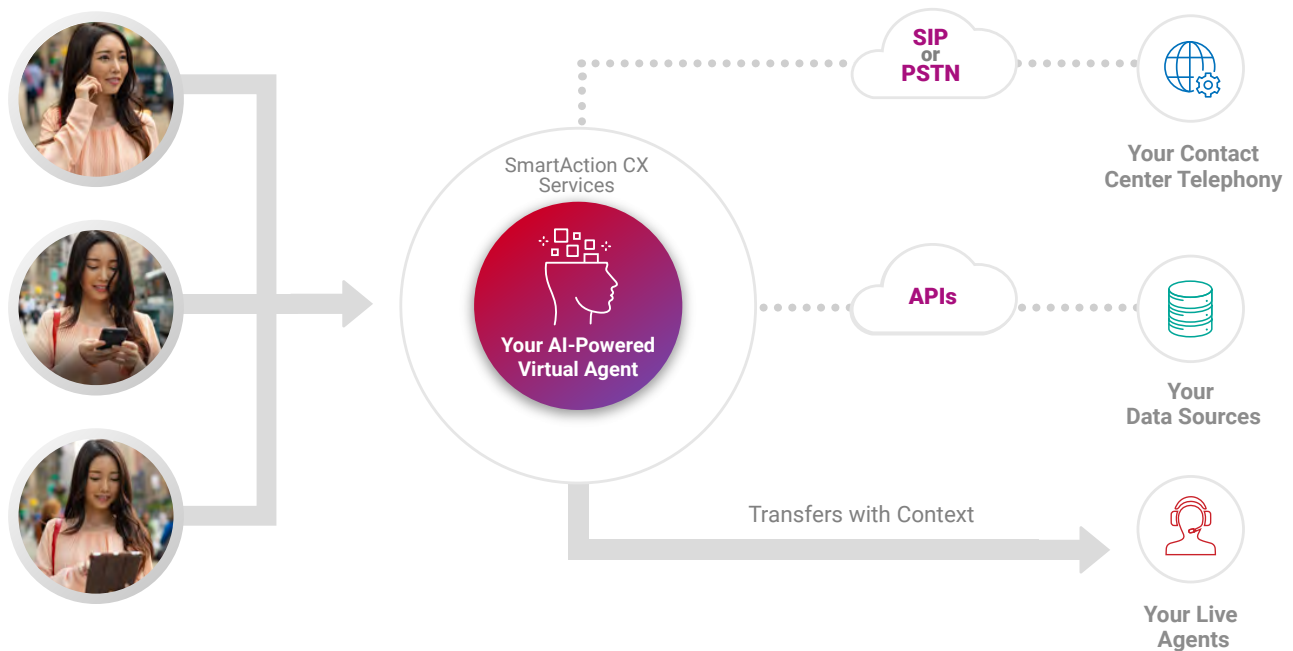
Human-Centric Design, Process, & Services

SmartAction delivers its conversational AI solution as a service through a team of CX experts. 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.

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 pre-existing vertical or use case templates only need light customization to meet your specific business needs and conversation flows.

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 where a virtual agent will outperform a live agent.

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



Conversational AI. Less Hard.

With SmartAction, there is no need to add or replace systems since its cloud-based model integrates with every contact center technology 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. 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.

A Sampling of Clients & Capabilities

- Designer Shoe Warehouse: Order and account management
- Choice Hotels: Reservation and rewards management
- AAA: Emergency roadside assistance
- Hyundai: Recalls and scheduling appointments
- Office Depot: Order management
- J&B Medical: Complex HIPAA-compliant patient authentication
- Penske: Truck rental reservation management
- TechStyle: Order management and membership services
- Electrolux: Intelligent front door + product registration