

CHATBOT WITH A BRAIN

Infosys Brings You Aigo

Customer service is one of the most vital elements for a successful business.

Yet, call centers today struggle to provide adequate service because hiring, training, and retaining agents is harder and more expensive than ever before. This is especially true in the post-pandemic era.

To overcome this challenge, chatbots were touted as the solution. But most customers report feeling frustrated by the impersonal, pre-programmed, and non-contextual responses offered by these.

Aigo: The Smart Chatbot

Aigo is a next-generation chatbot that features a 'brain'. In development for over 20 years, Aigo is the product of work done by psychologists, linguists, and AI pioneer Peter Voss.

The 'brain' allows Aigo to have intelligent, contextual, and hyper-personalized conversations at scale. This significantly enhances customer loyalty and satisfaction while reducing the cost of customer service.



Key Features



Memory

It can remember conversations and use this information



Context

It can understand context, and not just keywords



Reasoning

It can distinguish between similar things and interpret meanings



Interaction and personalization

It learns interactively and personalizes every conversation

Benefits



As an industry-agnostic, domain-agnostic, and device-agnostic solution, Aigo is a transformational technology that goes beyond conversational AI. Its key benefits are:

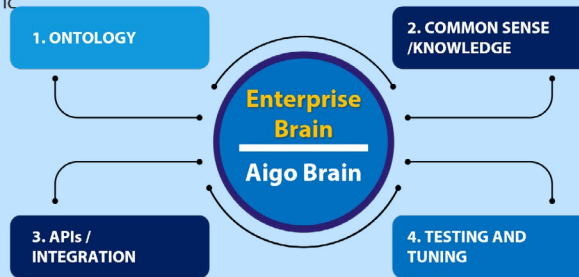
Significantly reduced reliance on call center agents, leading to cost savings

30-50% client containment rate

Enhanced customer experience

How Aigo Works

- Product/process-specific **terms and meaning**
- Manually gather static data including attributes, build ontology, and teach synonyms
- Understand, train, and test product-specific properties, units-of-measures, and FAQs
- Typically sources information from spreadsheets, chat/call logs, databases, etc.
- Considers which **internal and external systems** need to be integrated to serve the customer in the best way
- Typically sources from technical resources, existing APIs, etc.



- Considers what knowledge is needed to interpret how the product/process is referred to or used in the **real-world**
- Creates synonym phrasing for product-specific questions, info, commands, and responses
- Gathers and implements business rules
- Typically sources information from chat/call logs, training materials, workshops with users, etc.
- Conducts rigorous initial testing and ongoing tuning to cover all possible scenarios in the **real world**
- Builds comprehensive regression test system
- Testing is typically done with users and by frequently checking chat logs as well as updating/upgrading the system

As Aigo is used more frequently, it accumulates business knowledge, making it more natural, powerful, and personalized.

Aigo Production Pilot: A Quick Start

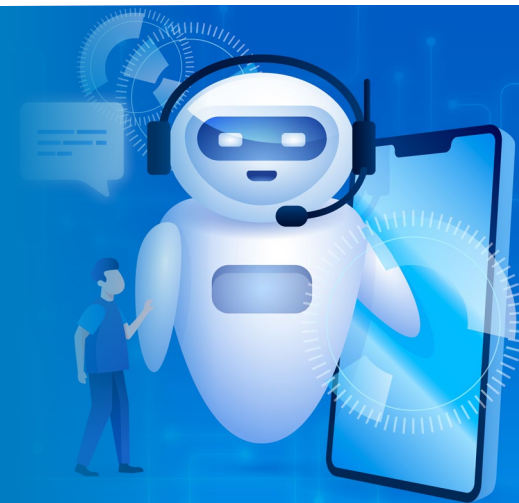
Infosys is offering early birds the option to test Aigo for up to 8 weeks at no cost through a production pilot. The pilot offers:

- 4-6 dedicated resources
- Clear benefits to any company with a minimum of 100 customer service agents
- The option to extend the pilot into an ongoing engagement

An Aigo Success Story

A US-based floral and foods gift retailer needed a smarter way to deal with the influx of calls stemming from unresolved queries on their existing chat channel. They also wanted a solution that could scale to meet bursts of demand during special holidays such as Valentine's Day. Implementing Aigo has helped the client achieve the following benefits:

- Handle 1.2 million or 93% of requests on any channel without having to transfer to a live agent
- Scale to manage 996 customer conversations simultaneously, thereby eliminating the need to hire additional employees to ramp up capacity on peak days
- Perform a variety of tasks around order management across 16 brands and 20 million customers
- Seamless hand-off to agents while relaying all the right information so the customer has a smooth experience



Enable your business to have mindful conversations and improve customer satisfaction. To know more, write to us at appliedai@infosys.com.

For more information, contact askus@infosys.com

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