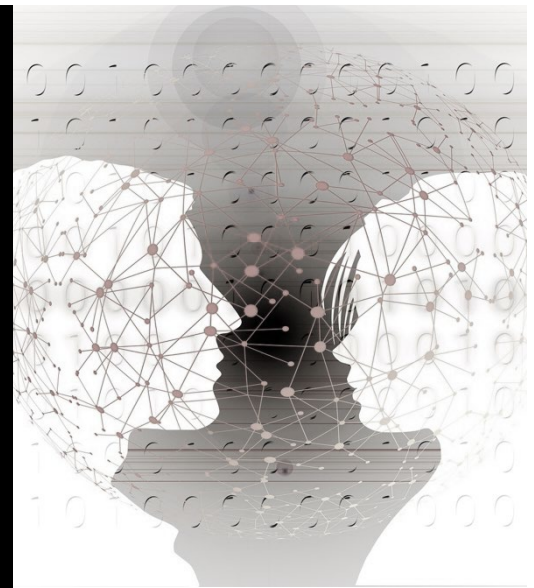


Beyond Success Conversational Ai



Re-Defining Experiences with Virtual Assistants

Conversational Ai has evolved beyond the domain of mere question-and-answer systems to deliver complete business outcomes, even improving customer satisfaction while lowering costs and increasing revenues.

Business Significance of Conversational Ai

Conversational artificial intelligence enables text and voice-based communications with customers, clients, visitors, and leads. Contrary to hard-coded chatbots, cognitive conversational AI software understands human inputs efficiently to provide a more personalized customer experience.

With an automated 24×7 human-like interaction, conversational Ai accelerates business growth in the following manner:

- Increases sales across digital commerce channels with cross-device and multi-modal compatibility.

- Adds to customer satisfaction and loyalty with instant response, timely product notification, sentiment analysis, and emotional recognition.

- Improves employee productivity by automating routine business interactions and amplifying digital brands across social media and devices.

Ai provides a catalyst for operational change that has the potential to unleash unprecedented growth for legacy industries, like banking

The future of enterprise engagement, productivity, and innovation lies in experience optimization. In a typical enterprise, the workday consists mainly of interactions between one or more key stakeholders. These stakeholders include customers, employees, vendors, and the various systems and software the enterprise uses. But not all these interactions can be classed as strategic or "high-value" conversations.

In fact, a survey found that only 25% of interactions fall into this category. All the rest are routine or repetitive. These routine interactions are ripe for automation and optimization. Virtual Assistants (VA) optimize both customer and employee experience. After all, you can't achieve one without the other.

Experience is the total of many interactions, many of them routine. However, as a business grows, it becomes harder to provide customers personalized interactions led by a human agent. Every industry is adopting conversational AI to make up for this gap in the global race to provide efficient service. They are discovering that conversational AI and virtual assistants not only improve efficiency by automating routine interactions but also optimize the experience. With virtual assistants, enterprises can provide an effective and scalable way to automate customer inquiries, and customers can express their needs in natural language and get immediate help.

Are you agile enough to adapt to your customers' ever-changing needs?

Businesses need a new generation of virtual assistants to create true innovation, build new services and generate more significant revenue. When surveying the VA landscape, companies should ensure the solution they select will satisfy all current and future customer service needs, with a full suite of capabilities that can deliver real value — and many companies are realizing that **Lucror** is the way to power **Business with Ai**.

