Artificial Intelligence

Driving smarter data-driven and automated business outcomes

Added importance of automation

Every daily task that takes five minutes costs over 20 hours a year, or around half a working week. Even if it takes an unlikely 20 hours to automate that task, the project pays for itself within the year and racks up big savings thereafter. And you've also released employees to focus on higher-value tasks.

Recent global events have merely served to strengthen that business case. In a survey of over 500 IT decision-makers, 71% of responders felt self-service helped their organisation remain agile during COVID-19. Moreover, 64% expect to see increased investment in automation technology over the coming year, while 76% agreed that it would benefit their workforce.

Striking the right balance

Yet, it would be wrong to think of self-service as a panacea. Imagine calling to report a motorway breakdown or burst pipe only to be greeted by a complex IVR menu or inquisitive voice bot. That's a stretch too far.

At Amilah we know how to strike the balance between human and digital service. We'll work closely with you to identify the best places to insert artificial intelligence (AI) and robotic process automation (RPA) for maximum benefit. Then we'll design, implement, fine-tune, and maintain the solution – so you don't have to.

Why we're different

We don't just create standard, run-of-the-mill bots. We use natural language processing (NLP) to train them to emulate the voice of your customers. So, even more enquiries can be automated, increasing savings and ROI. NLP also lets you eliminate complex IVR menus and go beyond speech-enabled, directed dialogue systems.

Also, we provide code-free platforms that make it easy to develop and deploy automated customer- and employee- facing self-service applications over voice, chat and messaging channels. So, you don't have to make a huge investment in professional services. That's what 75% of organisations surveyed wanted to see – tools that allow them to build and maintain their own applications.

Savings don't end there. Our AI solutions are technology agnostic and don't require you to replace your telephony technology investment. In addition, our AI specialists dramatically cut deployment time using drag-and-drop development tools – as opposed to Google Dialogflow and other code-intensive apps. We'll always look to develop a solution once and run it over all channels: chat, SMS, social and so on.

Finally, Amilah won't sell you a solution and disappear. We place a lot of importance on end user support and offer an employee helpdesk.

Solution

As contact centre interactions continue to increase, the cost to serve with humans is in danger of becoming unsustainable. Conversational AI – messaging apps, speech-based assistants and chatbots – is a great way to streamline basic requests and FAQs, in turn significantly lowering call volumes.

Our PCI-DSS and HIPAA-compliant virtual agents collect sensitive customer data without revealing information to a human agent. And they're substantially cheaper. They never rest or take a holiday.

Automating business processes at scale

Here are other AI and RPA use cases and reasons why our customers choose us:

- **Customer care**
  Install virtual assistants to make appointments, reset passwords, look up orders, survey customers, process payments and answer all kinds of questions – over the phone, web, or SMS.
- **HR**
  Use AI to scan voice, video, and screen recordings, alerting managers to previously hidden coaching and training needs. For example, spotting long pauses or agent knowledge gaps.
- **Quality assurance and compliance**
  Deploy speech analytics to check and gather auditable evidence for GDPR, MiFID, PCI DSS, and other legal requirements. Strengthening compliance and information governance.
- **Sales**
  Add voicebots to boost revenue from cross-selling and up-selling through personalised insights based on customer histories and preferences. Benefit from speed, accuracy and 24-hour availability, productivity, call patterns and caller behaviour. Statistics include time to answer, call waiting time, call outcome and caller details.
- **Public services**
  Automating service lines like refuse, revenues, highways and housing through bots, voice and analytics. Deflecting up to 60% of enquiries away from traditional channels like telephony and email saving you time and money.

More opportunities for API integration

Once your virtual agent has had a conversation with a customer it will need to access other systems and services in order to effectively respond to their question and solve their problem. This is the process of fulfilment. Our no-code, visual development tool makes it simple to integrate with Salesforce, Xero, Atlassian JIRA and other popular systems. If you need to use external web services like Google Maps we can do that too.

Built for individual business outcomes

Our AI-powered virtual assistants can understand human speech in over 100 languages and respond using text-to-speech (TTS). They can be set up for basic needs, like answering the phone, asking the caller if they'd like to maintain their place in the queue, and offering to schedule a call-back.

An advanced bot might have the skills to understand human speech in multiple languages, determine intent using NLP, process PCI-compliant payments and respond in native language over the phone, via chat or SMS.

Just like an outsourced call centre team, you purchase virtual agents and pay for them for as long as you need them on a monthly basis.

Benefits

Amilah's AI and RPA solutions enable you to:

• **Deflect call handling, reducing cost to serve**

• **Extend services and opening hours more economically**

• **Present recommendations and raise sales**

• **Increase customer engagement with timely tips and offers**

• **Reach new audiences via social and digital platforms**

• **Gain a deeper understanding of customer journeys and preferences**

Unleash AI-powered automation today

Get in touch today

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