



Introducing

YODAA



The Virtual Assistant Platform

Convergence of human and machine intelligence
to deliver unprecedented customer experience

www.csscorp.com



Overview

We live in a connected economy, where Customer Experience (CX) is the new currency. Almost every successful organization understands that they are in the business of customer experience. Industry after industry, businesses are focused on creating a more personal and effortless experience for customers through digital touchpoints.

Digital touchpoints help organizations to engage with their customers in the right way and enable faster and instant access to everything a customer needs. Digital touchpoints provide exceptional experience for your customers and migrate call volumes to simple and low cost channels such as self-help. In this context, Virtual Customer Assistants (VCAs) today are taking the world by storm, creating a digital avalanche of advanced AI-based customer engagement solutions, entering the market each new day. Gartner predicts that 75% of online transactions will integrate VCAs by 2020, while 55% of revenue will be generated from non-human agent services by 2021.

Well-designed and optimized customer support engagements lead to significant cost savings and enhanced customer experience. Enterprises that have efficiently handled the challenges of automated customer experience integration are seeing the use of VCAs shoot up significantly. The possibility of VCAs delivering a more human-like experience through the use of Natural Language Processing (NLP) and dialogue control is highly alluring. Ability to respond instantaneously and accurately to customers' questions and helping them in decision making processes have made VCAs an integral part of organizations' customer support ecosystem.

Per Gartner, implementing VCAs in organizations has reduced up to 70% of call and/or email inquiries and have resulted in increased customer satisfaction and a 33% saving per voice engagement. However, not all VCA engagements yield phenomenal results. Poorly executed self-service engagements incur unwarranted expenses and lead to customer frustration.



| Challenges

- **Disintegrated service channels**

In today's rapidly evolving environment, customers are at the center of the business ecosystem. Customers, especially millennials, are tech savvy and their expectations are at an all-time high. They demand ease, speed and consistency in all their interactions. They seek instant gratification. So, when customers look for support related to a product they use, they don't necessarily look to queue up to talk to customer support representatives. More often than not, they look for quick self-help options. They are channel agnostic and often prefer to have all necessary information made available to them digitally. And if their providers are unable to provide them with this omni-channel customer experience, they have limited tolerance and often prefer to switch to a competitor.

- **Increasing support costs**

Customer support is traditionally seen as a cost center. Recurring issues and inefficient processes deplete an enterprise's resources. In a traditional support center, a large number of executives are involved in solving simple, repetitive issues which inflate expenses significantly.

- **Poor customer experience**

Customers dread at being dropped into an endless loop of call transfers, while they have an issue to be resolved. Tiered support has the disadvantage of customers being tossed over from one agent to another, in anticipation of finding the correct department. Eliminating such a scenario to put customers on hold, not only increases customer satisfaction, but also reduces cost for support centers. Tiered structures need to be discarded in favor of a more collaborative approach.

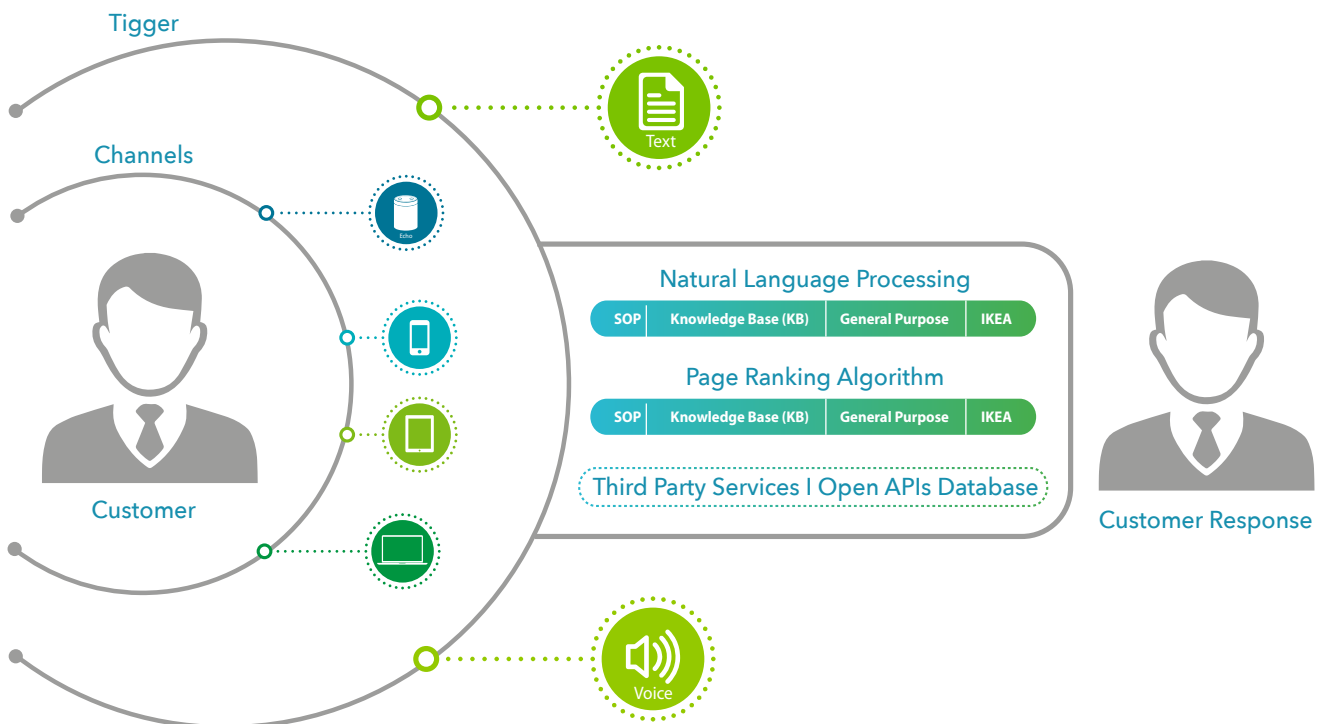


CSS CORP's Solution

CSS Corp has built Yodaa, a 'cotelligent' platform where human intelligence and machine intelligence converge to provide a sophisticated, automated solution. Yodaa integrates with all customer channels like voice, email, chat and website across devices, giving a consistent customer experience. Yodaa is designed to offer personalized and context-driven support, with a human-like interaction. It aims to resolve your customer's needs at first interaction by using NLP, AI, machine learning and deep learning techniques.

Yodaa has the ability to constantly learn from a customer's interactions, and build on its ever-growing knowledge base. The virtual assistant understands your customer's intent and responds to their queries in real time. Incredibly, Yodaa remembers facts, learns from previous conversations, and can access online information by integrating with enterprise systems. Its ability to troubleshoot, answer complex questions, and engage in interactive dialogue makes it a third-generation virtual assistant.

Yodaa, the SaaS based solution, can be used as a standalone support interface or as a platform integrated with Amazon Echo, Apple Siri, Microsoft Cortana and Google Now. The following diagram illustrates Yodaa's architecture.



Yodaa's sophisticated architecture is designed to scale horizontally i.e. the customer need not worry if their data (SOPs, KB etc.,) increases from a few megabytes to many terabytes over time. Its extraordinary multi-concurrent capability enables it to serve any number of requests, ranging from a few hundreds to millions of simultaneous requests without any performance hit. Yodaa is also designed to be highly secure, as its architecture factors all elements of security. All communication between the client and the server is completely encrypted. This mitigates the risk of data being comprised at any point in time.



Key Technology Components

- A conversational user interface that receives the request and delivers the response via speech or text.
- An NLU (Natural Language Understanding) engine that recognizes the user's intent and conversational context, and appropriately classify user's response.
- A vast knowledge database and a robust search engine that can query many knowledge repositories and large amounts of content related to your products and services.
- A context engine to understand the intent of the customer.
- A feedback module that uses neural networks to learn from previous chat/voice conversations and gets better over time.



Benefits

- Increases customer experience by 25% by assisting your customer throughout the online transaction and even allows for processing certain transactions on behalf of the customer
- Reduces cost considerably by 50% as it diverts customers from expensive phone channels
- Minimizes call, email and chat interactions by 50%
- Improves agent productivity at support centers by 30% as it frees up time for agents to work on more complex issues
- Modular functionality gives your customers the liberty to use Yodaa as a standalone VCA or as an integrated platform
- Interoperability with Amazon Echo and other such devices enriches customer experience



@ 2017 CSS Corp is a global leader in providing IT Services and Technology Support solutions. The company harnesses the power of automation, analytics and digital technologies to address specific customer engagement needs. The company partners with Fortune 1000 companies to help realize their strategic business outcomes and be future-ready. The company's team of 5,500 technology professionals across 16 global locations are passionate about helping customers succeed in their businesses.

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