



Creating Digital Customer Relationships: Intelligent Virtual Agents

Increasingly, your customers live online and demand that you do the same. Social media, mobile computing, and the Web have redefined customer expectations around convenience, accessibility, and personalized interaction. But today's self-service options, while attractive to the bottom line, often leave the customer frustrated, isolated, and underwhelmed.

VirtuOz is the leader in Digital Customer Relationships, enabling large and mid-market enterprises to use Intelligent Virtual Agents (IVA) to provide world-class online marketing, sales, and support channels, ensuring a high quality user experience while improving operational performance. VirtuOz IVAs combine best-in-class virtual agent software with best practices for agent development, deployment, and optimization to ensure predictable and measurable results.

"Now, Virtual Assistants will give you a competitive edge. In three to five years, they will be the standard technology for customer interactions."¹

Gartner

What is an Intelligent Virtual Agent?

Intelligent Virtual Agents (IVA) provide a world-class online marketing, sales, and support channel optimized for engaging today's online consumer. Deployable on the Web, mobile devices, and social media, an IVA is a digital persona that provides convenient, timely, automated assistance by engaging in a personalized conversation with consumers, responding quickly and accurately to their online requests, and interactively guiding them to find information or perform tasks on their behalf. An IVA marries the knowledge and performance of your best marketing, sales and support professionals with the convenience and accessibility of self-service, to deliver the best possible customer experience at a fraction of the cost of traditional channels.

Designed specifically to empower consumers to engage your brand, purchase products, or resolve issues, VirtuOz Intelligent Virtual Agents offer a contemporary, personalized, conversational channel to:



Engage: Connect with consumers via the entry point that they prefer.

Converse: Rapidly and accurately identify consumer issues in a personalized, conversational style—powered by patent pending natural language processing.

Respond: Address consumer needs with an 80% or higher resolution rate.

Channel: When appropriate, direct consumers to the right human-assisted channel for 100% resolution.

Listen: Increase insight into consumer issues and behaviors and implement continuous improvements to content.

Measure: Monitor ROI and KPIs to improve the performance of your IVA as it takes on a broader mission and role in your CRM suite.

¹ Source: Gartner, Key Considerations for Virtual Assistant Selection, 29 July 2010



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Why VirtuOz?

Complete Managed Service Provider

We combine our best-in-class technology solutions with our domain experts and IVA best practices delivered via a Managed Service to provide you a full service model. Operating as a trusted extension of your marketing, sales and support organization, our domain expert's partner with you to ensure not only initial success, but also continuous improvement and world-class performance of your virtual agent as your business expands and consumer needs change.

Deep Domain Expertise

Over the years, the work we've done with large and mid-market enterprises has led us to develop extensive domain expertise and engagement best practices specific to intelligent virtual agent development, deployment, and optimization. The result is low risk implementations and confidence that your agent will continuously improve over time as your business grows.

Easy to Integrate, Easy to Deploy

We understand that the true value of an IVA will be realized by leveraging existing investments in channels, technology and content to deliver the best customer experience at the lowest cost. Our integration capabilities into your website, back office applications, and human-assisted channels ensure your IVA is not an island, but an integral component of your overall customer engagement strategy.

Best-in-Class Technology

VirtuOz Intelligent Virtual Agents supported over 144 million conversations last year, across 8 countries. Our proven fifth generation, cloud-based IVAs deliver scalable, high performing agents that leverage existing investments in systems and content. The strength of our solution lies in our sophisticated, patented technology, analytics, and tools to deliver high-performing agents.

Trusted by Leading Companies

VirtuOz is the market leader in terms of the caliber of our global customers, the number of live enterprise-class virtual agents, and the volume of conversations processed.



“We evaluated multiple intelligent virtual agent solutions. In addition to its advanced technology, VirtuOz stood out from the crowd based on their deep domain expertise and managed service delivery approach.”

David Lefèvre

Self care Manager, Numericable

Key Facts

- Founded in 2002
- Headquartered in Emeryville, CA
- European office in Paris, France

Leadership

- More than 20 years of enterprise software and start-up experience

Investors

- Mohr Davidow Ventures
- InVentures
- Galileo Partners

Product & Services

- Enterprise Class. Cloud Based
- 144 Million Conversations processed last year
- VirtuOz Meets All Requirements in 8 of the 9 Categories in Gartner's 2011 Virtual Assistant Landscape Report ²

² Source: Gartner, Virtual Assistant Vendor Landscape, 14, January 2011

To find out more, contact VirtuOz at +1 (415) 202-5709 or visit www.virtuoz.com