



Intelligent Virtual Agent

Demand for First-Class Customer Service Has Never Been Higher

Many companies still use human agents to do common data collection and intake tasks that are repetitive, prone to human error, and create customer friction. While service leaders are under tremendous pressure to reduce service times and deliver new innovations in client care, many are still trying to understand if their old Interactive Voice Response (IVR) can handle the increase in demand for intelligent self-service.

In today's world where service is demanded anytime, anywhere and on any device, assigning repetitive, time-consuming tasks to an Intelligent Virtual Agent helps organizations significantly decrease support costs.

Let Your Live Agents Focus on What Matters Most

Masergy Intelligent Virtual Agent automates routine and repetitive conversations, freeing your live agents to provide value where they're most needed.

Masergy Intelligent Virtual Agent powers virtual assistant, chatbot, and queueing features for Masergy Global UCaaS and Cloud Contact Center. The Intelligent Virtual Agent is directly integrated into Masergy's software-defined platform for added security and resiliency. For risk-averse customers, Masergy has private connectivity to the virtual customer assistant platform that powers the solution.

Should you consider automating your customer service?

- 25% of customer service and support ops will integrate a custom virtual assistant or chatbot by 2020 (Gartner)
- 84% of organizations expected to increase investments in customer experience (CX) technology in the next 12 months (Gartner)
- Compliance violations and penalties can cost organizations up to \$10,000 a month or can result in criminal prosecution

A virtual agent costs a fraction of a live agent.



Why Masergy Intelligent Virtual Agent

Masergy Intelligent Virtual Agent provides more substantive outcomes than a standard automated advisor, run-of-the-mill bot, or IVR system. Unlike similar solutions offered by competitors like RingCentral, 8x8, and inContact, our new conversational AI makes it easier to provide immediate response to consumers by augmenting the self-service features inherent to Masergy Global UCaaS and Cloud Contact Center.

When coupled with Masergy's predictive analytics and machine learning capabilities, Masergy Intelligent Virtual Agent helps its users dramatically increase productivity, reduce customer service times, and improve customer satisfaction scores by up to ten points.

Conversational and Intelligent – Whether over the phone or through a text-based interaction, Virtual Agents can use multiple approaches to converse with a customer. They use machine learning and the latest advancements in Natural Language Processing to understand, gather intent, and learn to solve customer problems.

Inherently Secure – Our Intelligent Virtual Agents come out-of-the-box with deep integration with Masergy's Software Defined Platform. Our Virtual Agents are delivered on-net, guaranteeing greater reliability and security because service is not delivered over a public IP.

Easy to Use and Deploy – Our no-code visual development tool allows users to build an application that uses natural language to converse with a customer and then closes the loop by communicating with your back-end systems which enables non-technical users to complete tasks in hours rather than days or months.

Intelligent Agent Skills

- Basic IVR
- Speech Recognition
- Natural Language Processing
- Text-to-Speech
- Voice Biometrics
- Tone Analyzer
- Intelligent Callbacks
- Workflows
- Dialer
- Remote Data Connectivity
- PCI Payments
- HIPAA-Compliance
- SMS*
- In-App Chat*

* Indicates Features Coming Soon

Benefits

- **Lessen risk** and improve compliance through sensitive financial and healthcare data collection practices
- **Simplify processes**, streamline workflows, and automate data discovery through highly predictive and skilled algorithms
- **Add Intelligence** to repetitive tasks by finding structure and commonality within data and applying natural language processing and deep learning to improve task completion accuracy
- **Reduce human error** through the reliable performance of frequent, high-volume tasks
- **Improve customer experiences (CX)** by adding self-service capabilities to Masergy Global UCaaS and Cloud Contact Center

