

All you need to know about

Intelligent Virtual Assistants for Sales



Intelligent Virtual Assistant (IVA) is an Artificial intelligence system that emulates human interaction. It is equipped with Natural Language Understanding (NLU) and Machine Learning capabilities. This enables it to have productive conversations with users. IVA's understand and retain context which makes interactions much more humanlike.

THE BIG QUESTION

What makes the Virtual Assistant 'Intelligent'?

Intelligence indicates the capacity for learning, reasoning and understanding the user. It is a core principle of NLU to try to converse like a human would. The Virtual Assistant trains itself with every data acquisition and thereby increases its intelligence.

AREAS OF IMPROVEMENT

- Higher sales productivity
- Cross and Up-selling potential
- More efficient data management
- Instant responses to customers
- Less time spent on appointment follow-ups
- Less effort with low volume, low value orders



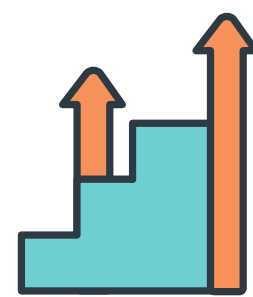
APPLICATIONS

- Lead generation
- Product advisory
- Post-Sales management
- Daily-Task management
- Knowledge management
- Appointment management
- Communication management



BUSINESS IMPACT

- ✂ Increased sales
- ✂ Increased sales efficiency
- ✂ Reduced marketing costs
- ✂ Reduced customer service costs
- ✂ Improved customer information
- ✂ Increased customer engagement



ADVANTAGES OVER CHATBOTS

- ✓ IVA's can be trained on thousands of industry-specific customer intents
- ✓ They can carry out multiple tasks whereas chatbots are used in single purpose applications
- ✓ IVAs can learn from interactions and create personalized customer experiences
- ✓ Flexible data integration with enterprise software: CRM, SAP
- ✓ Good IVA's are programmed to interact in multiple languages