



*The science of conversation™*

# Solutions Overview

A Powerful Solution for Reducing Customer Support Costs While Enriching Customer Experience

Reduce call and email volume, build brand loyalty and increase customer engagement at a lower cost per conversation.

Creative Virtual is a leader in self-service customer experience management solutions for enterprises. Global organizations rely on our technology to optimize their customer support, sales, marketing, and call center teams, reduce costs, increase online sales, and achieve operational excellence across mobile, web and social media channels.

Creative Virtual has built advanced technologies in knowledge management, natural language processing, and virtual assistants to help businesses deliver exceptional customer experiences through every interaction with your organization, 24 hours per day/7 days per week.



Delivering accuracy rates of over 90% and call deflection rates of up to 50% at a fraction of the cost of a human customer service agent.

# V-Person™ Technology

**V**-Person technology by Creative Virtual helps enterprises find and share their voice. Our multi-channel platform is designed to help businesses leverage their collective knowledge using one of the most advanced natural conversational system on the market. Now you can efficiently manage content company-wide and deploy intelligence to your customer-facing employees, or directly to your customers using virtual assistants that can hold entire conversations.

Due to its power and flexibility, V-Person can integrate with any system, Web Service or interactive technology on the market, giving you the ability to aggregate and update content company-wide. Businesses can easily deploy virtual assistants on any website, as a user-friendly mobile application, using IVR, or through social media channels like Facebook and Twitter.

## Core Benefits

- Automated personalized support for customers
- Improved customer experience
- Faster response times
- Reduced customer support costs
- Better, consistent access to information across all channels
- Real-time insights into content performance and customer behavior

## Speed to Market

Eliminate lengthy development cycles and multi-channel headaches. Typical deployments launch within 2-3 months – a fast turnaround so you can realize the benefits of improved customer experience and operational efficiency as soon as possible.

# Knowledge Management

V-Portal™: Combine customer analytics with knowledge management.

V-Portal is a multi-channel knowledge management system utilizing sophisticated natural language technology to easily host and nurture customer relationships through a variety of contact points. With V-Portal you can manage cross-channel content from your internal databases, call centers, live chat transcripts and customer experiences from a single platform. V-Portal then enables you to create customer-specific conversations deployed with virtual assistants. Robust, real-time reporting provides insights into customer behavior and interaction, enabling you to actively use customer feedback to power your decisions.

# Virtual Assistants

V-Person: Simulate interaction with live agents.

Using advanced natural language processing technology, virtual assistants allow your customers to receive friendly and competent service 24 hours a day/7 days per week. For users it provides the sensation of communicating with a “real” person, able not only to answer their questions, but also to understand the context of questions, and hold conversations. For businesses, virtual assistants help streamline operations and improve customer communication through web, mobile and social media channels.

# Call Center Systems

V-Person Call Center™: Make your agents instant experts in your business.

Provide the right information to the right agents at the right time. Agents communicate with their virtual supervisor using natural language to obtain timely and accurate feedback on customer questions or concerns. With pre-defined business logic and escalation paths, contact center supervisors can focus on strategic issues, while providing their agents with access to information that will help them answer questions faster and more accurately. Because virtual assistants use natural language, the system can also communicate through the IVR channel. The results are reduced escalations, faster response times, reduced training time for call center staff, and improved customer satisfaction.

# Mobile Customer Service

V-Person Mobile™: Talk to your customers on any mobile device.

Businesses can now extend the conversation to smartphones, tablet computers and game console with our virtual assistants who can answer questions or send event alerts, reminders and notifications any time of day or night. V-Person Mobile can provide a conversational interface for any mobile application using Apps, HTML5 and SMS, and even layer onto existing talking apps to create a more robust, personalized experience that is specific to your domain.

## A Full-Service Solution at a Fraction of the Cost

One platform provides it all.

Organizations can easily manage the flow of content and deploy virtual assistants through any channel from one single platform – empowering organizations to customize a solution that directly supports their goals, even by business unit.

Whether hosted by Creative Virtual or on your server, our solutions can be managed with the help of our experts, handled by your in-house team or a hybrid of both.

We work with our clients to craft solutions that drive significant value, generate ROI and exceed customer expectations.