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Session will be Recorded ●

WCS Webinar

Convy Features Update
11 May 2017

WELCOME

AGENDA

1. Architectural Update
2. Features Update
3. Q&A

Architectural Update

Customer's interaction management: provides support, analyses enquiries and manages answers based on predefined workflow
Eudata Conversational Engine: interacts with your knowledge base to be constantly up to date on customer's inquiries
Semantic layer: permits to set up open conversations with customers using a natural language
Workflow Manager: enables the configuration of services using a guided process that instantly creates a service and deploys it on the web and mobile services

web

Mobile

Kiosk

REQUEST

RESPONSE

WORKFLOW CONFIGURATION

CONVERSATIONAL ENGINE

REPORTING FILES

SEMANTIC

PLUGINS
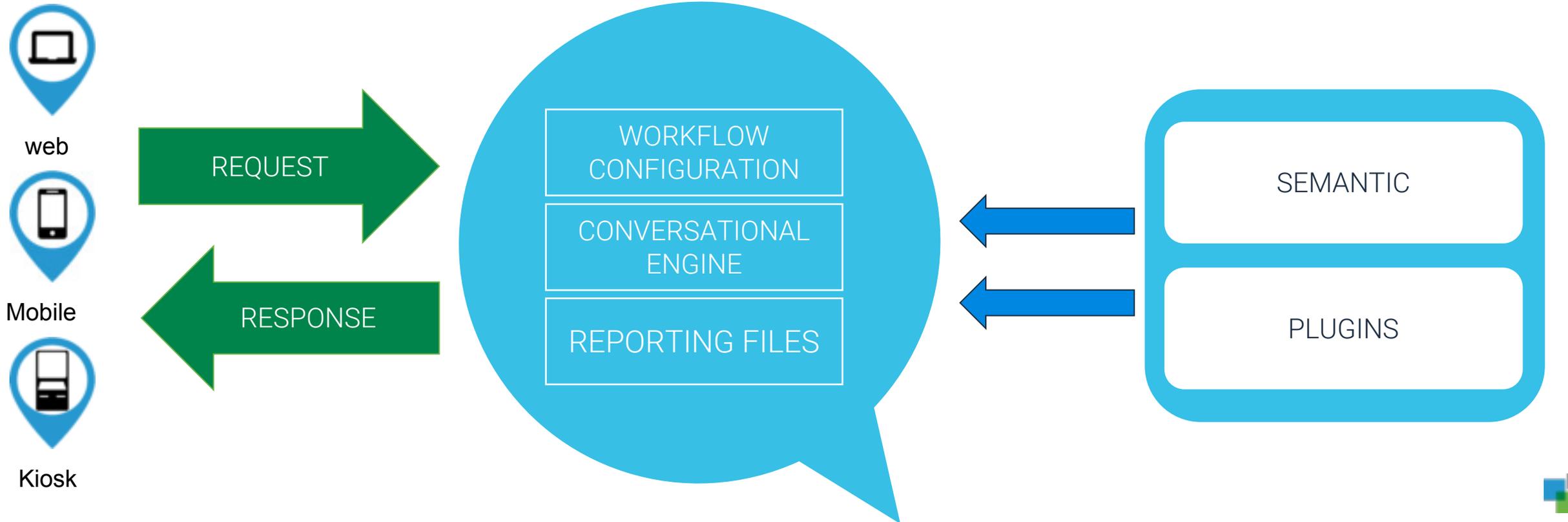
CONVY A.I. FEATURES UPDATE

AREA	FUNCTIONALITY	NOTE
NLP	**Lexical analysis** **Grammatical analysis** **Syntactic analysis** **Semantic analysis**	**These 4 levels of analysis and comprehension of text are automated and integrated inside any solution based on the Cogito technology**
	Entities recognition	Automatic recognition of persons, products, companies, organizations, not based on closed lists but on inference
	Normalization	Recognition of language constructs as: homonymies, synonyms, hyperonymies, hyponymies…

AREA	FUNCTIONALITY	NOTE
Supported languages	**Supported languages**	**12 supported languages: Italian, English, French, German, Spanish, Arabic, Korean, Chinese, Hebrew, Polish, Dutch, Greek**
	Level of coverage of the Italian language	450.000 predefined concepts, 6 million relationships among concepts
	Personalization of the semantic network	Through a specific tool (Cogito Studio)
	Telco Language Package	The general vocabulary over the years has been extended with specific telecommunication market-oriented terminology and concepts. Through Cogito Studio it is possible to train the system to recognize particular terms and concepts of a specific company and its products and services offer

AREA	FUNCTIONALITY	NOTE
Automatic categorization	Text classification on the basis of a standard taxonomy	Various taxonomies are available, based on the international standards of the classification of information: news, intelligence, crimes, cybercrime, finance…
	Texts classification on the basis of a personalized taxonomy	Through Cogito Studio it is possible to train the software to classify texts on the basis of a personalized taxonomy (for instance, the tree of the triplets of a CRM system)
	Possibility to personalize the classification rules	Cogito Studio provides a specific language (C-Language) suitable for customizing and controlling with precision the logics of classification of any text or document

AREA	FUNCTIONALITY	NOTE
Information Extraction	Extraction of concepts from a text	Cogito can extract and process from a text not only simple words, but accurate and free of ambiguity concepts (for instance "access point", "data network", "optical fiber", "IP address"…)
	Structured data extraction	The system can recognize, extract and normalize structured data (for example customer code, fiscal code, dates)
	Entities extraction	The system can recognize, extract and normalize entities like persons, product names, companies, organizations, cities, geographic locations, addresses

AREA	FUNCTIONALITY	NOTE
Sentiment analysis	**Sentiment recognition**	**The system detects the sentiment used to write a text at the entire document level or single phrase level**
	Sentiment ranking	The sentiment is not classified through a binary mode (positive/negative) but on a scale of values
	Sentiment on the Entities	In the future it is possible to extend the sentiment not on a document or phrase level, but on a Entity level. So, every extracted entity will be classified as associated to a sentiment or not

AREA	FUNCTIONALITY	NOTE
Chatbot and multichannel conversation management	**Omnichannel conversational Engine**	Supporting Facebook Messenger
		Supporting Twitter
		Supporting Telegram
		Supporting Skype
		Supporting Amazon Echo
		Persistent Chat management on web
		Management of email conversations
		Live chat management
		Sms management
		IVR/Voice Portal management
Chatbot customization	Omnichannel conversational Engine	Through the administration tool it is possible to set more chat depending on the fruition channel

AREA	FUNCTIONALITY	NOTE
Chatbot customization	Conversation flow design	The design of the conversation flow is completely customizable through a graphic interface
	Intent recognition	**The recognition can occur in different modes: semantic analysis of the user messages, keyword recognition, pattern matching rules and regular expression**
	Multi-intent management	**Available politics of multi-intent management through a pre-defined order or disambiguation asked to the user**
	Semantic hooks	**Possibility to understand customer requests during the conversation and perform jumps of context in different parts of the conversational tree**
	Conditional blocks	
	Semantic blocks	Native functionalities available thanks to the integration with Cogito

AREA	FUNCTIONALITY	NOTE
Chatbot customization	Multimedia menù	Possibility to implement multimedia menù with with the use of images, videos, sounds
	Multimedia node	**Possibility to implement multimedia card to send customers information material**
	Extraction of structured information from the conversation based on semantic analysis	Native functionalities available thanks to the integration with Cogito
	Extraction of structured information from the conversation based on keywords	
	Extraction of structured information from the conversation based on pattern matching and/or regexp	

AREA	FUNCTIONALITY	NOTE
Chatbot customization	Categorization of conversations	Native functionalities available thanks to the integration with Cogito and its relative functionalities of categorization on one or more categorization tree, also personalized
	Email dispatch	
	Web Service Connector	**Possibility to interact with external systems and applications via Web Service SOAP or REST**
	Database Connector	**Possibility to record on an external database the data and information collected by the Chatbot**
	Salesforce Connector	**Possibility to interact with Salesforce Service Cloud for the customer recognition and handover**
	Skype for Business (S4B) Connector	**Skype for Business Connector**

AREA	FUNCTIONALITY	NOTE
Chatbot customization	Versioning	Possibility to create and publish different version of the flows for development, testing and production
	Multiple publishing	Possibility to publish the same flow on different channels
Handover management	Handover based on customer errors	Conversation forwarded after N attempts to interpret customer messages
	Handover based on service timetable	Possibility to offer a callback calling for chats occurred out of the service hours of the contact center
	Handover based on agents' availability	Possibility to offer a callback calling due to agents' unavailability (prior integration with a system of dynamic check of the agents' availability)

AREA	FUNCTIONALITY	NOTE
Survey	**Survey management**	**Possibility to provide surveys directly by questions/answers handled in chat or through an external link of a survey management site**
Administration	Administration console	Web Administration Tool for Chatbot management and administration
	Conversation data logs	All the chat data are tracked and recorded: IP, customer, device, text of the conversation…
	Real time analytics	**It allows the visualization of the active chats and a quantitative measurement of the tool usage through the graphic representation "Live Statistics"**
	History	It allows the recording of all the conversations on a database and the distribution of aggregate data for statistics

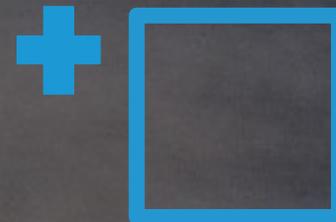| AREA	FUNCTIONALITY	NOTE
Administration	KPI Performance	The system tracks the number of received dialogs, managed by the system and closed, managed by error, closed due to timeout, handover to agent. All the management times are tracked
	Semantic and Navigation analytics	Possibility to visualize detailed analytics of the conversations including the navigation of the flow nodes and of the semantic recognition
Market recognition	**Patent technology**	**The Cogito platform has an international registered patent**
	Analysts' rating	Forrester Research in June 2016 has nominated Expert System as one of the first 10 companies all over the world in the solutions market of Big Data Text Analytics. Gartner in 2015 included Expert System among the main companies in the solution sector of Enterprise Search. Eudata received from Gartner a Honorable Mention in the Magic Quadrant 2016 for the CRM Customer Engagement solutions

Q&A

We are thrilled to help you tailor offers involving Convy A.I. for your future business opportunities

One-on-One meetings
can be arranged anytime

do not hesitate to contact us at:
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THANKS