

# SmartAssist by Amelia

Advanced Conversational AI  
virtual agent for customer care

SmartAssist by Amelia enables your customers to communicate via natural language (voice or chat) to resolve support issues or ask questions when they contact your business. SmartAssist responds quickly and carries out tasks for users by connecting with back-office applications, then delivers relevant personalized information efficiently, freeing up contact center agents to focus on higher-value tasks.



Hello this is Amelia with Grand Travel.

How may we help you?



## More than a chatbot

When businesses deploy an advanced Conversational AI virtual agent like SmartAssist, there are many measurable benefits, including user reduced wait times and as much as a 20% increase in first-contact resolution. SmartAssist is ideal for companies looking to use the industry's most advanced Conversational AI solution for accelerating first-touch customer interactions and resolutions, and for elevating end-to-end customer service journeys.

### Powered by Amelia, SmartAssist can:

- Digitally guide conversations with minimal escalations
- Handle context switching
- Understand sentiment
- Learn and improve over time
- Loop-in live agents when needed or required

## Key Features

- Accelerates first-touch customer resolutions with automation that guides and “contains” conversations with minimal escalations
- Integrates with any back-end information system or third-party application (50+ integrations prebuilt for quick use)
- Ease of adoption: Out-of-the-box vertical skills and intents
- Contextual understanding: Interacts with customers as a live agent would, with the ability to understand natural language and sentiment, switch context, handle interruptions, and more
- Seamlessly engages live agents when needed or required
- Comprehensive intelligent virtual agent for complex conversational interactions

## Benefits

- Reduce operating costs while improving customer experiences on voice and digital channels
- Better service levels: Availability 24/7/365 means no wait time for customers and increased containment (first contact resolution)
- Expand self-service and automated resolution to address staffing costs/ quality/access windows
- Tailored customer experience: With faster resolutions and more personalized, contextual responses, customers receive faster resolutions.
- Scalable: SmartAssist helps to meet demand during peak interaction times, allowing agents to focus on more complex, engaging interactions.

## SmartAssist Roles and Skills



### Account Management

- Billing inquiries/refunds
- Credit services
- Payment arrangements



### Customer Portal

- Access Manager
- Troubleshooting (password resets, etc.)



### Product/Service Orders

- Tutorials
- FAQs
- Refund Requests



### Shipping Manager

- Product/Service Issues
- Insurance Claims
- Returns and FAQs



### Scheduling

- Manage schedules
- Reschedule deliveries
- Cancel appointments



### Many common IT, HR & Finance queries

- Email issues, Wi-Fi troubleshooting
- PTO and payroll requests
- Credit card services

## The most comprehensive Conversational Intelligent Virtual Agent (IVA) on the market for voice and chat



### Deep contextual understanding

Customer care depends on human levels of comprehension, not simple task bucket classification. Amelia's is the only AI system capable of such levels of human understanding



### Flexibility

Your customers should be able to change topics at any time just as they would with a human agent. SmartAssist follows when you switch from one state to another and returns to your original goal



### Advanced Conversational AI

Amelia is a recognized leader in cognitive and conversational technology with foundational technology developed by 20+ years of innovation



### Connects to enterprise systems

SmartAssist's prime purpose is to execute and resolve tasks on behalf of customers and end-users in existing backend systems



### Context switching

Unlike a chatbot, SmartAssist switches between threads and topics flexibly, providing quality humanlike experiences



### Pre-built vertical skills

SmartAssist has been trained on industry-specific words and processes to speed up deployment times



### Natural language understanding

SmartAssist understands words and their intended meaning, providing contextual responses with high accuracy and minimal input for training



### Learns and improves over time

SmartAssist uses observation and supervised learning to advance over time and address similar future scenarios without human intervention



### Multi-threaded

Amelia's brain is modeled after the human brain. All the centers of her brain respond in tandem to make for a rich customer experience

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.



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