

Accelerating Digital Transformation

Deliver faster enterprise outcomes and ROI with [24]7.ai™ and Blue Prism.

Consumers today expect nothing less than effortless, personalized digital experiences defined by simplicity and speed. That means businesses need to anticipate what their customers are trying to do and make it easy for them to do it. Enterprises around the world are turning to intelligent automation to up-level customer service experiences while also increasing operational efficiency. At [24]7.ai, we've partnered with Blue Prism to help our customers extend the reach of customer conversations—driving faster outcomes, lowering costs, and creating meaningful moments.

The [24]7.ai conversational AI platform (AIVA™) integrates with Blue Prism connected-RPA (Robotic Process Automation) to create an omnichannel customer service solution for individually tailored, end-to-end experiences. Blue Prism acts as a conduit between AIVA and a company's CRM or other enterprise applications, enabling smarter and more personalized interactions. And by removing an organization's IT dependency, the integration helps accelerate time to outcomes and ROI.

What is Robotic Process Automation?

Robotic Process Automation (RPA) is a software platform that uses software robots to execute tasks like a human. Intelligent automation combines RPA with AI and cognitive capabilities to enable digital workers to get more done.

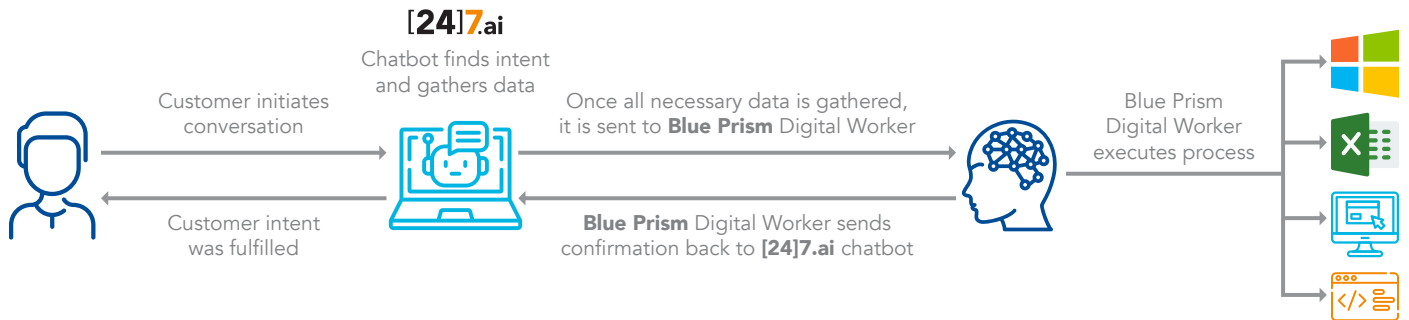
Blue Prism pioneered RPA and is the trusted and secure intelligent automation choice for Fortune 500 and public sector organizations around the world. The company's latest offering, Connected-RPA, delivers the next generation of digital workers, leveraging advanced cloud, cognitive, and AI technologies. We partnered with Blue Prism to bring their bold vision to our customers. Together, we're enabling digital "makers" to quickly design and develop new initiatives, driving competitive advantage.

Here's how it works

To enable truly personalized experiences, AIVA must be integrated with a company's CRM or similar application. But if there's no API, friction between the two platforms can get in the way of delivering. Blue Prism RPA integrates with both AIVA and an enterprise CRM to remove friction and ensure deep personalization. When

a customer starts a conversation with an AIVA-powered digital or voice chatbot, Blue Prism's digital workers take the intent information AIVA gathers and connects to the CRM system, acting just as a human agent would—viewing screens, interacting with content, and executing business processes such as making a payment or changing a reservation. Once it has completed the process, the digital worker then reports back to the AIVA chatbot that the customer intent has been quickly and efficiently fulfilled.

Blue Prism RPA gives AIVA an added edge that enables you to better serve customer needs through digital to voice switching, via chat, and across third-party messenger platforms including Apple Messages for Business, Facebook Messenger, and Google Business Messaging. Meet your customers where they are and deliver a consistent, superior experience at any touchpoint.



Reimagining customer service together

Combining AIVA conversational AI with Blue Prism Connected-RPA enables enterprises to make smarter, more meaningful consumer connections. Fast-track the ability to deliver optimal omnichannel experiences with higher degrees of automation, reduce IT dependency, and turn customer service into a competitive advantage.

- **Achieve outcomes faster**
Removing IT dependency allows speedier enterprise deployment
- **Accelerate digital transformation**
Increase automation quickly with minimal back-end integration

- **Reduce customer support costs**
Driving efficiency increases revenue and margins, leading to faster ROI
- **Deliver outstanding experiences**
Reduce call times, speed up resolution, and make every conversation count

Take your customer service to the next level by combining Blue Prism's digital workforce with [24]7.ai industry leading AIVA technology. Integrate seamlessly, deploy quickly, and make every customer experience extraordinary. Talk to your [24]7.ai representative today to learn more.

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai