

# [24]7 Engagement Cloud™

Unique AI-powered Contact Center as a Service (CCaaS) platform delivers effortless customer, agent, and enterprise experiences.



## Built for contact centers by the experts in contact center operations

[24]7 Engagement Cloud ensures omnichannel interactions are natural, meaningful, and productive for customers and agents alike—and cost-efficient for the enterprise. How? We've built it with the insights and data that uniquely accrue to the only CCaaS vendor with deep, hands-on experience in contact center operations. This unique expertise informs our [industry-best conversational AI](#), which is the wellspring from which everything else flows (unlike other platforms that treat AI as an afterthought). This single, continuously optimized AI pipeline feeds all customer interaction channels including voice, IVR, video, live chat, messaging, social, native mobile apps and more.

## Key Business Benefits



### Radically Improve Conversation Automation

Achieve **60+% automation rates** to reap huge cost savings. Wow customers with self-service that works on their terms. Automate parts of agent workflows for efficiency gains.



### Elevate the Customer Experience

Satisfy customers to drive **+25% Net Promoter Scores (NPS)** and boost revenues. Quickly identify intent(s) and smoothly resolve customers' queries with natural, context-rich experiences on any channel.



### Boost Agent Productivity

Lift agent productivity **+20%**. An intuitive, unified workspace and AI-powered resources cut average handle time, escalations, and transfers while increasing first call resolution and service-to-sales conversions.

## Deliver superior experiences on any channel

Meet customers where they are and deliver consistent, personalized, efficient, and effective experiences. Blend the best of human insights with AI and continually improve both.

## Focus on intent

Only [24]7.ai Engagement Cloud combines behavioral, transactional, and historical data to accurately understand customers and predict what are trying to do. Build intent-based conversational models once, and easily deploy across all channels. Configure and optimize products and features from a single place to ensure a consistent experience everywhere.

# +60%

Conversation Automation

# +25%

Net Promoter Score (NPS)

# +20%

Agent Productivity

# +215%

Return on Investment

## Conversation Automation

### [24]7 AIVA

Our [industry-leading conversational AI](#) combines the world's most advanced natural language processing (NLP) technology with an intent-driven engagement platform to enable near-human conversations in your digital and voice channels. AIVA understands slang, local nuances, and colloquial speech, and can be trained to emulate different tones by using AI-powered speech synthesis.

Native AI capabilities include Model Workbench, an AI trainer used by both novice users and data scientists, for building, testing, and tuning natural language models. Collectively, these capabilities improve intelligent virtual agent efficiency and accuracy, boosting containment for improved cost savings; better assist human agents for improved productivity; and ultimately enhance CX in both self-serve and assisted channels.

### [24]7 Conversations™

Build intelligent virtual assistants for messaging, web, mobile, or IVR through an intuitive, drag-and-drop interface, and deploy them across all your CX channels to ensure a consistent brand experience, scale self-service automation, and boost cost efficiencies and CSAT. Combine the best of AI automation and human insight to predict and resolve customer inquiries with speed and efficiency.

### [24]7 Answers™

Handle simple queries using an interactive CX designed for easy backend organization, even if you're not a tech expert. Manage your knowledge base and other core content, such as products and policies, using tools included within the product. Easily escalate to a live agent when needed.

### [24]7 Voices™

Reinvent IVR for the digital era. Support intent-based calls in natural language and increase containment with conversational AI. Delight customers with rich, interactive content and contextual journeys. Protect your call center with built-in fraud prevention and deliver exceptional CX every time.

### IVR 2 Messaging

Empower customers to seamlessly switch from IVR to a messaging channel. While customers enjoy the flexibility, contact centers improve cost efficiencies by alleviating call volume and serving customers through a lower cost channel.

## Contact Center Platform

### [24]7 Assist™

Set up agents for success, no matter if they're onsite or remote, with an intuitive, widget-based workspace built by agents for all your voice, video, messaging, and digital channels. Agents are free to resize the widgets, move them around, and make the workspace their own, and to bring virtually any agent-facing application into the workspace as a new widget. Conversation context and journey insights, disposition, transcripts, customer data from CRM and more are available in the unified workspace.

### Automatic Call Distribution

Inbound voice channel leverages intelligent routing that is configurable to meet service level agreements and evolving business priorities. Routing strategies, based on our contact center operational expertise, ensure multiple options to maximize efficiency.

1.2B

Self-service interactions per year

70%

Customers opting for self-service first

98%

Customers viewing the first automated response

200M+

Virtual agent inquiries per year

**Client:** Major US FinServ Company

70% self-service resolution

\$1B in cost savings over 10 years

**Solution:** [24]7.ai Conversational IVR

### Omnichannel Orchestration

Never lose customer context. Seamlessly hand off customer context and journey insights from one channel to another, even from a virtual agent to a human agent, in every conversation. With our platform, the customer never repeats information.

### Real-time and Historical Views

Discover emerging customer trends as they develop across your distributed contact center. Then drill down—to an individual channel, queue, agent, or conversation—to identify the various root causes. And do it all from a single pane of glass.

### Role-based Dashboards

Create customizable, role-based dashboards for your stakeholders—such as the executive team and sales and quality leaders—to surface relevant insights. The dashboard creation capability is designed for business users. No coding or data analysis skills involved.

### Integration and Apps

#### Pre-built Integrations

Avoid what often is a lengthy professional services engagement to connect to various business applications. Pre-built integrations—Salesforce, Microsoft, Zendesk, Twilio, Blueprism, TensorFlow, Deepgram, Dialogflow, TensorFlow and more—in accelerate deployment, configuration, and time to value for AI and CX initiatives.

#### Salesforce Integration

Embed the agent workspace into Salesforce CRM. The Assist Widget is the perfect choice for brands looking for the best Conversational AI platform that integrates and functions optimally within their Salesforce CRM system.

#### API-first Approach

Based on an open-API architecture, our platform seamlessly integrates with chatbots and agents, as well as with backend applications for high levels of automation. Easily extract data for analysis in your preferred business intelligence and analytics solutions.

## Workforce Engagement Management

### [24]7 Copilot™

Copilot provides real-time recommendations to agents based on conversation context (what's transpiring in the conversation), customer context (knowledge of the customer) and agent context (knowledge of agent skills).

### [24]7 Active Share™

Multimodal conversations enable agents to share interactive, visually rich content with customers as an SMS or email during ongoing conversations. Agents easily walk customers through complex journeys (e.g., comparing products) using multiple modes of communication (e.g., voice and visual aids) at the same time.

### [24]7 Conversation Insights™

With [24]7 Conversation Insights, ingest omnichannel conversation data into a powerful business intelligence platform. Eliminate data silos even when the dataset is merged with customer data from transactional systems such as CRM. Without involving a data scientist, automatically schematize or structure the data for advanced speech and text analytics.

## Measure of Success

[24]7.ai Engagement Cloud enables our clients to measure the cost per resolved contact—not just the cost per interaction—even for conversations that cross channels and use both automated and live assistance.

# 56%

[24]7.ai clients' IVR containment rate—more than 10% better than the industry average (2021)—reducing their support costs by 35 percent and, collectively, saving \$760M annually.

# ~50%

[24]7.ai clients' savings in "time to resolve" for digital channels compared to IVRs. (BFSI industry)

# 17%

Fewer contacts using [24]7.ai's asynchronous messaging solution, compared to traditional chat engagements. Fewer contacts mean more issues are resolved initially.

### Client:

Leading US Retailer

**42%** sales conversion lift

**50%** average order value increase

**300%** increase in automated chat interactions

**Solution:** [24]7.ai Chatbots and Live Agents

## Knowledge Base

AI-powered FAQs or a structured knowledge repository helps agents avoid having to put customers on hold or otherwise keep them waiting.

## Supervisor Tools and Insights

### Operational Status

Key operational metrics, available in real time (e.g., customers in queue, longest wait time, average wait time, agents available, and agents on break), enable supervisors to stay in control.

### Ad-hoc Monitoring

Access to the team's or individual agent's status—including key metrics such as average handle time, their ongoing conversations, and more—are only a mouse-click away.

### Notifications

Supervisors stay in the know whether it's an incoming escalation, a downed CRM application, use of profanity, and more.

### Agent Configuration

Self-serve capabilities make it easy for supervisors to assign or update user roles and permissions in a dynamic environment.

### Quality Assurance

Monitor 100 percent of conversations—both structured (text) and unstructured (voice)—for quality and compliance. Track script adherence, such as whether agents are going through legal disclaimers, and monitor for soft skills such as rate of speech, dead air, and more to ensure desired levels of customer service etiquette. Identify noncompliant conversations, flag them to the quality assurance team, and proactively mitigate risks.

### Call Recording and Playback

Securely store and index every conversation for later searching and playback to support agent coaching and quality monitoring. Customize the retention period for your specific needs.

### Performance Monitoring

Go beyond standard agent performance metrics by analyzing every conversation to learn what top agents are doing that the outliers are not. Equip supervisors with insights that guide personalized, real-time coaching for every agent in every situation.

## Campaign Management

### [24]7 Target™

Land the right message with the right prospect at the right time at any stage of the customer journey. Dynamically design and deliver personalized, targeted experiences across devices and channels using predictive creative and messaging on web, banner ads, social media, and video platforms.

## Contact us

To know more visit: [www.247.ai](http://www.247.ai)

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## About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.