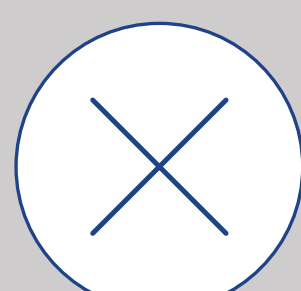


INTELLIGENT VIRTUAL ASSISTANTS ARE **SUPERHEROES** ...AND THEY ARE HERE TO HELP YOU.

WHICH CHARACTERISTICS MAKE AN IVA STAND OUT?



PERSONAL VIRTUAL ASSISTANTS ARE ILL-EQUIPPED

Personal Virtual Assistants, such as Siri or Alexa, are adapted to help with daily tasks, but are *not equipped to handle large customer bases.*



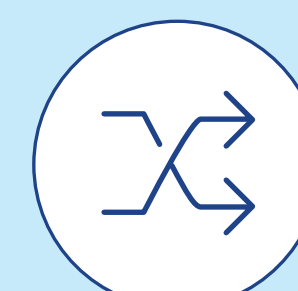
CHATBOTS ARE LIMITED

Chatbots are mainly offered over text-based channels. *They are limited in the number of channels they cover and number of tasks they can accomplish.*



IVRs ARE OUTDATED

Interactive Voice Responses (IVRs) respond to a simple speed or touch-tone. In a time of hands-free and mobile-enabled conversations, *IVRs are outdated and often frustrating for customers.*



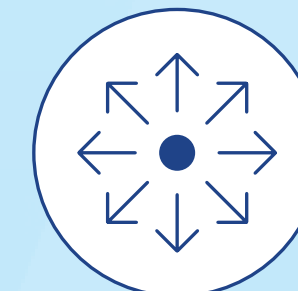
VERSATILE

Intelligent Virtual Assistants (IVAs) provide highly functional self-service, and understand customers, regardless of accent and background noises, across all channels. *They have the capacity to learn, reason, and understand.*



CONVERSATIONAL AND INTELLIGENT

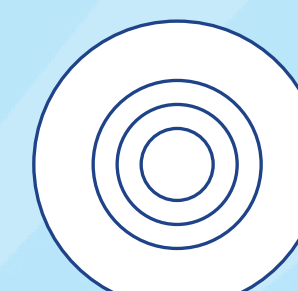
IVAs speak and interact with customers, offering a unique *personal* and *concierge-like experience.*



OMNICHANNEL, PERSONALIZED, END-TO-END SERVICE

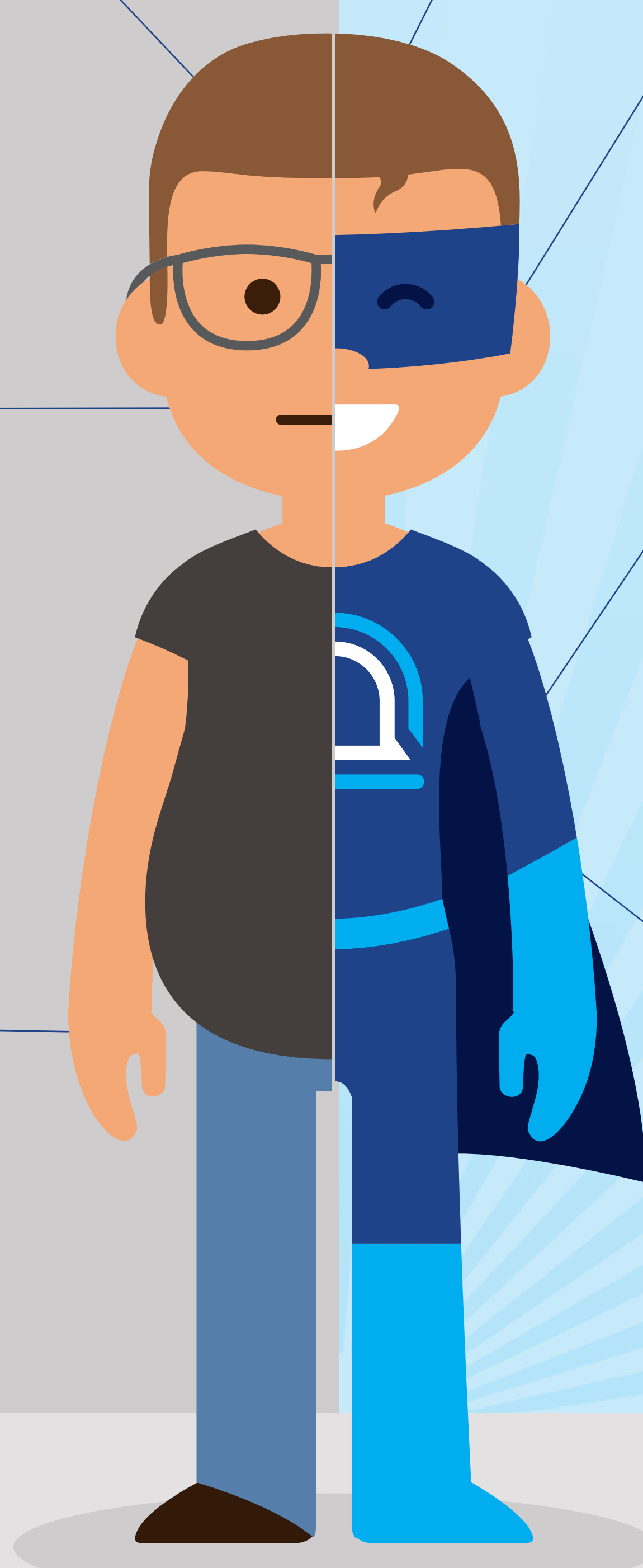
IVAs can keep up. Customers expect to move between brand channels seamlessly, with a personalized experience that builds on past customer interactions.

Should a customer choose to speak to a live agent, an IVA can inform the representative of the customer's status or problem, saving time and hassle.

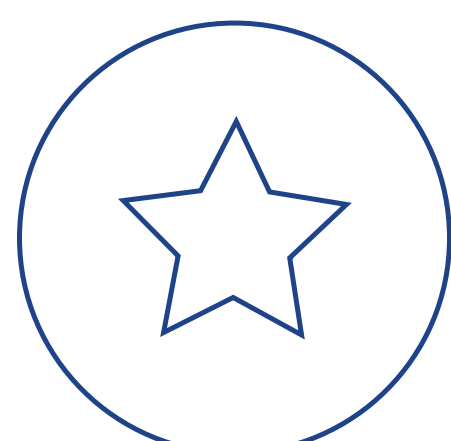


CONTEXTUAL AND TUNED IN WITH THE BRAND LANGUAGE

IVAs are smart. They understand and maintain the context of a situation—even when using references unique to a brand, such as product names and abbreviations.

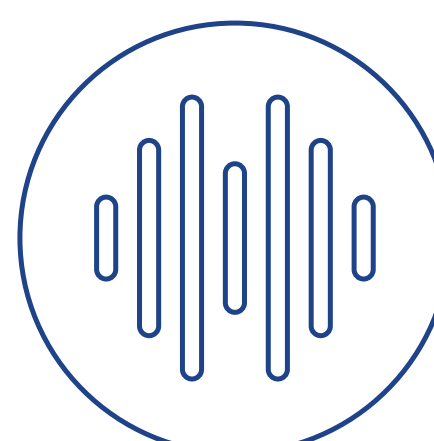


HOW DOES AN IVA GET THE JOB DONE?



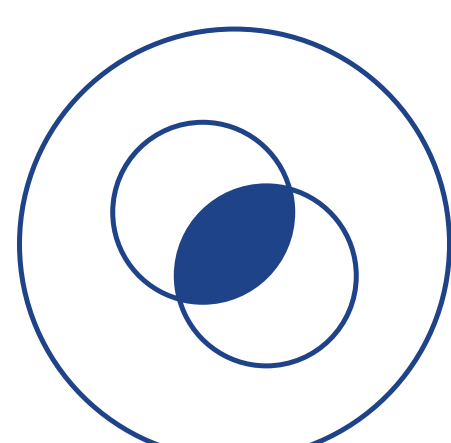
ARTIFICIAL INTELLIGENCE

IVAs use *multiple AI technologies* to comprehend what a person is saying, process it, and create a response.



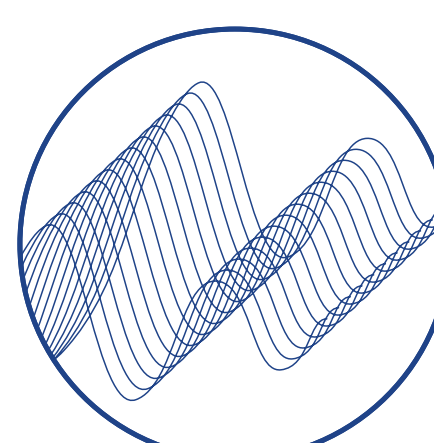
AUTOMATED SPEECH RECOGNITION

This technology allows IVAs to understand *languages, accents, and dialects*, making it a crucial aspect of an IVA.



NATURAL LANGUAGE PROCESSING

IVAs have the capacity to *understand context* and make sense of a customer's word choice.



MACHINE LEARNING

IVAs utilize Deep Neural Networks to *learn and become more intelligent* the more they are used.

Learn more about Intelligent Virtual Assistants (and how you can leverage their superhero power to benefit your organization) in our new whitepaper.

[READ THE WHITEPAPER](#)