



eva

Enterprise conversational AI
by NTT DATA

Give your brand a compelling omnichannel voice

As digital channels multiply, enterprises are looking for ways to improve customer service and make a lasting impression in a world of fleeting, virtual interactions. **eva** marries virtual agent technology with the powerful cognitive capabilities of NTT DATA-developed AI to provide customers with the answers they need when and where they need them, while giving your brand a distinctive omnichannel voice.

an NTT DATA syntphony product

What is eva?

eva is an **enterprise conversational AI platform** for creating and managing virtual agents that can be deployed across a wide variety of digital channels: call center, website, mobile, chatbots, WhatsApp interactions, Google Home, SMS, etc. It significantly **reduces the cost and time** required to create virtual agents, so helping brands better serve their customers any time, via any channel and in any language.

Value Proposition

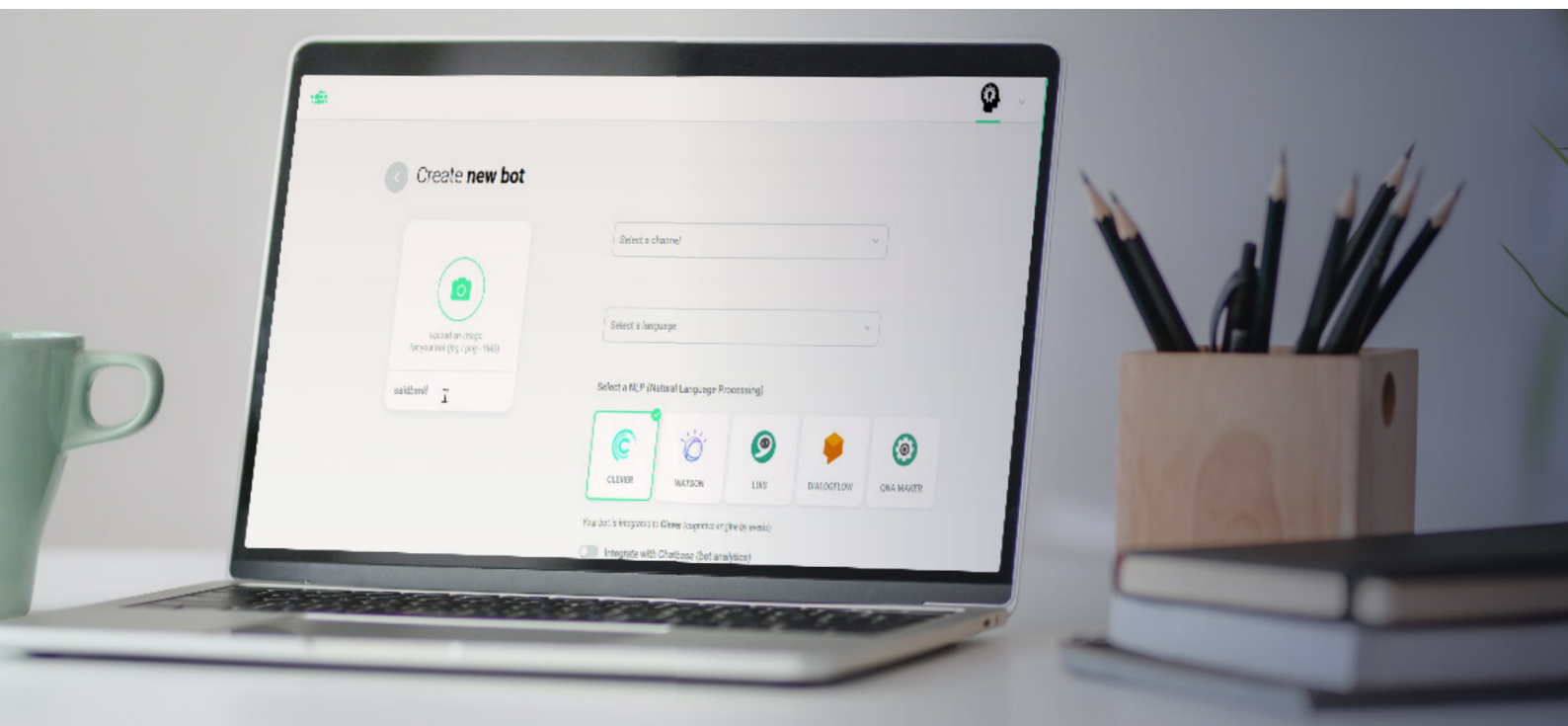
How many times do your customers hang up in frustration after waiting on hold, only to be told they need to speak to a different agent? How many times do you ask them to repeat information they have already given?

Contact centers are widely disliked by consumers because of the long wait times and poor customer service. As more and more interactions move to the digital sphere, enterprises have tried to encourage customers to contact them using more cost-effective digital channels, such as email, online chat and social media. But these still require a human agent to answer the query and so suffer from similar problems to traditional call centers.

What enterprises need is a **scalable omnichannel solution** that allows them to rapidly and cost-effectively answer routine queries with little or no intervention from a human agent.

eva provides that capability. It uses conversational AI to understand written and spoken dialog accurately and at scale, **so improving the experience** and **reducing the cost** of enterprise customer service and help desk operations.

eva uses conversational AI to understand written and spoken dialog accurately and at scale.



Benefits

- Improve customer experience serving your clients 24x7 through any channel: call center, mobile app, website, WhatsApp, smart assistants, social media, etc.
- A truly scalable solution that already handles thousands of users and millions of contacts a month for leading enterprises.
- Analyze and continuously improve the user experience through cognitive learning.
- Create a new interactive channel that matches the culture and voice of your brand.
- Reduce the operating costs of customer service by 10%.
- Boost customer satisfaction by up to 30% and eliminate wait times.

Main Features

- **eva** is designed to meet the exacting demands of businesses competing in today's digital economy. It is an enterprise solution that lets you quickly create robust virtual agents that can be deployed at scale to efficiently handle thousands of users, in multiple languages and in different areas of your business.
- We live in an **omnichannel** world, so the virtual agents created by **eva** can maintain conversations with users across different channels, even allowing users to change channel in mid-stream.
- NTT DATA gives you the choice of accessing **eva** as a **cloud-based service** or installing **eva** on premise, on your own systems, so giving you complete control.
- Unlike competing solutions, **eva** makes it easy for non-expert users to create conversation flows thanks to an intuitive **Dialog Manager** that uses **visual programming**.
- **eva** uses encryption and data masking to protect personally identifiable information, so ensuring communications remain private and **data protection** laws are respected.
- **eva works cooperatively with human agents**, transferring the conversation or call to a human agent when required. **eva** integrates with the leading contact center solutions from Salesforce, Microsoft Dynamics and others.
- Thanks to the use of predictive models, the virtual agents created by **eva** can **anticipate or predict user needs**. A virtual agent could, for example, access the history of a customer's recent interactions – request for a credit card, a payroll query – to gain clues as to what the current query may be about.

How eva works

- 1 Create a virtual agent with **eva**
- 2 Select the channels where you want to use: IVR, chatbots, WhatsApp, etc
- 3 Train the virtual agent using **Dialog Manager** in a matter of weeks
- 4 Start serving as many users as you need: millions in you want
- 5 Analyze data generated in the conversations with your customers

- **eva** bundles its **own cognitive engine, Clever**, developed by NTT DATA experts in Artificial Intelligence. After a short period of learning, Clever can work out a user's intention automatically and generate the response adapted to the channel on which it is being served. **eva** also supports with third-party cognitive engines such as IBM Watson, Microsoft LUIS or Google Dialogflow.
- Want to know how well are you doing? **eva** can tell you thanks to its interactive reports that use machine learning to automatically analyze and optimize the behavior and responses of the virtual assistants. You can track KPIs, better understand user journeys, and get suggestions for **improving conversational design**. These analytical capabilities are provided through a tight out-of-the-box integration with Google Chatbase.

Why choose NTT DATA?

eva is an **enterprise-class solution** that serves millions of calls each month and has been deployed by dozens of commercial organizations around the world, such as **Santander, Zurich** and **Unilever**.

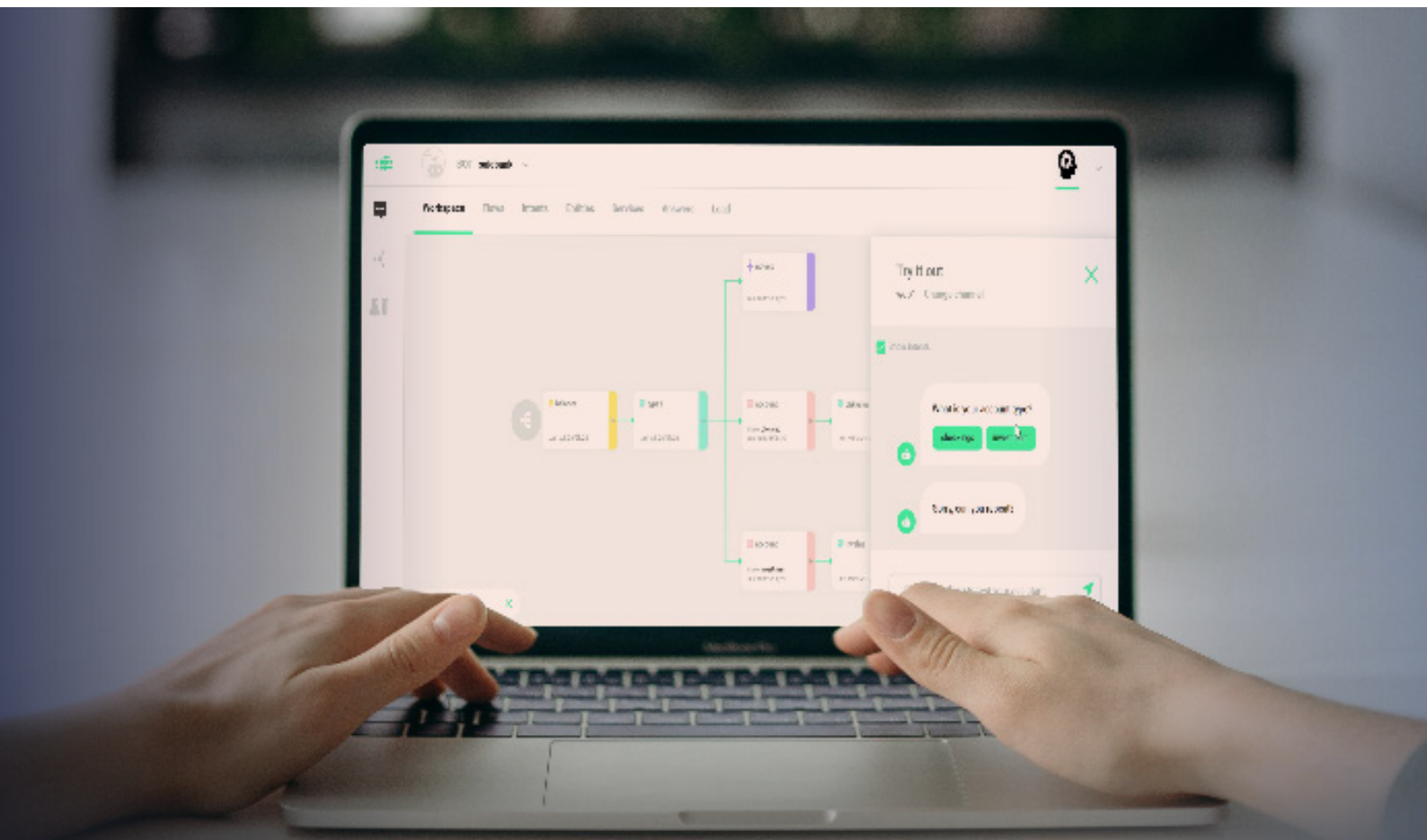
The key cognitive capabilities of **eva** were designed and developed at the NTT DATA Center of Excellence for AI, where a team of data scientists and engineers work closely with other AI professionals in the NTT DATA group.

eva is offered by NTT DATA Syntphony, the platform for orchestrating product innovation and commercialization within NTT DATA. Syntphony leverages the talent and knowledge of NTT DATA professionals and our experience in delivering integrated, solutions that maximize the synergies of the products and technologies.

The NTT DATA Difference

We invest in technology to get results but we believe in people to realize dreams. NTT DATA is inspired by talent and we firmly believe in the ongoing development of this most valuable asset, our people.

NTT DATA is ranked as one of the two fastest growing and the eighth most valuable brand among the world's leading IT service providers according to Brand Finance.



A photograph of an orchestra performing in a grand, ornate hall with a high, vaulted ceiling and large chandeliers. The musicians are seated in a semi-circle, and the conductor is visible in the foreground. The lighting is warm and dramatic, highlighting the architectural details of the hall.

syntphony

Syntphony is NTT DATA's product strategy. Our goal is to orchestrate the synergies and transform them into a harmonious solution for our clients and partners. The talent and global business knowledge of the NTT DATA team and its experience in the integration of end-to-end solutions, come together in the Syntphony platform. Along with third-party solutions and alliances, we create innovative products that reach their full potential when combined. The perfect music for each listener.

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Benefits

Experts in technology and industry knowledge

Our knowledge and experience have been focused on creating innovative products which foresee future needs, under the baton of the best conductors.

Better time to market

The readiness of our products along with NTT DATA' platform-driven integration and orchestration, allow optimal implementation rhythm.

Global reach

At Syntphony, we seek to achieve the same global vision that NTT DATA, as an NTT DATA group company, applies to the rest of its services. We can adapt to many different keys.

Synergies and maximum cost efficiency

The centralized management of products inside Syntphony creates synergies and allow us to combine them optimally like notes in a chord, so maximising performance and minimizing costs for our clients.

Excellence

We aim to excel in all aspects of product practice, from ideation and construction, to all the fields of commercialization: security, resilience, scalability, regulations, certificates, roadmaps... We seek harmony within the ecosystem.

NTT DATA: integrator and service provider

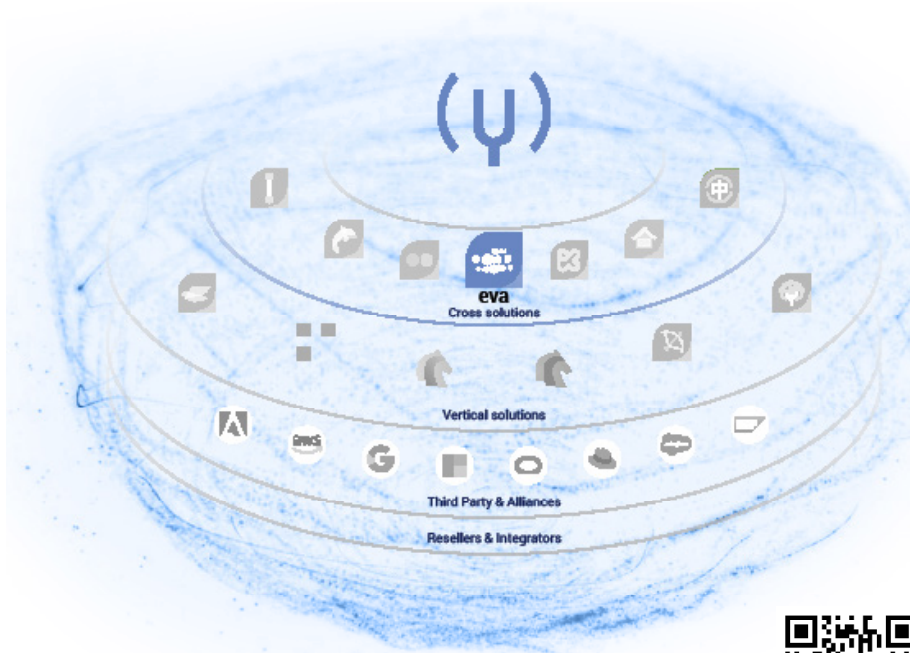
NTT DATA's expertise in technological consulting simplifies the integration of its own products, as well as offering complimentary support service for levels 1 and 2, to make our song richer and better.

At Syntphony we create innovative products that take advantage of the synergies that come from all of them.

Ecosystem

The Syntphony platform products have the ability to integrate and create synergies with each other, providing efficient solutions, in tune with business needs.

End-to-end solutions, come together on the Syntphony platform.



See other syntphonies, performers and solutions in www.syntphony.com/ecosystem.html

