

# Get to know Creative Virtual: Your perfect conversational AI partner

Creative Virtual is a conversational AI leader recognised in the industry for our nearly two decades of experience and unmatched expertise. Our success lies in the ability of our highly experienced team to deliver best practice expertise alongside our innovative and award-winning technology. We have a long record of creating effective solutions in many sectors, including Financial Services, Telecommunications, Travel and Hospitality, Retail, Government, Utilities, Insurance, Healthcare, and Charities.



"In a crowded and competitive conversational AI market, Creative Virtual emerges as the clear Innovation Excellence Leader. Their well-established track record of innovation and expertise in the industry comes from their delivery of highly integrated, personalised solutions that provide superior customer and employee experiences and real business value."

*- AlxOutlook, naming Creative Virtual the Innovation Excellence Leader in Conversational AI*

## V-Person™: Conversational AI with Real Results

Creative Virtual collaborates with large enterprises around the world to improve their customer and employee experiences with customised conversational AI solutions. Today our global team supports installs in nearly **25 countries** and **40 languages**, and our V-Person chatbots and virtual agents are engaging in over **100 million conversations** every year. We are a true partner that becomes a trusted extension of your own team, helping you achieve real results:

- ROI in less than 12 months
- Average contact deflection rates of 20-30%
- Reductions of up to 80% in live chat sessions
- Average handling time reductions of up to 40% in the contact centre
- Guaranteed accuracy of 95%+
- Better live agent experience and reduced staff turnover
- Lower support costs, improved efficiency, and increased sales
- Actionable user insights with customised reporting



"It's a pleasure to work with the team at Creative Virtual. They continually help us broaden our perspective and build innovative solutions that create great customer experiences, helping our customers find support and answers to their questions quickly. They're also quick to respond, quick to deliver, but with no impact on quality."

*- Major Financial Services Group & Happy Creative Virtual Customer*

Learn more about our innovative technology  
& connect with our expert team:

[www.creativevirtual.com](http://www.creativevirtual.com) | [info@creativevirtual.com](mailto:info@creativevirtual.com)

**creativevirtual**  
The science of conversation™

## Flexible technology for solutions customised to your needs and goals

Our conversational platform brings together humans and artificial intelligence to enable anywhere, anytime engagement. With the flexibility of unlimited integration and customisation options, our solutions improve customer, employee, and contact centre experiences while reducing support costs and increasing revenue. You can create personalised conversations with users across touchpoints in a seamless, secure way and at large scale.

### V-Person™

chatbot, virtual agent, & live chat technology

- Can be deployed across any channels, including web, mobile, social media, messaging apps, voice, IVR, smart speakers, kiosks, contact centre, HR, service desk
- Flexible integration and unlimited customisation by channel, product, business unit, user profile, and device
- Effective hybrid approach of natural language processing (NLP) and machine learning for continuous improvement and reliability
- Deep integration of self-service and live chat for a seamless user experience and better agent support
- Actionable feedback loops enabling live agents to help improve the chatbot/ virtual agent
- Security and authentication built-in for personalised and transactional conversations
- Currently available in 40 languages
- Options for hosting on-premise, in the cloud, and in a private cloud

### V-Portal™

V-Person management platform

- Knowledge management to bring together content sources
- Easy-to-use workflows with custom user profile and permission settings
- Ability to interface with multiple intent engines, CRMs, contact centre platforms, and voice technologies
- Perfect blend of NLP, human curation of content, AI, and machine comprehension
- Sophisticated dialogue management, personalisation, and entity extraction
- Business intelligence capabilities with customisable reporting

Creative Virtual has offices around the globe and an extensive partner network, giving you both localised support and international insights. Our expert team can help you build a business case, develop a successful conversational AI strategy, and improve existing chatbot projects.

