

Get to know creativevirtual

Creative Virtual is a global leader in **virtual agent, chatbot and live chat** solutions that bring together humans and AI to enable anywhere, anytime customer and employee engagement. Our V-Person™ virtual agents currently have over **80 million** conversations per year, and that number is rapidly growing. With proven contact deflection rates of up to **80%** and reductions in average call handling time by up to **40%** in the contact centre, our solutions are achieving ROI in less than **12 months**. We collaborate with large enterprises around the world, including HSBC and BT, to improve their customer and employee experiences while reducing support costs and increasing revenue.

WHAT OUR CUSTOMERS SAY

"We selected Creative Virtual as our vendor of choice because their sophisticated and flexible natural language technology allows us to offer a seamless, integrated experience across devices and channels."

Deputy General Manager, Personal Banking Group, Commercial Bank of Dubai

"Providing accurate, consistent and readily accessible information to the public is key to our work at the RSPCA. With V-Portal™ we can easily manage content to ensure we are providing up-to-date advice and a high quality service across contact channels."

Information & Advice Manager, RSPCA

"Connecting and empowering our customers to thrive is at the very heart of what we do at Rest. Our Virtual Agent Roger has opened up yet another channel for our customers to engage and receive service from us. We're excited about the insights we're gaining to better understand and further support our customers to achieve their goals."

General Manager, Customer Service, Rest

"Really cost-effective tool – [Ask Mo] frees up the time of coaches and managers to actually manage advisors rather than answering questions about processes."

Learning & Development Specialist, Motability Operations

WHAT INDUSTRY ANALYSTS SAY

"With its strong overall performance, and for the effective way in which it has helped clients gain a realistic view of AI and its possibilities in the contact centre, Creative Virtual has earned the 2019 Frost & Sullivan Product Leadership Award."

Stephen Loynd, Frost & Sullivan, 2019

"V-Portal is a product strength and competitive differentiator. Personalized answers and knowledge management are V-Person's most significant strengths and differentiators. V-Person is currently the only virtual agent offering with packaged personalization."

Mitch Kramer, Patricia Seybold Group, 2014

RECOGNITIONS & AWARDS



LEARN MORE & CONNECT



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V-Person™ - virtual agent/chatbot technology

- ✓ Can be deployed across channels, including web, mobile, social media, messaging apps, voice, IVR, smart speakers, kiosks, contact centre, HR, service desk
- ✓ Flexible integration options and unlimited customisation by channel, product, business unit, user profile and device
- ✓ Over 35 languages currently available
- ✓ Options for hosting on-premise, in the cloud and in a private cloud



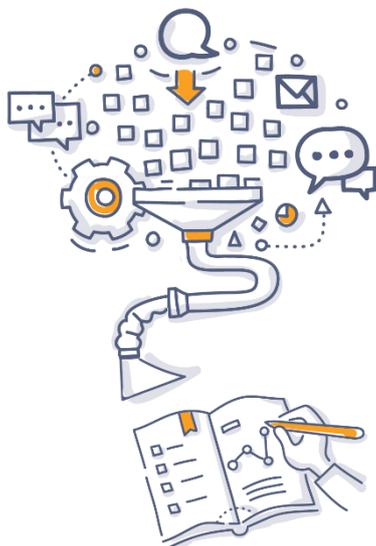
V-Person Live Chat™ - live chat technology

- ✓ Deeply integrated with V-Person virtual agent technology for a seamless customer experience and better agent support
- ✓ Unique feedback loop allows live chat agents to help improve the virtual agent

V-Portal™ - orchestration platform

Knowledge management, workflow management and business intelligence platform underpinning V-Person virtual agent/chatbot and live chat implementations and providing one place to:

- ✓ Bring together content sources
- ✓ Manage the intents
- ✓ Blend together NLP, human curation of content, AI and machine comprehension
- ✓ Create conversations with customers and employees across touchpoints in a seamless, personalised way and at large scale



Experienced, expert team

As a pioneer in the chatbot and virtual agent industry, Creative Virtual has played an important role in the advancement of this technology and the ways it can be implemented for over 15 years. Our highly experienced team provides:

- ✓ Best practice expertise alongside our innovative and award-winning technology
- ✓ Guidance on implementation, ongoing development and optimisation to enable long-term success
- ✓ Consultation to build a business case, develop a conversational AI strategy and improve existing chatbot projects