

Get to know creativevirtual

Creative Virtual is a global leader in AI chatbot technology, knowledge management, and customer and employee engagement. Our V-Person™ virtual agents currently have over **60 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 experience 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

"It's important to us that people can bank with TSB the way they want to, whether that's in a branch, on the phone, via an app or online. Improving the customer experience on our website is therefore a key focus area, and working with Creative Virtual has helped us to do that."

Head of Digital User Experience, TSB

"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 OTHERS SAY

"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

"This giant was in the tech business almost before the sector existed but its years of research and development mean it is now superbly placed to take advantage of cutting edge customer expectations and experiences."

The Wharf Innovation in Business Awards Judges, 2016

RECOGNITIONS & AWARDS



2018 Business Excellence Awards

- ❖ Best Self-Service Solutions Provider
- ❖ Excellence in Knowledge Management Software

2018 Technology Innovator Awards

- ❖ Best Self-Service Customer Management Solutions Provider 2018

2017 Greater London Enterprise Awards

- ❖ Best Customer Service Solutions Provider

2017 TMT Technology Awards

- ❖ Best Self-Service Solutions Provider - UK

2017 Technology Innovator Awards

- ❖ Best Global Customer Engagement Software Provider
- ❖ Most Innovative Customer Support Tool: V-Person Live Chat

2016 The Wharf Innovation in Business Awards

- ❖ Medium-to-Large Business

2015 Gartner Cool Vendor in Smart Machines

LEARN MORE & CONNECT



www.creativevirtual.com



info@creativevirtual.com



[@creativevirtual](https://twitter.com/creativevirtual)

Knowledge Management: V-Portal™ - *Combine conversational analytics with knowledge management*



V-Portal™

V-Portal, our knowledge management, workflow management and business intelligence reporting platform, allows companies to manage cross-channel content from the web, contact centres, live chat transcripts, internal databases and customer experiences from a single platform. Customisable user permission and workflow settings give organisations complete control over the creation, approval and publishing of content. Robust, real-time reporting provides insights into customer behaviour and interaction, enabling you to actively use customer feedback to power your decisions.

Virtual Assistants: V-Person Web™ - *Provide smart self-service*



V-Person Web™

Using advanced natural language processing technology, virtual assistants allow your customers to receive friendly, accurate and consistent service 24/7. For users it provides the sensation of communication with a “real” person, able to not only answer their questions, but also to understand the context of questions, and hold conversations. A V-Person can seamlessly handover the conversation to a real person if required, providing the perfect customer experience, scalability and cost balance.

Live Chat: V-Person Live Chat™ - *Empower agents with an industry-defining feedback loop*



V-Person Live Chat™

As customers ask questions, V-Person Live Chat presents live agents with the response found in the virtual agent knowledgebase. Agents then have options to reply with the answer as it appears, send an edited version or type in their own response. They also have options to provide real-time feedback on content which automatically creates a change request in V-Portal as part of the workflow. Suggestions can be reviewed and updates easily deployed across all contact channels so live chat agents help keep content accurate for virtual and live agents just by doing their normal jobs.

Contact Centre: V-Person Contact Centre™ - *Deliver the right information to each agent at the right time*



V-Person Contact Centre™

Agents communicate with the virtual assistant using natural language to obtain accurate feedback on customer questions or concerns instantaneously – resulting in reduced average call handling times (up to 40%) and increased first contact resolution. You build confidence with customers by assuring consistent communication from all agents and across contact channels. These solutions also serve as a training tool to drastically reduce time to efficiency for live agents.

Mobile Customer Service: V-Person Mobile™ - *Talk to your customers on any mobile device*



V-Person Mobile™

Businesses can now extend their conversation to smartphones, tablets or games consoles with our virtual assistants. V-Person Mobile can provide a conversational interface for any mobile application using apps, HTML5 and SMS, and even layer on to existing talking apps to create a more robust, personalised experience for your customers.

Social Customer Support: V-Person Social Media™ - *Engage with your customers across social networks*



V-Person Social Media™

V-Person Social Media integrates with any social media channel, including Facebook, Twitter, blogs and community forums. Posts can be liked and shared, as with any other post, and you control the sources and level of information delivered, such as approved community forums or third-party blogs as well as the internal information from your organisation.

Service Desk: V-Person Service Desk™ - *Improve employee productivity and efficiency*



V-Person Service Desk™

V-Person Service Desk is designed to be complementary to the systems and processes already in place and can be easily integrated with Single Sign-On, ticketing systems and third party databases, as well as with live chat systems for a personalised, seamless experience. By giving employees the proper tools to troubleshoot and solve common problems anytime, anywhere, you are able to ‘shift work left’, thereby reducing service desk costs and improving productivity.