WHY IM.MIND® IS DIFFERENT

8 GOOD REASONS TO CHOOSE IT

The emerging market of **VCAs** (Virtual Customer Assistants) is already rich with products and technologies, known also with many other names like chatbots, intelligent assistant, etc.. All these products attempt to substitute or support the human operators in the more tedious and repetitive tasks assigned to them in the contact center. Most of the these products and technologies are based on some form of **Artificial intelligence** to understand the customer's natural language and manage the dialog to reply to the customer's queries.

Today's Virtual Agents are expected to operate in an **omnichannel** environment, which means that they must communicate over a phone line, various types of chat, messaging and email. At first glance the features of these products may look mostly the same and whoever is selecting Virtual Agent for deployment is likely to be very confused. But the technological foundations of different Virtual Agents vary widely, making them dramatically different when it's time to deploy them in real-life projects. We believe that the IM.MIND® framework is the best option and here are 8 reasons why.

1 **Native integration** with the telephony and the contact center infrastructure. IM.MIND® not only has native VoIP and voice channel support, but also interoperates seamlessly with Genesys, Avaya and Cisco and has been successfully integrated with many different CRMs. Don't underestimate the difference between the sentences "has been integrated" and "can be integrated".

2 **End-To-End IDE.** With the IM.MIND® STUDIO development suite, developers can maintain control and create a new interactive service using **just one graphic user interface** for all the phases of the project, including importing language samples for the domain, language analysis, dialog management, service integration with the existing infrastructure, testing, reporting and service monitoring.

3 Multimodal interaction.

The IM.MIND® framework supports true multimodal interactions by design, with Virtual Agents implementing the same dialog with customers over multiple parallel channels. For instance, the Virtual Agent may interact with the user on a web page while entertaining a conversation over the phone.

4 Natural multi-step dialog.

Beyond natural language understanding (NLU) IM.MIND® supports a natural conversation with the customer. The system conducts a step-by-step dialog with the customer, easily following different and sometimes unpredictable routes. Virtual Agents implementing pre-defined dialog structures fails in many cases to adapt to the natural human behavior during a conversation.

5 Measurable performance.

While supporting machine learning, as most of the Virtual Agent technologies do, as well as the use of statistical modeling for natural language understanding (NLU), IM.MIND® implements also an approach to NLU based on the control of high level semantic patterns. This approach mitigates the uncertainty of the result, typical of machine learning and provides constant measurement of Virtual Agent's performance.

6 Entity customization.

Entities are valuable information items (like names, dates, money amounts) that are extracted from the dialog with the customer. While a large number of Virtual Agent technologies support the extraction of entities of some types, real life applications often require the identification of ad-hoc entities like ID codes, plate number etc. that require a deeper customization made easy by IM.MIND®.

7 Multi domain management.

Virtual Agents are typically trained to be proficient at work in the specific domain of interest. But the ideal interaction with the customer may span over different domains depending on the circumstances. The answers and the services provided to the customer may be different, for example, before and after the customer authentication. The Virtual Agent should be able to adapt to the changes and, at the same time, consistently continue the dialog with the customer. IM.MIND® makes this possible by supporting seamless domain shifts and domain switch capabilities within the same customer interaction. Context awareness is preserved throughout the dialog for a truly natural interaction.

8 The NLP Competence Center.

The support provided with the IM.MIND® framework comes with access to the NLP Competence Center from Interactive Media, with 10+ years of experience in natural language processing (NLP) and automatic dialog management. The support of our NLP experts will drastically accelerate the completion of the most challenging projects.

Interactive Media develops and deploys natural language-based omnichannel solutions for the automation of customer service interactions for voice and chat conversations. Active in the CX market since 1996 and doing Natural Language Processing since 2008, Interactive Media has had the time to prove itself: numerous happy customers can tell the tale.

Interactive Media Spa,
Viale Città di Europa 679, 00144 Roma – Italy

IM Service Lab Srl,
Corso 3 Novembre, 132, 38122 Trento– Italy

IM Interactive Media Brasil Serviços de Telecomunicações Ltda.
Av. Roque Petroni Jr. 1089 – Sala 1010 - CEP 04707-900 - São Paulo – SP Brasil

Interactive Media North America, Inc
One Market Street – San Francisco CA 94105 - USA

Info-web@imnet.com

www.imnet.com

IM interactivemedia