EntrAI™ AI Chatbot Platform

Extends IVR business logic/data to AI/chat/SMS

Are you considering an AI chatbot to automate your chat channel? Is the effort bogged down with poor responses, a bad CX or difficulty accessing corporate data for service transactions? Are you wondering if there is a way to leverage investment in the voice and web channels? Then our patented EntrAI™ AI chatbot platform answers these questions by:

- **leveraging successful CX information, business rules, & backend transactions in the IVR for AI/ML assisted chatbot/SMS interactions;**
- **enabling a quick & inexpensive way to deploy an effective automated chat/SMS channel;**
- **customizing chatbot dialog responses and grammars by channel to improve CX;**
- **pin pointing requests and dialogs where chat tuning improvements will have the greatest impact;**
- **Incorporating external AI options to more accurately tag inputs to intents and associated data/actions.**

Speech-Soft's EntrAI™ chatbot platform is a fast and inexpensive way to offload work from your chat agents. EntrAI™ provides information and backend service transactions in the same way an IVR offloads work from a voice agent. The EntrAI™ grammar engine and dialog interpreter **(GEDI)** can be configured with grammars and dialogs to make your IVR call flows look and read like a chat interaction. The EntrAI™ chatbot platform provides value to both business and operations by:

- **-reusing IVR business logic & backend transactions to ensure customers receive consistent information and service across channels;**
- **-reducing the cost and time to market by reducing the development, testing and legal approval across channels;**
- **-enabling the UI to be designed and configured uniquely for each channel.**

EntrAI's™ innovative approach and architecture make a quick and inexpensive proof-of-concept pilot possible. EntrAI™ can be partially deployed in your IVR environment to demonstrate the effectiveness of the AI/ML chatbot.

EntrAI Chatbot Platform Features

- **Allows reuse of IVR business logic, backend service transactions, security & reporting**
- **Open platform independent of chat, IVR or speech recognition platforms**
- **Escalates chats to live agents and provides them a history of chatbot interactions**
- **Supports DTMF, natural language and directed dialog IVR applications**
- **Enables customization of targeted dialog and grammars**
- **Scalable architecture with HA**
- **Leverages AI & Machine Learning for intent interpretation**
- **Reuses existing IVR reporting such as Speech-Soft IVR Dashboard**

EntrAI's ™ architecture is designed with phased expansion in mind. Many chatbot and AI projects fail due to underestimating the AI complexity and overestimating the AI platform capabilities. EntrAI™ breaks the migration to intelligent chatbots into manageable bites each of which delivers unique business value. This approach minimizes the risk of large expenditures on abandoned AI efforts.

EntrAI™ Approach Phase 1

- **Start collection/consolidation of data for AI Intent Mapping**
- **Integrate EntrAI with existing IVR and Chat/SMS platforms**
- **Use GEDI Engine to establish chatbot tags & customized UI grammar even for DTMF IVR**

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EntrAI™ Approach Phase 2

Add an AI engine to assist with chat request intents & leverage EntrAI's machine learning feature.

EntrAI™ can also be used as a request/intent collection mechanism for IVR transitions to NLU!

Add new intelligent tags to EntrAI™ to direct questions to the AI knowledge base

Additional knowledge, tags and questions are added to EntrAI chatbot via machine learning on an ongoing basis

EntrAI™ Approach Phase 3

Choose a knowledge base/CRM data that targets still unanswered customer questions based on EntrAI missed intent reports

How does EntrAI™ work?

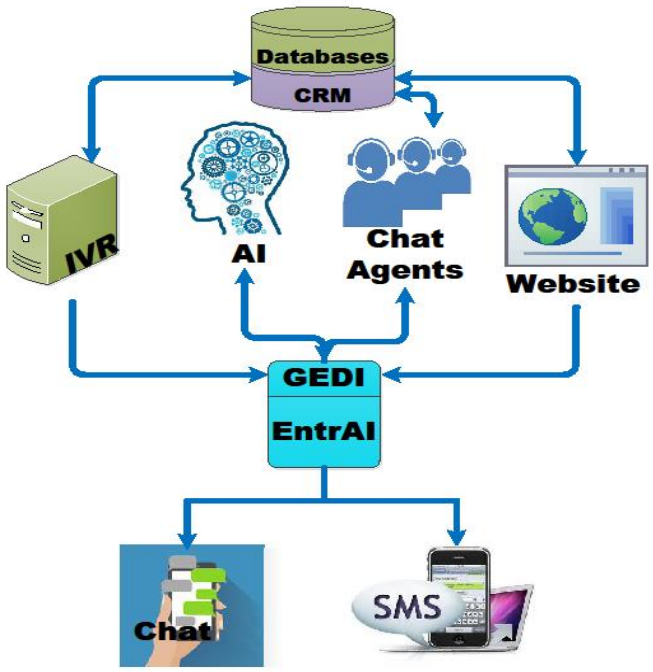
EntrAI™ is a patented combination VoiceXML and speech-recognition (GRXML) interpreter for text-based communications (e.g., Chat, SMS). It is designed for use with any platform that can deliver VoiceXML pages. EntrAI™ receives and interprets VXML pages from the IVR. It then sends a prompt message to either the browser or SMS server, depending upon the channel. EntrAI™ then takes the response from the user and sends it to the GEDI grammar engine and dialog interpreter server. The GEDI server returns with an "interpretation" (tag) for the response. This interpretation is then formatted as if it had come from a speech recognizer and sent back to the IVR. If it becomes necessary to transfer the chat to an agent, EntrAI sends the entire dialog to the configured agent-server desktop and then handles the communication between the user and the agent. This transfer is invisible to the user.

EntrAI™ also offers an AI layer which is invoked when EntrAI™ does not have clear tag mapping to an existing data solution. EntrAI's machine learning element remembers AI generated intent tags & uses them the next time a similar request is received. **EntrAI™ can mask sensitive PCI/HIPPA data from AI systems outside of the firewall.**

All requests to EntrAI are recorded and categorized as properly mapped, improperly mapped to an available data resolution or no data resolution is available. This allows for quick tuning of valid inquires where data is available and creates a prioritized list of requests where no data is available for expansion and improvement of the omni channel system.

The following high-level diagram show the server and application components and interfaces for EntrAI's integration into chat and SMS systems.

High Level EntrAI Elements



Contact us at Sales@speech-Soft.com for a demo or discussion of a proof of concept today!

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