[24]7.ai considers itself to be the largest chat provider. The company offers one AI platform for speech and digital. Clients can build once, then deploy on any channel to create a personalized, predictive, and effortless customer experience. [24]7.ai evolved into AI machine learning, leveraging the technologies along with the predictive capabilities. It started with [24]7AIVA which use multiple layers of machine learning and deep learning to understand customer intent along with context. In a matter of weeks, with a simple change in the UX, AIVA can have the same applications running on multiple channels. One set of code. When someone lands on the web, the bot is launched. If the bot can't resolve the issue, the next step is assisted service. The bot will go to the agent, the agent responds, and then sends the response back to the bot for the customer interaction. If the bot has nearly resolved the issue, the individual can then leave the website and call into the IVR. [24]7.ai can tag the call and route it to the right place. The agent can see everything that has occurred before the call. This in-time context results not only in reduced average handle time, but is also less frustrating for customers as they do not have to repeat themselves. Dan Reed, Chief Customer Officer, provided an overview.

Why is it critical for businesses to know customer intent and be able to act on it almost instantaneously?

The world we live in is a connected one where customers interact with personal and business services all day long. And in this connected world, customer journeys take place across devices, channels, and over time with customers expecting the steps along these journeys to be connected, seamless, and productive. The only way to successfully interact with customers across channels, devices as well as over time is by connecting the journeys to understand their intent which is knowing what each customer is *trying* to do, not just what he or she says or types. Artificial Intelligence (AI) makes it possible for companies to decipher data to understand intent which allows them to connect customers to the right channel for problem solving along with context so that customers never have to repeat themselves.

How does your customer engagement platform provide predictive capabilities that anticipate what consumers want to accomplish, no matter what communication channel they prefer to use?

In this connected world of customer experience the first step is to ensure companies are moving beyond channel-centric approach to conversation centric approach. [24]7.ai has redefined customer engagement by offering intent driven customer engagement solutions, meaning use of AI and machine learning to connect customer journeys across channels, devices and over time to understand what they want and not just what they say or type. Our platform's predictive capabilities track and share all customer activity across channels in real time to deliver faster resolutions that result in superior experiences for customers. The solution can anticipate customer requests and follow the principle to "never ask the user something you should already now". Predictive intelligence enables the higher-level conversation skill of active guidance resulting in happy customers.

In what ways do your AIVA solutions enable organizations to offer customers better self-service options and improved conversation levels in IVR interactions?

[24]7 AIVA, our flagship product, uses multiple layers of machine learning and deep learning to understand customer intent along with context to offer effortless interactions no matter how or when consumers choose to engage with a company. A key differentiator of [24]7AIVA is the Vivid Speech feature that augments IVR interactions by providing customers more control through multimodal speech, touch, and visual experience that dramatically improves self-service automation.

What differentiates [24]7. ai from other providers in the marketplace?

In todays' digital world customer expectations are higher than ever, and the only way for businesses to meet those expectations is to understand consumer intent to offer faster and relevant customer engagement. [24]7.ai understands that using artificial intelligence, it is now possible to make sense of the tremendous amount of big data that businesses possess. In the Age of Intent, businesses who can understand, anticipate and act on consumer intent will thrive and those who don't will be disrupted and the [24]7.ai solutions offer companies the ability to leverage AI and machine learning to know and act on consumer intent in milliseconds, reducing the risk of customer frustration. [24]7.ai also offers predictive models tuned by more than one billion annual interactions and 18 years of customer service experience. Addressing the final leg of customer interaction, our design teams work closely with clients to create a superior user interface that is easy to use, interactive and efficient thereby increasing our customers' competitive advantage.