

# **Making the Ubiquitous Personal Assistant a Reality**

**Artificial Solutions: Making Technology Think**

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# Setting the Scene

## Artificial Solutions

- Est 2001 in Sweden. Global infrastructure now established.
- Core product - Teneo Platform
  - Natural Language Interaction environment
  - Enables people and machines to converse meaningfully
  - Any Language. Any platform. Any device.
- Blue-chip customer base across 26 countries
  - Shell, Telenor, DHL, Kabel Deutschland, Canal Digital, Tele2, Connexion
- Identified as “visionary” by Gartner / Winner of Loebner Award for AI / Multiple industry awards

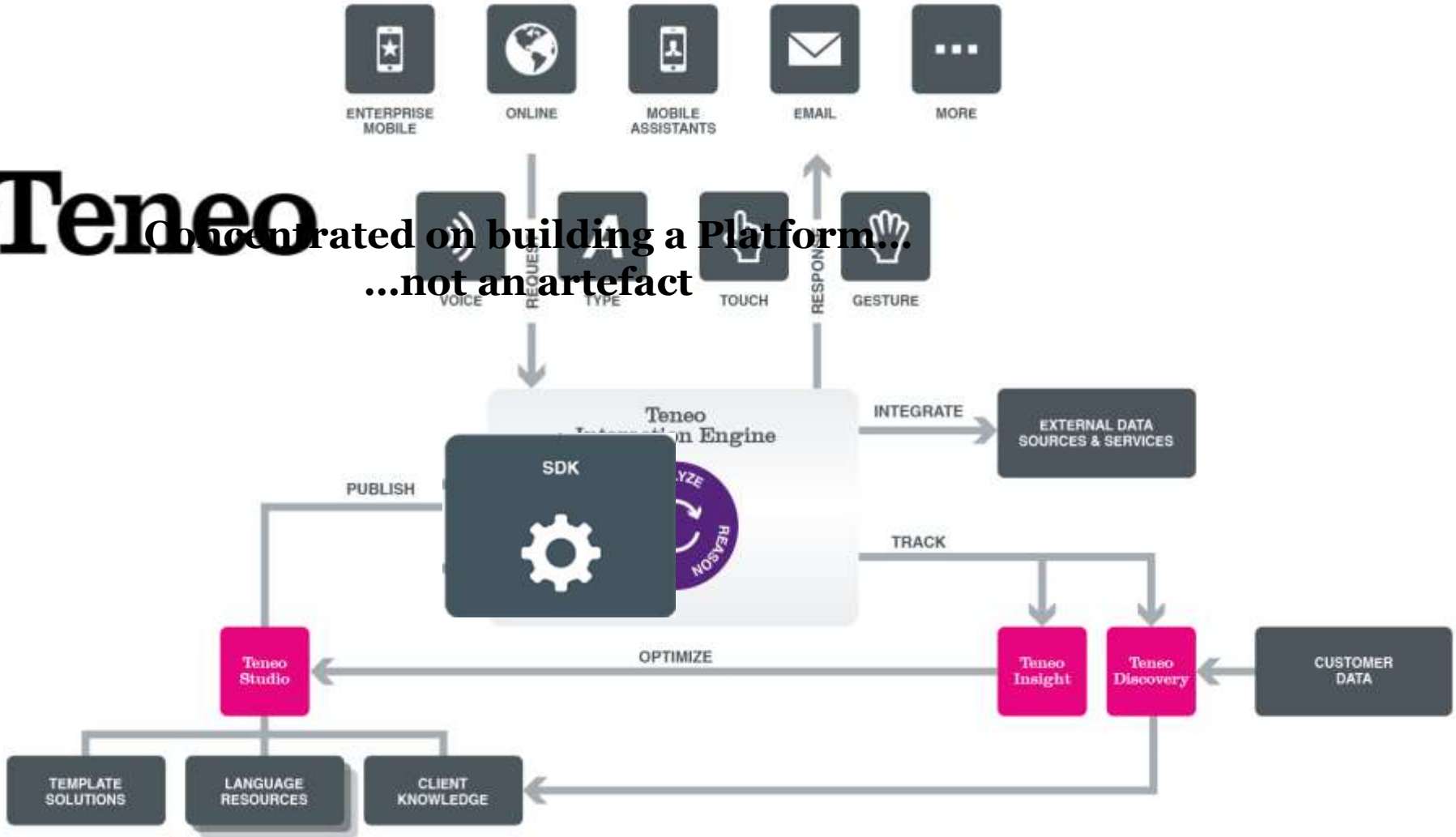
# Teneo



# A Platform to Build Personal Assistants

# Teneo

Concentrated on building a Platform...  
...not an artefact

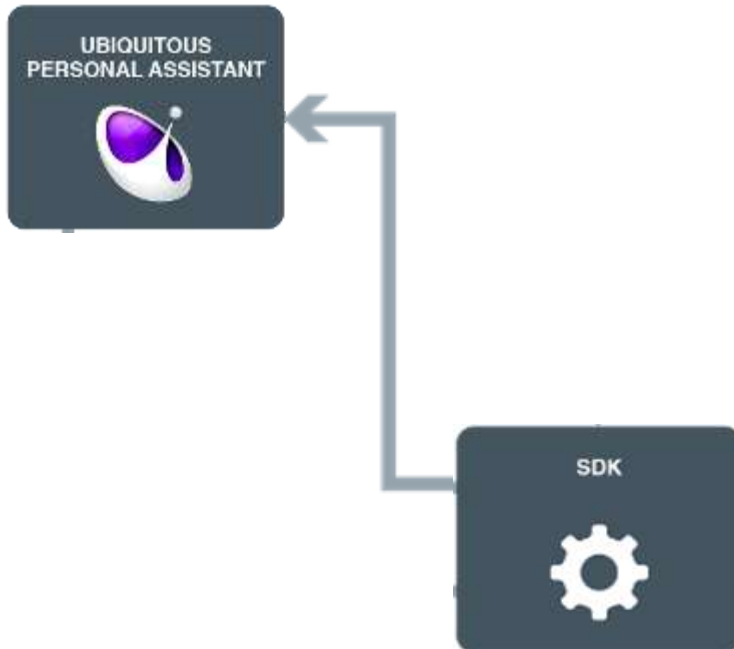


# Allows Non-Computational Linguists to Build Sophisticated NLI-Assistants

The screenshot displays the 'Unaccompanied Minors' NLI assistant editor. The main workspace contains a decision tree flowchart. The root node is 'Information about unaccompanied minors'. The first decision node asks 'Is the passenger between 5 and 10 or between 11 and 17?'. This branches into two paths: 'between 5 and 10' and 'between 11 and 17'. Each path leads to a decision node 'Is the destination national?'. From 'between 5 and 10', the 'National' path leads to 'Service costs 30 Euro' and the 'International' path leads to 'Service costs 50 Euro'. From 'between 11 and 17', the 'National' path leads to 'Service costs 30 Euro - Reservation required' and the 'International' path leads to 'Service costs 50 Euro - Reservation required'. The right-hand panel, titled 'Questions', contains a 'Positive' section with the question 'Are international flights allowed by unaccompanied minors?' and other related queries, and a 'Negative' section which is currently empty. The interface includes a top toolbar with various editing tools and a bottom status bar.



# Platform That Builds the Personal Assistants



# Personal Assistants For Consumers

## For Consumers



An advertisement for the Indigo mobile app. On the left, the Indigo logo (a white satellite dish with a purple lens) is next to the word "Indigo" in a purple serif font. Below this is the tagline "Your Personal Assistant. Everywhere." and the website "www.hello-indigo.com". A hand holds a smartphone displaying the app's interface. The screen shows the Indigo logo at the top, followed by the question "What can you do?". Below this is a list of categories: "Fun" (with a smiley face icon), "Reminders" (with a bell icon), "Weather" (with a sun icon), and "Search" (with a magnifying glass icon). At the bottom of the screen is a search bar with the text "Type here..." and a microphone icon. In the bottom right corner of the advertisement, the text "ARTIFICIAL SOLUTIONS" is written in a bold, black, sans-serif font. On the left side of the advertisement, there is a purple banner with the text "Get Informed", "Get Planning", and "Get Social" in white, with icons for Apple, Android, and Windows below it.

# Personal Assistants for Enterprises

For Enterprises





# Delivering Compelling Value

## For Enterprises



**Customer Self Service**

**Big Data NLI Insight**

### Reduce Costs

- Deflect / Reduce volume of support calls, emails and chat sessions
- Auto-route to correct resource if escalation required

### Improve Customer Satisfaction

- Faster, more direct resolution
- When & where they want
- Immediate

### Leverage Customer Insight

- Understand your customers (trends, sentiments, ...)
- Enable deeper personalization

### Increase Revenue

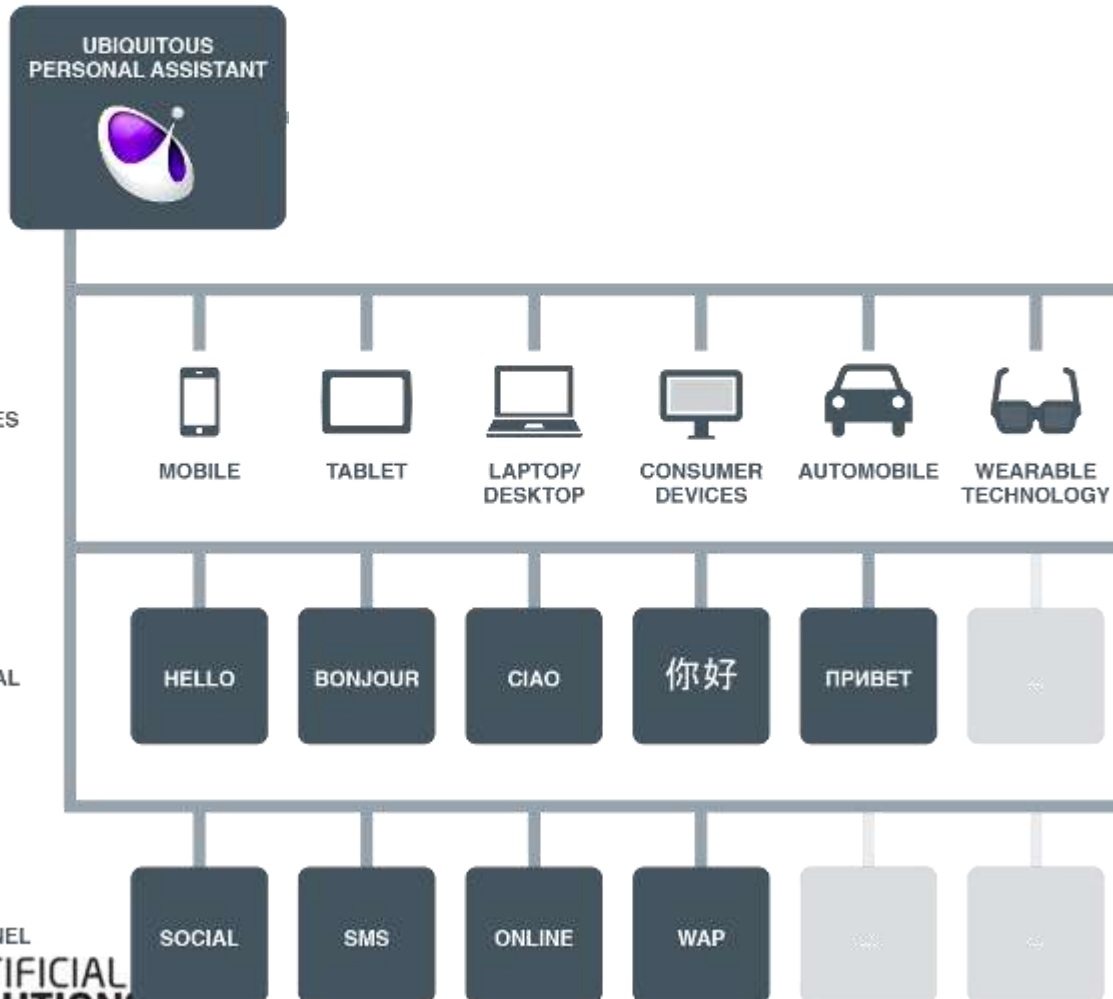
- Raise conversion rates
- Increase order size (cross sell, up-sell)
- Customer Sat = Retention/Reorder

### Maintain Brand Consistency

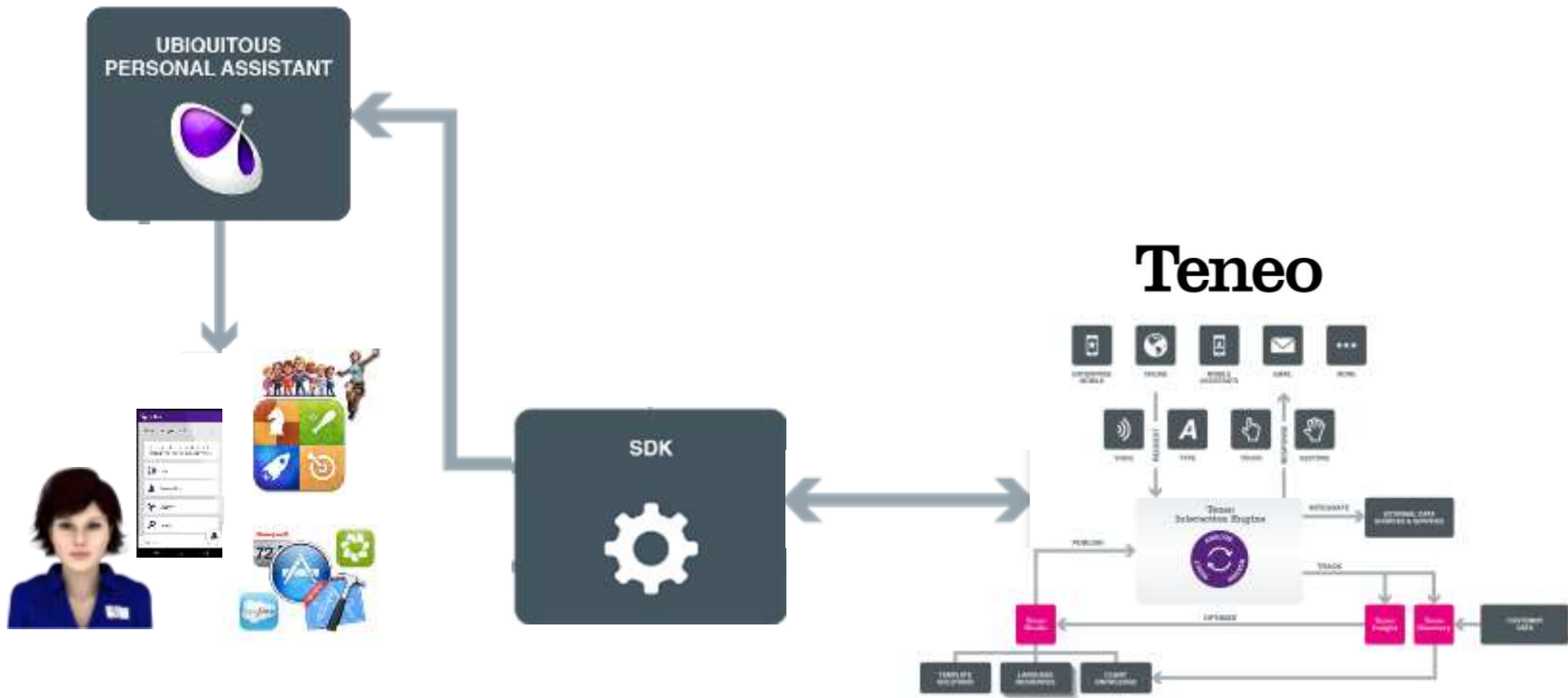
- Consistent identity, tone of voice and image across all channels and languages



# Multi-Lingual, Multi-Platform, Multi-Device



# Platform & Personal Assistants Inextricably Linked



**Eco-System of Developers Building NLI Apps**  
(Mobile PA, NLI-UI Layer for apps & devices, 'In-game' characters, Enterprise Self Service & Sales, etc)

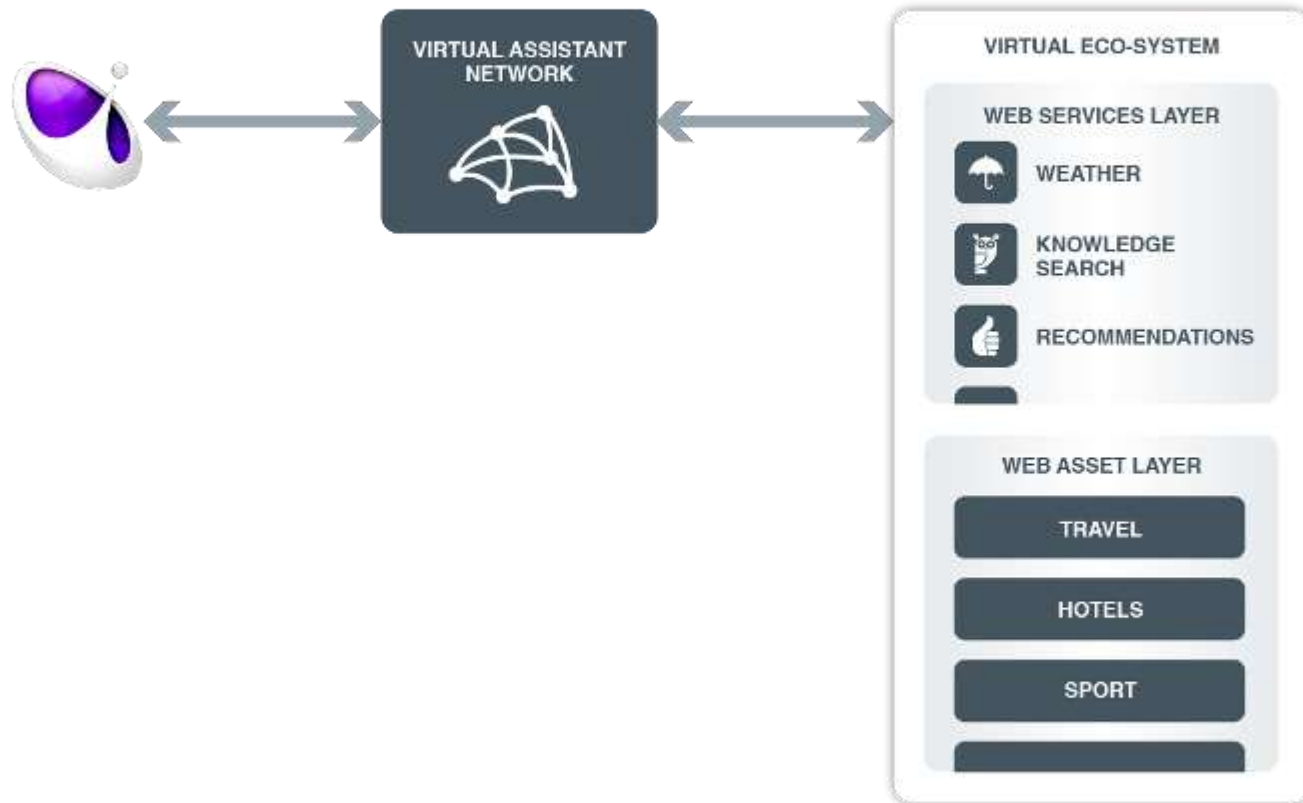
# An Eco-System of Intelligent Assistants

## “The Virtual Assistant Network”

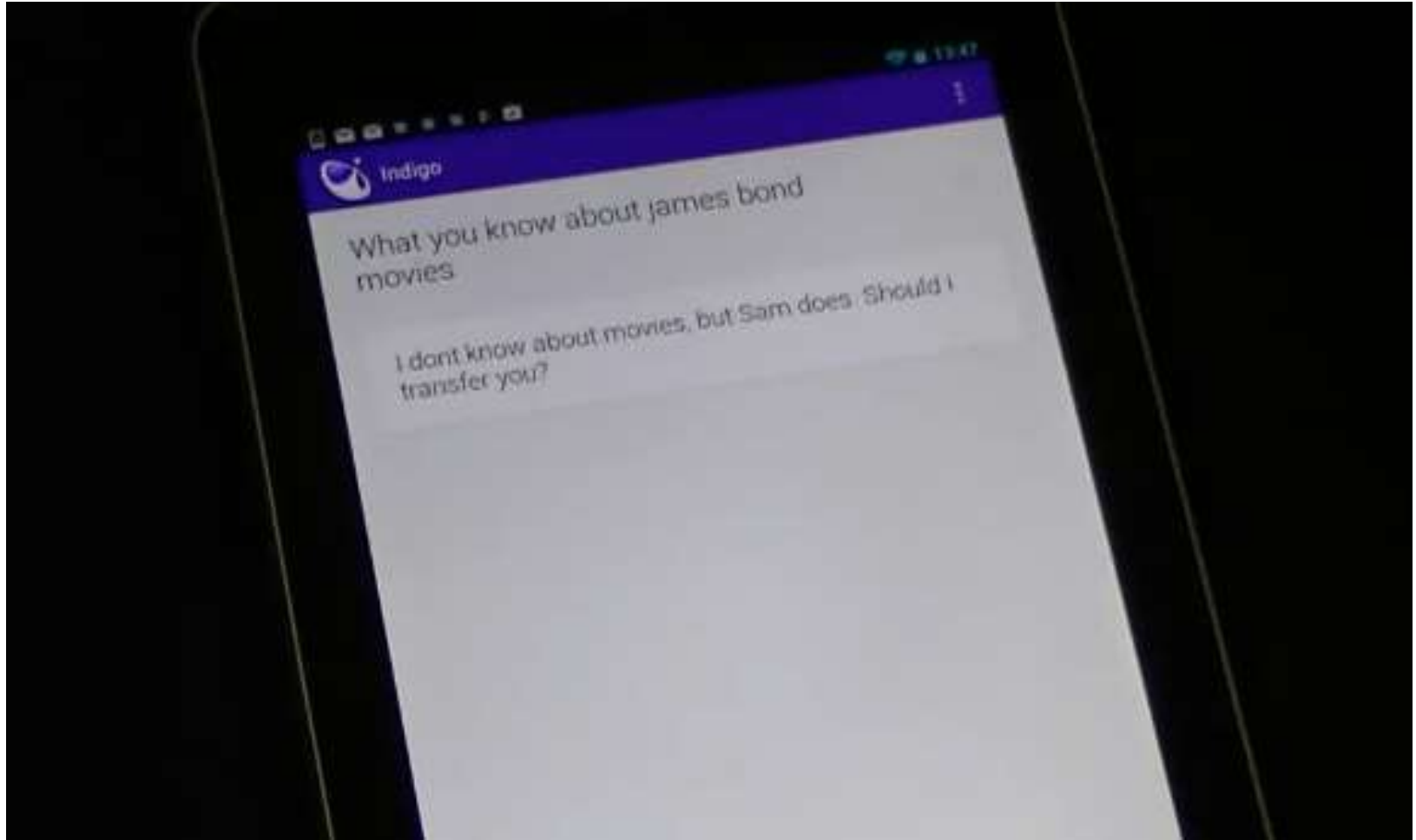


# An Eco-System of Intelligent Assistants

## “The Virtual Assistant Network”



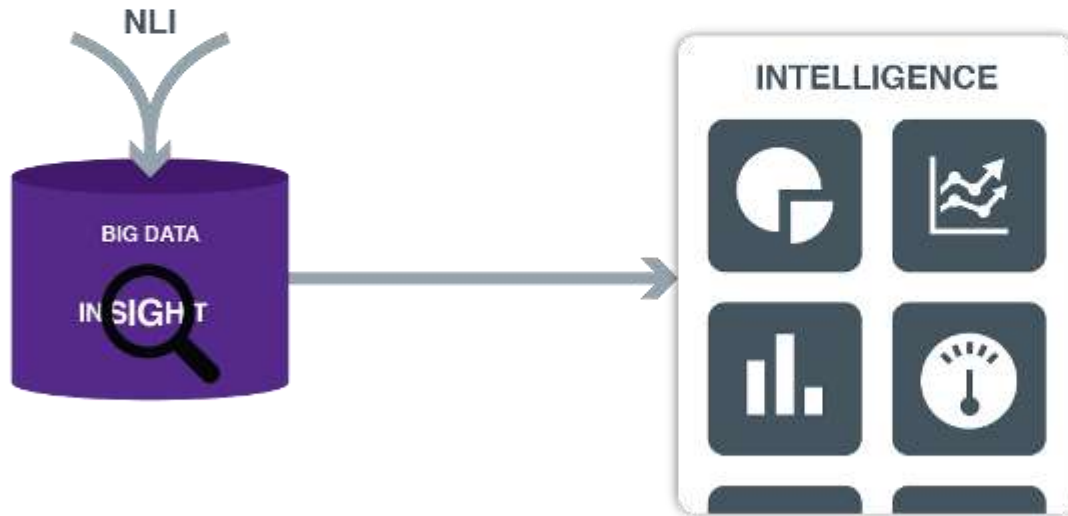
# The Virtual Assistant Network in Action



# The Final Piece of the Jigsaw

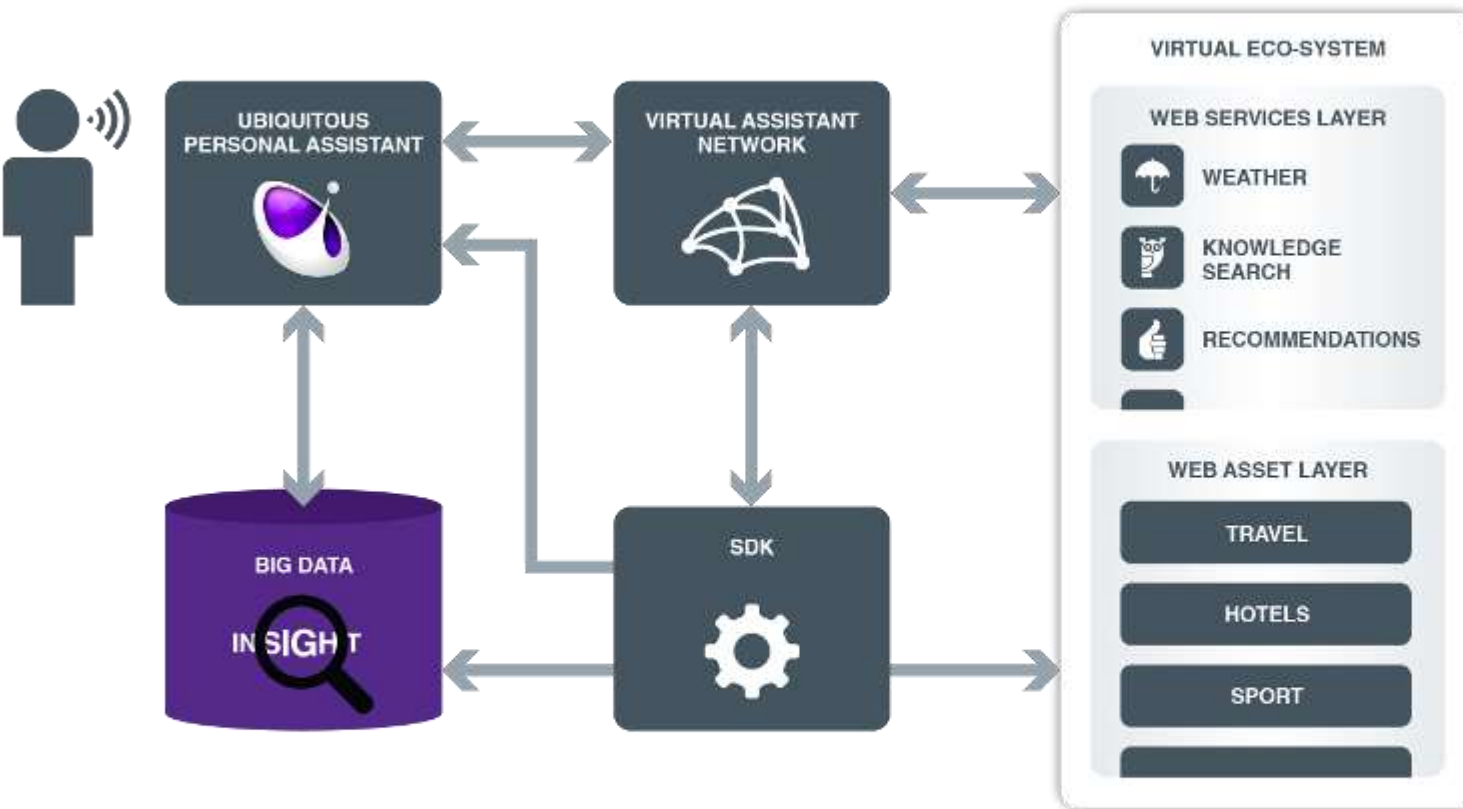


# Natural Language Driven Customer Insight





# “The Network of Knowledge” ...



**...Making the Ubiquitous  
Personal Assistant a Reality**



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