



Introduction to the Kore.ai Experience Optimization Platform

# The Trusted Leader in Conversational Al



to Automate and Optimize Global Enterprise Customer and Employee Experiences

350+

#### Fortune 2000 companies

Top 4 banks Top 3 healthcare

#### 150m+

#### **Enterprise consumers** interacting with Kore.ai

technology

#### 1m+

#### **Employees use Kore.ai IVAs**

to automate 1 billion plus interactions across 35+ channels

**15%-75%** 

#### **Automation Rates**

based on use case

\$1b+

#### In cost reduction

delivered to customer operations since 2015















**Pharma** & Healthcare









Pfizer







Consumer & Retail















**Telcom** & Media













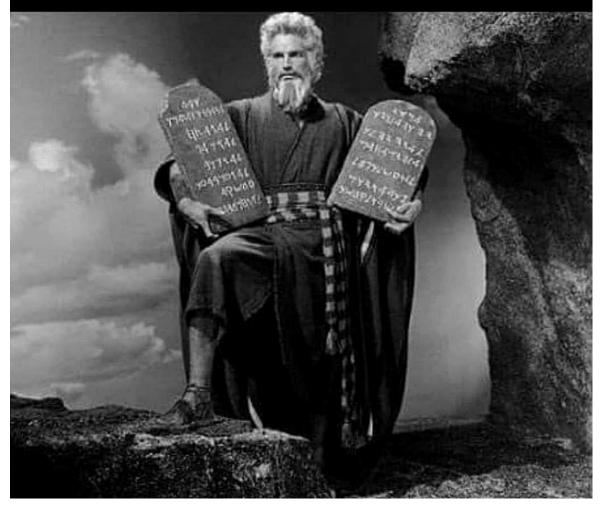






## Natürlich aus der Cloud

TECHNISCH GESEHEN WAR MOSES DER ERSTE MENSCH, DER DATEN AUS EINER CLOUD AUF EIN TABLET HERUNTERGELADEN HAT.





## About Kore.ai

### 8+ Years of Innovation-driven Growth



- Experienced Management Team multiple IPOs in prior experience
- Large Product Organization 500+ Engineers
- 800 Global Employees

- Global Footprint with over 200+ Fortune 2000 customers
- 130% Consistent YoY Growth

© 2023 Kore.ai. All Right Reserved 5

### Kore.ai: Advantages for you

- Business-user friendly. Extensive feature set for nondevelopers and non-data-scientists in no-code tooling
- Agility Higher recognition rates with less training effort:
   3 Engine Approach
- Fully exposed NLP/NLU logic: Better insight for optimization
- Most complete feature sets in the market for large enterprises
- Easier to operationalize the solution within the owning business units
- **Innovation and excellence**. Compared to competitors, Kore.ai has a larger development organization
- Supports all major channels and languages
- Experience Optimization (XO): A single solution covers multiple automation use cases for clients, employees, agents and processes.
- True Omnichannel: Supports voice and digital channels, each at extremely high quality with transparent channel switching
- Flexible operating model: Cloud, Hybrid, OnPrem

Access the Gartner Magic Quadrant Report here!



### Kore.ai Named Leader in 2023 Conversational Al Gartner Magic Quadrant

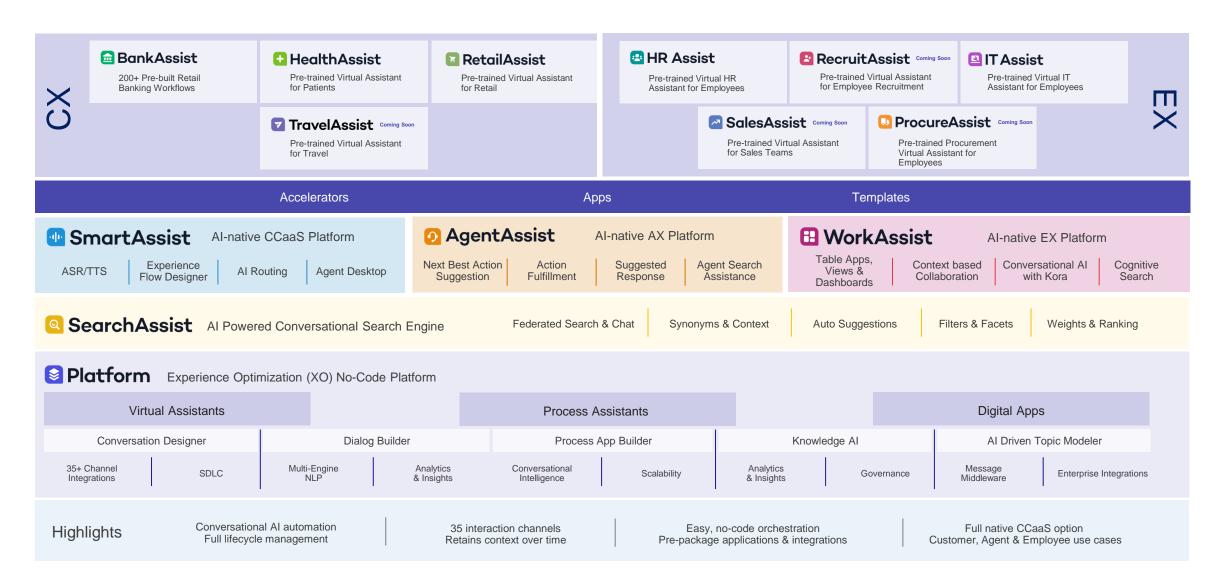
Figure 1. Magic Quadrant for Enterprise Conversational AI Platforms



## Optimize Customer and Employee Experiences



with the Kore.ai Product Suite



©2023 Kore.ai. All Right Reserved

Kore.ai Confidential

# **AgentAssist**



Improve Agent
Performance and
Customer
Experience by 10x

Next best action

Automated request fulfilment

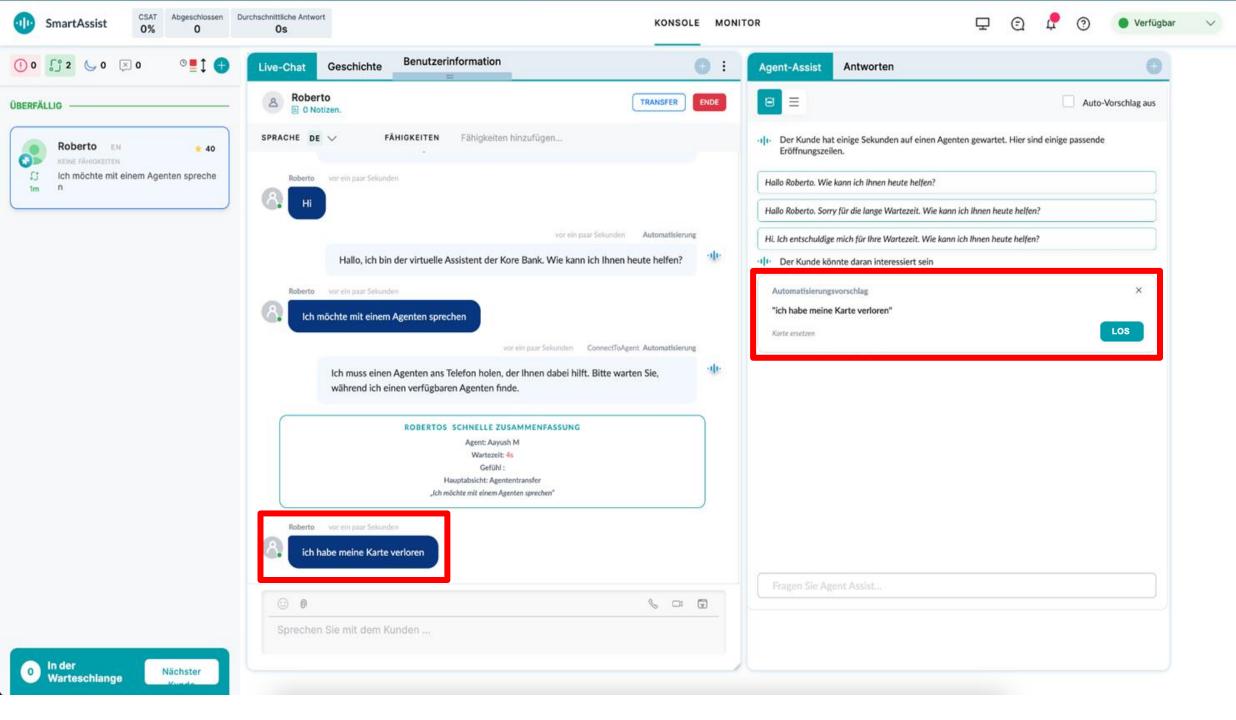
Personalized and empathetic response

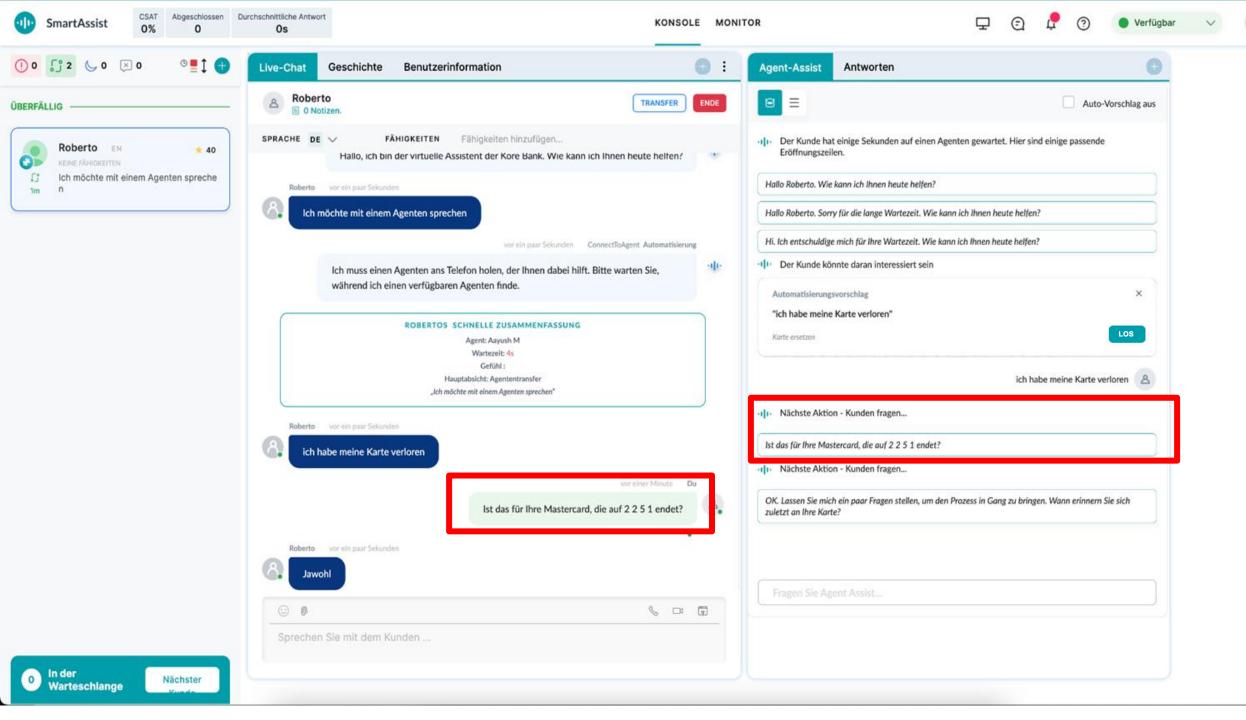
Coach your agents

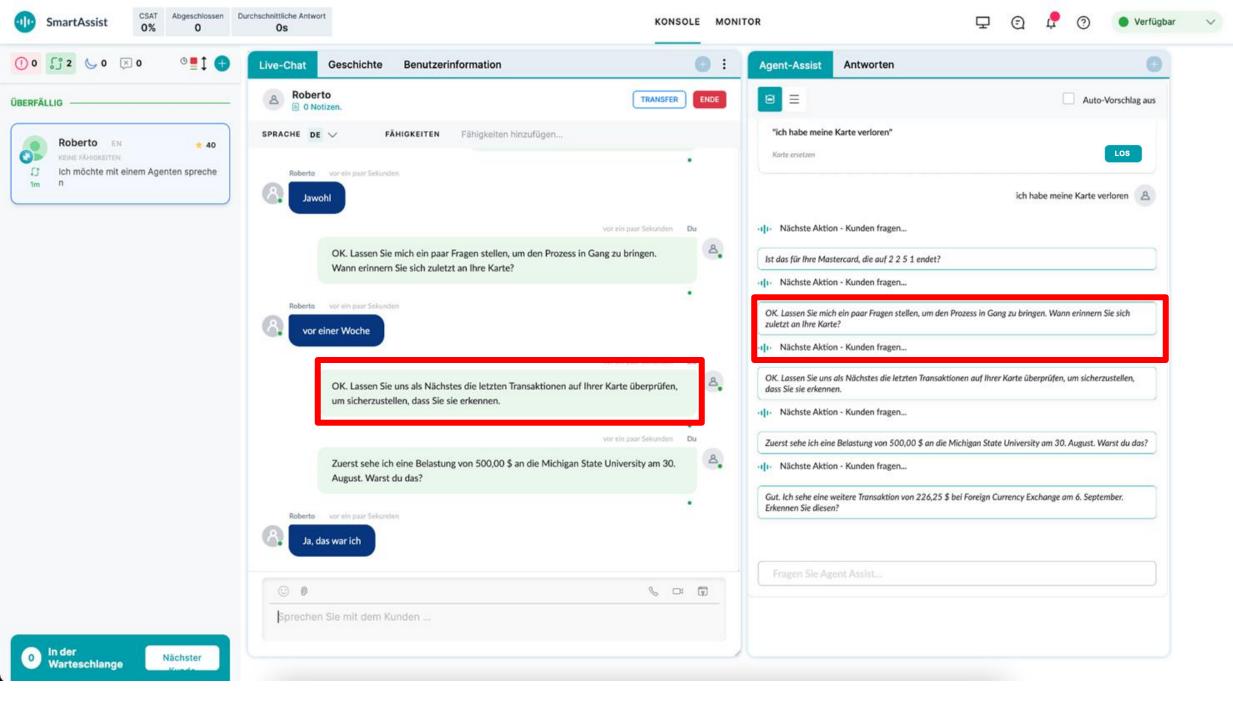
Monitor and Act on customer sentiment, agent sentiment

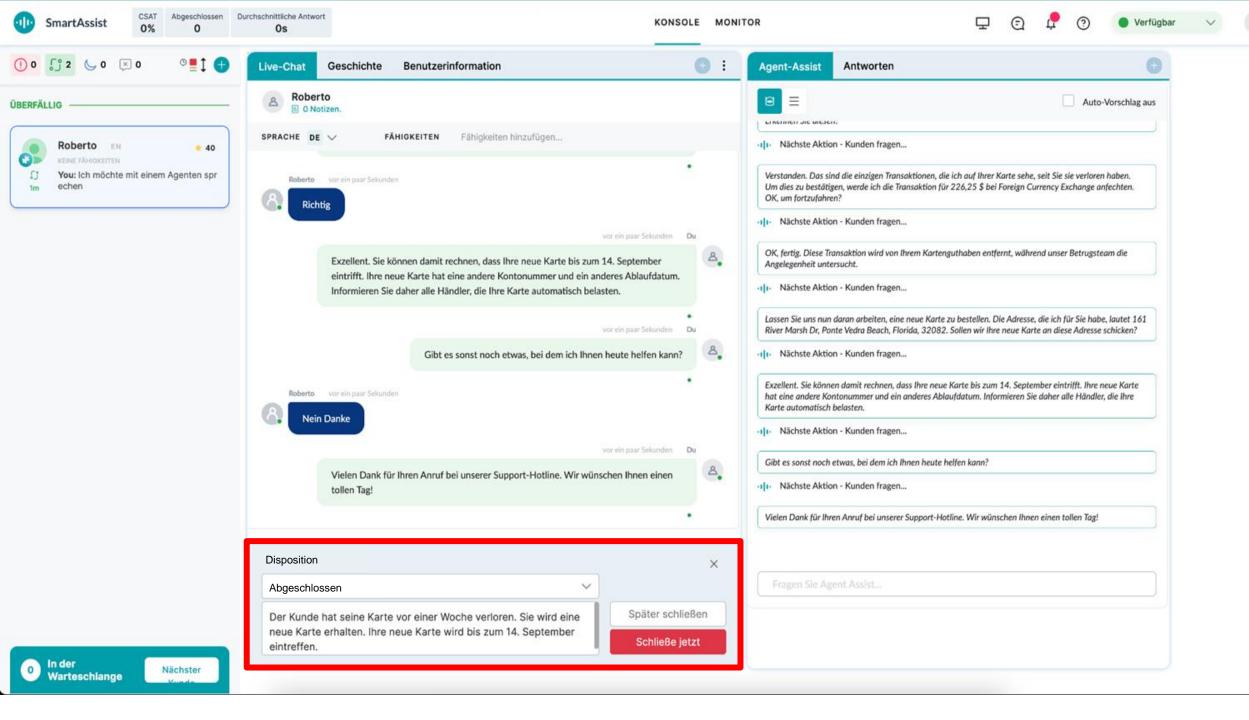
Save time with post call summarization

©2023 Kore.ai. All Right Reserved



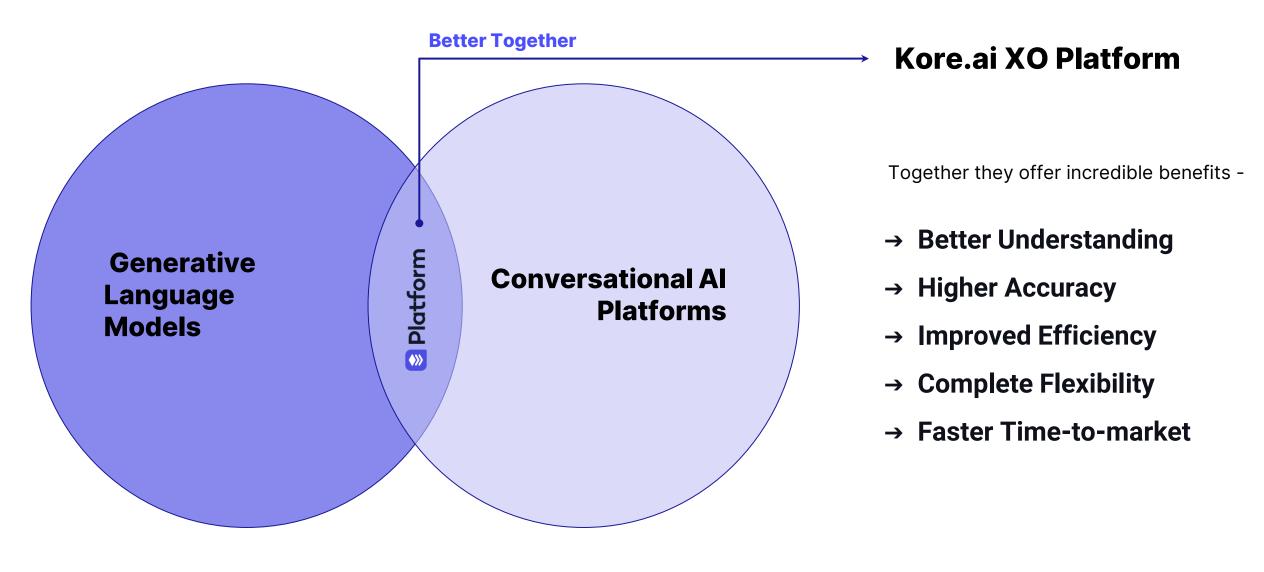






## **Generative Language Models & Conversational Al Platforms**





©2023 Kore.ai. All Right Reserved

## Better Together: Conversational AI Platforms & LLMs

## Conversational AI Platform



## LLM







### **Smart Copilot**

For IVA Development

Smart suggestions and recommendations to quickly build, train and test IVAs.

- ✓ Use Case Suggestions
- Conversation Preview & Autodialog Generation
- ✓ Training Data Suggestions
- NLU Test Data Suggestions

### **Dynamic Conversations**

Based On Generative Language Models

Facilitating natural, human-like conversations by dynamically handling user requests.

- ✓ Zero-Shot Learning Model
- √ Few-Shot Learning Model
- √ Knowledge AI
- Al-Assisted Adaptive Dialog
- Dynamic Paraphrasing

### **Advanced Analytics**

Powered By Generative Language Models

Intelligent metrics and insights for evaluating the performance of NLU and flows.

- ✓ User VA Conversation Insights
- Intent Discovery
- ✓ Agent Performance Insights
- Quality Management Insights
- Agent Customer Interaction Insights









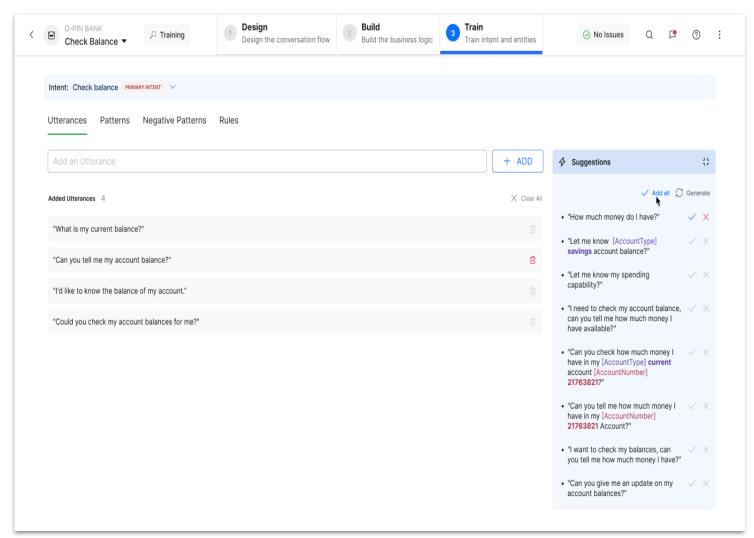
## **Smart Co-Pilot for IVA Development**



## **Smart Co-pilot for IVA Development**

#### Use Case Suggestions

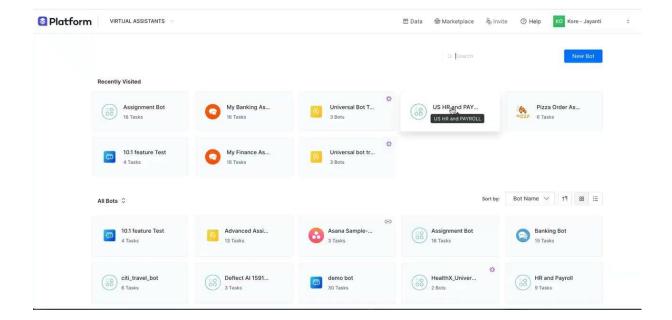
- Build sophisticated virtual assistants with smart use case suggestions
- Conversation Design Preview & Auto-Dialog Generation
  - Fast-track your IVA development with XO Platform advanced LLM & Generative AI capabilities
- Training Data Generation
  - Speed up the training by 10x by employing the LLM-based suggestions
- Test Data Generation
  - NLU Test Data Suggestions Achieve efficient testing through advanced test data suggestions





## **Auto-generate Use Cases**

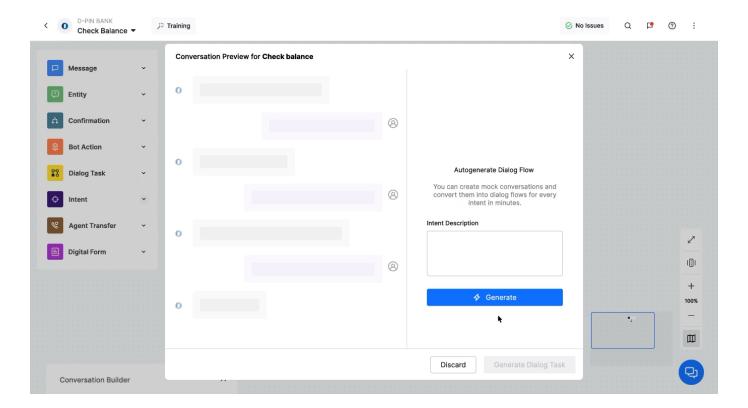
- Helps Conversation Designers to create a vast library of all applicable intents
- They can customize the description sent to the LLM for generating use cases specific to their business and products
- Conversation designers can choose any of the suggested purposes like Retails Banking, Retail Shopping, Travel Management and so on when creating a Virtual Assistant:
- Depending on the purpose, they are provided suggestions of relevant use cases.
- The generated use cases are then drafted as Dialog Tasks for further development.





## **Automatic Dialog Generation**

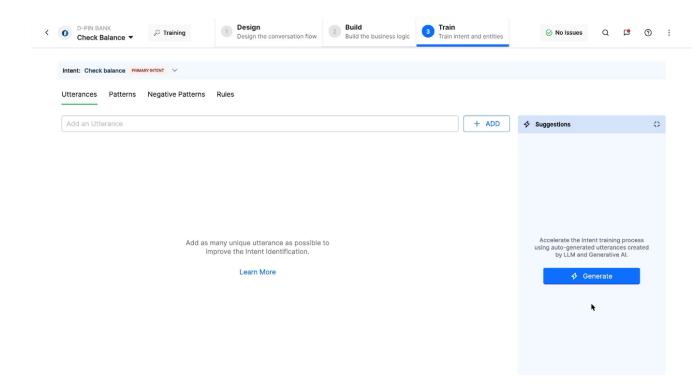
- Jump start your conversation design by auto-generating the flow definition by providing the description of the use case.
- You can review the suggestions, make changes to the description to regenerate.
- The Dialog Task definition is auto-created when you accept the conversation.
- The nodes and the flow for the Business Logic are automatically built for as per the conversation flow.
- Developers can customize the flow as per their requirements by editing the generated nodes and adding new nodes.





# **Auto-generation for Training Utterances**

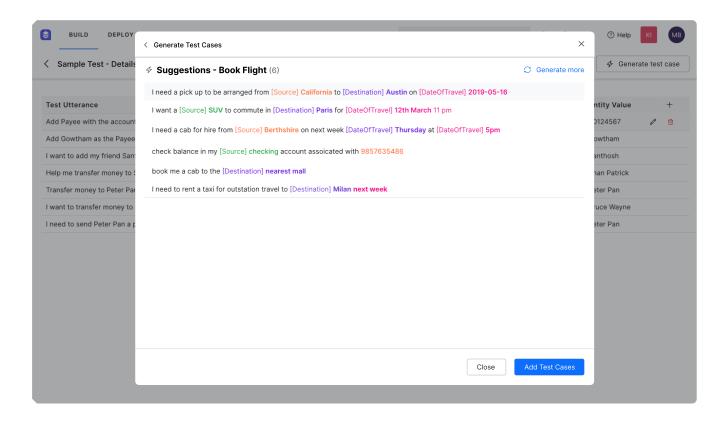
- The platform can suggest the right training utterances to be added to the ML Model based on the intent name and entities present.
- This feature, along with the Few-shot model, helps you train the virtual assistants 10x faster.
- This feature leverages LLM and Generative AI to quickly generate high-quality training data for each intent
- When the process completes, bot designers can see a list of generated utterances to be validated or rejected.
- The utterances are generated on the basis of the following rules:
  - Structurally different utterances
  - Utterances with different entity combinations
  - Utterances without entities





### **Auto-creation of NLU Batch Test Suites**

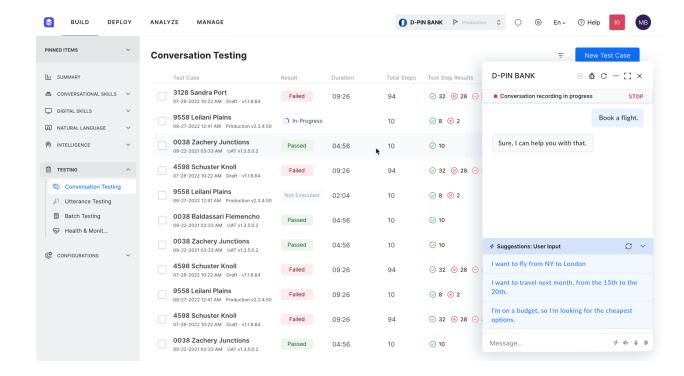
- The new approach provides you suggestions to create test cases for the NLU Batch Test Suites.
- You can review and accept the suggestions. In addition to the file upload way, this feature also includes the ability to manually add test cases.
- These test cases help bot designers to achieve higher coverage by including unseen phrases, entity checks, spelling mistakes, and negative cases.
- The test cases are generated on the basis of the following rules:
  - Structurally different test cases
  - Test cases with different entity combinations
  - Test cases without entities





## **Auto-creation of Conversation Test Suites**

- Get contextual suggestions while creating Conversation Test suites.
- Helps you in creating test suites with wide coverage of all possible ways in which users can respond for a prompt.
- It helps developers to predict and simulate the end user's behavior and check if the VA can execute all the defined flows by generating user responses and presenting any digressions from the specified intent.
- The user input suggestions are generated on the basis of the following rules:
  - With or without entities
  - Different combinations of entities in the user input
  - Digression to a different intent
  - Trigger error scenarios





Dynamic Conversations based on Generative Language Models



## **Dynamic Conversations**

### Dynamic Rephrasing of Responses

Leverage Generative AI to rephrase bot responses based on conversation context and users' emotions

### Al-Assisted Adaptive Dialog

Leverage the full potential of LLMs and Generative AI models to quickly build conversations that involve complex flows and provide human-like experiences.

### Eliminate NLP Training efforts with Zero-shot & Few-shot Model

Make your virtual assistants instantly effective with very little or no training required.

#### Answer from Documents

Leverages LLMs hosted by Kore.ai to identify the right content for a user query and Generative AI models from OpenAI to dynamically curate the answer.



## **Dynamic Rephrasing of Responses**

- Rephrases bot responses based on conversation context and users' emotions. resulting in more empathetic and natural responses that enhance user experience and engagement.
- This feature sends all User Prompts, Error Prompts, and Bot Responses to the Generative Al along with the conversation context, which depends on the configured number of user inputs.
- Responses are rephrased based on this context and user emotion, providing a more empathetic, natural, and contextual conversation experience to the end-user.
- Can be used for Entity, Confirmation and Message nodes in a Dialog Task

**D-PIN TRAVELS** (?) Hi, I am your travel assistant. How can I help you today? I have an emergency. I need to travel to Orlando today. Oh no, I'm sorry to hear that you're in a difficult situation. I'm here to help you as best I can. Let me check for available options from New York (LGA) to Orlando (MCO) today. Okay, I found a few flights available today. How about a flight departing from LGA at 2:30 PM and arriving in MCO at 5:15 PM? Yes, that sounds good  $\equiv$   $\bigcirc$ 

IVA responds with emphathy

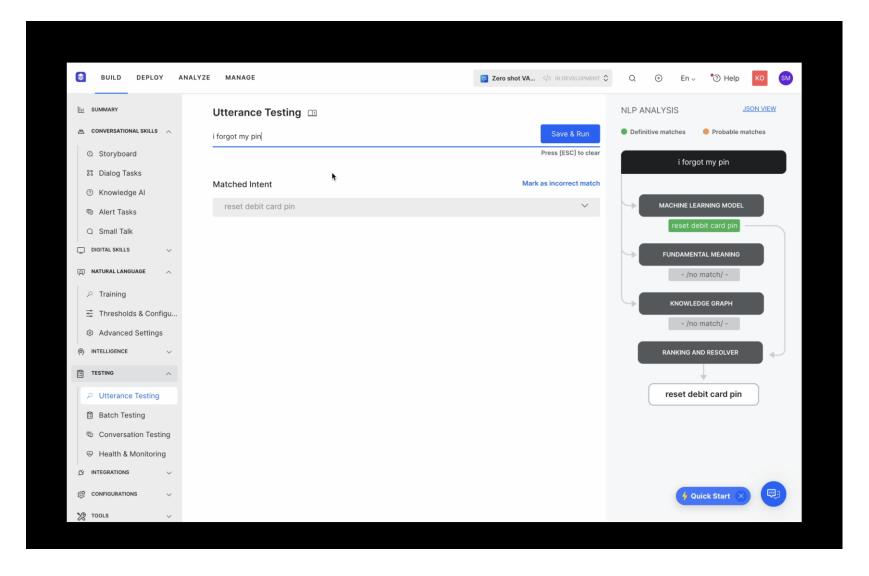


# **Zero-Shot and Few-Shot Training Models**

Zero-Shot Model (with OpenAl)	Few-Shots Model (Kore.ai Hosted Embeddings)
Key Considerations	Key Considerations
<ul> <li>Identify and define granular intents describing the purpose of user interaction, and not what bot can do</li> <li>Works well when the bot has good intent coverage</li> <li>Dialog intents and FAQs need to be treated the same</li> <li>No option to tweak the training if something does not work</li> <li>Utterances are required to train entities</li> </ul>	<ul> <li>Identify and define granular intents describing the purpose of user interaction, and not what bot can do</li> <li>Works well when the bot has good intent coverage</li> <li>Dialog intents and FAQs need to be treated the same.</li> <li>Will require few training utterances to for specific scenarios</li> <li>Utterances are required to train entities</li> </ul>
<ul> <li>Intent names and user utterances will be shared with OpenAI</li> <li>Bot designer needs to enable the integration with OpenAI by providing the API Key</li> </ul>	<ul> <li>No data is shared externally. LLMs are hosted with the Kore.ai XO Platform</li> <li>No additional enablement or cost is involved</li> </ul>
Advantages	Advantages
<ul> <li>No training required</li> <li>Uses OpenAl's LLM &amp; Generative AI models to identify the intent names by comparing the user utterance</li> </ul>	<ul> <li>Limited training required.</li> <li>Consistent responses, and easy to predict</li> <li>Easy to extend by additional training</li> </ul>

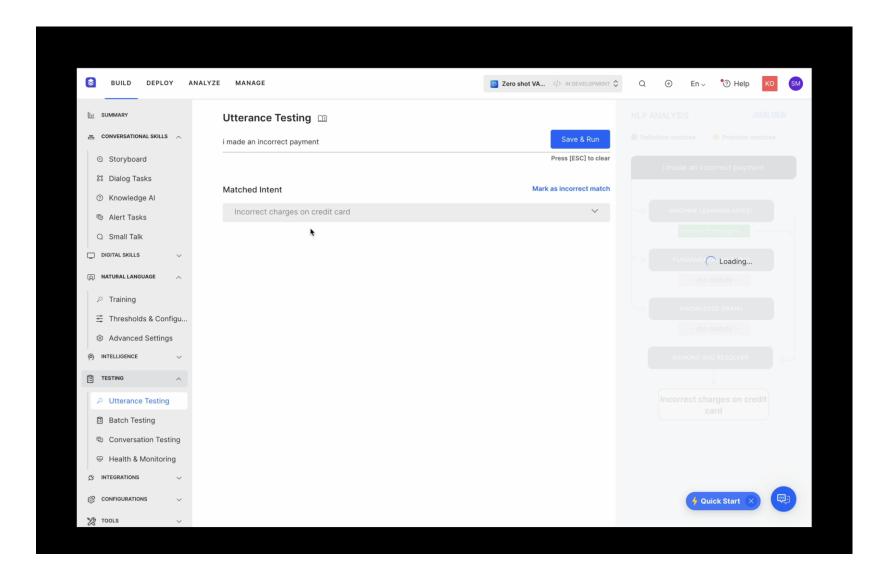
### kore.@

# **Zero-Shot with good result**



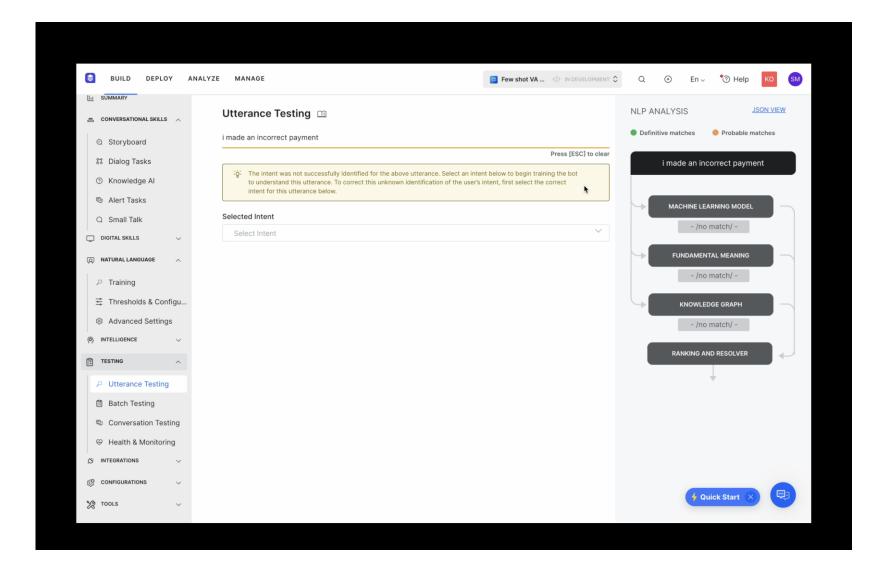
### kore.@

# Lifecycle powered by LLMs and Generative Al Zero-Shot with hallucination



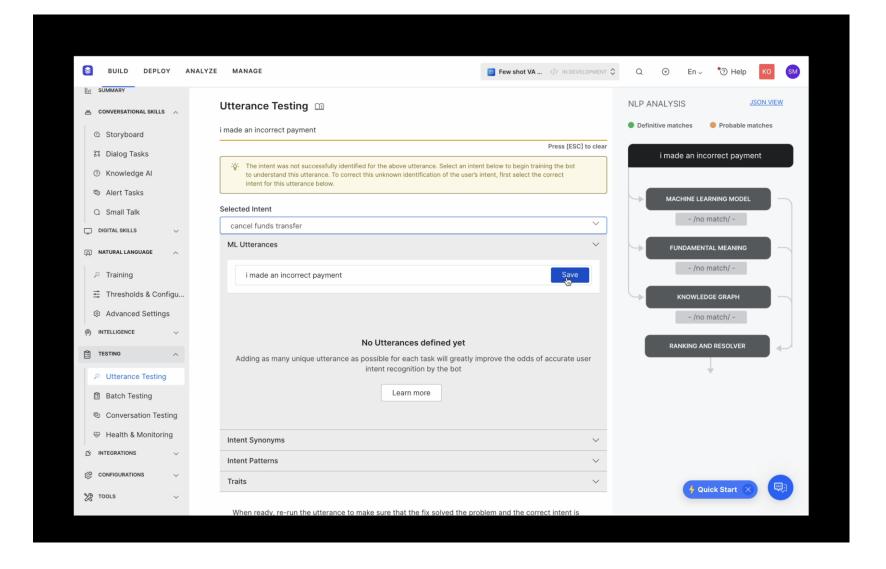


## Few-Shot can be trained for correction



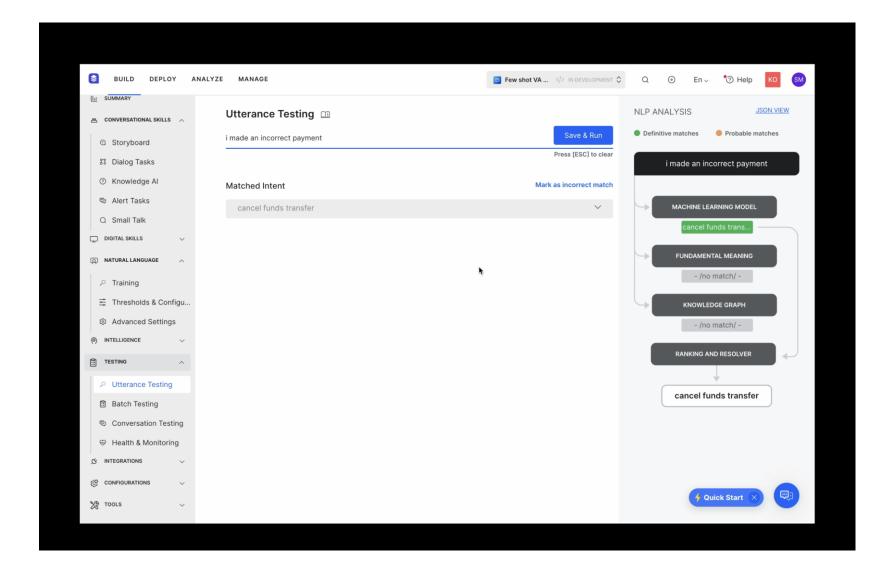


## Few-Shot can be trained for correction





## Few-Shot can be trained for correction

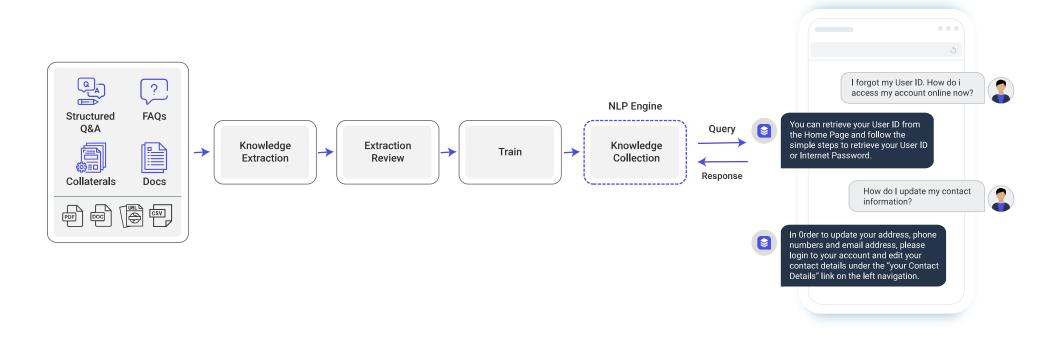




## **Answer from Documents**

#### **Kore.ai Knowledge Extraction**

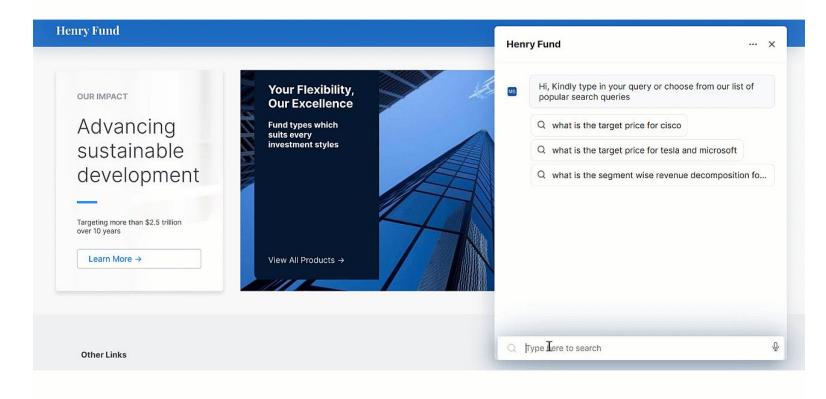
Extract, review, train and publish FAQs from structured and unstructured data in minutes, with ZERO coding





## **Answer from Documents**

- Automatically answer FAQs from PDF documents
- Not required extract the FAQs or train the Knowledge Graph
- FAQ identification as well as answer generation is handled out-of-the-box
- Answer generation is enabled via integration with OpenAl
- Designers can choose to review the auto-generated answers, curate the answers and add them to Knowledge Graph





**Advanced Analytics Powered by Generative Language Models** 



Lifecycle powered by LLMs and Generative Al

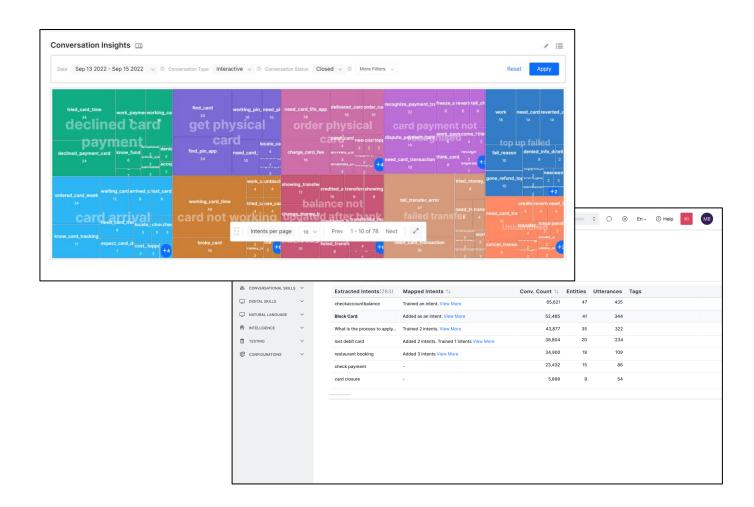
# **Advanced Analytics Powered By Generative Language Models**

#### Conversation Insights

 Enhance the IVA training by uncovering false positives and negatives

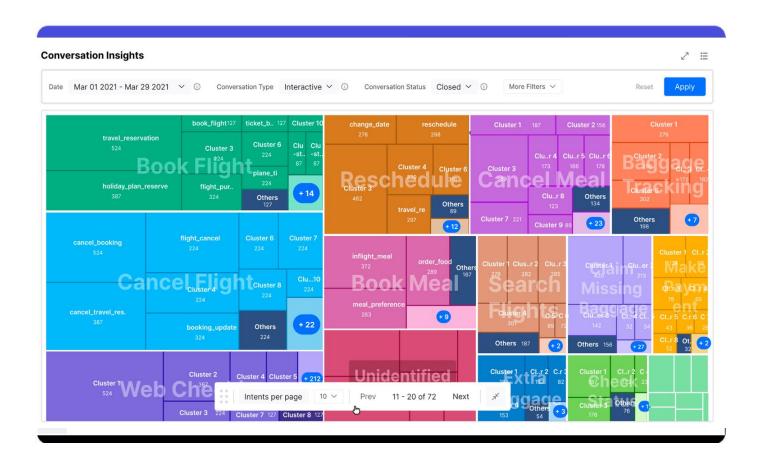
#### Intent Discovery

 Develop IVAs from transcripts by processing the historical chat transcripts





## **Conversation Insights**

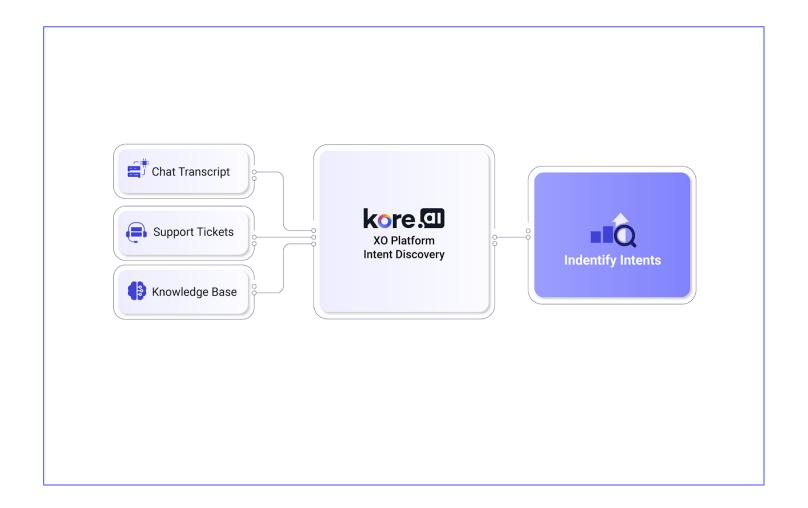


- Visual map of the user utterances to easily discover false positives, false negatives and opportunities to train new intents
- User utterances are clustered based on semantic meaning and mapped against intents
- Drill down to clusters or intents to analyze the utterance
- Follow-up actions to add training to Dialog or FAQ intents or identify and create new intents



# **Intent Discovery - Automate Dialog Generation**

- Add agent interactions and historical transcripts from PDF or CSV into the platform automatically.
- The platform intelligently extracts the information, reads, analyzes and identifies the intents and flows.
- After reviewing the identified intents, conversation designers may either add these intents as new intents for your virtual assistant or pick specific utterances and train them as utterances for your existing dialogs and FAQs.
- Leverages this data to build virtual assistants and to communicate with customers/users proactively.



### Kore.ai: Advantages for you

- Business-user friendly. Extensive feature set for nondevelopers and non-data-scientists in no-code tooling
- Agility Higher recognition rates with less training effort:
   3 Engine Approach
- Fully exposed NLP/NLU logic: Better insight for optimization
- Most complete feature sets in the market for large enterprises
- Easier to operationalize the solution within the owning business units
- **Innovation and excellence**. Compared to competitors, Kore.ai has a larger development organization
- Supports all major channels and languages
- Experience Optimization (XO): A single solution covers multiple automation use cases for clients, employees, agents and processes.
- True Omnichannel: Supports voice and digital channels, each at extremely high quality with transparent channel switching
- Flexible operating model: Cloud, Hybrid, OnPrem

Access the Gartner Magic Quadrant Report here!



### Kore.ai Named Leader in 2023 Conversational Al Gartner Magic Quadrant

Figure 1. Magic Quadrant for Enterprise Conversational AI Platforms





Visit Kore.ai for more information

**US Office Address** 

7380, West Sand Lake Road Suite 390 Orlando, FL 32819 India Office Address

3rd floor, Aurobindo Galaxy Towers, Opp. IKEA, Hi-Tech City, Madhapur, Hyderabad-500081

**UK Office Address** 

Alpha House, 100 Borough High Street London, UK SE1 1 LB Mail Us

info@kore.com

Follow Us







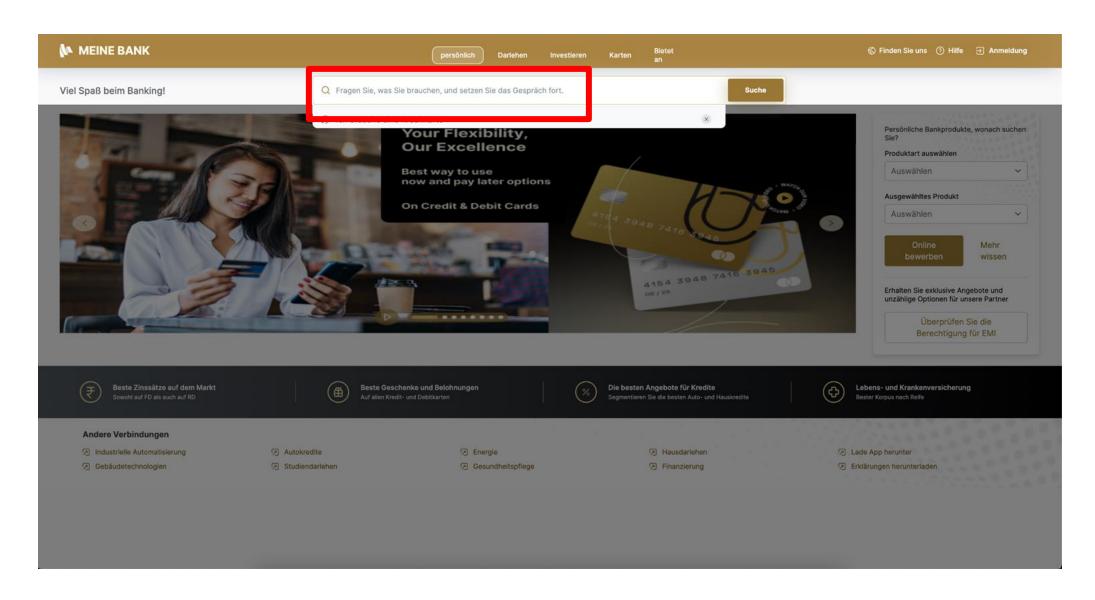


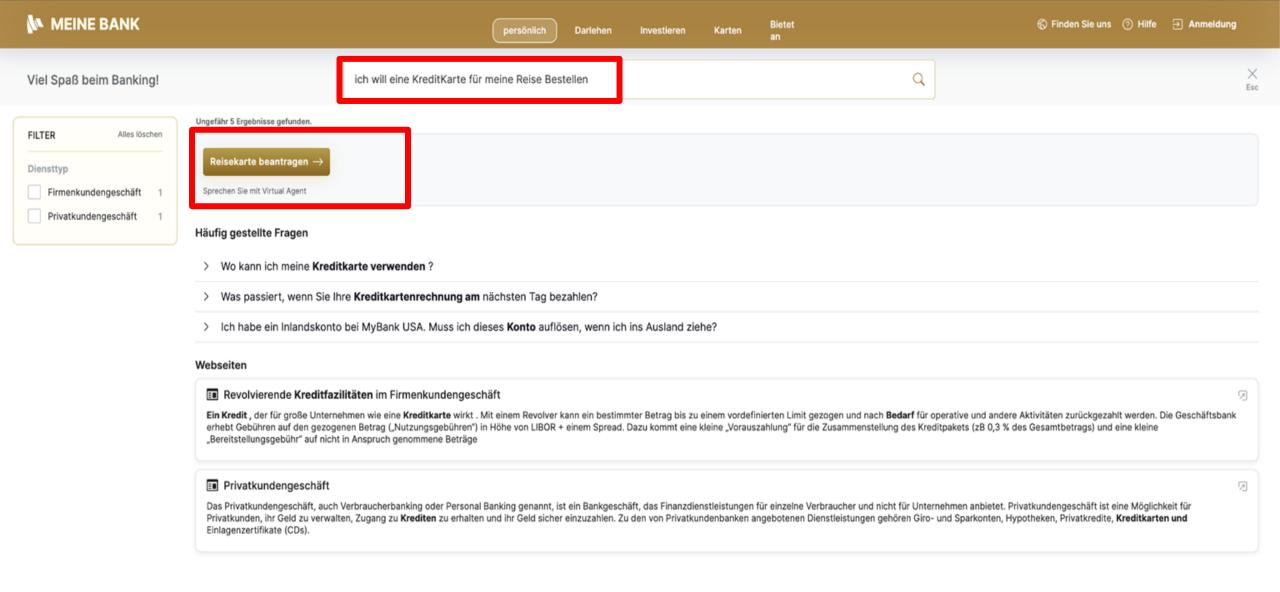




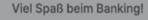
kore.@

### Kunde möchte neue Kreditkarte









ich will eine KreditKarte für meine Reise Bestellen

Q



Reisekarte beantragen →

Sprechen Sie mit Virtual Agent

#### Häufig gestellte Fragen

Ungefähr 5 Ergebnisse gefunden.

- > Wo kann ich meine Kreditkarte verwenden ?
- > Was passiert, wenn Sie Ihre Kreditkartenrechnung am nächsten Tag bezahlen?
- Ich habe ein Inlandskonto bei MyBank USA. Muss ich dieses Konto auflösen, wenn ich ins Ausland ziehe?

#### Webseiten

Revolvierende Kreditfazilitäten im Firmenkundengeschäft

Ein Kredit, der für große Unternehmen wie eine Kreditkarte wirkt. Mit einem Revolver kann ein bestimmter Betrag bis zu einem vordefinierten Limit gezogen und nach Bedarf für operat erhebt Gebühren auf den gezogenen Betrag ("Nutzungsgebühren") in Höhe von LIBOR + einem Spread. Dazu kommt eine kleine "Vorauszahlung" für die Zusammenstellung des Kreditpak "Bereitstellungsgebühr" auf nicht in Anspruch genommene Beträge

Privatkundengeschäft

Das Privatkundengeschäft, auch Verbraucherbanking oder Personal Banking genannt, ist ein Bankgeschäft, das Finanzdienstleistungen für einzelne Verbraucher und nicht für Unternehm Privatkunden, ihr Geld zu verwalten, Zugang zu Krediten zu erhalten und ihr Geld sicher einzuzahlen. Zu den von Privatkundenbanken angebotenen Dienstleistungen gehören Giro- und SEinlagenzertifikate (CDs).

