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2020

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AMELIA®

AN IPSOFT COMPANY

2020 NORTH AMERICAN CONVERSATIONAL AI CUSTOMER VALUE LEADERSHIP AWARD

Contents

Background and Company Performance

Industry Challenges

In its fourth decade, the contact center industry has blossomed from bullpens of agents fielding calls doled out by automatic call distributors to complex contact centers that handle customer interactions across myriad channels, including those that enable customers to self-serve rather than speak with an agent. In fact, consumers now prefer self-service as the first method of interacting with a business.

But this was not always the case. The earliest self-service customer interaction channel, interactive voice response (IVR), was not designed in response to customer demand at all. Instead, these early IVR systems were created as cost-cutting applications that enabled call centers to divert incoming calls from live agents in full or in part, offloading them of tedious, time-consuming tasks, such as checking bank balances or retrieving account information.

Early IVRs had limited capabilities that only allowed for touch-tone input from customers and to provide access to a limited set of data; however, within roughly five years of the first customer deployments, IVR capabilities expanded. Most notably, voice-user interfaces powered by speech recognition for menu navigation as well as input and text-to-speech for reading information back to callers greatly expanded the usability and capability of IVRs. The industry never looked back as it continuously added more sophisticated speech technology-driven options, including vertical market-specific grammar and natural language understanding (NLU) capabilities to enable more human-like interactions.

Decades later, while IVR is still in use, the industry has ushered in more compelling and advanced self-service options that take advantage of decades of development in the areas of speech technologies, machine learning (ML), and artificial intelligence (AI). Virtual assistants, chatbots, and intelligent personal assistants are only a few monikers used to describe the latest generation of speech-enabled self-service options. This virtual digital workforce has wildly divergent capabilities, ranging from speech-enabled replacements for IVR systems to fully featured AI, text, and NLU-enabled virtual agents that can hold a 'conversation' with a customer, complete tasks in the front and back office, and work alongside agents to provide assistance.

The challenge for solution providers is in properly marketing the abilities and limitations of these platforms, and the goal for their customers is to cut through the hype and noise to find the right platform provider that fits their needs. To be a winner in this era of digitally enhanced customer contact requires a platform that is flexible and can provide advanced process automation to increase operational efficiencies yet offer engaging self-service options across a broad array of channels.

Customer Impact and Business Impact of Amelia, an IPsoft Company

Amelia, an IPsoft Company (formerly simply IPsoft) provides the platform to create effective and engaging self-service customer journeys that drive business value, not only in the contact center but across the enterprise. In fact, the company's mission statement says that, "Teaming human and digital colleagues to unleash creativity and deliver

business value. We build cognitive AI solutions for the Enterprise."

Customer Purchase Experience

When enterprises determine that employing a virtual assistant makes sense for their business, they need to make some critical decisions. Which aspects of customer care do they want to automate? How can this new channel best reflect their brand image? For instance, is the goal to reduce costs, is it to increase customer satisfaction (CSAT), or is it to differentiate customer service from the competition?

Amelia, the company's IVA, makes that decision easy. As one of the most feature-rich and adaptable digital workers in the market, Amelia fits into all parts of an organization and not only in customer care. Amelia can be easily expanded with new capabilities, take on new responsibilities, and be used as the "face" of the business for external customers and employees.

Who is Amelia?

Amelia is the most comprehensive conversational AI agent on the market. Customers and employees communicate with Amelia via natural language (voice or chat) to resolve support issues or ask questions. Amelia responds quickly and carries out tasks for users by connecting with back-office applications. She delivers relevant, personalized information efficiently, freeing up humans to focus on high-value tasks.

Natural language understanding. Amelia understands words and their intended meaning, providing contextual responses with high accuracy and minimal input for training.

Connects to Enterprise Systems. Amelia's prime purpose is to execute and resolve tasks on behalf of customers and end-users in existing backend systems.

Presents visual information. Amelia controls what the users see (Web/Mobile) so that she visually guides them through the process.

Understands sentiment. Amelia understands sentiment and delivers appropriate responses, ensuring high user satisfaction.

Context switching. Unlike a chatbot, Amelia switches between threads and topics flexibly, providing quality humanlike experiences.

Learns and improves over time. Amelia uses observation and supervised learning to advance over time and address similar future scenarios without human intervention.

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As with most IVRs on the market today, Amelia works 24/7 and can answer customer queries using natural language. She can help maintain compliance by verifying who the customer is while masking any sensitive data during the interaction. Amelia can be used in a supporting role as well by enabling agents to query Amelia in the background while they are assisting customers. Amelia can then respond and guide agents on the next steps or proactively provide information or guidance.

More importantly, Amelia takes virtual work to a whole new level. As a next-generation intelligent assistant, Amelia sports an enviable, comprehensive, AI-powered array of capabilities to increase CSAT, lower costs, and differentiate the businesses employing her. For example, when used as the "face" of the business representing a brand, Amelia engages with customers as a live agent would by asking how she can help them and then allowing them to answer in a completely unstructured way, no matter how complex the query. She understands customer sentiment and intent and can change how she interacts

based on conversation content and emotion. She understands that people change their minds or switch topics, and she adapts to the change by handling the new context. At the same time, she can still go back and continue with the original intent of the conversation.

When used in an agent support role, Amelia's recommendation engine can analyze 50,000 conversations in less than one second and highlight to the agent the top five best responses based on semantic analysis. The model is then continuously retrained based on agent choices to keep it fresh, relevant, and useful.

Amelia's features of note include the following:

- Sentiment understanding: Amelia understands sentiment and can tailor appropriate responses to customers to increase CSAT.

- Amelia's Low-code process designer and Digital Employee Builder empower subject matter experts to build fully functional digital employees without the need for core development resources.

- Context switching: Amelia flexibly switches between threads and topics, creating a more humanlike experience.

- Amelia can integrate with a multitude of back-end systems, including CRM, ticketing systems, and Active Directory.

- Automated learning and training: Amelia uses deep neural networks (DNN) to cluster unknown utterances, which allows for the faster development of use cases and easier ongoing improvement.

- Continuous learning and improvement: Once Amelia is in production, she will analyze conversations that she could not complete by herself and provide recommendations to subject matter experts for further improvement in three core areas. First is improving intent recognition by identifying utterances that are close. Second is in minimizing abandonment rates by identifying where people are abandoning the call, and finally she analyzes and compares situations where she had to escalate to a human agent to find optimizations.

- End2End learning for use in the front and back office allows Amelia to learn both the dialog human agents are having and what these agents do in enterprise systems to resolve customer requests.

- Amelia has conversational intelligence and knows how to handle human variance without programming, so she won't be confused when somebody changes their mind or does not answer her direct questions.

- The solution includes Net Promotor Score metrics, integrated customer journey, and business analytics for continuous improvements.

- Amelia has omnichannel interaction, including voice, text, web, mobile, and messaging systems, with seamless switching between channels.

- Customers can use Amelia as a branded avatar with human-like video interaction.

- Multilingual: Amelia is fluent in over 100 languages. She can take input from a language, translate it into another language she understands, use NLP, and respond back in the original language.

- Amelia even translates languages in real-time for human agents, allowing them to respond and read and respond in their native language, and have Amelia translate the response back to the customer in their native language.

Customer Ownership Experience

Frost & Sullivan believes that Amelia's long history of innovation in the area of automation and AI is a key contributor to customers deciding to partner with the company. While dozens of new suppliers have flooded the market with digital workers in the past decade and have marketed early robotic process automation (RPA) solutions, Amelia actually received its start by solving the knottier issues of process automation in the back office in a more complex environment. In fact, the company launched its first product only three years after its founding in 2001, with the release of IPcenter version 1, thus pioneering Internet-based remote infrastructure management.

After 15 years in the market, the company began providing a customer-facing IVA with the launch of its same-named Amelia platform in 2014. Amelia was the first enterprise conversational intelligence assistant designed to complete job functions. When introduced, she used NLU and could perform simple step-by-step process automation, such as invoice processing. From that point on, the company cemented its place in the ongoing refinement of feature-rich virtual assistant engagement.

Amelia: +6 years of Innovation in Conversational Intelligence

Amelia v1, 2014
Assisted vendors with end-to-end invoice reconciliation through integration with SAP.

Amelia v2, 2015
Performed end-to-end IT Service desk and HR functions supporting tens of thousands of employees across multiple languages.

Amelia v3, 2017
Handles +200,000 daily voice interactions – moving customers from a tedious IVR to conversational problem solving.

Amelia v4, 2020
Advanced features and functionality.

- Redesigned Process Designer for Citizen Developers
- Inductive learnings across all brain modules and responders
- End-to-end learning for dialog and backend system interactions
- Sentient analytics for continuous improvement (intents, abandonment and escalations)

Since that time, two significant versions of Amelia have followed. Amelia V2 appeared in 2015 and included the ability to do end-to-end IT service desk and HR functions. At that time, the company introduced ML classifiers for intent recognition, emotional memory for escalations, and episodic memory for non-structured dialog. Amelia V3 in 2017 added even more capabilities, including the ability to perform conversational problem solving with contextual awareness, observational learning, and intelligent process execution. These advancements enable Amelia to converse with customers even more like a live agent would.

For instance, in a retail environment, a customer might say, "I've been looking for a pair of white Nike Air Zooms in a size 10 and can't find them and need them by Friday." Amelia can confirm the intent and ask follow-up questions for more information, such as if the customer wants a men's or women's size 10. When the customer responds with "They are for my son's birthday," Amelia can then search the inventory. Using caller ID, Amelia can determine that the customer has a credit card with the store and where the customer lives. She will then respond with, "We have that in stock at two stores near you. Would you like to purchase with your card and pick up in the store or have it shipped to your home address on First Street?" Since Amelia understands that the customer needs them by a certain time and that the item is for someone other than the caller, Amelia might surmise that it is a present and ask if the customer wants the shoes gift wrapped.

Frost & Sullivan believes that the ongoing enrichment of the capabilities detailed above has propelled large brands worldwide to adopt Amelia. For example, an additional compelling capability is that customers can choose to start in one area, such as customer service, and utilize Amelia in another area, such as back-office invoicing, or even create a self-service portal with Amelia as the guide to multiple tasks and functions. She can be trained to orchestrate intents in different domains and change as needed within the same conversation, without specialized training by the customer.

Price/Performance Value

Numerous case studies demonstrate the value that the Amelia platform provides. For instance, Telefónica, the leading telco in Peru, uses the Amelia platform to handle mobile and landline customer support, fielding 7 million calls a month. Within six months of installation, Telefónica had implemented 28 use cases for Amelia, with 91% intent recognition, enabling her to handle 20% of all customer support interactions without any human involvement.

If Telefónica's results were not dramatic enough, there is one truly germane example of the value of having her in the contact center that will resonate with everyone. During the onset of the COVID-19 pandemic, when countries and communities were quickly being locked down, Peru was no exception, but Telefónica was there to help. The company had to close its contact center for one week, and during that time, the only way to contact it was through Amelia. Thousands of calls were handled, from basic upgrades to plans to mobile phone support-type calls, for Peruvians who suddenly had to work from home and ran into issues that required immediate resolution.

Similarly, BBVA, which is the leading bank in Mexico, uses Amelia in its customer-facing

mobile app. BBVA's branded Amelia avatar, Blue, is designed to improve the customer experience (CX). Since its launch in December 2019, Blue has assisted 9.2 million users with 150,000 conversations a month, with 90% intent recognition and 62% end-to-end resolution.

Bankia, as the fourth-largest bank in Spain, sought to 'go all in' on the use of Amelia as a way of digitally transforming its business and differentiating its customer service from the larger participants in the market. As such, Bankia embarked on three separate projects with three different partners in the area of employee support, contact center, and mobile app support for customers. The results have been significant. Bankia has handled 7,000 employee support conversations a month, with 80% intent recognition on more than 80 intents and with 60% end-to-end resolution. Bankia's call center application has handled 44,000 calls since going live in January 2020, and its mobile app has handled 76,000 conversations a month since going live in February 2020, with 50% end-to-end resolution. Bankia has gone on record to say that the Bankia app is the biggest cost-reduction solution it has implemented and that it plans to expand to using it on its web page.

Furthermore, Frost & Sullivan believes that by using some of the more advanced capabilities under the umbrella of AI, Amelia is taking self-service to the next level and providing even more value for customers. Of particular note is her ability to use sentiment detection to connect with customers better and to course correct during a conversation, improve CSAT, and reduce customer churn.

Customer Acquisition

The refinement of Amelia has opened the door to large-scale deployments of virtual workers that improve both the CX and the bottom line for organizations deploying these digital workers in contact centers.

Another key investment and product launch, however, have further increased the company's capacity to expand current customers' capabilities and acquire an ever-expanding base of customers looking to transform their businesses digitally. Working off its history of process automation in IT, Amelia developed a formal end-to-end automation and integration platform and launched 1Desk in 2018. With the new branding of the Amelia HyperAutomation Platform, the solution is a cognitive, autonomic platform that allows for end-to-end process automation of an organization's back-end system, with Amelia as the conversational front-end of a multi-functional 'help desk.' Using Amelia, organizations can replace trouble tickets with a virtual assistant to access and automate tasks requested by internal employees, such as checking on stock options, helping file invoices, getting information on legal compliance issues, requesting time off, or any number of functions that require human assistance in accessing corporate databases.

Furthermore, if Amelia becomes stuck and needs human assistance, she can observe and learn from the assistance and become better over time, learn which additional processes can be automated, and then automate them. In addition, Amelia can proactively monitor systems to give a heads up in case something is imminent, such as an employee-facing system outage.

As the next step in the company's evolution, Amelia version 4 and DigitalWorkforce.ai were both launched in 2020, providing more incentive for organizations to investigate what the company has to offer. Perhaps the most appealing aspect of DigitalWorkforce.ai is that it is self-configuring. Rather than a developer going through the configuration steps required, such as downloading workflows and then developing the IVA, Amelia can do this herself in a completely automated way. She integrates with any back-end information system, including Active Directory and ITSM ticketing systems. For example, in a service desk environment, she is intelligent enough to understand the 8 to 10 things she needs to ask the developer so that she can configure herself to begin working with ServiceNow and start opening trouble tickets.

In addition, Amelia has sought to make it easier for customers to adopt its solutions. For example, Amelia was the first company to create a conference for digital workers by kicking off its first Digital Workforce summit in 2017. In 2020, the company launched Digitalworkforce.ai, which is a marketplace for crowdsourced, pre-trained digital employees to support the goal of onboarding new digital workers faster. With the digital marketplace, customers can activate a working IT services agent in the cloud. Amelia is committed to making it easier for Amelia to integrate with other platforms to enable business users to give Amelia complex instructions and have her carry them out without any worry on the user's part.

Customer Service

Amelia, an IPsoft Company, goes to great lengths to make Amelia successful in clients' environments. The company's goal with each implementation is to reach a 90% intent recognition minimum baseline, which means that Amelia can understand and act on the intent of the caller at least 90% of the time so that customers are happy and come back. The company has extensive expertise in the core areas that helped build the Amelia engine, including linguists, speech scientists, and developers and programmers who are

Amelia v4 Innovations at a Glance

Aspect-based Sentiment
Aspects allows Amelia to determine where positive or negative sentiment should be attributed as part of the dialog helping improve CSAT and NPS metrics.

100+ Languages
Build once, respond in 100+ different languages. Real-time translation service allows Amelia to respond intelligently in any language.

Low-code Process Designer
Designed for the tech savvy business analyst (aka Citizen Developer) to quickly develop new use-cases. Easily incorporate APIs, RPAs and visual components with the advanced Dialog capabilities of Amelia

Sentient Self-learning
Consolidated improvement dashboard for knowledge engineers designed to automatically analyze and drive higher intent recognition rates, minimize abandonment rates and reduce escalations.

End-to-End Learning
Amelia learns from dialog with customers (front-office) to system interactions (back-office) and synchronizes this learning between Cognitive and Autonomics.

Even more Human-like
Understands more complex dialog out-of-the-box and handles human variance by allowing customers to change their mind, switch context and even have casual conversations as needed.

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available to assist customers as they set up centers of excellence and develop Amelia.

The company holds four-day boot camps to teach customers how to build and continuously improve Amelia on their own and to reskill their employees to build additional Amelia agents. Moreover, Amelia the company maintains a strong partner-enablement program and works closely with partners.

The company has a customer-run Amelia Customer Community where customers can share their experiences, concerns, and ideas with each other. While not part of this effort, Amelia executives is regularly invited to speak on community-generated topics at monthly meetings and to obtain ideas for improvements from the community as well. Perhaps the most important addition to Amelia's customer support toolkit is its new Digitalworkforce.ai where customers can download use cases and rapidly create, test, and deploy new ones.

Brand Equity

In the market for more than 20 years, the company has evolved its self-service Amelia platform to be one of the most fully featured conversational AI platforms on the market today. As one of the earliest entrants to the market, Amelia has built its brand into a global provider of automated solutions, operating in 13 countries, with 1,500 employees who support over 600 clients.

With Amelia, the brand literally speaks for itself and creates its own brand awareness across a multitude of high-profile brands, such as those detailed above. The company uses this to its advantage, continuously creating use cases and customer case studies and videos for its website, having customers speak on Amelia's behalf in webinars, and pushing out content through social media.

Conclusion

With its history of innovative firsts and ability to address the digital transformation needs of the front and back office, Amelia has cemented its place as a leader in the use of conversational AI to enhance the customer and employee experience. Amelia's ease of use, powerful conversational intelligence, and ability to handle customer intent allow customers to reduce costs and improve satisfaction.

By taking conversational AI to the next level in real-world deployments, Amelia, an IPsoft Company, has earned Frost & Sullivan's 2020 Customer Value Leadership Award in the North American conversational AI market.

Significance of Customer Value Leadership

Ultimately, growth in any organization depends on customers purchasing from a company and then making the decision to return time and again. Satisfying customers is the cornerstone of any successful growth strategy. To achieve this, an organization must be best in class in 3 key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Understanding Customer Value Leadership

Customer Value Leadership is defined and measured by 2 macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel valued and confident in their products' quality and performance. This dual satisfaction translates into repeat purchases and a lifetime of customer value.

Key Benchmarking Criteria

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated Customer Impact and Business Impact according to the criteria identified below.

Customer Impact

    Criterion 1: Price/Performance Value
    Criterion 2: Customer Purchase Experience
    Criterion 3: Customer Ownership Experience
    Criterion 4: Customer Service Experience
    Criterion 5: Brand Equity

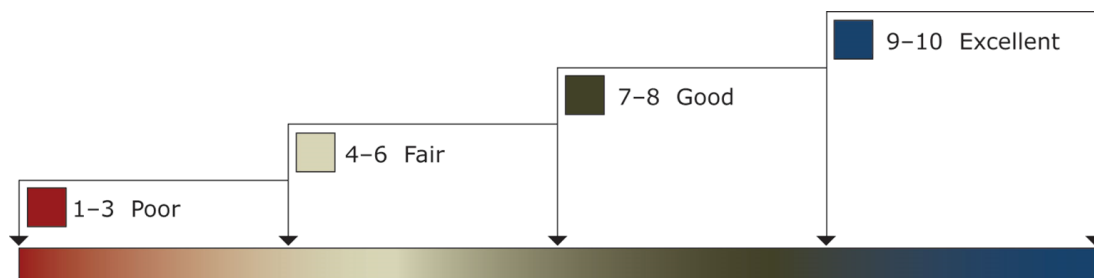**Business Impact**

    Criterion 1: Financial Performance
    Criterion 2: Customer Acquisition
    Criterion 3: Operational Efficiency
    Criterion 4: Growth Potential
    Criterion 5: Human Capital

Best Practices Award Analysis for Amelia, an IPsoft Company

Decision Support Scorecard

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard. This tool allows research and consulting teams to objectively analyze performance according to the key benchmarking criteria listed in the previous section, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation. Ratings guidelines are illustrated below.

RATINGS GUIDELINES

9–10 Excellent
7–8 Good
4–6 Fair
1–3 Poor

The Decision Support Scorecard considers Customer Impact and Business Impact (i.e., the overarching categories for all 10 benchmarking criteria; the definitions for each criterion are provided beneath the scorecard). The research team confirms the veracity of this weighted scorecard through sensitivity analysis, which confirms that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

The results of this analysis are shown below. To remain unbiased and to protect the interests of all organizations reviewed, Frost & Sullivan has chosen to refer to the other key participants as Competitor 1 and Competitor 2.

Measurement of 1–10 (1 = poor; 10 = excellent)			
Customer Value Leadership	Customer Impact	Business Impact	**Average Rating**
Amelia, an IPsoft Company	**9.5**	**9.5**	**9.5**
Competitor 1	7	6.5	6.75
Competitor 2	6.5	6.5	6.5

Customer Impact

Criterion 1: Price/Performance Value
Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 2: Customer Purchase Experience
Requirement: Customers feel they are buying the optimal solution that addresses both their unique needs and their unique constraints.

Criterion 3: Customer Ownership Experience
Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service.

Criterion 4: Customer Service Experience
Requirement: Customer service is accessible, fast, stress-free, and of high quality.

Criterion 5: Brand Equity
Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

Business Impact

Criterion 1: Financial Performance
Requirement: Overall financial performance is strong in terms of revenue, revenue growth, operating margin, and other key financial metrics.

Criterion 2: Customer Acquisition
Requirement: Customer-facing processes support the efficient and consistent acquisition of new customers, even as it enhances retention of current customers.

Criterion 3: Operational Efficiency
Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high quality standard.

Criterion 4: Growth Potential
Requirements: Customer focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

Requirement: Company culture is characterized by a strong commitment to quality and customers, which in turn enhances employee morale and retention.

Decision Support Matrix

Once all companies have been evaluated according to the Decision Support Scorecard, analysts then position the candidates on the matrix shown below, enabling them to visualize which companies are truly breakthrough and which ones are not yet operating at best-in-class levels.
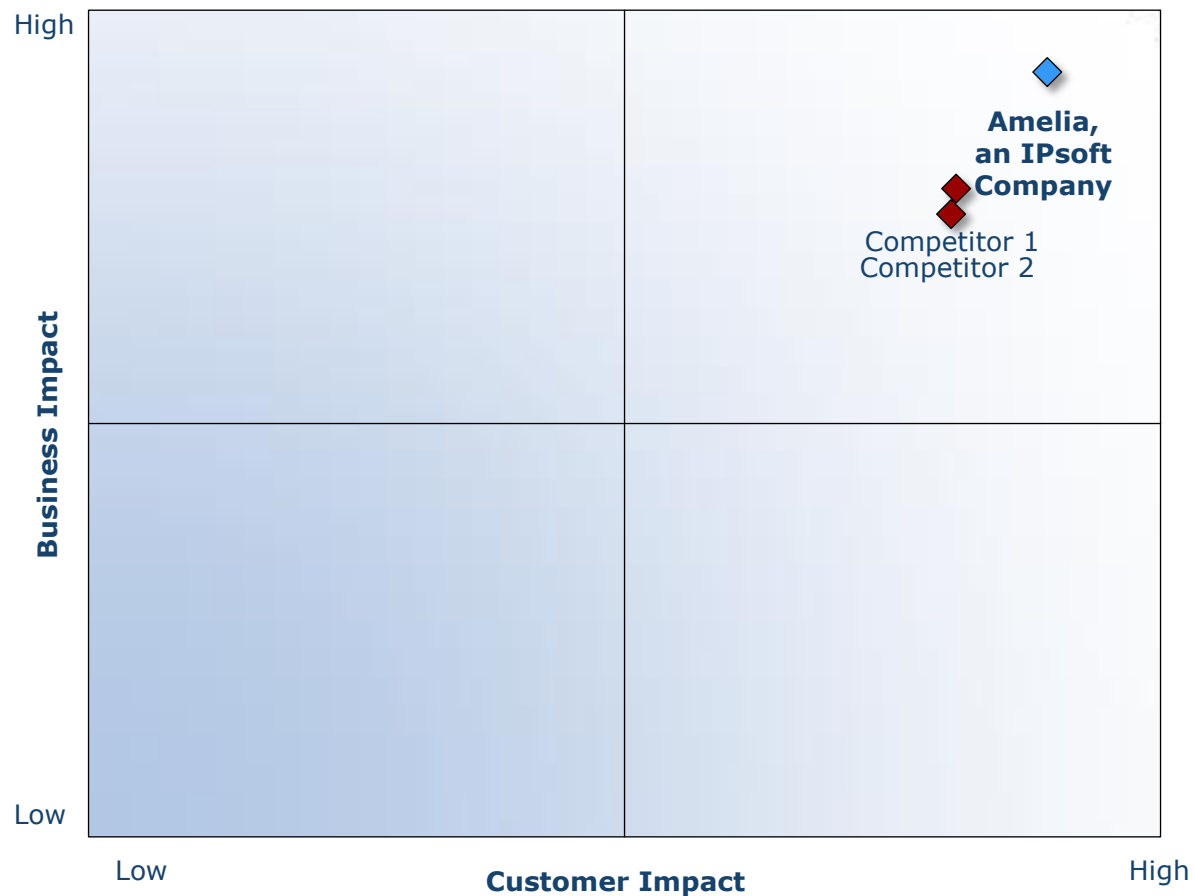
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate award candidates and assess their fit with select best practices criteria. The reputation and integrity of the awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 **Monitor, target, and screen**	Identify award recipient candidates from around the world	• Conduct in-depth industry research • Identify emerging industries • Scan multiple regions	Pipeline of candidates that potentially meet all best practices criteria
2 **Perform 360-degree research**	Perform comprehensive, 360-degree research on all candidates in the pipeline	• Interview thought leaders and industry practitioners • Assess candidates' fit with best practices criteria • Rank all candidates	Matrix positioning of all candidates' performance relative to one another
3 **Invite thought leadership in best practices**	Perform in-depth examination of all candidates	• Confirm best practices criteria • Examine eligibility of all candidates • Identify any information gaps	Detailed profiles of all ranked candidates
4 **Initiate research director review**	Conduct an unbiased evaluation of all candidate profiles	• Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles	Final prioritization of all eligible candidates and companion best practices positioning paper
5 **Assemble panel of industry experts**	Present findings to an expert panel of industry thought leaders	• Share findings • Strengthen cases for candidate eligibility • Prioritize candidates	Refined list of prioritized award candidates
6 **Conduct global industry review**	Build consensus on award candidates' eligibility	• Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates	Final list of eligible award candidates, representing success stories worldwide
7 **Perform quality check**	Develop official award consideration materials	• Perform final performance benchmarking activities • Write nominations • Perform quality review	High-quality, accurate, and creative presentation of nominees' successes
8 **Reconnect with panel of industry experts**	Finalize the selection of the best practices award recipient	• Review analysis with panel • Build consensus • Select recipient	Decision on which company performs best against all best practices criteria
9 **Communicate recognition**	Inform award recipient of award recognition	• Announce award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of award and plan for how recipient can use the award to enhance the brand
10 **Take strategic action**	Upon licensing, company is able to share award news with stakeholders and customers	• Coordinate media outreach • Design a marketing plan • Assess award's role in strategic planning	Widespread awareness of recipient's award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of the research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, resulting in errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS
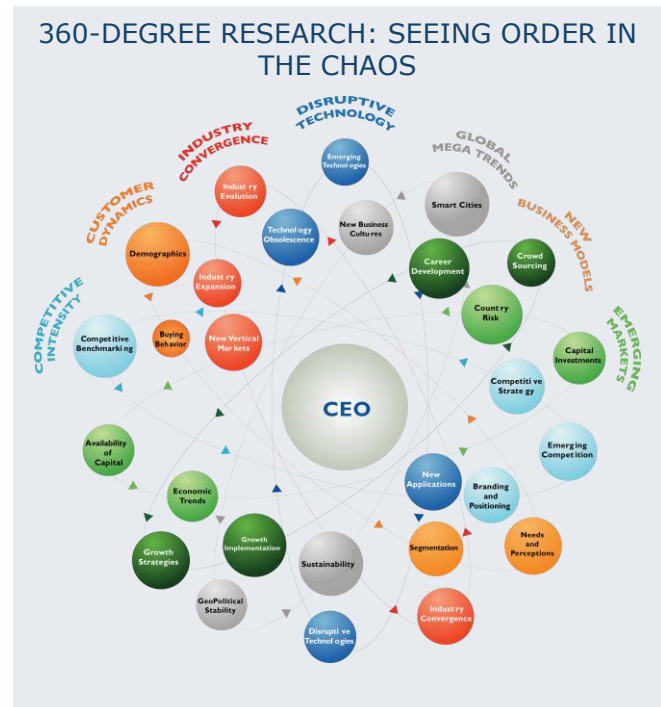
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