

PRODUCT GUIDE

ai-powered digital agents

∴ Humach



the overview

Our Digital Agents enhance every touch-point and improve experiences for the customers that make your brand thrive.

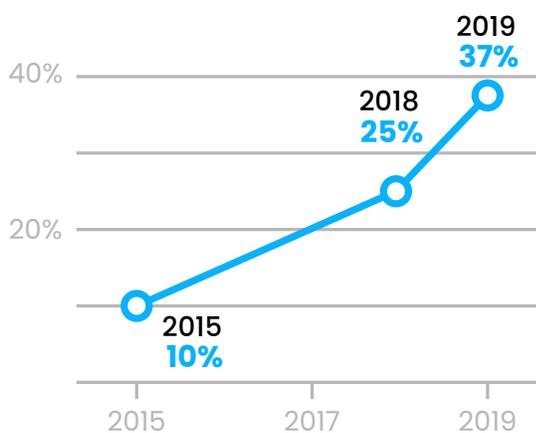
A digital workforce is not some far-off trend - it's here today, and while AI can handle many "human" jobs, it has the biggest impact when it's complimenting humans, not replacing them. Our AI-powered Digital Agents automate routine and repetitive interactions which frees up your humans to provide value where they're needed most.

Humach Digital Agents deliver innovative customer experiences and intelligent interactions that power the world's leading brands. By leveraging the intelligence of both humans and machines, business get the full potential of AI while delivering a Digital Agent and a customer experience that constantly improves.

the benefits

Demand for AI-powered customer service has never been higher as businesses realize the benefits of using Digital Agents. A 2019 survey from Gartner showed that the number of enterprises employing AI has grown 270% over the past four years in response to acute talent shortages and rising labor costs.

Enterprise AI Implementation Between 2015 - 2019



Source: Gartner

COST SAVINGS

Many companies still use human agents to do repetitive tasks. Assigning those tasks to Digital Agents will help your organization to significantly decrease support costs. Donna Fluss, CEO of DMG Consulting explains the impact that even a minor enhancement can have on your bottom line: "Just a small improvement in utilization rates can improve the customer experience and net millions in savings. For example, if the cost of an agent handled call is \$5, a 2% increase in IVR utilization for a business that receives 1 million calls per month represents a savings of \$100,000 per month, or \$1.2 million per year."

IMPROVED CUSTOMER EXPERIENCE

84% of organizations expected to increase investments in customer experience (CX) technology in the year ahead. That's because consumers are becoming more demanding and have grown to expect an immediate service response anytime,

anywhere, and on any device. They are also increasingly looking for self-service options that enable them to solve problems without speaking to a live agent—and customers almost always prefer a Digital Agent to waiting for a live one. Digital Agents can also help remove the deep layers of IVR menus that frustrate most callers. As Donna Fluss, president of DMG Consulting, wrote, “A remarkable thing is happening in the realm of customer service: After years of rejecting self-service, customers are changing their tune. Consumers of all ages are showing a preference for self-service solutions over talking to agents.”

DIGITAL TRANSFORMATION

It doesn't matter if you're running a new business that's disrupting a legacy market or if you're working in traditional “brick and mortar” business trying to defend against the “digital first” competition. Building loyal relationships with customers and prospects through digital and online interactions is critical. The level of quality and capacity Digital Agents provide make them a valuable asset for digital transformation strategies and offer a significant competitive advantage.

GREATER COMPLIANCE

A key concern for most businesses is compliance with industry regulations — and rightfully so. The penalties can be

staggering: PCI-DSS fines can range from \$5,000 to \$10,000 per month and HIPAA fines range from \$500–\$5000 per violation and can include criminal prosecution. Humach's Digital Agents help organizations avoid violations and penalties by collecting sensitive customer data without ever revealing it to a human agent. Digital Agents are PCI-DSS and HIPAA compliant with a Secure Call Proxy for voice, which allows Digital Agents to securely process PCI-compliant transactions.

INNOVATION

As the technology landscape continues to evolve, service leaders are under pressure to deliver new innovations in customer care. Do you have an AI strategy? Can you blend your online and phone-based customer service models? Can your old IVR handle an increase in self-service capacity? Our mission is to make it easier for you to innovate by giving you access to latest and most advanced conversational AI technologies and self-service applications. With our Digital Agents, you get access to multiple services for speech recognition, text-to-speech voice biometrics and more. And with Humach, a team of in-house developers isn't required to manage service - you can relax and leave all the heavy lifting to our team of AI experts.

A woman with long brown hair, wearing a blue blazer over a yellow top and blue jeans, is sitting in a grey office chair. She is holding a black mobile phone to her ear and smiling. Her legs are crossed at the ankles, and she is wearing brown lace-up shoes. A black messenger bag with the word 'sphero' on it is resting on the floor next to the chair. The background shows a modern office environment with framed artwork on the wall and a wooden table. A large blue abstract shape is overlaid on the right side of the image, containing the text.

**Digital Agents
can interact
and support
customers on
any channel,
at anytime.**

what makes a digital agent

AI-powered Digital Agents are automated, self-service applications with capabilities similar to human sales, service and support agents, they just never rest or take a vacation—and they're substantially cheaper.

THEY HAVE SKILLS

You decide which skills your Digital Agent needs based on the job you'll be having them perform. These skills determine the Digital Agent's performance, basic or advanced. For example, a basic agent might have a single skill for basic resolutions on a single channel with intelligent escalation to a human. On the other side, an advanced agent might have voice, chat, sales, and agent-assist skills to offer advanced omnichannel resolutions, the ability to understand multiple languages, determine intent, process PCI-complaint payments and more.

THEY CAN AUTOMATE

Digital Agents perform all kinds of tasks to help support and foster loyal customer relationships. Digital Agents can make appointments, reset passwords, look up

orders, survey customers, process payments and answer all kinds of questions—on any channel, at any time, on any device.

THEY UNDERSTAND AND LEARN

Humach Digital Agents are trained and validated by humans using our unique human-in-the-loop (HITL) machine learning method to actually understand intent and get smarter over time. By teaching the agent a series of phrases a customer might say or training them on phrases that have already been asked but didn't understand, they develop a comprehensive understanding of our language, not just in terms of linguistics, but also tone, sentiment and intent. Our human-in-the-loop training model produces more correct answers to a wider variety of customer inquiries.

digital agent skills

VOICE

Natural Language Processing (NLP), Natural Language Understanding (NLU), Text to Speech, Tone Analysis, Intelligent Callbacks, and Voice Biometrics for secure voice interactions 24/7.

CHAT

Smarter self-service that uses sentiment and intent analysis to understand and engage customers using authentic, two-way, personalized conversation.

SALES

Intelligently engages and nurtures new and existing customers to drive sales, increase support, and promote B2B or B2C outreach with instant escalation and dependable follow-up.

AGENT-ASSIST

Provides conversation insight, secure user data, and brand knowledge base information from multiple sources to assist human agents in live customer resolution scenarios.

I'm looking for a cool dinosaur shirt for my 6 year old son.

 Analyze User Intent 11:23am

Search Variables

Type

shirt

Category

boys

Description

dinosaur

 Search Response

Awesome! We have some **type** that will be perfect! Just a sec.

Awesome! We have some shirts that will be perfect! Just a sec.

11:23am

 Item Carousel

Products Matching

shirt

boys

dinosaur

Items to Display: 4



Boy's Dinosaur Button-Up
A formal spin on a causal favorite! It's light, comfortable and stain-resistant.

[View Details](#)

BUY NOW



Boy's Dinosaur Tee
Made with stain-free fabric technology to withstand the test of any mess.

[View Details](#)

BUY NOW

64512fad-45135-15456-8g

a1453612-766fd978sv-gs

"id": 3152d4f6-875

"timestamp": "2020-07-29-455621.645"

I'd like a low interest loan.

Analyze User Intent

Input Variables

Type

loan

Category

low interest

"parameters":

{ "type": "loan", "category": "low-interest" }.

"contexts": [{ "name": "response",

"parameters": {

"loan-low-interest",

"currency": "USD",

"amount": 500,

"rate": .07"

},

Response

I can help with that! For **type** above \$500, the **category** rate we currently offer is **rate**.

I can help with that! For loans above \$500, the low interest rate we currently offer is 7%.

"timestamp": "2020-07-29-455621.645"

"lang": "en",

"result": {

use case library

ACCOUNTS + MEMBERSHIPS

Enhance self-service and satisfaction by allowing customers to update their own account and membership data.

AUTHENTICATION

Keep sensitive information secure by authenticating customers before Digital Agent assistance or human agent escalation.

BILLING + PAYMENTS

Allow customers to transact safely with automated PCI compliant payments available 24 hours a day.

CLAIMS

Increase the efficiency and satisfaction of your customers and your team by automating claims processes.

REGISTRATION + WARRANTY

Delegate time-consuming manual product registration and warranty inquiries to Digital Agents for increased satisfaction.

AGENT-ASSISTANCE

Automate support processes and collect important information before escalating to a live, human agent.

COLLECTIONS

Be more productive with your collections efforts with Digital Agent's secure, conversational AI transactions.

FAQ

Optimize customer self-service and satisfaction by automating answers to common customer questions.

PERSONALIZATION

Make customers feel valued with personalized greetings and interactions based on their user data and information.

ORDER MANAGEMENT

Deliver effortless self-service at customer touch-point for things like order status, tracking, returns, and more.

APPOINTMENT MANAGEMENT

Free up your staff and enhance self-service with Digital Agents for dynamic appointment management.

OUTAGE NOTIFICATION

Keep customers informed with prompt notifications about upcoming routine maintenance or unexpected outages.

INBOUND TICKETING

Stay organized with smart self-service giving agents a screen pop with account and ticket information when needed.

PRODUCT RECALLS

Protect your brand and act swiftly if a product recall is required with a "ready-to-go" response .

TELECLOCK

A smart solution for remote timekeeping that uses voice biometrics to authenticate staff via phone.

SURVEYS

Deploy outbound customer or inbound employee satisfaction surveys on any channel.

ZIP CODE ROUTER

Deliver personalized local service using a routing feature that directs users based on their zip code.

SALESFORCE LOOKUP

A pre-packaged integration with Salesforce that allows Digital Agents to read and write from the Salesforce CRM.

INTELLIGENT CALLBACKS

Digital Agents give users the option to receive a call rather than waiting for voice service from a human agent.

**Digital Agents
are always
improving and
learning new
skills.**

Do you have questions about a specific use case or want to learn how Digital Agents can be tailored to your operation?



Send us an email



Give us a call



Schedule a demo

learn more

Let's get properly introduced
Schedule a Call

See how Digital Agents work
Request a Demo

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