CONVERSATIONAL AND GENERATIVE AI:

Elevate your customer interactions with an innovative self-service omni-channel solution, designed to offer exceptional conversational experiences for your contact center. We work with a divers, suite of platforms from leading technology companies like, Google, Microsoft, Amazon, Kore.ai, Twillio, Sestek and others to assemble the right solution based on your individual use case and business objectives. Whether you're eager to leverage cutting-edge technologies like generative AI, Natural Language Understanding, Neural Text-to-Speech or simply looking to improve your existing IVR or speech application, Diagenix is your go to resource.

Areas for Improvement:

- Increase NPS/CSAT
- First Call Resolution
- Greater cost control/ reduction of operational costs
- Self-service offerings to impact CX/EX
- Intent recognition
- Ability to scale across channels
- Decrease Average Handling Time

Key Pain Points:

- Long wait/hold times, Slow time to resolution, High Abandonment
- Limited self-service
- Employees spending time on remedial work; duplicate tasks and multitasking; Inability to handle multi-step tasks
- Customers incorrectly routed, No context of prior interactions
- Long ramp time for new agents, High Churn rates,
- Inability to find answers or information quickly
- Language barriers

Key Verticals

- Financial - Banks, Credit unions
- HealthCare (Payers, Providers)
- Insurance Providers
- Travel & Hospitality
- Telecommunications

Key Titles/Roles

- Contact Center
- Customer Care/Service
- Customer Experience
- Digital Transformation
- Information Technology

Trends transforming Self-Service:

For Customers	For Agents	For Business Leaders
• 25% faster issue resolution, higher CSAT	• 40% Reduction in Agent Effort	• 30% savings from Self-Service Apps
• 10-15% Increase in Customer retention	• 60% Higher job Satisfaction	• 20-30% Lower Operational Costs
• 30% Increase in NPS with personalization	• 15-20% performance improvement	• 10-15% improvement to FCR

AREAS OF VALUE:

Self Service
- Intelligent VA's
- Efficient Routing
- Chatbots
- Enterprise RAG search
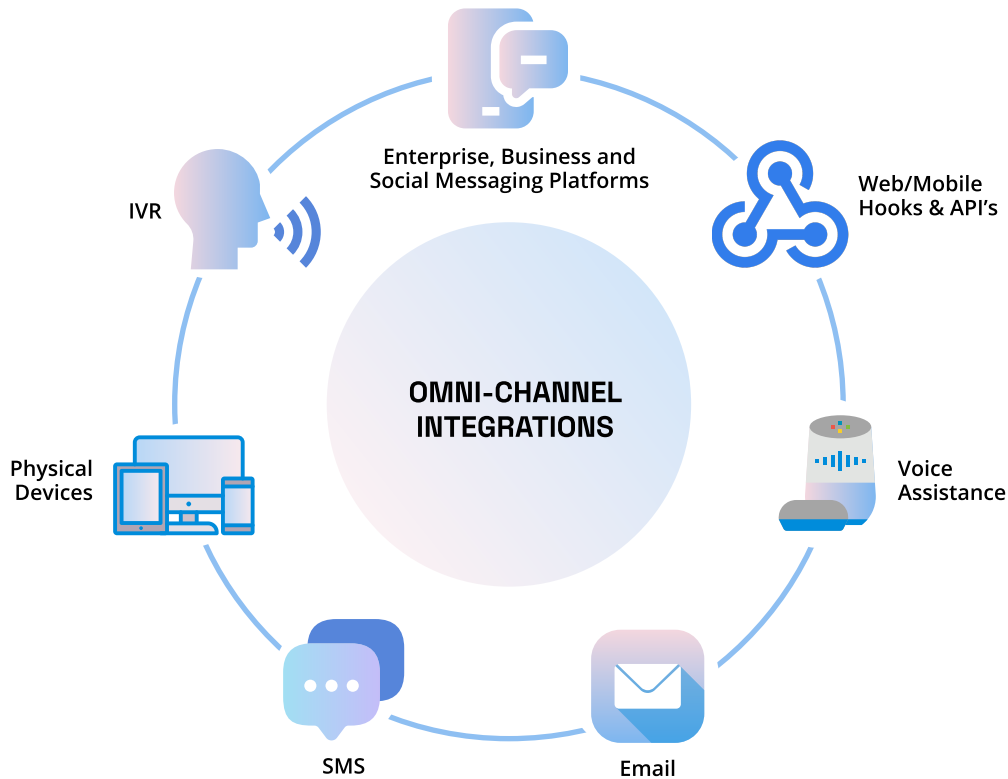- Natural Language Understanding

Agent Assistance
- Contextual Agent AI
- Real-Time Guidance
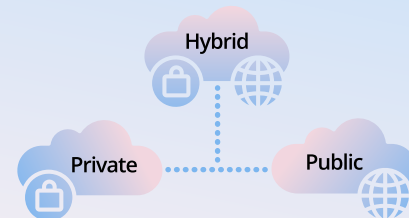- Next Best Action
- Agent Desktop

Proactive Outreach
- Customer Engagement
- Monitor Quality
- Outbound Campaigns
- Conversational Intelligence

Pre-Built Solutions
- Banking AI Agents
- Healthcare AI Agents
- Retail AI Agents
- HR AI Agents

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OMNI-CHANNEL INTEGRATIONS

- IVR
- Enterprise, Business and Social Messaging Platforms
- Web/Mobile Hooks & API's
- Voice Assistance
- Physical Devices
- SMS
- Email

FLEXIBLE DEPLOYMENT MODELS

- Cloud
- On-Premise
- Hybrid

- Hybrid
- Private
- Public

COMMON USE CASES

Retail
- Product Notifications
- Shopping Assistance
- Operational Support
- Deliver Information
- In-Store Help

ITSM
- Password Reset
- Ticket Management
- Service Requests
- Network Issues

Healthcare
- Drug Information
- Patient Reminder
- Provider Search

Telecom
- Promotions & Offers
- Recharge Assistant
- Customer Support

Travel
- Virtual Help Desk
- Loyalty Program
- Booking Assistance

Insurance
- Add Dependents
- Enrollment
- Claim Submission/ status
- Fetch Policy Information

HR
- Employee On-Boarding Payroll Functions
- Time and Attendance
- Announcements & Alerts

Banking
- Open an Account
- Check Balance & Transfer Money
- Schedule an Appointment
- FAQ's
- Report a Lost or Stolen Card
- Plan Investment & Process Trade
- Payments and transfers
- Alerts & Notifications
- Omni-Channel Account Access
- Make/Schedule Payments

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GENERATIVE AI FOR CONVERSATIONAL APPLICATIONS

Leverages Agentic AI and Contextual Awareness

- Autonomously makes decisions from provided context, knowledge bases and available tools.
- Maintains and manages multi-turn conversational context.
- Can learn and personalize responses based on user history or preferences
- Maintains memory of previous interactions within a session

Why it matters:

Enables conversational AI to act with purpose and adapt to a specific situation in real time. Creates more human-like, proactive, and relevant interactions—driving higher engagement, faster resolution, and increased satisfaction. Ultimately leads to greater conversion rates and customer loyalty, which directly impacts revenue growth.

Understands and Delivers Human-Like Conversations at Scale

- Interprets and recognizes intent and emotion from human input
- Generates human-like, coherent, and contextually relevant responses.
- Goes beyond selecting from Pre-Written scripts
- Handles nuances like slang, grammar errors, or incomplete thoughts
- Uses moderation, filtering, or grounding techniques to avoid hallucination or inappropriate outputs.

Why it matters:

Less frustration for users, better containment rates, creates more natural engaging customer interactions that feel personal—without increasing headcount. Leads to higher customer satisfaction, stronger brand loyalty, and greater conversion rates, all while reducing operational costs and scaling service delivery 24/7.

Employs RAG (Retrieval-Augmented Generation)

- Up-to-date and factual responses
- Removes requirements for re-training vs. updating underlying knowledge base(s).
- Enables faster prototyping and deployment of conversational agents.
- Access to proprietary or Industry specific knowledge
- Enables hyper-personalized contextual conversations

Why it matters:

Enables the AI to pull in accurate, real-time information from trusted data sources, ensuring responses are both relevant and grounded. This means fewer hallucinations, faster access to critical answers, and more confident decision-making—driving trust, shortening sales cycles, and boosting conversion rates.

Powered by Industry leading LLM's

- Trains on vast datasets and excels at understanding context.
- Learns and improves over time from feedback, corrections, or retraining
- Leverages Prompt-based configuration (No Code/Low Code)
- Can process and generate text, speech, images, and Video
- Enables Industry Specific Assistants (Banking, Healthcare, Retail, HR, etc.)
- Uses metrics (e.g., CSAT, containment rate, deflection rate) for optimization.
- Can be used and consumed privately or in the cloud.

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❓ Qualifying Questions:

- What kind of Digital Virtual Assistant are you considering? (External for Public/ Internal for Employees?)
- If Internal of External, identify specific use case (Helpdesk(ITSM), Sales(CRM), FAQ's, other)
- Estimated Interactions/Usage?
- Are you trying to address any challenges/pain points with the implementation of a Virtual Assistant?
- Rank your V/A project Priority (High-Eval Decision within 3 months, Medium – Eval/Decision within 6 months, Low-Eval/Decision in 9 months or more)
- Does the project have EX-level sponsorship/Is it an org-wide initiative?
- Who will be signing off; Authority/ Budget owner of this initiative?
- Do you have any compelling events that is driving this initiative?
- Which platform installation mode do you prefer (on-Prem/Cloud, Hybrid)?
- What back-end systems would be integrated? (ServiceNow, SAP, Oracle, SFDC, Other)?
- What Channels would like integrate the V/A with? (Web App, Mobile App, Facebook Messenger, Skype, Other)

📊 Metrics to Calculate ROI

- # of Inbound Calls per month
- # of Digital Chats per month
- Current Voice VA automation containment rate
- Curren Digital Chat automation containment rate
- Average length of call – VA (Voice - In min.)
- Average length of call – Agent (Voice – in min.)
- Average length of call - Agent (Chat-in min.)
- Voice Automation improvement target
- Digital automation improvement target
- Agent handle time reduction target (voice)(percentage)
- Agent handle time reduction target(digital)
- Reduced agent time due to partial automation in chatbot, CTI data passed, or agent assist automation

IDENTIFICATION AND VERIFICATION (ID&V)

Frictionless, Secure Authentication
- Voice biometrics enables fast, passive identification—no PINs, passwords, or security questions.
- Reduces average handle time (AHT) and improves first-contact resolution.

Enhances AI-Powered Experiences
- Seamlessly integrates with Conversational and Generative AI to personalize interactions from the start.
- Enables proactive, secure self-service without agent intervention.

Cuts Costs and Increases Efficiency
- Automates ID&V, reducing reliance on agents and manual verification steps.
- Decreases call duration and verification overhead, driving cost savings.

Improves CX and Builds Trust
- Customers hate repeating information—voice biometrics streamlines access with a natural, conversational flow.
- Enhances confidence in the system by making security feel effortless.

Scales Across Channels
- Works across voice calls, IVR, and voice-enabled virtual assistants—future-proofing your omnichannel strategy.
- Consistent user identity across human and AI interactions.

Empowers Agentic and Context-Aware AI
- Verifying identity early allows AI to access personalized context securely and act on behalf of the customer.
- Enables smarter automation with real-time decisioning and action.

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Conversational and Generative AI

Digital

Voice

Security

We combine **Conversational and Generative AI** with **Security technology** from Industry leading companies with our professional services for development and application support to deliver the right solution to fit your specific needs.

Resources:

www.Diagenix.com

Case Studies, Whitepapers, Articles, Product & Data Sheets:
https://www.diagenix.com/resources/

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