

# Technology Alliance Program

## [24]7.ai & Blue Prism connected-RPA: Driving Digital Transformation with Intelligently Automated Virtual Agents

*[24]7.ai's Artificial Intelligence Virtual Agent (AIVA) platform integrates with Blue Prism connected-RPA to create an omni-channel customer service solution for highly personalized, end-to-end customer experiences. This joint solution accelerates intelligent automation, enabling organizations to extend the reach of customer conversations resulting in speedier outcomes, reduced cost and award-winning moments.*

*The integration adds **Knowledge & Insight** and **Collaboration** to Blue Prism RPA – part of Blue Prism's Six Skills for Intelligent Automation, providing a Digital Workforce that can scan data sets, extracting and compiling data into customized formats while working alongside people to seamlessly execute business processes.*

### **Next-Level Customer Engagement: Fast, Frictionless & Intuitive**

Whether they're paying a bill online or tracking a package, consumers today want nothing short of a flawless, personalized digital experience defined by simplicity and speed. Smart businesses quickly understand what their customers want and connect them with the expertise they need to get things done—wherever they are.

An AI-powered virtual agent and conversational IVR solution, [24]7.ai's Artificial Intelligence Virtual Agent (AIVA) moves beyond simple FAQ interactions, to understand customer intent and learn from interactions using natural language. Through collaboration with human agents and self-learning, AIVA empowers customers to get the answers they need faster and more efficiently, boosting first contact resolution (FCR), increasing net promoter score (NPS) & raising Customer Satisfaction (CSAT).

With Blue Prism RPA at the core of these interactions, AIVA is super charged—better equipped to meet customer needs whenever and wherever they are through digital to voice switching, chat and across 3<sup>rd</sup> party messenger platforms such as Apple Business Chat, Facebook Messenger & Google Business Messaging.

As the pioneer of Robotic Process Automation, Blue Prism delivers a robust, secure, agile, and highly scalable Digital Workforce that follows rules-based business processes with built-in compliance capabilities and governance. Digital Workers integrate easily with legacy and new IT systems, automating tasks, increasing efficiencies, reducing errors, and boosting productivity.

Together, AIVA and Blue Prism enables customer engagement that's fast, frictionless and intuitive, anticipating needs with digital ready automation for best-in-class customer experiences across touch points.

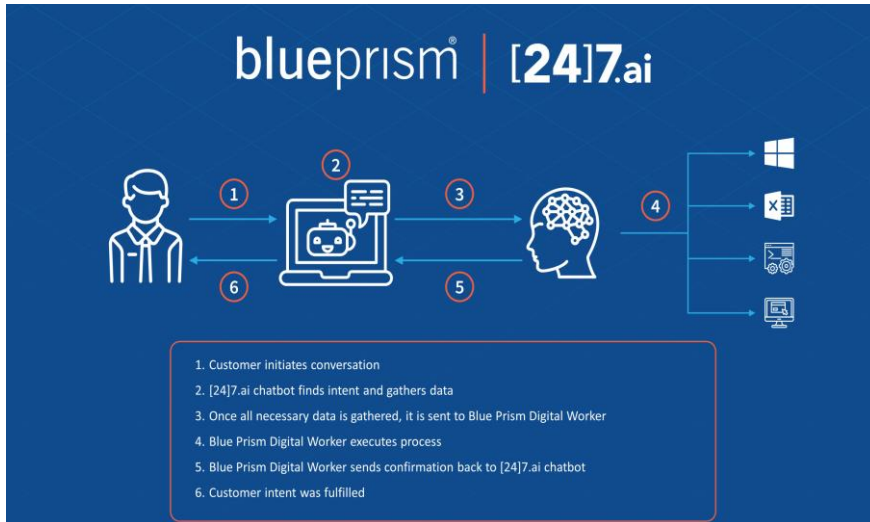
### **[24]7.ai & Blue Prism RPA: How It Works**

For truly personalized end-to-end customer experiences, an AIVA must be connected to a client's CRM system or other similar enterprise applications. Yet, a lack of API often creates friction, making it tough to deliver on this promise. By serving as the conduit between AIVA and the client's CRM or other enterprise applications and systems, Blue Prism enables AIVA to use its cognitive abilities to extend the dialogue, enabling a highly personalized, meaningful conversation with the customer.

Here's how it works: after a customer initiates a conversation, AIVA quickly identifies intent, gathering data and sending it along to a Blue Prism Digital Worker.

Blue Prism connects to external applications, viewing screens and interacting just as a person would.

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After executing the process, the Digital Worker sends confirmation to the [24]7.ai chatbot that the customer intent has been quickly and efficiently fulfilled!

By removing an organization’s dependency on IT, the [24]7.ai/Blue Prism integration helps organizations make smarter, more meaningful consumer connections.

## **Reimagining Customer Service: Enterprise Benefits**

With the [24]7.ai-Blue Prism integration, organizations can expect to achieve the following benefits:

- **Speedier Enterprise Outcomes.** Removing IT dependency allows AIVA transactional intents to be deployed in weeks, without lengthy wait period from already encumbered IT Teams.
- **Accelerated Automation & Digital Transformation.** With minimal to zero back-end integration, the AIVA -Blue Prism RPA combination can be deployed quickly, increasing automation for accelerated digital transformation.
- **Reduced Cost & Faster ROI.** The AIVA-Blue Prism integration reduces customer support costs, increasing revenue and margins, leading to faster return on investment (ROI).
- **Extraordinary Customer Support.** With RPA at the core of customer interactions, organizations can reduce call time, increase time to service and deliver standout customer experiences with speed and precision.

## **Summary**

Combining Blue Prism’s Digital Workforce with [24]7.ai’s intelligent virtual assistant fast-tracks an organization’s ability to deliver award-winning, personalized, omni-channel customer experiences. By reducing dependency on IT, this integration enables customer engagement that’s fast, frictionless and intuitive anticipating needs with digital ready automation for best-in-class customer engagement across touch points. With higher degrees of automation, businesses can now deliver superior end-to-end experiences with speed and precision, turning customer service into a competitive advantage.

### *About Blue Prism*

In this digital era where start-ups are constantly disrupting markets, only the most agile and innovative enterprises survive and thrive. At Blue Prism, we pioneered Robotic Process Automation (RPA), emerging as the trusted and secure intelligent automation choice for the *Fortune 500* and public-sector market. Now we bring you connected-RPA supported by the Digital Exchange (DX) appstore—marrying internal entrepreneurship with the power of crowdsourced innovation. Visit [www.blueprism.com](http://www.blueprism.com) to learn more about Blue Prism (AIM: PRSM)

### *About [24]7.ai*

[24]7.ai is redefining the way companies interact with consumers. Using artificial intelligence and machine learning to understand consumer intent, the company’s technology helps companies create a personalized, predictive and effortless customer experience across all channels. The world’s largest and most recognizable brands are using intent-driven engagement from [24]7.ai to assist several hundred million visitors annually, through more than 1.5 billion conversations, most of which are automated. The result is an order of magnitude improvement in digital adoption, customer satisfaction, and revenue growth. For more information, visit: <https://www.247.ai/>