itelligence
NTT DATA Business Solutions

How to Turn Artificial Intelligence (AI) into Value

Next-Generation Customer Experiences with Digital Humans

Artifical Intelligence

The Innovation Case: Bridging the Gap between AI and Humans

Online chatbots offer wait-free customer support at scale. They are efficient, but can feel impersonal. Together with our partner Kia Motors, we created a digital avatar around chatbot technology and brought it to a live retail environment. With its human touch, Kia Mia is an engaging, personalized, lifelike approach to automated customer service.

Challenge:
Pressure from online retail means tighter margins. At the same time, it's becoming increasingly difficult for stores to find knowledgable, qualified staff, leading to diminished customer experiences.

Solution:
- Lifelike, fully interactive digital human assistant
- Ease of natural human interactions combined with complete up-to-date knowledge about products and services

Benefits:
- Context-based and consistent service
- Personalized conversation
- Enhanced brand value and loyalty
- Automated operation/cost savings
- Scalable workforce
- Differentiation from other brands
- Consistent omnichannel strategy

Inspired?
Learn how to benefit from **digital human** assistants in your business.
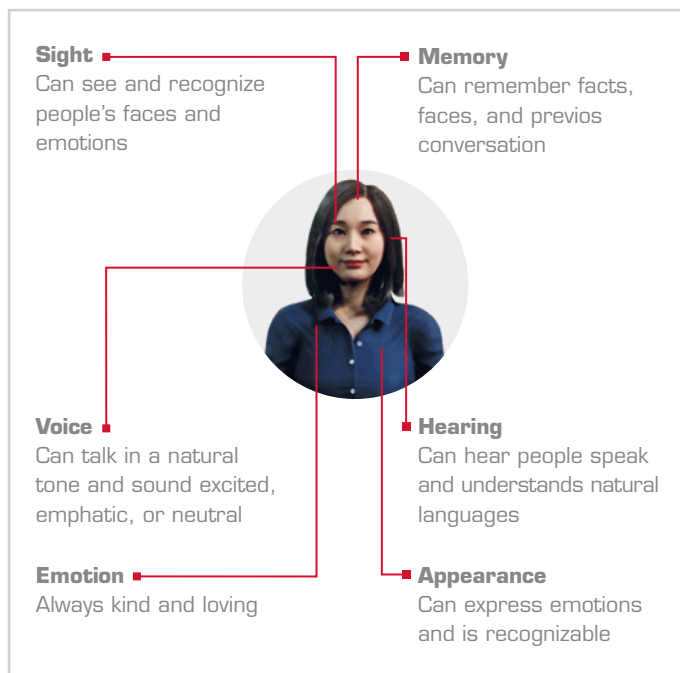
Innovation to the Point.

> **"** There are multiple industries where we can use an avatar, and I personally think they will change future business life, both for us and the customer.

Thomas Noermark, Director, Innovation
& Technology, itelligence

Transferring the Innovation Case to Other Scenarios and Applications:

From product to educational knowledge: Digital human assistants help communicate complex information fast and individually, reducing manual effort and the need for experienced and qualified staff.

Sight
Can see and recognize people's faces and emotions

Memory
Can remember facts, faces, and previos conversation

Voice
Can talk in a natural tone and sound excited, emphatic, or neutral

Hearing
Can hear people speak and understands natural languages

Emotion
Always kind and loving

Appearance
Can express emotions and is recognizable

Retail Stores
Guide shoppers around available products and personalized offers in a cost-efficient manner

Higher Education
Support students in understanding learning materials and curricula outside of office hours

Support and Service
Facilitate maintenance and repairs of complex or very specific equipment for field service technicians

Training and Onboarding
Inform new (temporary) workers about company specifics when current staff is fully stretched

Innovation to the Point

Every innovation project has a starting point and an end point. However, too many businesses innovate for innovation's sake without having a **real, tangible objective** in sight. They're not sure whether the project is truly creating value.

itelligence takes a different path. Because every innovation needs a point. Our approach is **direct, practical, and results-driven**. We examine daily business challenges and see where concepts like cloud computing, big data, and machine learning could generate real value for your business. In other words: **We get to the point**.

Let's drive innovation together:

Got inspired? Whether you've got a concrete challenge to solve or just want to explore what you can achieve with state-of-the-art technology, we're right there with you.

Get in touch – and co-innovate with itelligence.

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