

Virtual Assistant Overview

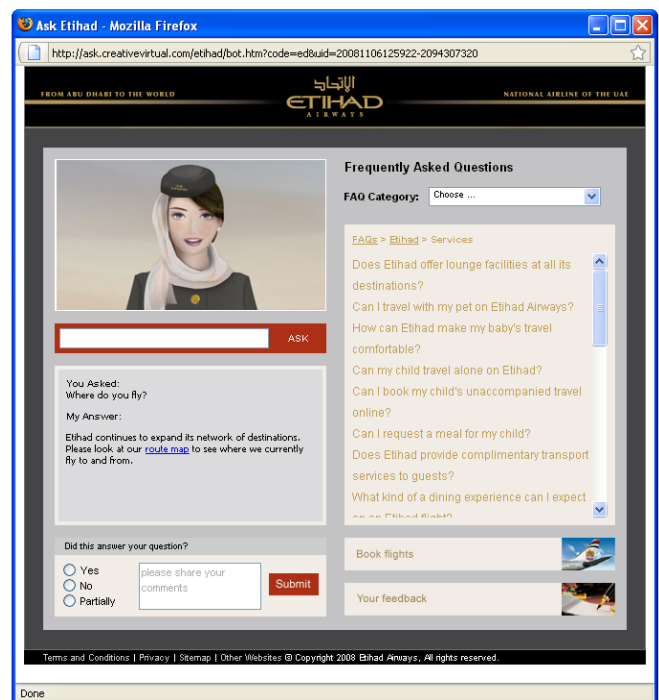
Improve customer satisfaction, reduce costs and increase sales with a Virtual Assistant from Ask The World

Ask The World, in partnership with the Virtual Assistant specialists Creative Virtual, are pleased to announce the arrival of a Virtual Assistant on the newly launched Etihad Airways website. She is ready to help guide visitors through the site by responding to both free text queries and clicked FAQs about the Airlines' services at the airport as well as on board the plane. She responds to simple smalltalk and will not tolerate insults! Stop by to have a chat and find out more about Etihad Airways products and services.

Perfect customer service is a critical factor for success in any industry; however, the cost of maintaining good customer relations can be hard to swallow. With a Virtual Assistant from Creative Virtual, your customers receive friendly and competent service 24 hours a day, all year round. Your Virtual Assistant will answer questions in natural language, instantly giving customers the information they seek - and for a fraction of the cost of a human customer services assistant.

Furthermore, independent studies have clearly shown the positive effects of self-help systems on customer satisfaction and call centre workloads. Our customers typically see a 20-30% saving on calls and emails.

Virtual Assistants are always friendly and patient, giving information reliably and consistently. They can even operate as a virtual sales assistant, identifying cross-sell and up-sell opportunities. If they cannot answer a question, they can instantly escalate the query to a human customer service assistant via live-chat, e-mail or call-back, using your existing call centre management software.



For users it means the sensation of communicating with a 'real' person, able not only to answer their questions, but also to understand the *context* of questions, and even hold entire conversations - a feature that makes our solution unique.

Analysis of the 'conversations' through the online (real-time) reporting module gives a unique insight into the *people*, not the clicks.

Due to its power and flexibility, the Virtual Assistant can easily be integrated into any website. It is also possible to include animation and voice recognition, as well as text-to-speech.

The Virtual Assistant can be integrated into database and CRM systems using open system standards, providing the ability to provide the user with a truly personalised experience. The built-in scripting language offers all the power and flexibility required for complex integration tasks.

Ask The World offers a fully managed service for creating and maintaining your individual Virtual Assistant in a short time. If required, we can train your employees to use the Virtual Assistant Editor software, and provide on-going support from our experienced team of authors.