

Engage Smarter

# Integrate the Power of Artificial Intelligence with Omni-Channel Engagement

## What is Bold360 ai?

Bold360 ai is a complete omni-channel customer engagement solution with the fastest time-to-value. No matter the problem, channel, or device, Bold360 ai delivers groundbreaking intelligence with out-of-the-box simplicity. Built to empower your workforce to deliver better outcomes to modern customers, Bold360 ai leverages artificial intelligence (A.I.) and natural language understanding (NLU) to make every customer interaction more personalized and contextual.



# 81%

of consumers say it takes too long to reach a support agent.

# 43%

of customers try to self-serve before calling a contact center.

**HARVARD BUSINESS REVIEW WEBINAR,**  
*How to Fix Customer Service, 12/14/16*

## Why Choose Bold360 ai?

### Frictionless Conversation Engine

NLU determines your customers' intent and promptly responds with conversational natural language through the channel they choose: search bar, chat, social media, or email.

### Smart Resource Management

Once the system understands your customer's intent, Bold360 ai utilizes knowledge management and smart routing to provide relevant information to the customer, or if the conversation is escalated, to the live agent. Bold360 ai chatbots continue to work hand-in-hand with live agents after the transition is made to ensure customers receive the most relevant answers to their questions, as fast as possible.

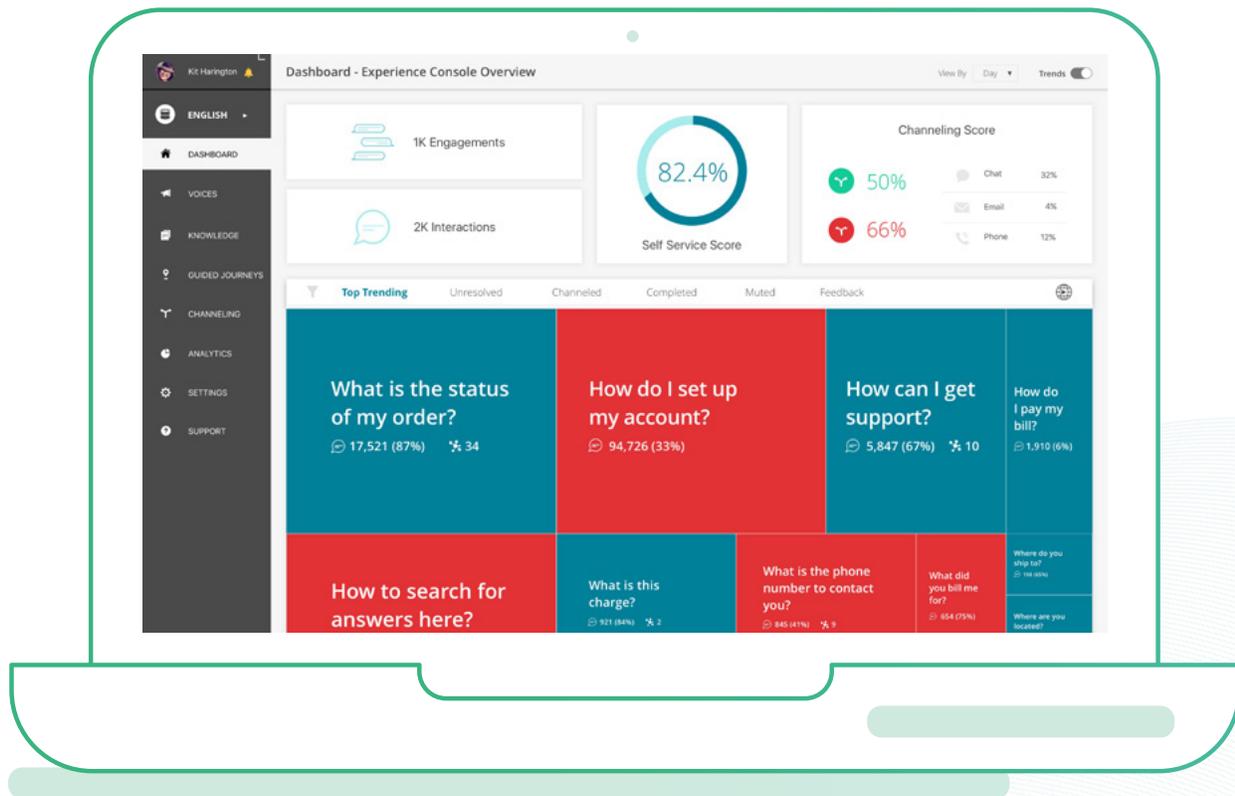
### Actionable Insights

Bold360 ai analyzes data across channels to identify areas where the customer is having trouble, and displays that information in an intuitive dashboard. Further, the system identifies information gaps so improvements can be made in real-time. Your customers' most pressing needs are highlighted, providing valuable information to your company from the very first interaction.

Leveraging A.I and NLU, Bold360 ai starts learning from the first customer interaction to help companies realize the fastest time-to-value and deliver better customer outcomes.

## How Does Bold360 ai Work?

Bold360 ai's omni-channel engagement platform captures data from customer interactions across channels, as well as from disparate internal systems, into one organized view for your agents. Its A.I. and NLU technologies instinctively manage front-line interactions, and seamlessly escalate customers to human agents as needed. Agents are armed with the tools they need, and customers' requests are answered naturally and promptly, at any time of the day or night.



JustFab Inc. reduced clicks on their 'Call Us' page by 17% on desktop and by 66% on mobile.

*“Bold360 ai is at the center of our support strategy at Yola. It turns your knowledge base into a goldmine, which allows us to maintain an automatic answer rate of 90% or higher. Bold360 ai is like the ATM of support, providing robust self-service and ensuring that our customers get what they need 24/7!”*

— MONIQUE, VP of Customer Support, Yola.com

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