

Creation of Chatbots
by Leveraging
Oracle Digital Solutions
Meet ZenEva

White Paper

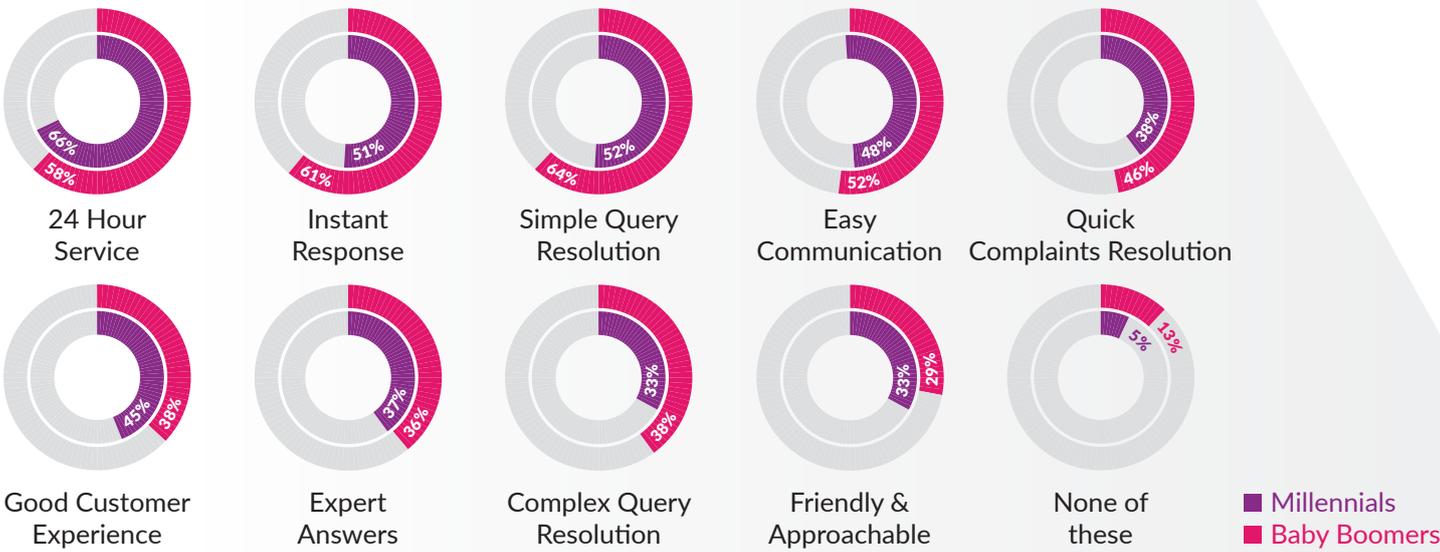
The global chatbot market is expected to read USD 1.25 billion by 2025*

*Grand View Research

Chatbots have truly become ubiquitous. According to Oracle research, about 80% of the companies are planning to use chatbots by 2020. And by 2022, banks will be able to automate 90% of their interactions with chatbots. Around the same time, chatbots are also expected to deliver cost savings of around \$8 Billion every year in customer service efforts.

There is no denying the fact that chatbots are revolutionizing the interaction between the brands and the customers. But what is driving their adoption? The State of Chatbots Report attributes this to a plethora of reasons for both millennials and baby boomers.

Potential Benefits of Chatbots Millennials vs. Baby Boomers



By eliminating redundant tasks around information access, chatbots could help in enabling employees to invest their time in more strategic aspects of their jobs. Chatbots are actively contributing to HR verticals like recruitment, performance management, employee engagement, and administration. Some additional benefits of chatbots in HR include:



Time saving and increased efficiency



Quick and accurate responses



Easy employee onboarding



Transparent hiring processes



Focused sentiment analysis

All this and more functioned as a precursor for Zensar to intervene and deploy a befitting solution that bridges the gap between theory and execution. The result was the birth of ZenEva - a conversational chatbot.



Chatbot conversations will deliver \$8 billion in cost savings by 2022*

**Juniper Research*



More than one third of customers prefers social media over phone conversation for any support*

**SocialMediaToday*

Key features of Bot Applications

Informational

- Publishing information and resolve customer and employee inquiries
- Provide customer and context specific results
- Enhancing engagement by publishing attuned knowledge for users
- Periodic updates, alerts and push

Transactional

- Conversational Bots serve as powerful interfaces to user – no App , Multiple skills
- Book cabs, order food, and, manage bank
- Pay with Digital Assistant
- Voice based transactions

Enterprise productivity

- An assistant with custom skins can connect to enterprise data resources, streamline work activities, and improve efficiencies
- Generate reports, check performance Of marketing campaigns
- Improve decision making and collaboration

Device Control

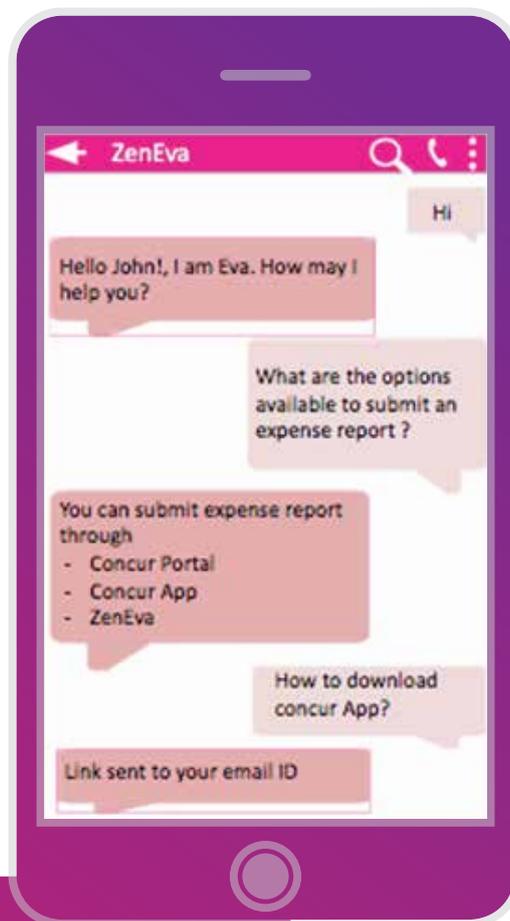
- Device control bots are equipped with capabilities that enable connecting the devices such as wearables, home appliances and vehicles
- Example— check car fuel level, charging level and start car using commands

ZenEva

Virtual Customer Assistant

ZenEva is a next-gen conversational chatbot that is powered by Natural Language Processing, Machine Learning, and intent capabilities of Oracle Digital Solutions. Delivered as a service, ZenEva empowers the collaboration efforts of employees and enables them to interact via various channels such as Slack and Facebook Messenger.

The idea is to provide a self-service portal to employees where they can initiate natural conversations around general FAQs and receive round the clock support.



How ZenEva Works

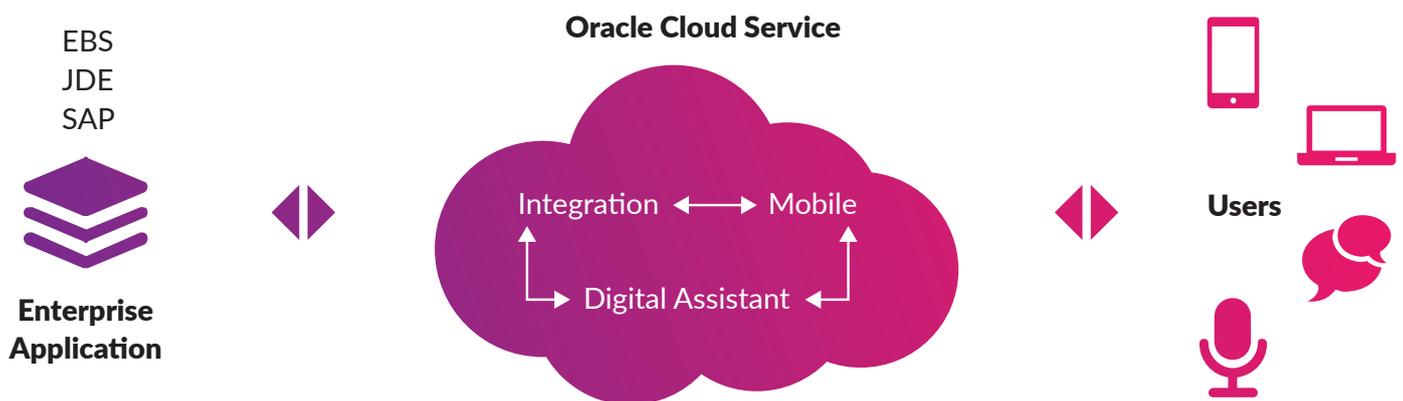
Based on the Oracle Digital Assistant (ODA) cloud service, the chatbot comes with a flexible architecture that is integrated with enterprise applications. By leveraging free-flow conversations, ZenEva can capture user inputs and reside as an intuitive web-widget. It is powered by four primary modules:

- Channel Configurator: It includes SDKs and webhooks that help to connect with the target user.
- Enterprise Data Integration: Drives connection with backend systems via relevant components.
- Dialog Flow: Conversational arm of the chatbot that drives the flow of interactions.
- Conversational AI Engine: Used to comprehend user inputs through NLP.



By 2021 more than 50% of enterprises will spend more per annum on chatbot creation than traditional mobile app creation*

**Gartner*



Apart from this, ZenEva can seamlessly integrate with both on-premise and cloud applications. All these modules work in perfect sync to pave way for various use cases, especially in the Retail and E-commerce space. These include:

- Helping organizations achieve higher levels of customer satisfaction with real-time conversations.
- Extending real-time offers, benefits, and personal shopping advice to customers.
- Delivering live updates about in-store inventory status for purchase and pick-ups.
- Facilitating easy and quick purchases through a simple and conversation driven channel.
- Extending customer service across all leading channels including text, call, email, chat, website, app, call centre, and more.
- Helping agents with the selling process and extracting the relevant documents for them.

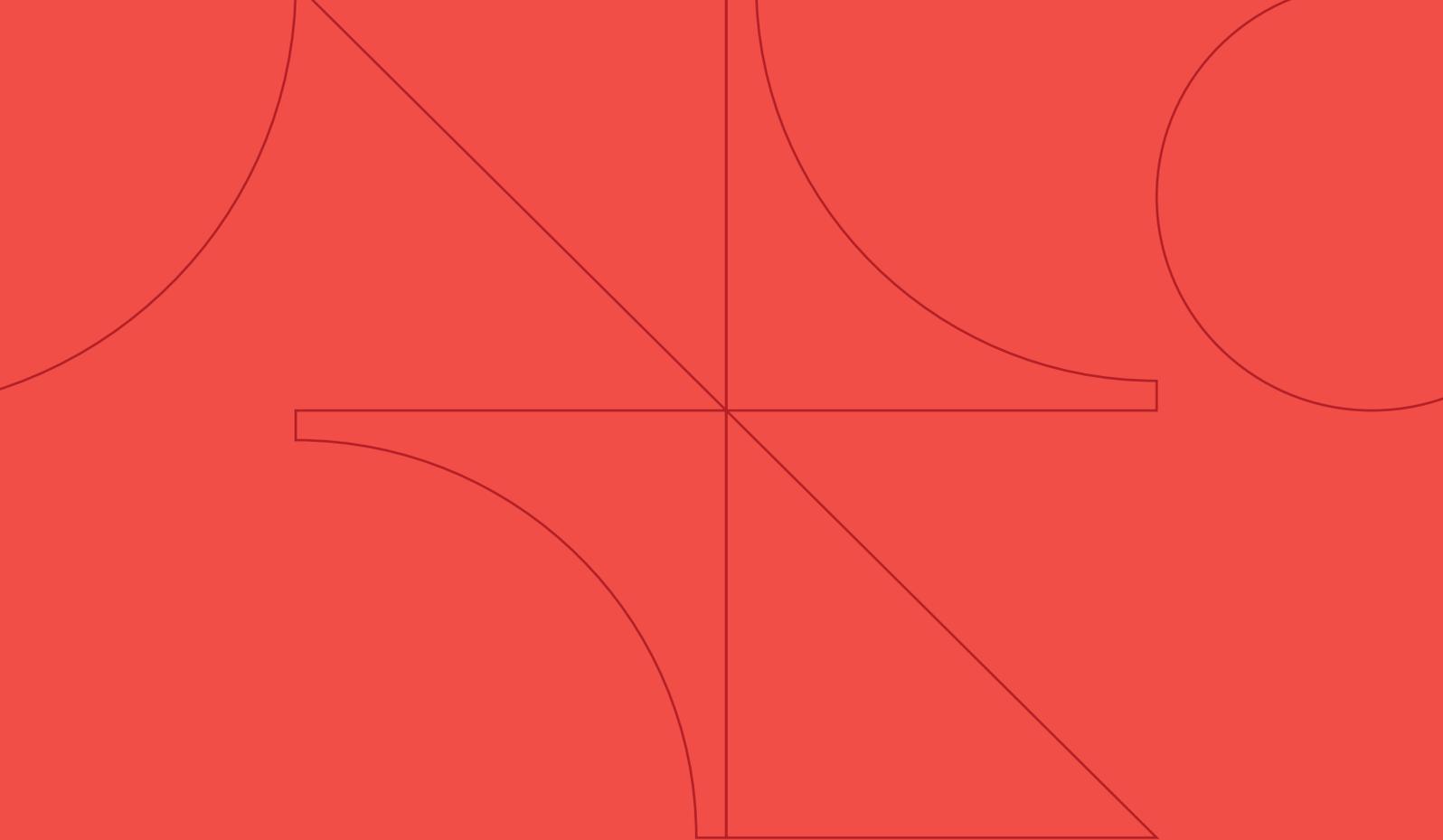
Benefits of ZenEva

With the ability to smartly mimic human language and behavior to drive customer support and employee interactions, ZenEva helps businesses achieve outstanding results. The benefits of the bot include:

- Platform agnostic infrastructure that renders it useful across all major channels of communication.
- Personalized and value-driven shopping experiences as opposed to sales driven.
- Omnichannel conversational experiences that enhances the brand image and feels more natural.
- Higher revenues owing to more customer conversions due to round the clock support for employees.
- Intuitive order tracking and details retrieving capabilities that boost customer satisfaction.
- Real-time addressal to employee queries related to topics such as pay, benefits, expenses, and more.
- Support automation and human resource optimization by up to 80%.

Conversational chatbots are pushing the limits of customer support and employee assistance, enabling companies to provide 24/7 support. This makes perfect sense in a mobile and technology-first digital world where new trends are ceaselessly sought after to function at scale. With the ability to cater to thousands of queries every second, ZenEva instinctively fits into the equation serving great benefits.





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