

SCALE DIGITAL

FAST-FORWARD
TO TOMORROW'S
EXPERIENCES, TODAY

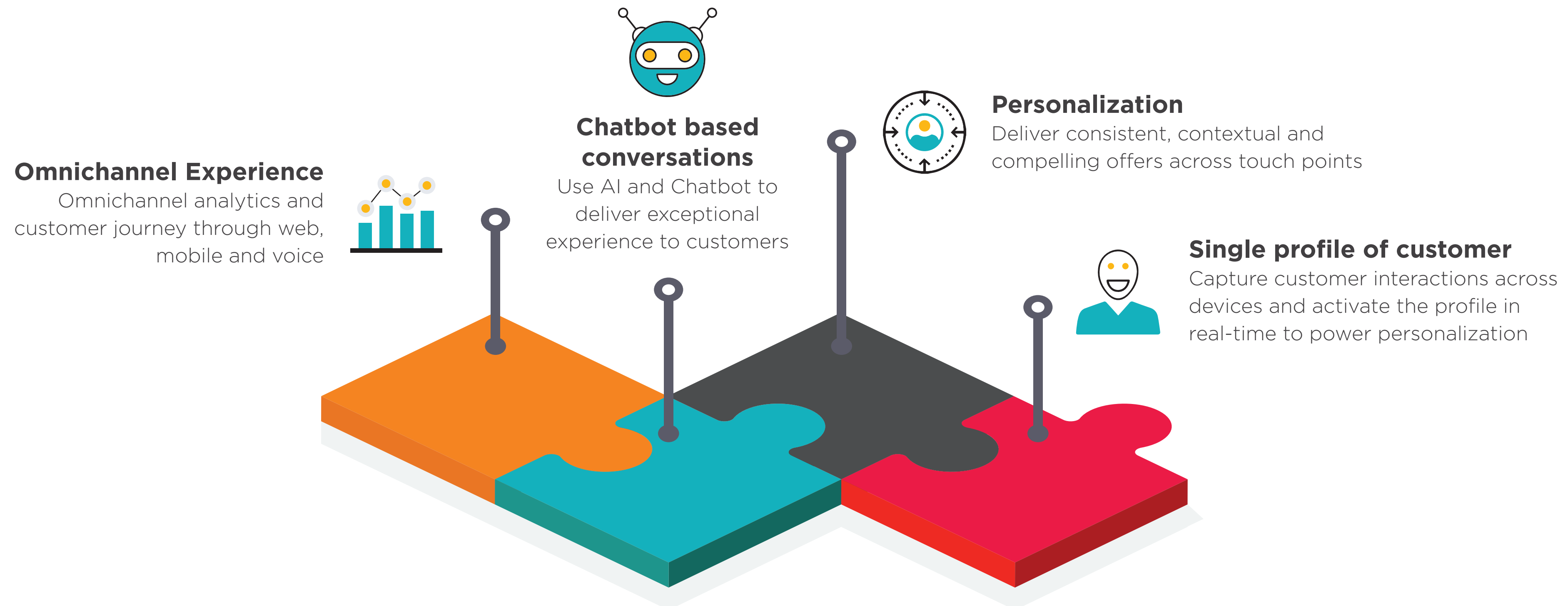
Conversational Experience





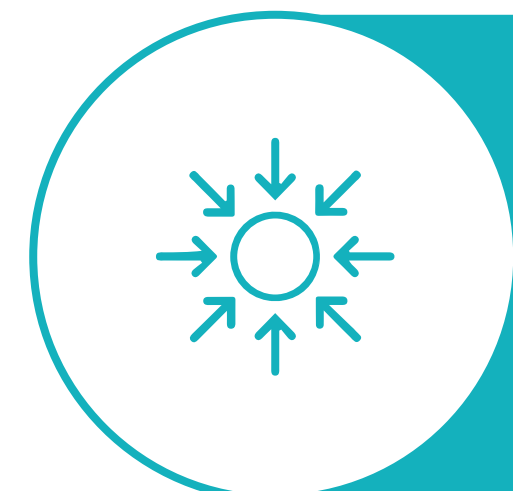
CONVERSATIONAL EXPERIENCE

With the wide use of virtual assistants like Alexa and Google Home, customers have come to expect similar experiences from all other touchpoints. Conversational and cognitive technologies offer a much superior experience to customers in the form of “multi-channel personalized self-service” as compared to simple static web pages and basic mobile functionality. Our solution allows customers to continue conversations as they move from one channel to another, providing a personalized, contextualized and seamless customer experience through the use of AI and Chatbots.



Use Cases

- Questions and Answers
- Capture area of interest to create lead in CRM
- Voice chat and webpage synchronization
- Voice based form filling
- Lead nurturing campaigns
- Personalized experience



Integrations

- AEM to Chatbot Integration
- Target to Chatbot Integration
- Chatbot to MS Dynamics Integration
- MS Dynamics to Adobe Campaign Standard



digitaltransformation@hcl.com

