

The way to **communicate** has changed

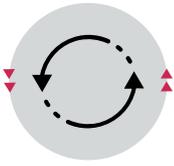
M4Assist is Assist's Digital Customer Care Platform that **creates innovative and effective digital interactions between businesses and customers by providing assistance on their favourite channels**. M4assist allows end-users to interact with businesses by means of messenger services (WeChat, Facebook Messenger, WhatsApp, and others), e-mail and text messaging, utilising a Natural Language Processing (NLP) engine that can be fully customized for any industry or customer. M4Assist's core technology combines machine learning with more deterministic approaches that ensure greater precision and faster implementation speeds. M4Assist is a hybrid solution in which **technology is augmented by human intervention** to provide nearly perfect responses.



The service is tailor-made to meet the business needs of every customer. Users can use **natural language** to make requests, with rapid resolution in more than 85% of cases without the need for human intervention.

If the question is beyond the scope of the engine, it is automatically sent to a special operator who provides the appropriate response.

A SERVICE MODEL THAT IS
flexible and scalable



End-to-end

We offer an end-to-end service that provides the technology and professional assistance necessary to design processes and train the engine, along with operations personnel to handle contacts in situations where the engine is unable to ensure complete reliability.



Cloud-based

The technology and service provided use a Cloud-based architecture. There are no hardware or software components to be installed, rather it is imperative to integrate the platform with the current CRM program and with the legacy systems already in place to ensure transaction profiling.



Pay-per-use

Customer activation does not require any investment in technology. The service provided utilises a pay-per-use model combined with a pricing model based on the service volume/level.

NATURAL AND INSTANT DIALOGUE
between businesses and customers

Customers send messages using instant messenger, e-mail, or text messaging, and receive individual responses. Our Natural Language Processing (NLP) technology makes it possible to significantly reduce service costs and allow businesses to bring their communication in line with the needs of their customers.



that meet the specific needs of customers

Text care

Calls transformed into messages: automation and efficiency

Our digital customer care service is able to receive and interpret customer questions and requests sent on their preferred channels (instant messaging, e-mail, web chat, text messaging) and using natural language formats. Customers send their requests for assistance, information or transactions using natural language, as if they were writing to a friend. M4Assist picks up the request and handles the response or transaction.

CRM Integration

The entire contact history is automatically updated from the CRM systems in use.

Automatic responses

Customer requests are automatically interpreted, categorized and managed by our proprietary Assist technology based on the use of natural language.

Custom channels

Whenever possible, request is automatically sent using the customer's preferred channel.

Intelligent escalation

In the event an automatic response is not possible, the customer's request is handled by an expert text communication operator.

Follow Up

An effective system for staying in touch with the customer

Follow Up allows businesses to continue the conversation with customers after they have connected with the contact centre. After a call, customers may request help and receive a message, for example, containing additional information about what has just been discussed, or with directions indicating the next steps required to resolve a problem. Follow Up is also the ideal tool for providing instant information to customers in critical situations (e.g. temporary service outages) to prevent spikes of calls to the contact centre, or to notify them of special offers and promotions and direct them to the most suitable sales team. The impact on performance is significant: Follow Up helps to increase the NPS and reduce call-back volume (repeated calls).



A customer sends the message (instant message, text message, e-mail) in natural language



The AI engine analyses and catalogues the requests



The system automatically responds to the customer or, if necessary, directs the request to an operator

Campaign Management

Create and manage interactive outbound campaigns

M4Assist has a module for creating automated and interactive communication campaigns using its Natural Language Processing engine. Businesses can easily set up a campaign and launch it over text messaging, e-mail, or messenger channels. Customers can immediately respond to the received message and their feedback is automatically processed by the NLP engine. The module offers a high level of customization that anticipates and meets the specific needs of different markets:

- Collect consents
- Collection
- Promotional messages for products and events

Survey Manager

Gather timely feedback from customers

An M4Assist module collects customer feedback in a timely manner using the channels that make it easier to reach them. After receiving customer-generated questionnaires, the NLP engine automatically processes closed questions and indexes, as well as natural-language evaluations about product-specific details, assistance received, or other aspects of the brand experience important for evaluation.



Messenger bots

The Facebook messenger platform allows businesses to create messaging-based applications that feature individualized "conversational" interfaces. Facebook's Artificial Intelligence engine makes it possible to create intelligent agents (bots), that act as tools to interact with customers and respond to their demands.