

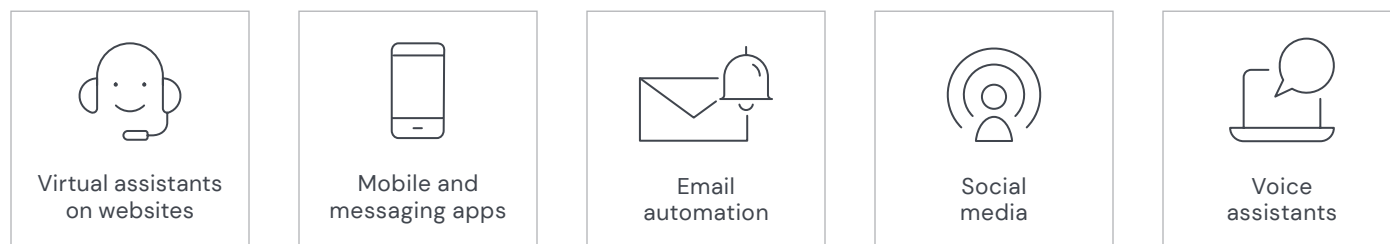
Conversational AI Services

Intuitive, personalized and always-on AI customer assistance.

Conversational AI is transforming the very definition of customer service and how people interact with businesses from retail brands to financial institutions.

Harnessing advanced natural language processing and machine learning, it goes light years beyond the simple chatbot to simulate engaging, humanistic conversations— delighting customers by anticipating needs and taking actions that result in faster resolution times.

Popular channels organizations are using conversational AI to transform customer experiences:



Drive growth and reduce costs? That's conversational AI

Businesses that embrace conversational AI are seeing positive outcomes in two major ways: driving bottom line growth for the business and decreasing operational costs. How does conversational AI do it?

Drive growth	Reduce cost
 Increased revenue Identify new revenue streams and cross-sell opportunities, qualify leads, and increase average order value.	 Reduced support costs Reduce call and ticket volumes by providing immediate, 24x7 self-serve answers to customers.
 Customer retention Drive brand loyalty and higher CSATs through personalized product recommendations and exceptional customer experiences.	 Operational efficiency Automate routine tasks, reducing workload on customer support teams to improve efficiency.
 Market insights Analyze and identify emerging trends, market gaps, purchasing behavior, and unmet needs to gain competitive advantage.	 Scalable and flexible Manage increasing customer interactions volumes without proportionally increasing costs.

Get the conversation started with Softchoice

Our methodology combines our well-established business consulting, app development, data governance, security, and user adoption practices, refined over thousands of successful technology implementations— now applied to your conversational AI journey.

Traditional chatbots and long wait times for live agents are not driving value for your business or your customers. If you are ready to unlock new levels of innovation, efficiency, and customer satisfaction with AI, let's get the conversation started.



Envision | Prove the concept

We help you prioritize a business challenge you want to solve with AI and develop a high-level strategy and solution for solving it with conversational AI. We test that theory with a proof-of-concept implementation.



Design | Build the blueprint

We design a production ready solution guided by Softchoice's 'human-centric' approach focused on persona mapping and use cases. We examine your current architecture, data estate and security posture, and build technical designs to deploy and scale the solution with confidence.



Enable | Lay the foundations

We build the foundation and guardrails required to deploy your conversational AI solution from data architecture, security and automation frameworks to governance risk and compliance processes. We create an upskill plan to ensure your team has the internal skillsets to manage the solution, and an enablement plan to ensure your end users will embrace the solution to its full potential.



Implement | Test and deploy

We implement your conversational AI solution as designed, with thorough testing prior to implementation, ensuring it integrates into the production environment and is ready for immediate use.



Sustain & Enable | Optimize over time

We support ongoing model performance evaluation and fine-tuning through dashboards for KPI tracking, periodic bias testing, and building of a Center of Excellence based on DevOps best practices.

Why partner with Softchoice?

✓ We have a strong partnership with Amazon.

Our partnership with Amazon grants us access to their technical experts, early access to roadmaps, new products and updates. We have partnered with Amazon to enhance our AI capabilities and services, ensuring your AI solution is developed on the most suitable platform for your needs.

- Advanced Tier services consulting partner
- 5 competencies including Migration, DevOps, Storage, and Microsoft Workloads
- Over 350 certifications and accreditations

✓ We know AI from experience.

As an early adopter of AI, Softchoice has hands-on experience successfully deploying and adopting AI solutions for our own people and business. We use learnings from our own AI journey to lead other forward-thinking organizations through theirs.

✓ We cover the whole conversational AI journey.

We are uniquely positioned to satisfy any and all requirements of your conversational AI solution, from business consulting, security services and application development to software asset management, licensing procurement, and user adoption services. We have applied the knowledge and expertise gained through thousands of cloud, workplace, and security implementations to our AI practice.



Why Amazon for conversational AI?

Amazon's conversational AI technologies are designed to be versatile, scalable, and capable of understanding and processing natural language, making interactions more human-like and personalized. With a commitment to innovation, Amazon's conversational AI solutions offer businesses the tools to create intuitive, engaging, and intelligent interactions with customers.



Advanced AI and Machine Learning: Amazon's expertise in AI research and machine learning algorithms enables highly sophisticated conversational capabilities that can understand and respond to complex queries with accuracy.



Scalability and Integration: With a robust set of APIs and services, Amazon's conversational AI can be seamlessly integrated into a variety of platforms and scaled to meet the demands of any size enterprise.



Natural Language Understanding: Amazon's conversational AI excels in processing and interpreting natural language, allowing for more human-like and intuitive customer interactions.



Commitment to Responsible AI: Amazon is dedicated to developing AI responsibly, ensuring that its conversational AI technologies are used in ways that are ethical, transparent, and aligned with the best interests of society.

Amazon's conversational AI technologies

Amazon's conversational AI technologies are at the forefront of innovation, offering a range of services that cater to the diverse needs of businesses and developers. These technologies are designed to enhance user experiences by providing intelligent, personalized, and intuitive interactions. From fully managed services that build and scale AI applications to machine learning tools that uncover insights from text, Amazon's conversational AI services are transforming the way businesses engage with their customers.

- **Amazon Bedrock:** A fully managed service that offers leading foundation models and a set of tools to quickly build and scale generative AI applications.
- **Amazon Q:** A generative AI-powered assistant that provides interactive answers, solves problems, generates content, and takes action. It is secure, private, and trained on AWS knowledge, assisting users across AWS and third-party platforms.
- **AWS Chatbot:** An interactive agent that helps monitor and interact with AWS resources in Slack channels and Amazon Chime chat rooms. It simplifies managing and responding to AWS service notifications through familiar chat tools.
- **Amazon Rekognition:** An image and video analysis service that can be integrated into conversational AI to enhance user interactions by allowing the AI to understand and respond to visual content.
- **Amazon Personalize:** A Machine Learning (ML) service that tailors user experiences by leveraging individual behavior and preferences to customize conversational AI interactions and recommendations. This service adapts to real-time user activity, ensuring that each interaction is as relevant and personalized as possible.
- **Amazon Comprehend:** A natural language processing (NLP) service that uses machine learning to uncover insights and relationships in text. It's essential for conversational AI to understand and generate human-like responses.

Contact your Softchoice Account Manager for more details or contact a Softchoice representative [here](#).