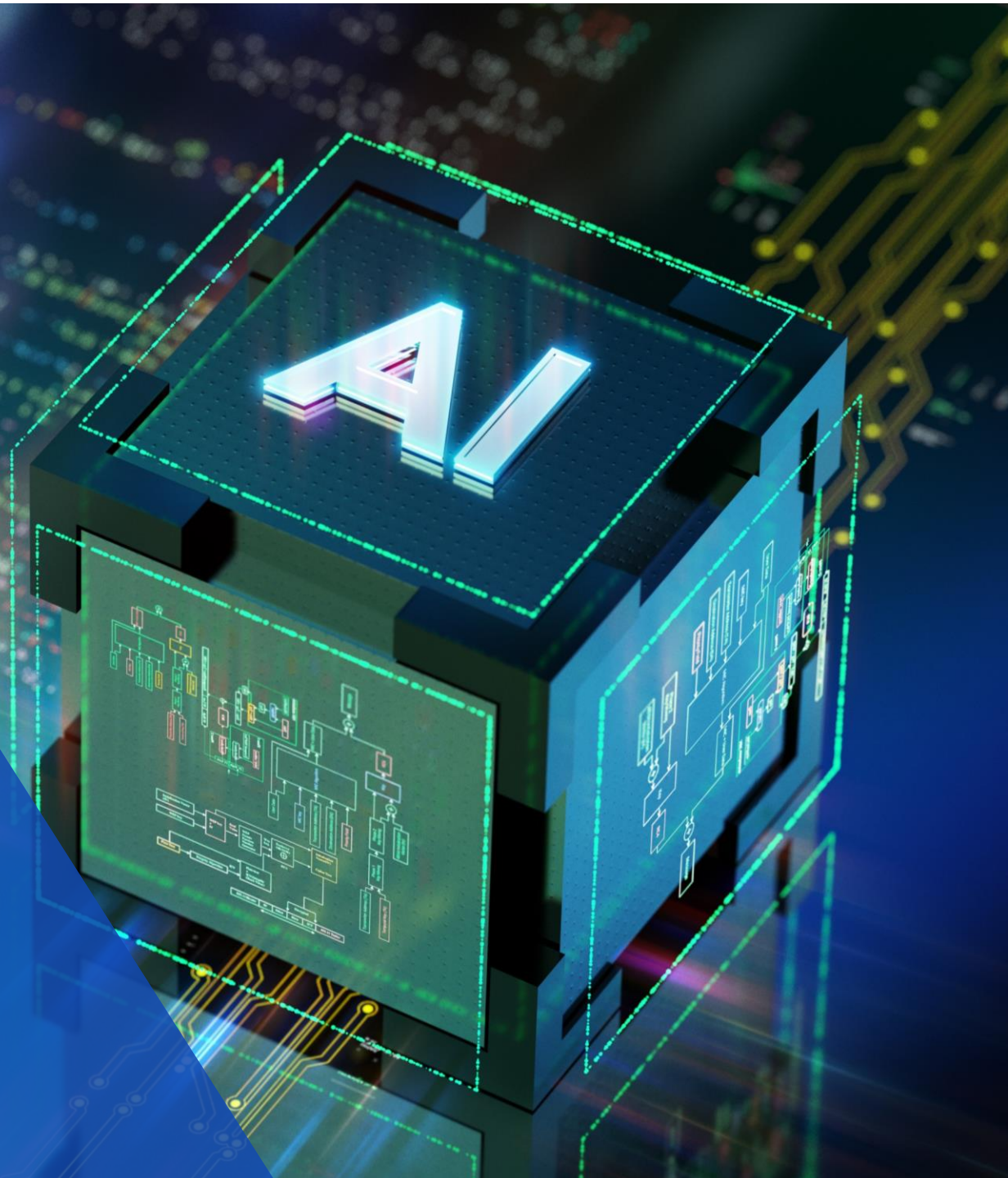
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CLOUD COMMUNICATIONS

Making AI Accessible to the SMB

Mark Sher
SVP of Product Marketing, Intermedia





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WHO USES AI EVERYDAY?



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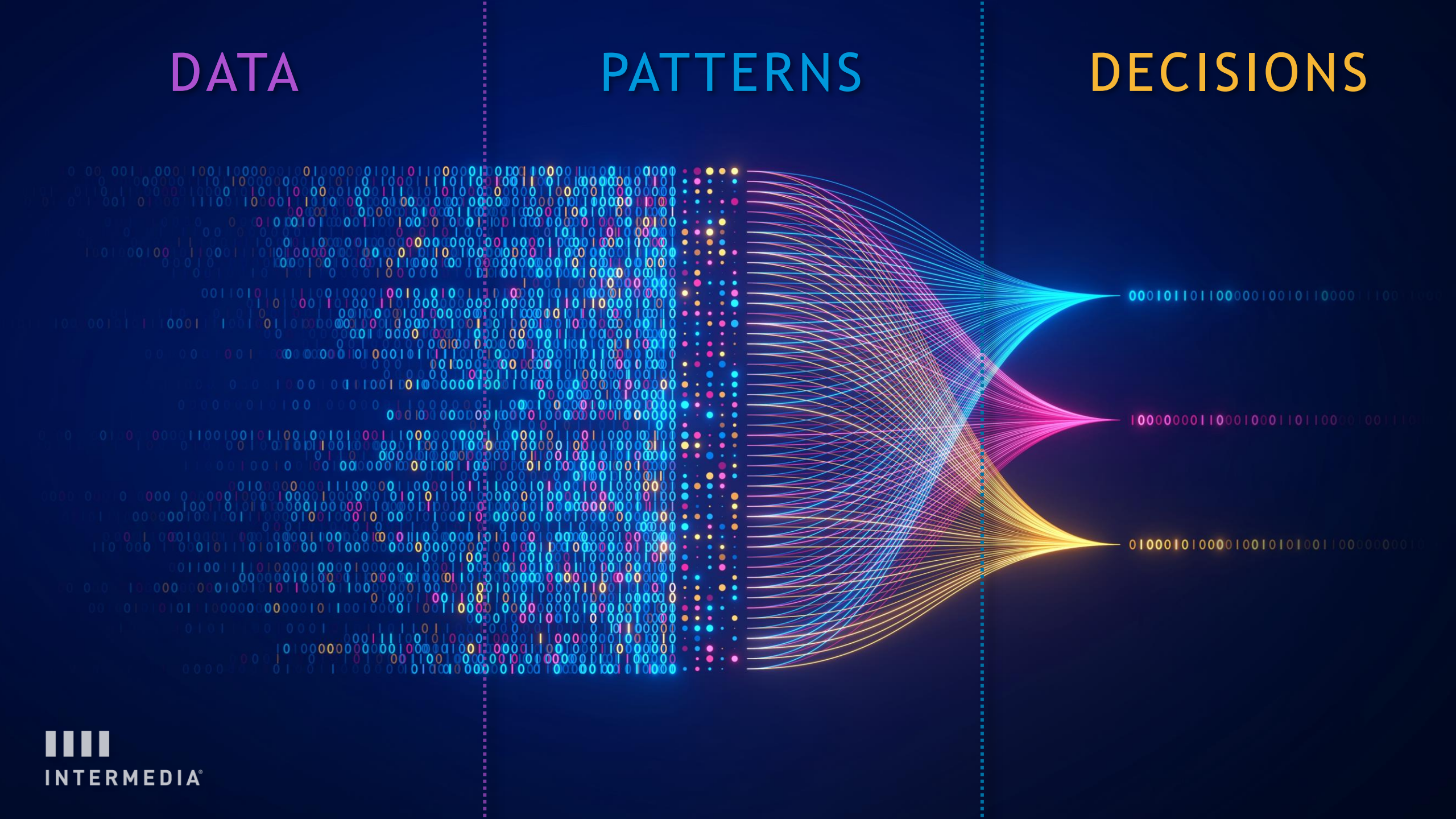
WE ALL DO!



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100m
48
mph
Self-Driving
021654615646
5664613452159
456129782133
36896116259746

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DATA
PATTERNS
DECISIONS
INTERMEDIA®


amazon


1:10 PM
STYLE CHECK RESULTS
We think this outfit looks better on you:
37%
63%
We considered fit, color, styling, and trends. Learn more

Gen AI / LLM

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HUMAN LANGUAGE

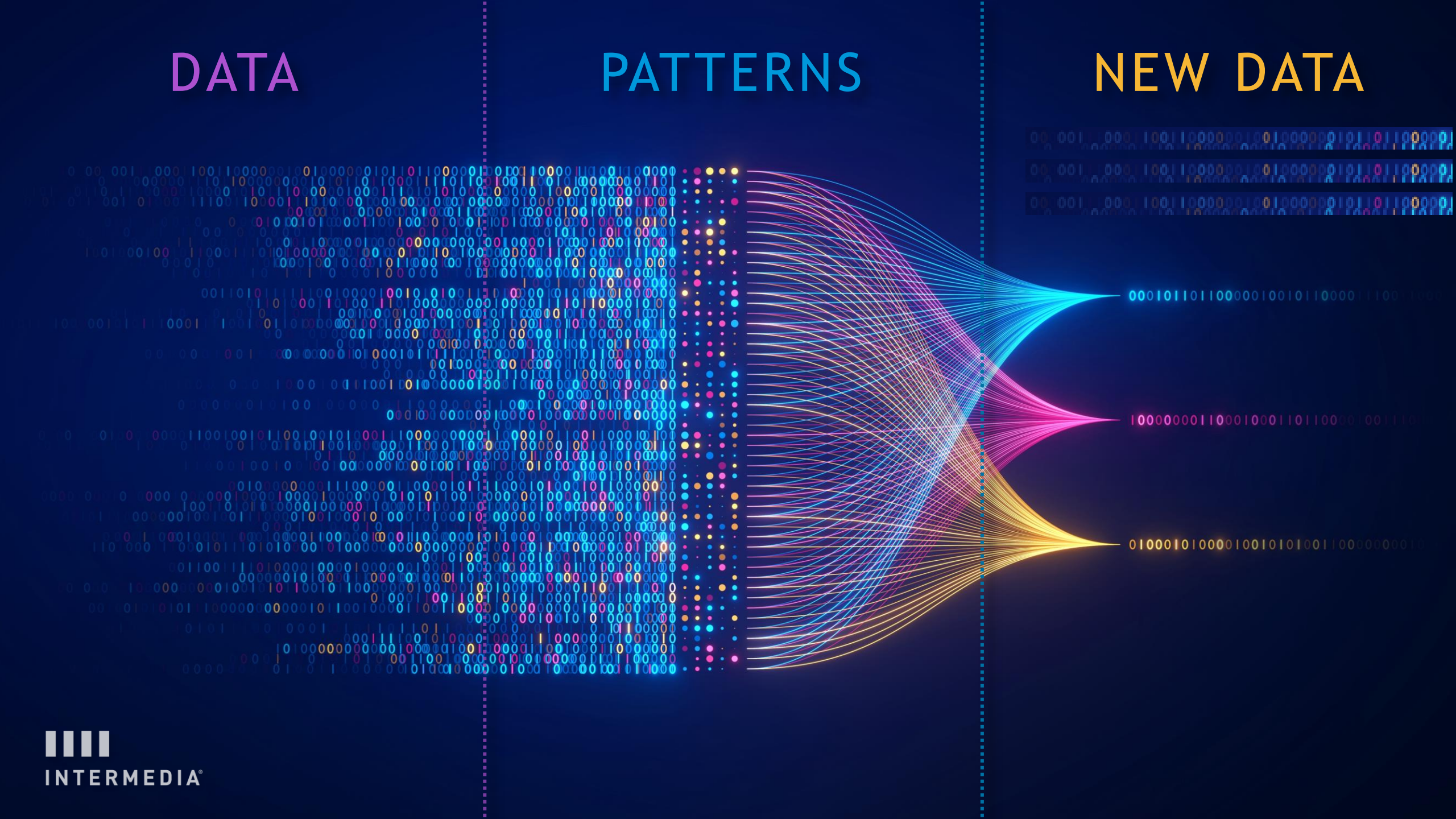
NEW CONTENT +

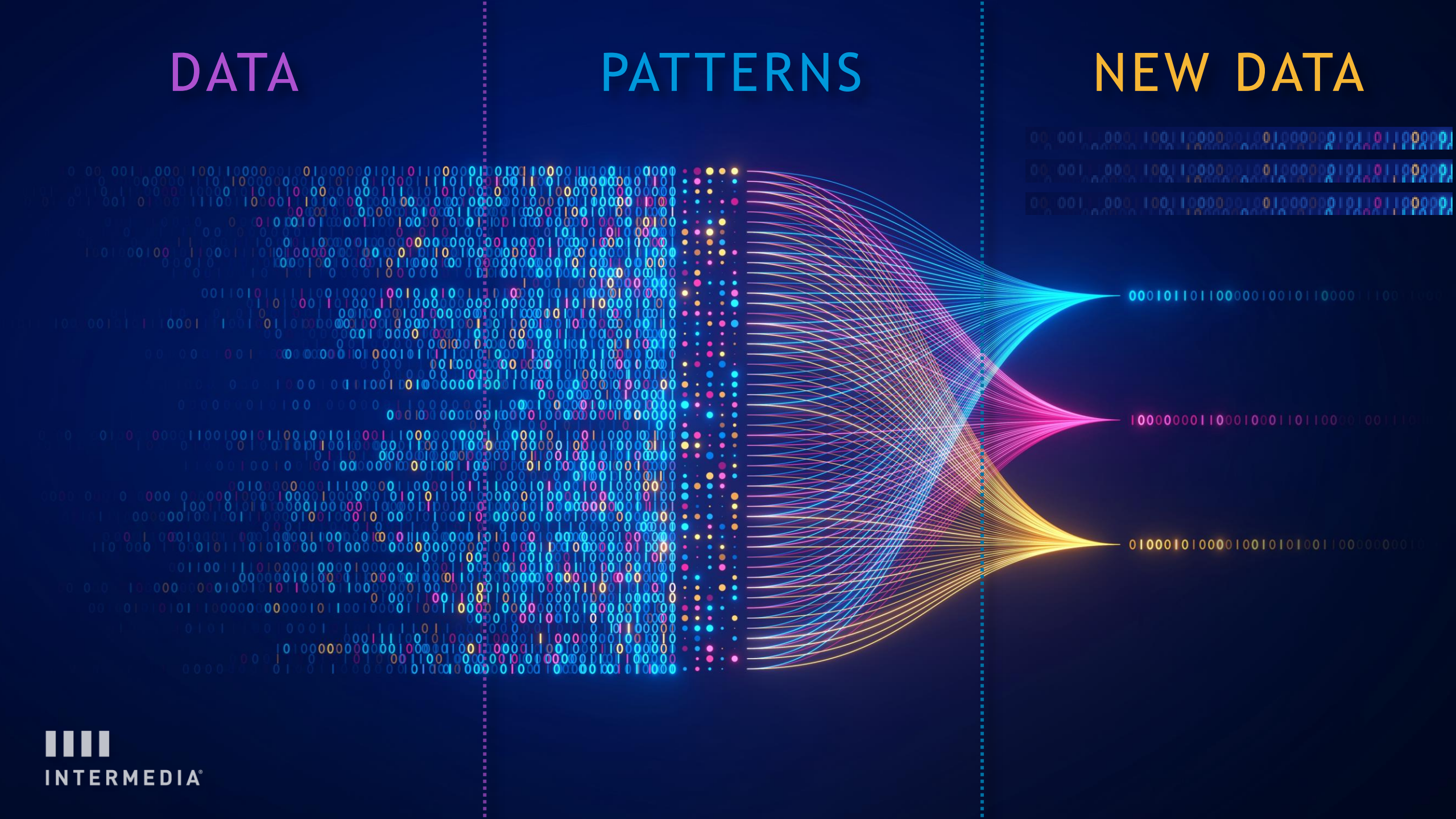
CODE

MUSIC

IMAGES

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DATA
PATTERNS
NEW DATA
INTERMEDIA®


DATA
PATTERNS
NEW DATA
INTERMEDIA®

TRADITIONAL MACHINE LEARNING



Identifying Pattern in Existing Data and Make a Decision

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TRADITIONAL MACHINE LEARNING



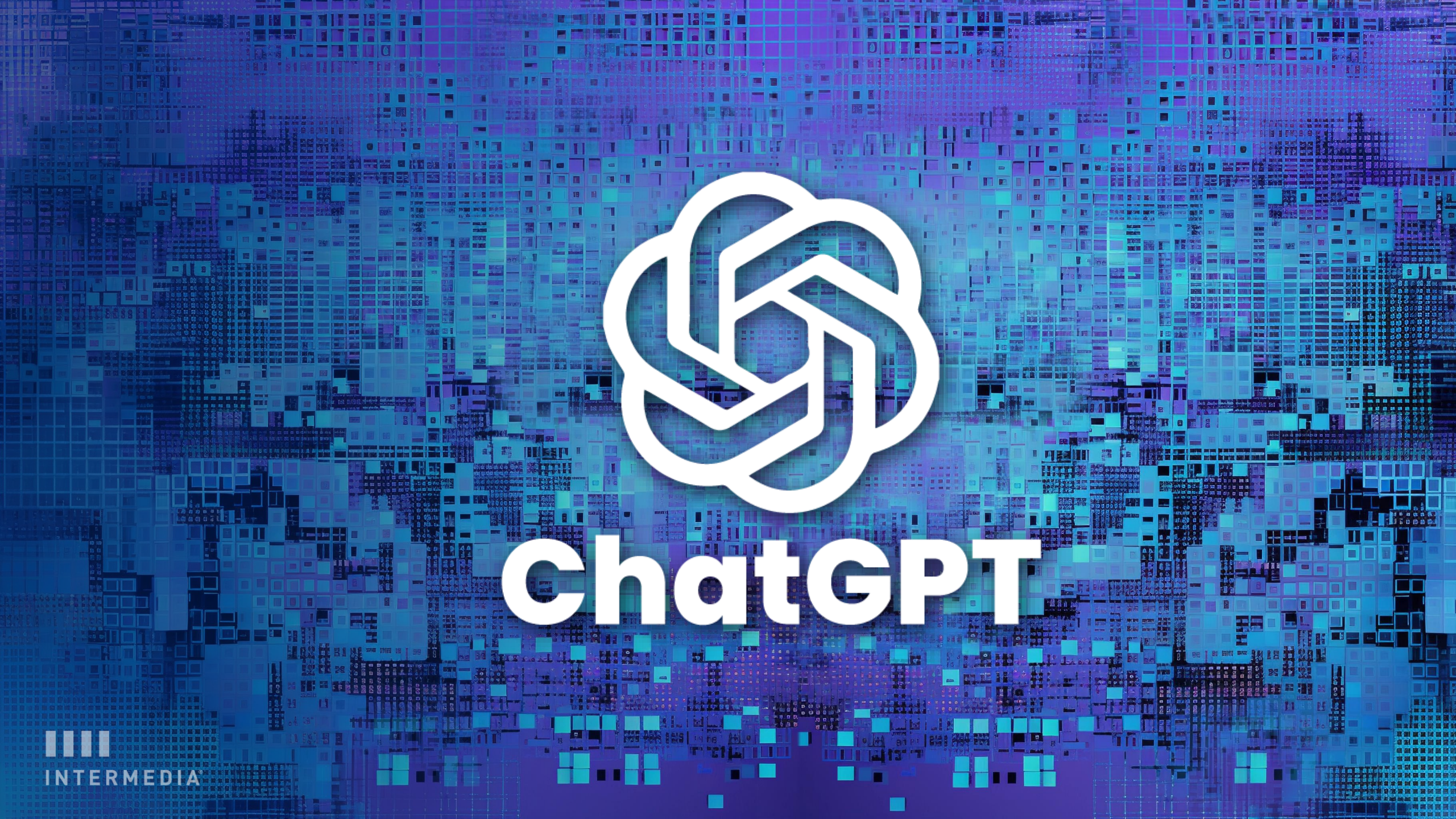
Identifying Pattern in Existing Data

GENERATIVE AI/LLM



Creating New Data Based on Those Patterns

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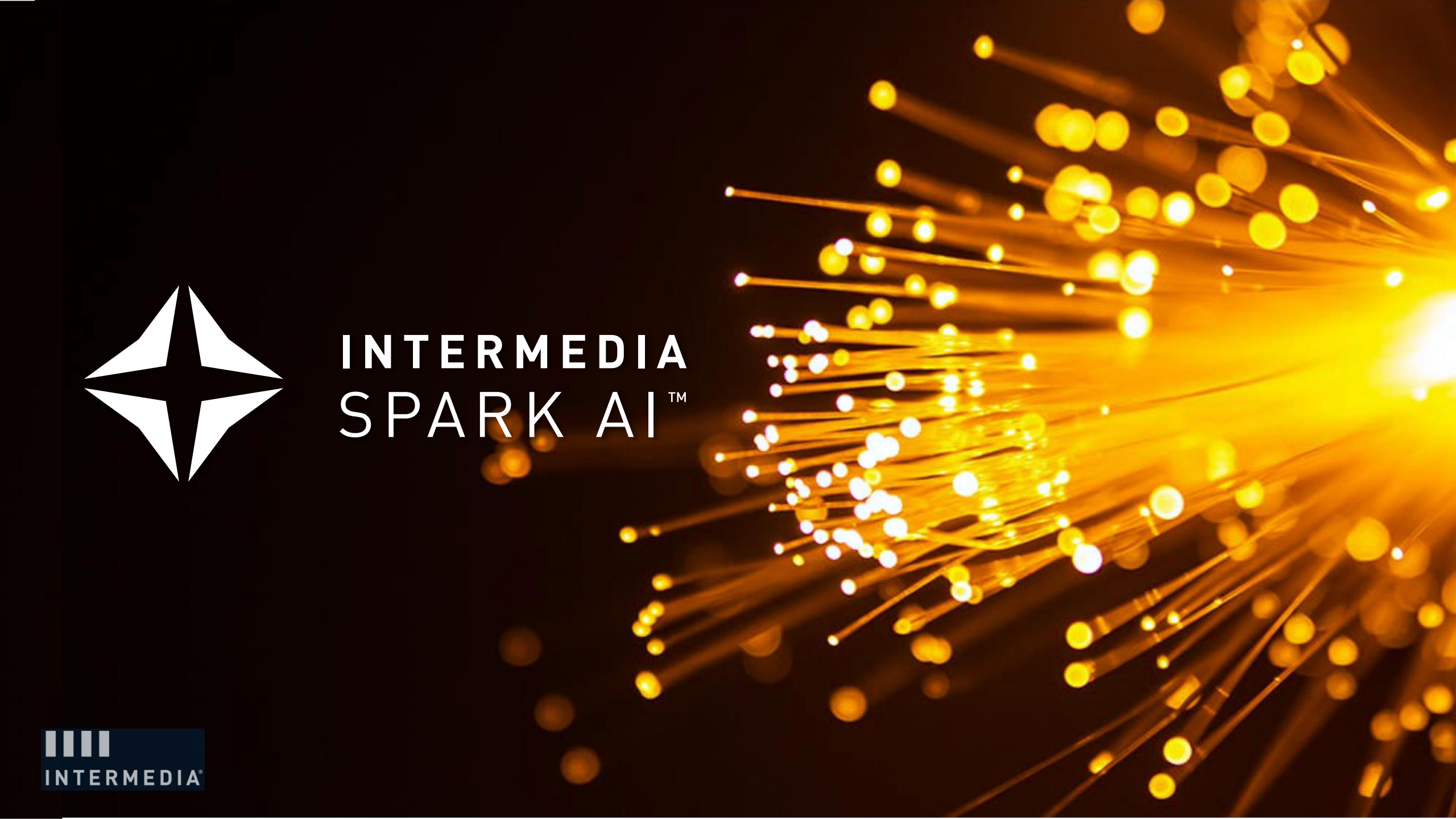


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SPARK AI™
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Easy to Train • Easy to Use
Secure and Ethical
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How can Gen AI be Applied?

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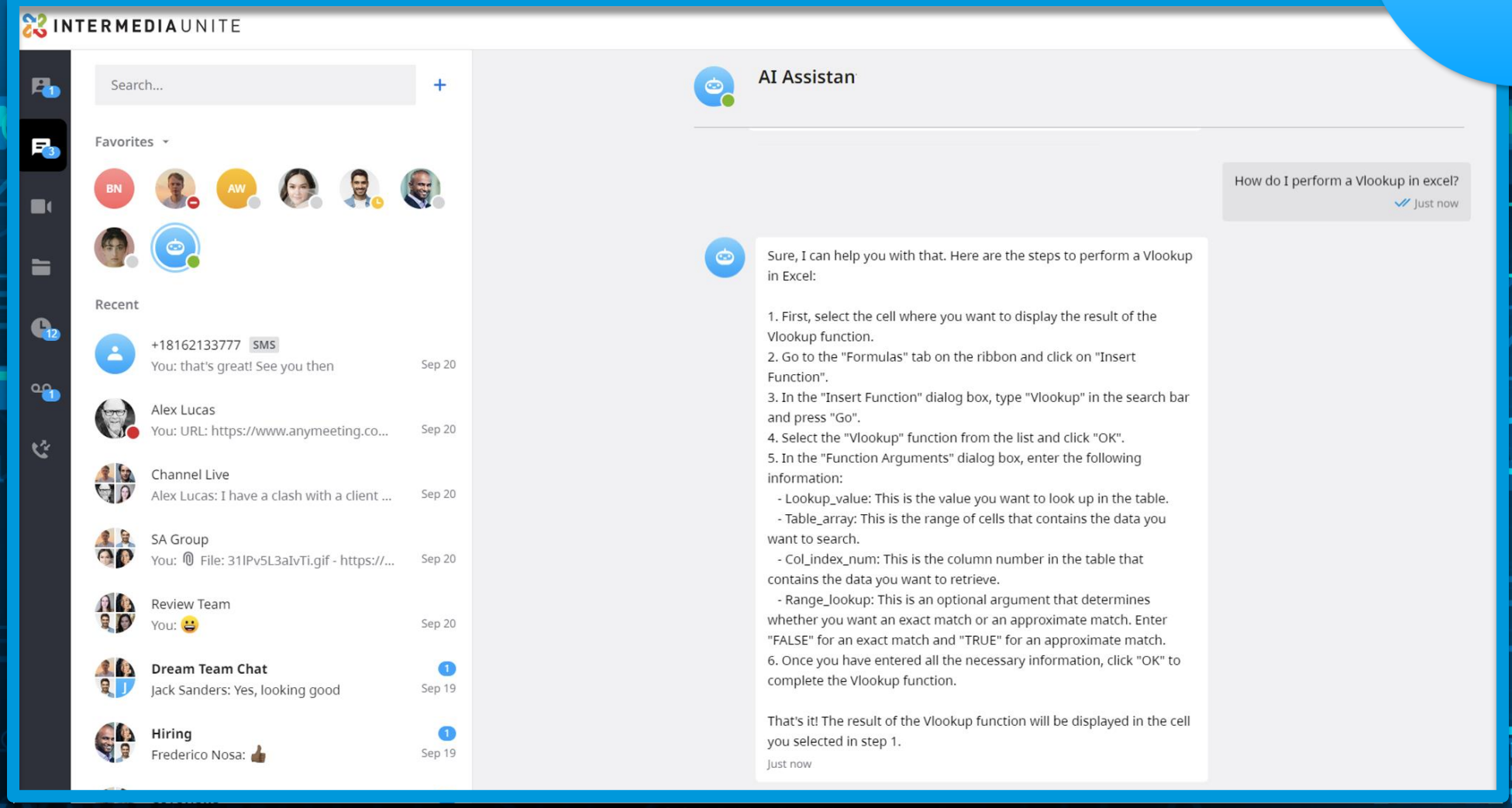
1. Generic Knowledge
2. Customer Provided Knowledge
3. Auto Identified Knowledge

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Generic Knowledge

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AI Assistant



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Transcription

00:00:01, Agent > Hi, welcome to Uniformed R Us, I am Jenny.
00:00:04, Agent > How can I help you today?
00:00:06, Customer > Hi, Jenny, my name is natanya.
00:00:09, Customer > I have a question for you about order school uniforms for my twins.
00:00:10, Agent > I'd be happy to help you.
00:00:12, Agent > Can I get your account ID, first?
00:00:14, Customer > Yes.
00:00:15, Customer > 8675309.
00:00:16, Agent > Thanks. How can I help you today?
00:00:18, Customer > Well, when I went online, it asked me to register both of my twins
00:00:27, Customer > Not a.
00:00:28, Customer > Problem.
00:00:28, Customer > But when it came to change the date of birth, obviously they're twi
00:00:33, Customer > They have the same date of birth.
00:00:35, Customer > I was getting some sort of system error because they thought I was
00:00:41, Customer > Can I get some help please?
00:00:44, Agent > Oh yes, it's course.
00:00:45, Agent > I am so sorry.
00:00:46, Agent > You had issues.

Redaction

00:00:01, Agent > Hi, welcome to Uniformed R Us, I am Jenny.
00:00:04, Agent > How can I help you today?
00:00:06, Customer > Hi, Jenny, my name is natanya.
00:00:09, Customer > I have a question for you about order school uniforms for my twins.
00:00:10, Agent > I'd be happy to help you.
00:00:12, Agent > Can I get your account ID, first?
00:00:14, Customer > Yes.
00:00:15, Customer > [Numerical_PII].
00:00:16, Agent > Thanks. How can I help you today?
00:00:18, Customer > Well, when I went online, it asked me to register both of my twins a
00:00:27, Customer > Not a.
00:00:28, Customer > Problem.
00:00:28, Customer > But when it came to change the date of birth, obviously they're twir
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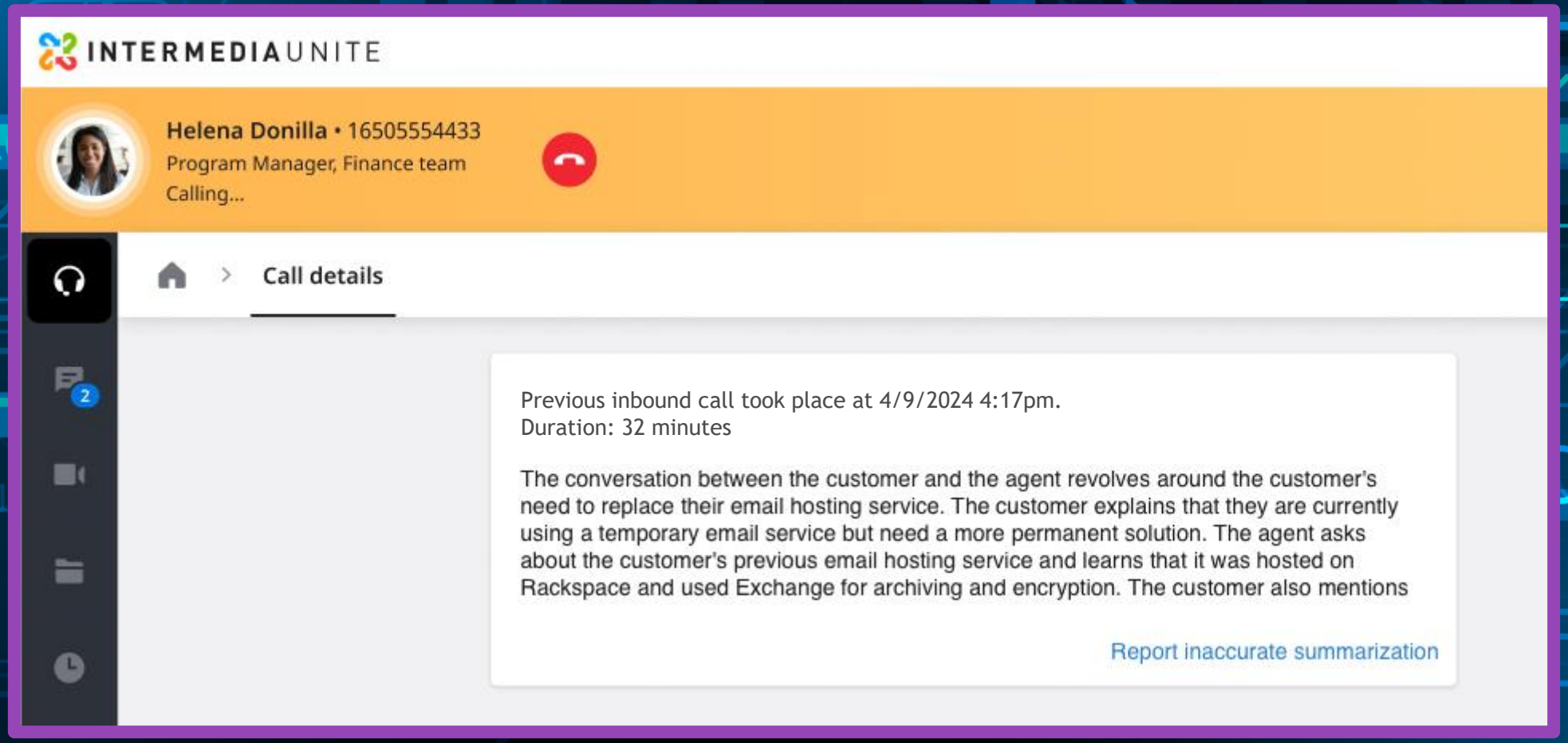
Accurate Summary

Call Date: 4/19/2023 12:11:15 PM Duration: 00:03:39 Agent: Agent 1 Neutral

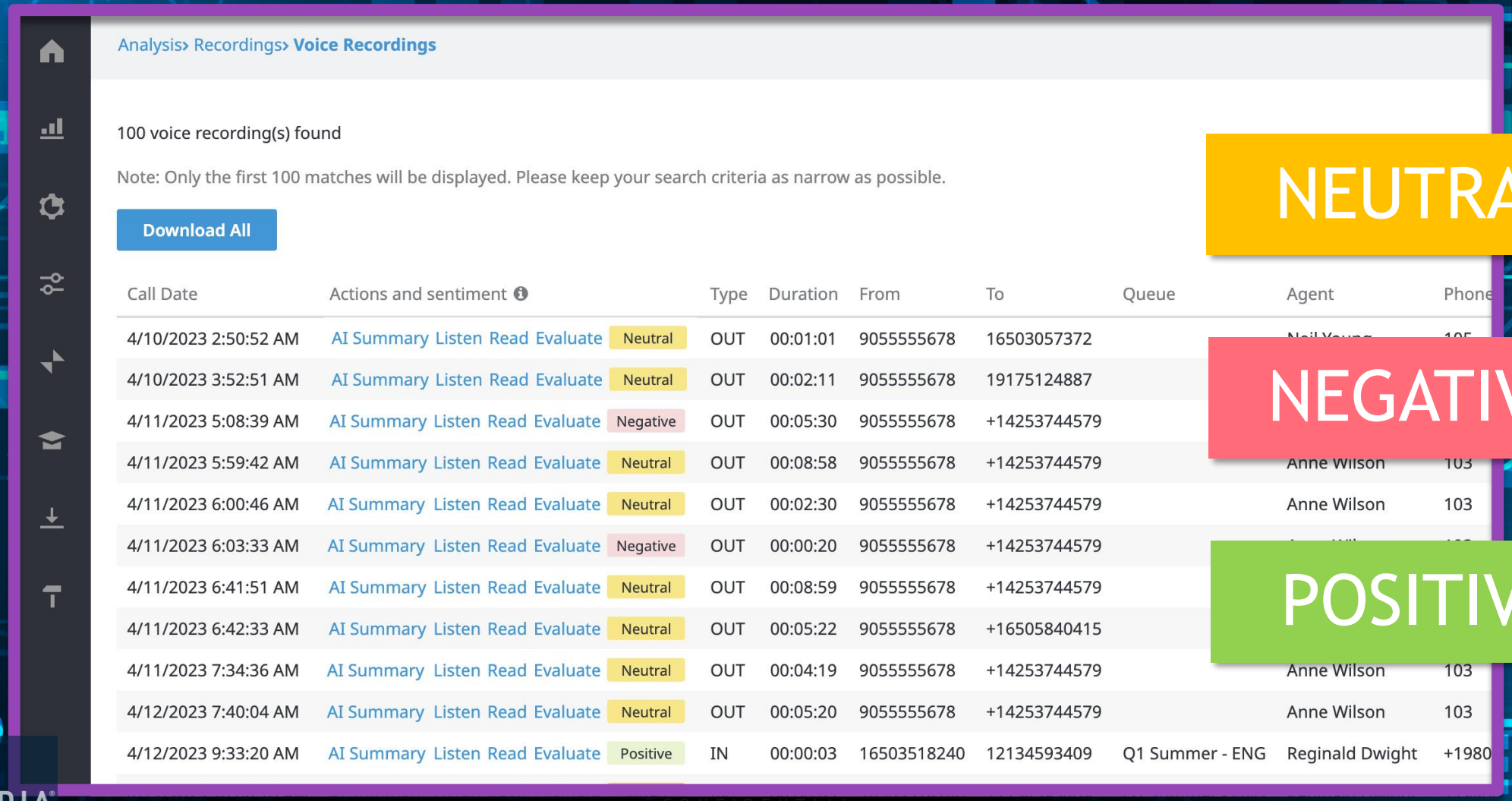
AI Summary Copy

Customer contacted Uniformed R Us to order school uniforms for her twins. She faced an issue while registering her twins online as they have the same date of birth. Agent apologized for the inconvenience and resolved the issue by entering both dates of birth into the system. Customer decided to order over the phone and placed an order for two long-sleeve white shirts, two blue vests, and two gray pants. She also opted for overnight shipping for an additional $2. The total cost was charged to her credit card on file. Agent confirmed that the order would be delivered the next day and provided the tracking information via email.

Accurate Summary

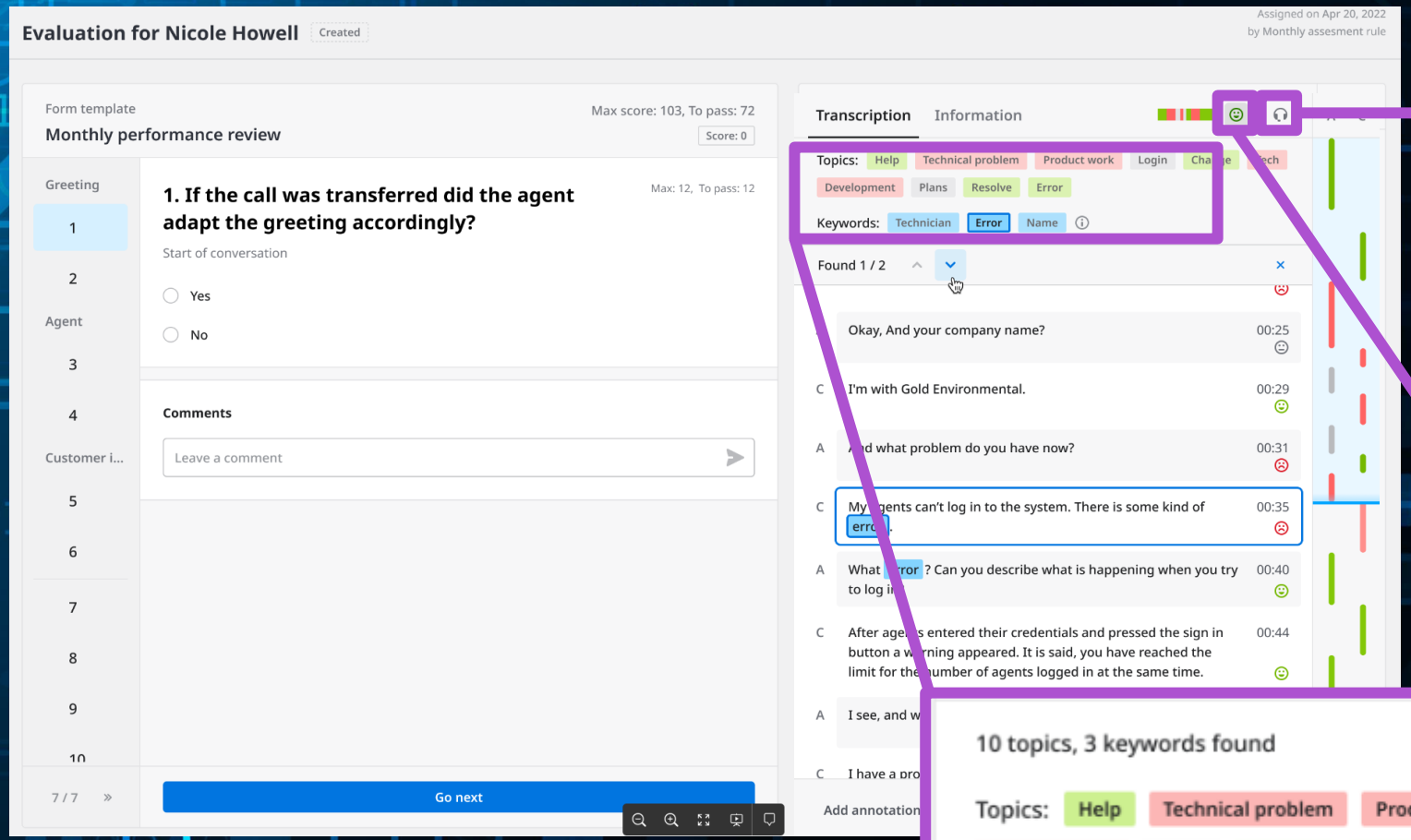


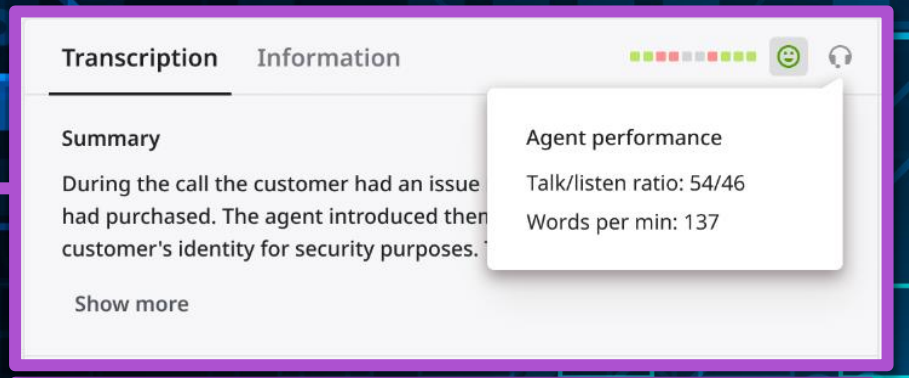
Sentiment Analysis

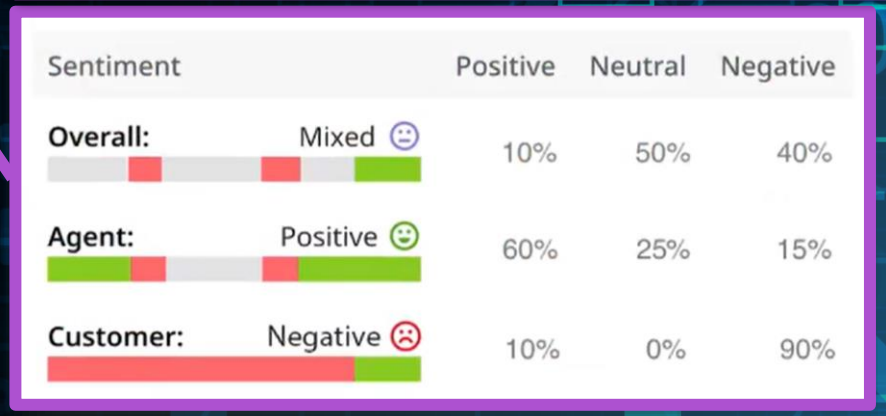


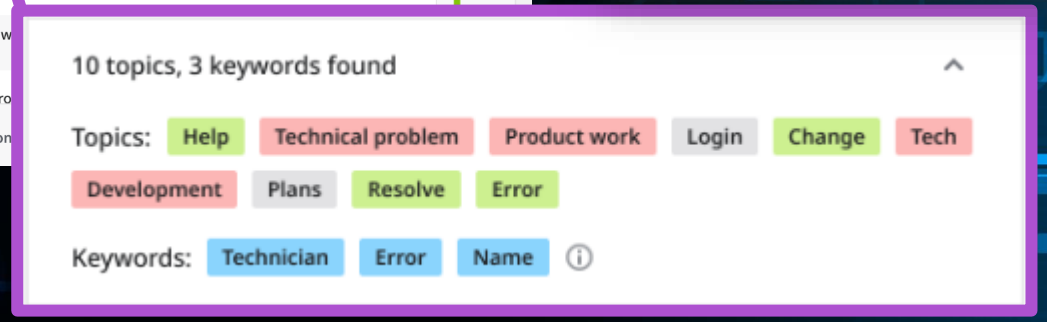
Call Date	Actions and sentiment	Type	Duration	From	To	Queue	Agent	Phone
4/10/2023 2:50:52 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:01:01	9055555678	16503057372			
4/10/2023 3:52:51 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:02:11	9055555678	19175124887			
4/11/2023 5:08:39 AM	AI Summary Listen Read Evaluate Negative	OUT	00:05:30	9055555678	+14253744579			
4/11/2023 5:59:42 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:08:58	9055555678	+14253744579		Anne Wilson	103
4/11/2023 6:00:46 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:02:30	9055555678	+14253744579		Anne Wilson	103
4/11/2023 6:03:33 AM	AI Summary Listen Read Evaluate Negative	OUT	00:00:20	9055555678	+14253744579			
4/11/2023 6:41:51 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:08:59	9055555678	+14253744579			
4/11/2023 6:42:33 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:05:22	9055555678	+16505840415			
4/11/2023 7:34:36 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:04:19	9055555678	+14253744579		Anne Wilson	103
4/12/2023 7:40:04 AM	AI Summary Listen Read Evaluate Neutral	OUT	00:05:20	9055555678	+14253744579		Anne Wilson	103
4/12/2023 9:33:20 AM	AI Summary Listen Read Evaluate Positive	IN	00:00:03	16503518240	12134593409	Q1 Summer - ENG	Reginald Dwight	+1980

AI Agent Evaluator

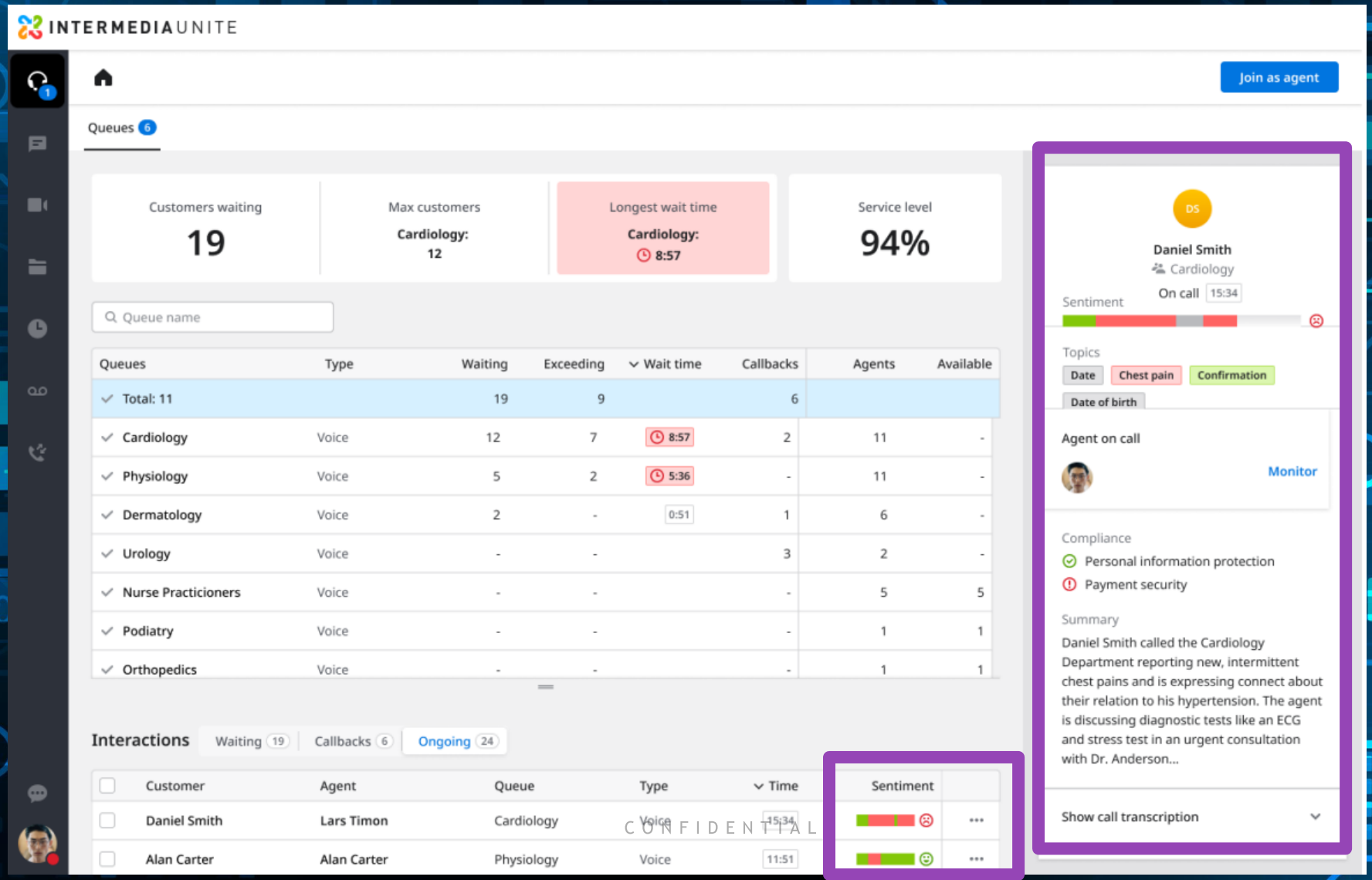








AI Supervisor Monitoring



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Roadmap Item

Topics & Trends Reporting



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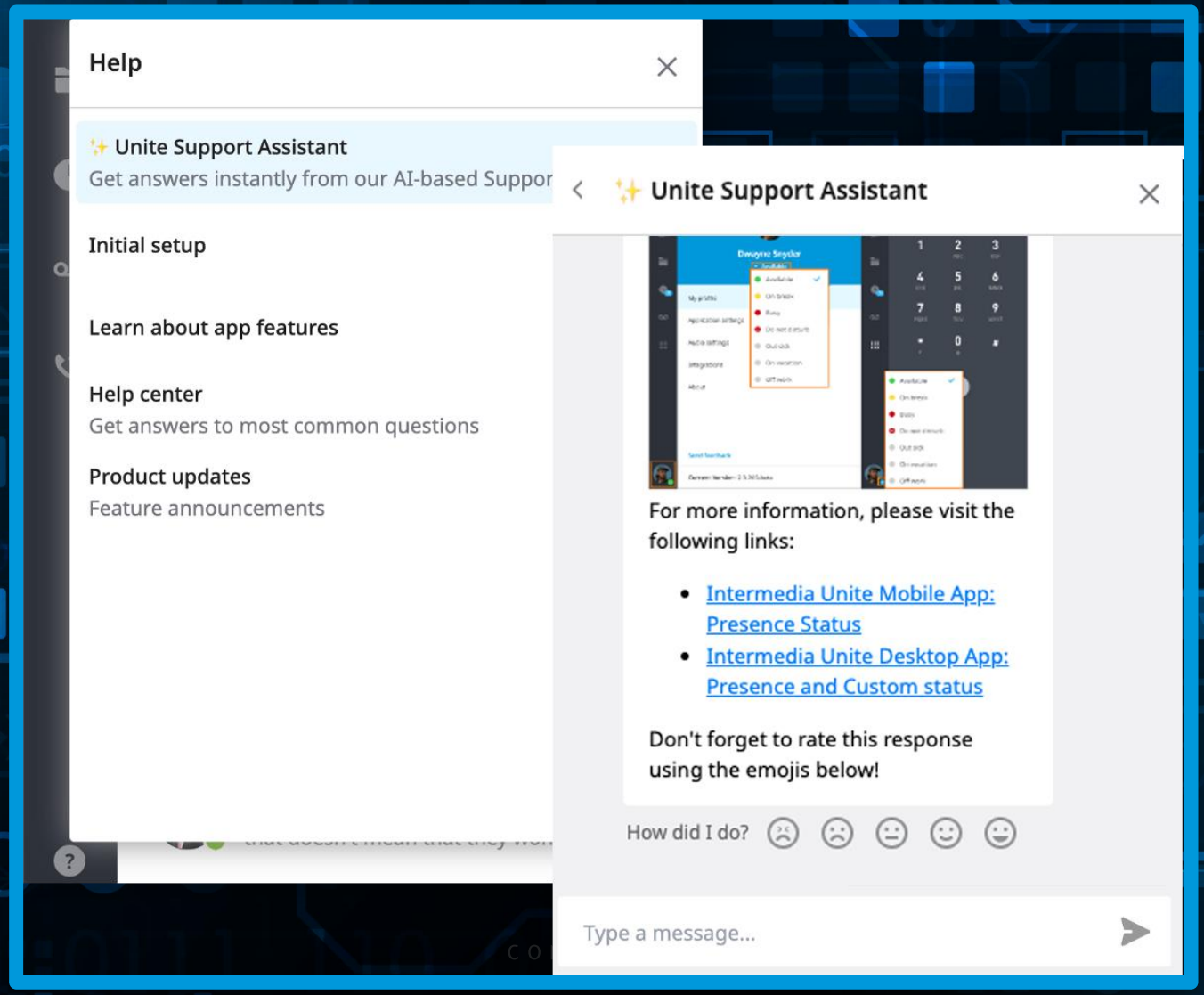
Roadmap Item

Customer Provided Knowledge

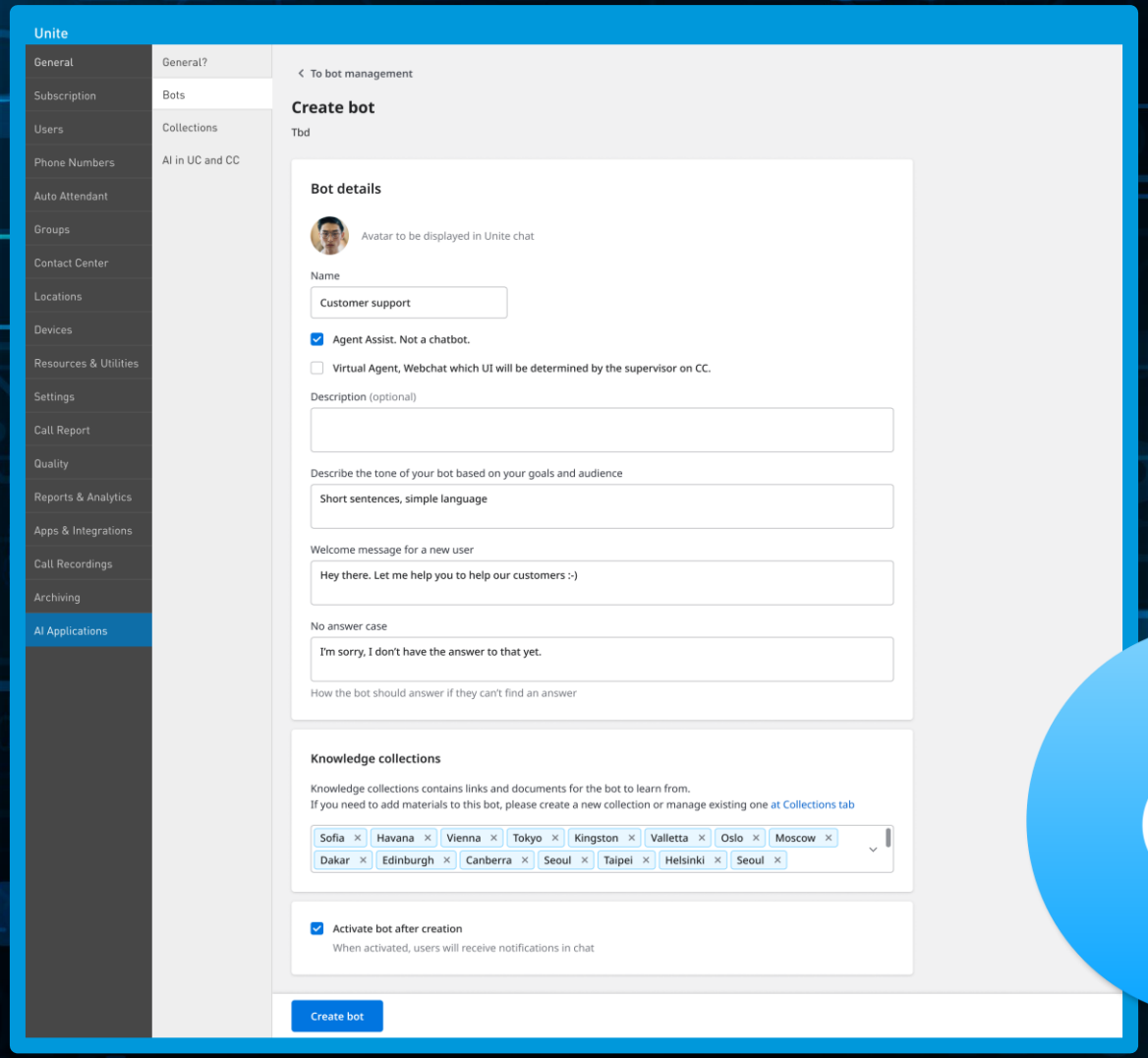
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Support Bot

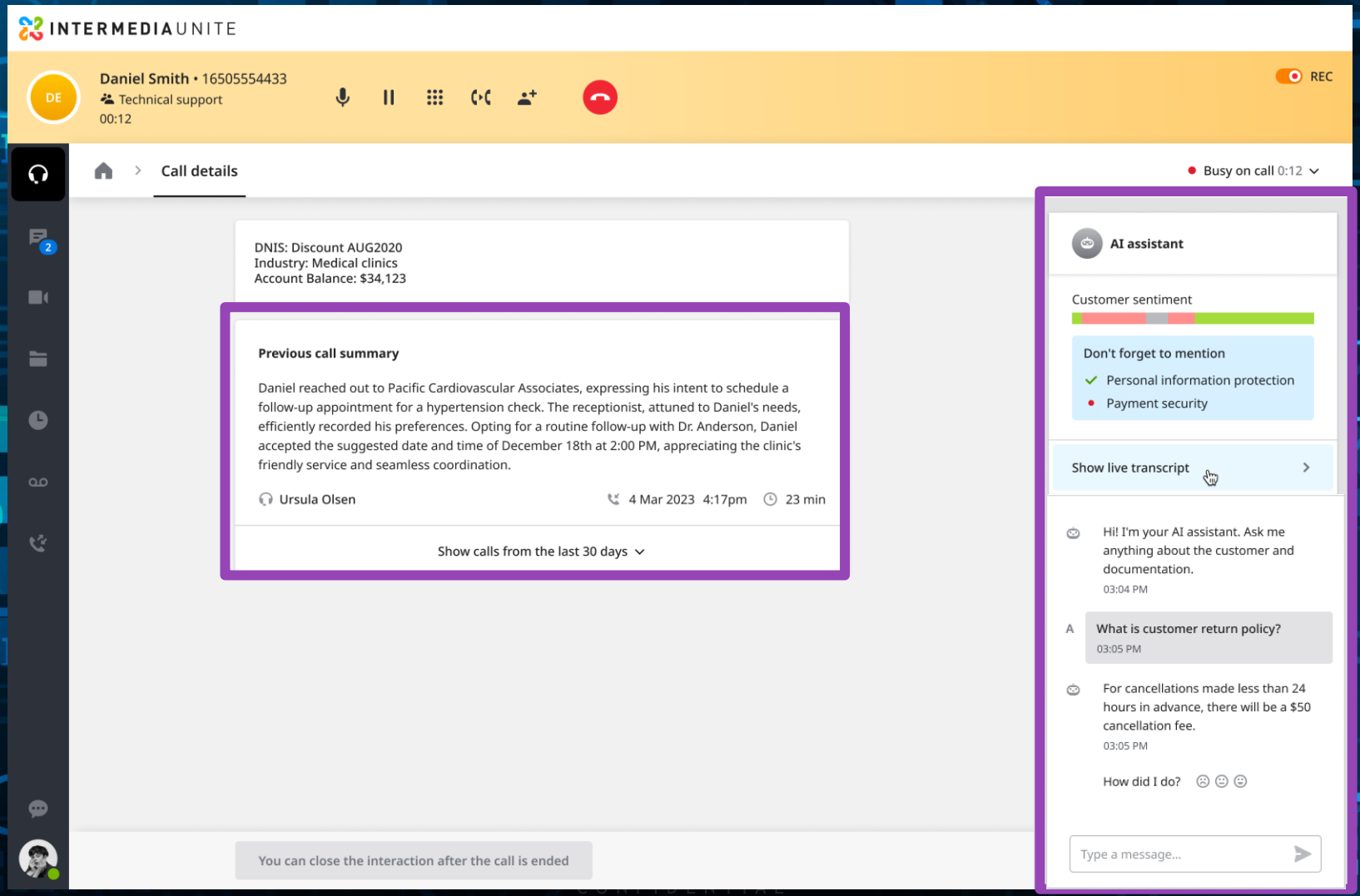

Help
Unite Support Assistant
Get answers instantly from our AI-based Suppor
Initial setup
Learn about app features
Help center
Get answers to most common questions
Product updates
Feature announcements
Unite Support Assistant
For more information, please visit the following links:
Intermedia Unite Mobile App: Presence Status
Intermedia Unite Desktop App: Presence and Custom status
Don't forget to rate this response using the emojis below!
How did I do?
Type a message...

AI Assistant w/ Custom Knowledge



Roadmap Item

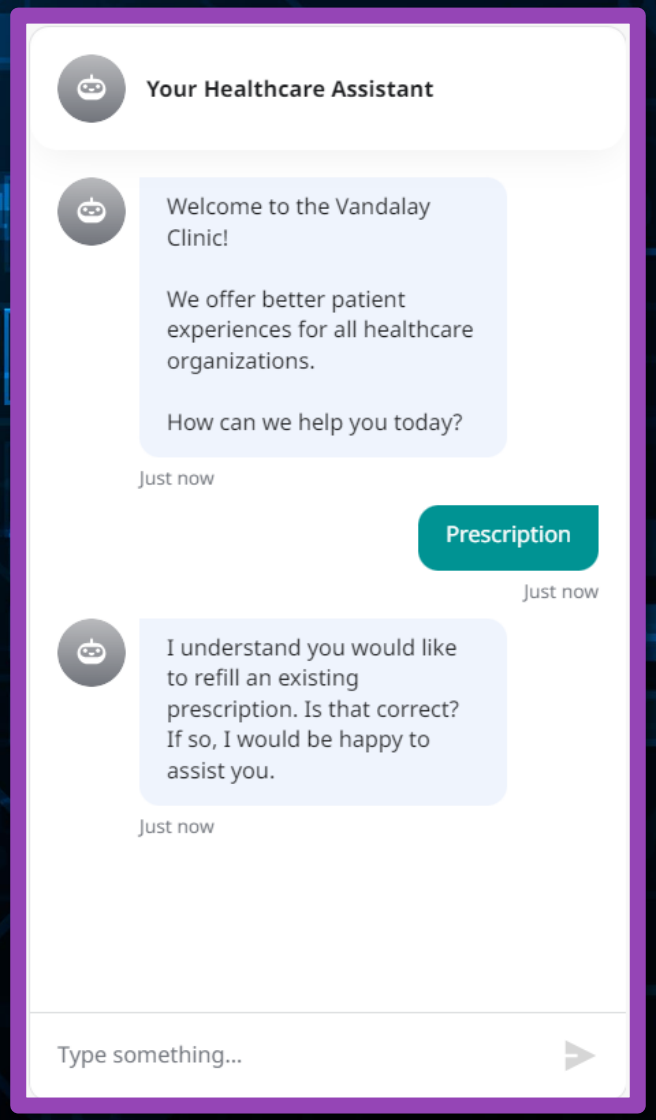
Agent Assist



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Roadmap Item

AI Chatbot



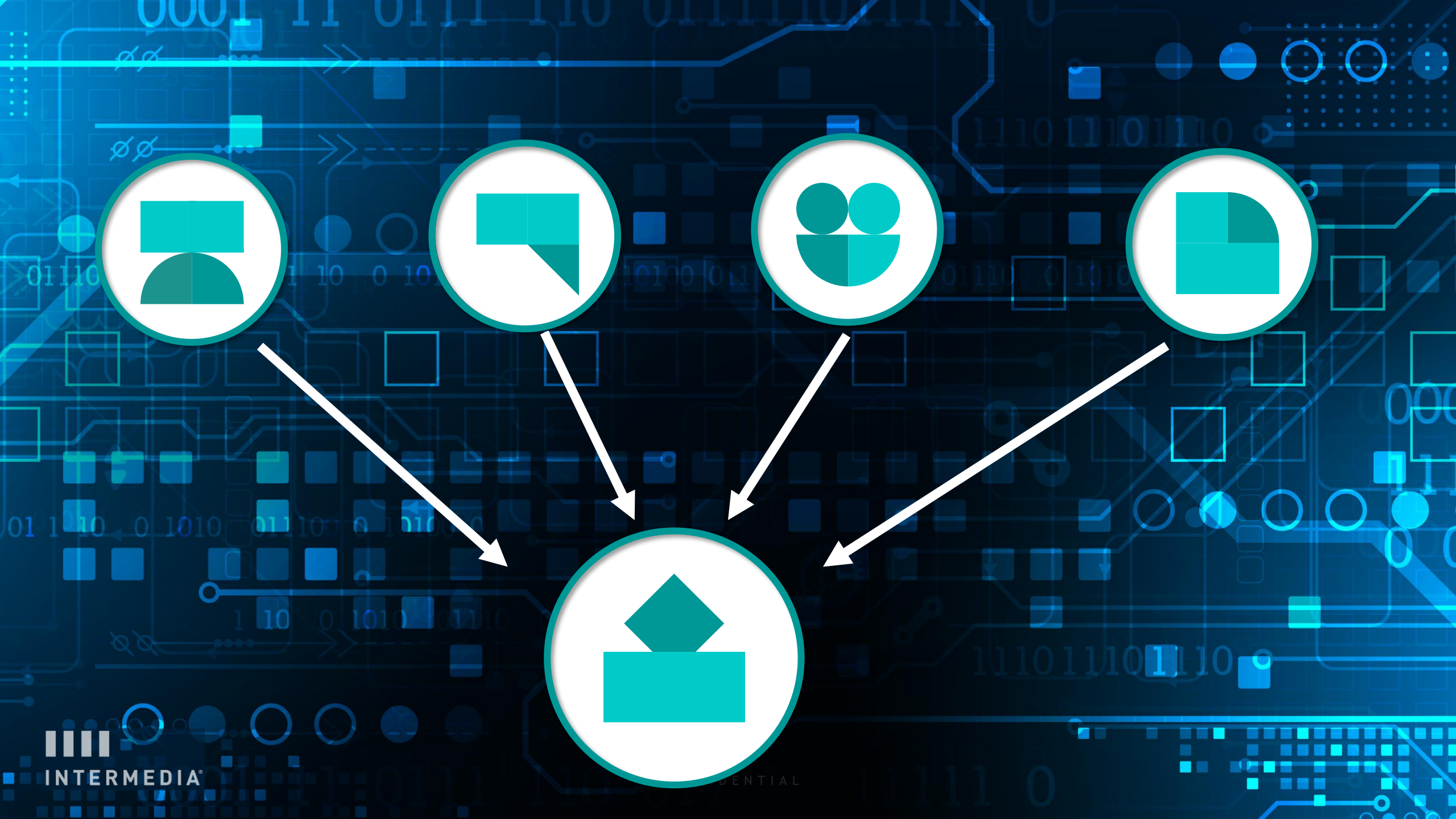
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Roadmap Item

Auto Identified Knowledge

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Email: Generate a draft response to an email.



Chat: Generate response based on the chat history.



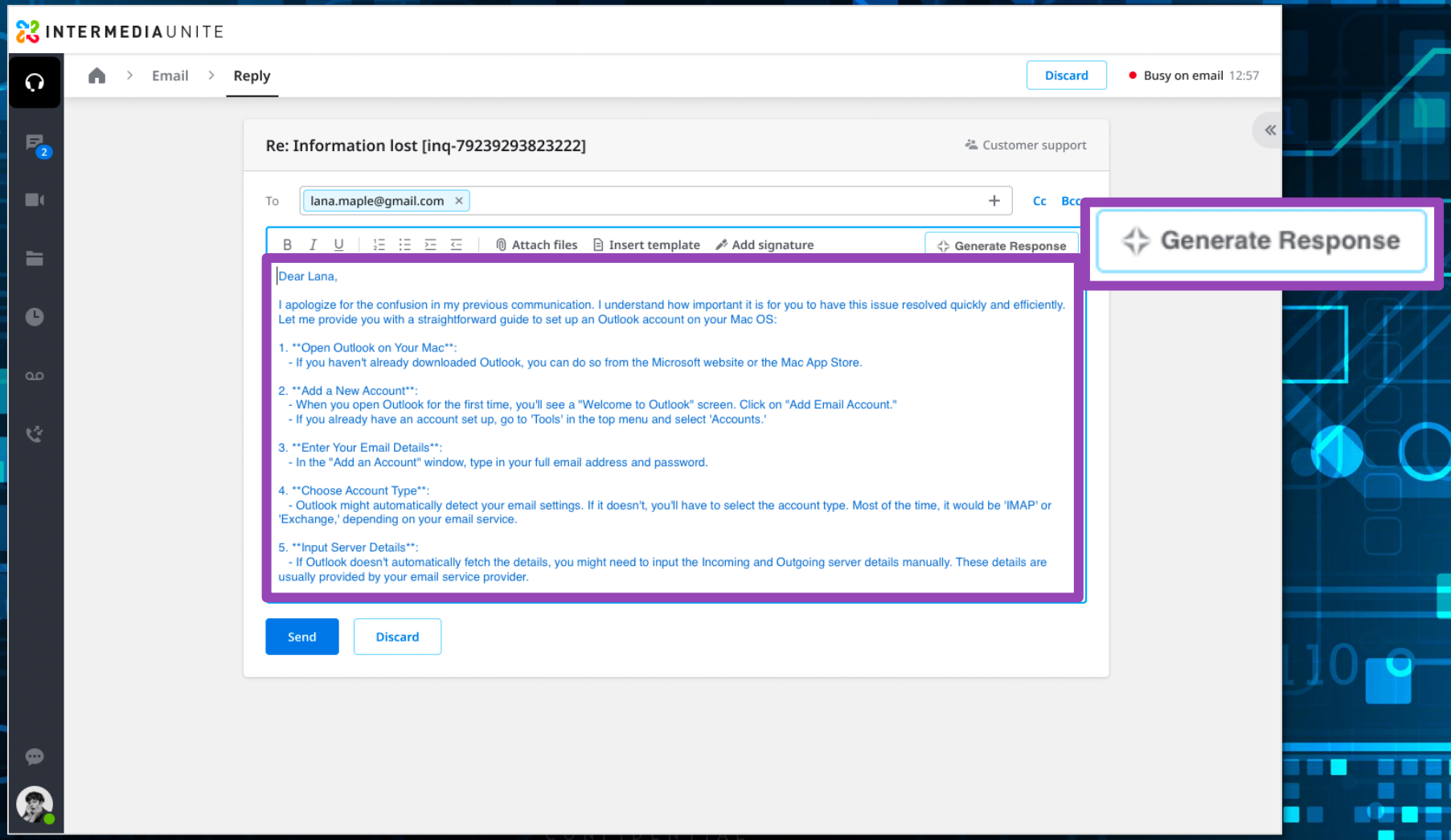
Contact Center: Show supervisors evolving average sentiment of customer interactions



Business: Deeper business analysis and trend spotting

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Agent Assist



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Roadmap Item

How to talk about Gen AI

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How SMBs feel about AI

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Small Business AI Adoption Survey - October 2023 AI Adoption in Small Businesses

- 75% of the surveyed small businesses (507 out of 676) utilize AI tools in their operations.
- AI adoption increases with revenue:
  - 66% of businesses with less than $100K in revenue use AI.
  - 76% of businesses with $100K-$500K in revenue use AI.
  - 81% of businesses with $500K-$1 Million in revenue use AI.
  - 86% of businesses with over $1 Million in revenue employ AI.

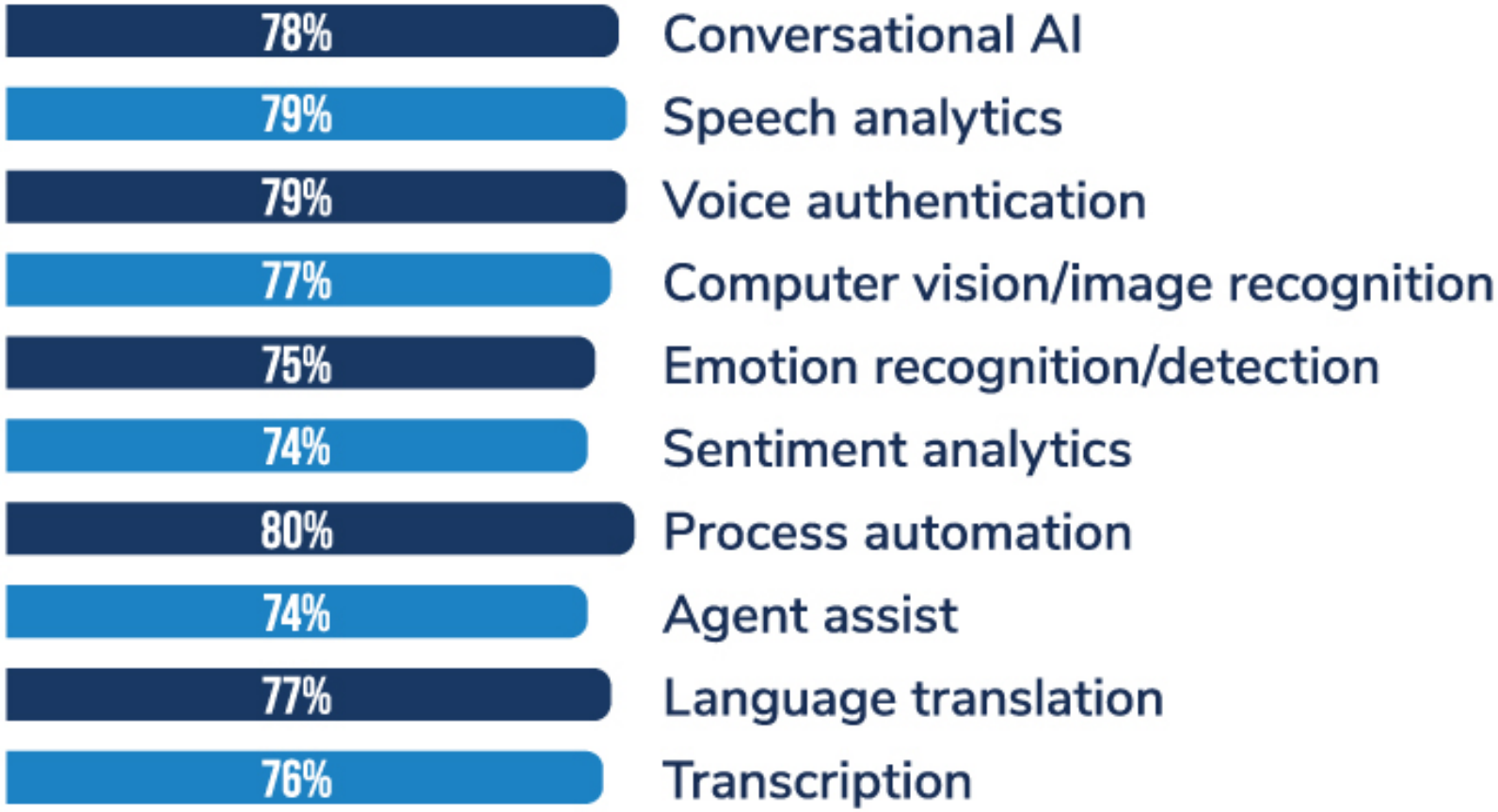


Drivers for AI Adoption

Key drivers or reasons small business owners adopted AI include:

- Their own research, peer influence and comfort with technology (54%),
- Time and cost savings (51%),
- Competitive pressures (29%)
- and inflationary pressures (26%).
- Small business owners also noted that high labor costs (25%),
- augmenting skilled labor or lack of access to skill labor (19%) drove AI adoption.

Which of the following AI technologies will be deployed in your contact center in the next 2 years?



Investment across all areas of AI is expected to increase to over 70% in the next two years according to Frost & Sullivan visual white paper

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We Need Gen AI Strategy

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What are your Desired Business Outcomes?
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Focus on Business Goals
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What areas of the business could benefit from AI solutions?

How far does your customer want to take AI?

What's your customers' risk profile around security?

This is new technology and everyone is still learning.

Thank You

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