

# Intelligent Assistants Awards (IAAs) Ceremony

4:15 PM – 5:00 PM

- Stas Roumiantsev, Strategy Consultant, Wells Fargo Bank
- Nicolas de Kouchkovsky, Principal, CaCube Consulting
- Amy Stapleton, Analyst, Virtual Agent Chat
- Dan Miller, Lead Analyst & Founder, Opus Research

# Introducing the Judges

- Amy Stapleton
  - Virtual Assistant Blog
- Stas Roumiantsev
  - Wells Fargo Innovation Team
  - Long-time UX expert
- Nicolas De Kouchkovsky
  - CaCube Consulting
  - Former CMO at Genesys

# The Criteria

- Mobile-first
- Consistent responses across channels/devices
- Responses based on personal info
- Supports established KPIs
- Leverages CX investment
- Learns from experience
- Successful track record
- Future-ready



# Which translated to this

- Mobile-first
  - Visual IVR embraces mobile
  - iPhone, Androids and tablets
- Consistent responses across channels/devices
  - Q&A, chat and agents refer to same knowledge base
  - Intelligent transfer to live agents
- Responses based on personal info
  - E.g. Location, billing history, consumption profile
  - Preferably under user control
- Supports established KPIs
  - Success-based pricing
  - User-defined reporting and analytics

# This year's entries

- Fourteen Intelligent Assistants
  - Six different verticals
  - Five different countries and multiple languages
- Impressive demonstrations of capabilities
  - Lifelike, video avatars
  - Real-time advice for forms and task completion
  - Mobile coaches/companions for healthcare

# And the winners are...

- **Amtrak's Julie**
  - Well integrated
  - Transaction-oriented



# And the winners are...

- **Telefonica Mexico's Nikko**
  - Recognized personality
  - Multiple channels



# And the winners are...

- **ING Netherland's Inge**
  - Innovative mobile-first User Interface
  - Novel approach to authentication

