

STARTING YOUR COGNITIVE JOURNEY

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CHE SMITH - HEAD OF ADVANCED TECHNOLOGY & BUSINESS INNOVATION, VIRGIN MEDIA BUSINESS

APRIL 2016

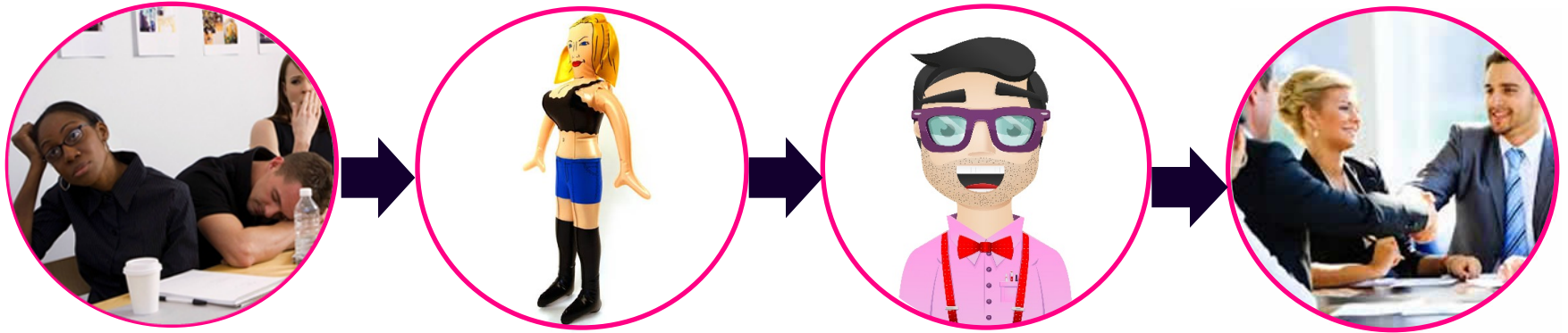


Learning &
Performance Institute
Accredited Learning Technologies
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WHAT DOES INNOVATION MEAN TO ME? – CHE SMITH



VIRTUAL CONSULTANT – OUR NEW SALES GUY



“So it was a meeting of minds when we looked deep into the eyes of Watson, to see how it could play a part in our future”

*“A game-changer,
allowing us to self-
educate both
internally and
externally”
- SME & SoHo
Sales*

WHAT HAVE WE DONE TO DATE

👍 Launched Virtual Consultant to Sales teams in August 2014

👍 15 Product Modules already created

👍 500 users engaged to date

👍 Continually updated functionality based on user feedback

👍 Virtual Consultant iPad App available by the end of 2016!

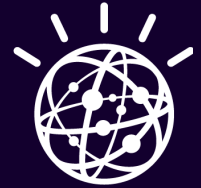
👍 NPD alignment in less than 12 months



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Two of the world's 150 'in-market' applications powered by IBM Watson:



BUSINESS





VIRGIN MEDIA BUSINESS VIRTUAL CONSULTANT

VIRGIN MEDIA BUSINESS VIRTUAL CONSULTANT

LINK TO VIDEO: [HTTPS://YOUTU.BE/1YDEDKKBWBA](https://youtu.be/1YDEDKKBWBA)



BUSINESS

VIRTUAL CONSULTANT

LET'S GET STARTED!



ALPHA PROTOTYPE DEMONSTRATION

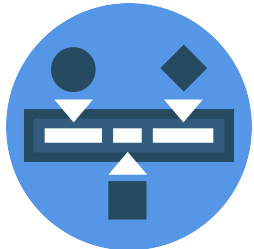


Ask

Powered by
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IBM WATSON APIs WE ARE CURRENTLY USING

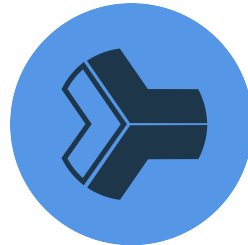
BETA



NLC



Dialog



Sentiment Analysis



Personality Insights



Tone Analyzer



Emotion Analysis

BENEFITS

- 😊 'Know-as-you-go' model
- 😊 Sales force 'market-ready' from day one
- 😊 Shortened Sales Cycle
- 😊 Enhanced brand experience
- 😊 Driving scale through automating 'first touch' - virtual assistants cost about a fiftieth of what a human being costs ¹

¹ <http://venturebeat.com/2014/10/27/almost-human-xerox-brings-higher-level-of-ai-to-its-virtual-customer-support-agents/>

LOOKING FORWARD

- 👉 Transforming our experience of customer service
- 👉 Not taking human beings out of the loop, just looking to optimise them and the process
- 👉 Contact centres being manned by machines – and what's more, customers being unaware that they are talking to a machine
- 👉 Killing CRM as we know it

<http://aibusiness.org/pleasure-to-make-your-ai-quaintance-xai-and-volume-global-introduction-a-my-and-theodore/>



THANK YOU & QUESTIONS?

<https://www.volumeglobal.com/xo/>