

4:45 PM - 5:00 PM

# Intelligent Assistants Awards (IAA) Ceremony

Amy Stapleton  
Analyst

Jon Cifuentes  
Industry Analyst

Nicolas de Kouchkovsky  
Principal

Dan Miller  
Lead Analyst & Founder



Found Robot



# The IAA 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



# 2016 IA Entries

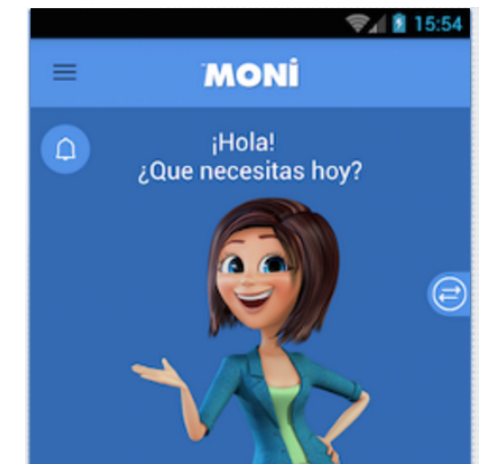
- Fourteen Intelligent Assistants
  - Six different verticals
  - Five different countries and multiple languages
- Impressive demonstrations of capabilities
  - Lifelike, video avatars
  - Real-time advice for forms and task completion
  - Mobile coaches/companions

# And the Winners Are...

- **USAA**  
(Ability to scale)



- **AgentBot's MONI**  
(Engaging personality; multiple channels)



- **Identifor**  
(Innovative UI; targeted audience)

identifor