

San Francisco | September 18-19, 2017



iA Intelligent
Assistants
Conference

4:50 PM - 5:00 PM

Intelligent Assistants Awards (IAA) Ceremony

Dan Miller

Lead Analyst &
Founder

Derek Top

Director of
Research

Amy Stapleton

Analyst

**Nicolas de
Kouchkovsky**

Principal
CaCube Consulting



Three Pillars for IAA Criteria



- **Business Value:** Metrics, proven ROI, growth & scalability
- **CX:** Accuracy & consistency, multi-channel, personalization
- **Innovation:** Superior NLU, compelling persona, advanced AI capabilities

2017 IA Entries

- Fourteen IA submissions
 - Multiple verticals (banking & finance, govt, utilities)
 - Global representation
- Trends & Analysis



And the Winners Are...

- **TD Ameritrade TED**

(User testimonials, complex transactions)



Ameritrade

- **IP Australia Alex**

(Integrated digital transform strategy)



- **Ask FedEx**

(Contextual awareness, personalization)

