

CGI Conversational AI Practice



Meaningful interactions, automated

Apply intelligent automation and conversational design to create seamless user experiences and hyper-automated ecosystems that deliver transformational business benefits.

Increasing demands and expectations

In a digital society people are connected 24/7 and expect to do what they want, when they want to. Scaling capabilities and resources to meet increasing demands for frictionless and personalised experiences requires innovation.

Our practice provides the strategy, systems, processes and tools you need to automate communications and provide human-like conversational interactions while reducing costs.

Our team of experts deliver the end-to-end services and IP you need to scale your conversational and intelligent automation capabilities. We empower you to achieve hyper-automation and provide seamless cross-channel experiences, improving flexibility, presence and efficiency for both your customers and employees.

How can we automate interactions?

Our Conversational AI practice enables clients to rapidly deliver customer-centric experiences that blur the lines between human and automated interactions, by providing:

Advisory Services: we help organisations unlock value by identifying use cases, mapping conversations, and designing new automation-led journeys.

Conversational Design: we combine our extensive industry expertise and insights with best-in-breed technology to rapidly design and deliver unified user experiences.

Managed Services: we will provide the tools and expertise required to continuously improve processes, interactions and experiences.



Key benefits

- **Seamless customer journeys:** rapidly launch 24/7 direct sales channels and self-service journeys across multiple channels whilst providing seamless user experience
- **Drive brand loyalty:** increase conversion, transaction and retention rates through contextually aware, intelligent automated channels, 24/7
- **Provide truly personalised experiences**
- **Reduce operational costs:** transform organisational agility, and increase scalability through automation
- **Anticipate customer needs:** use machine learning and automation to deliver guidance
- **Simple, flexible deployment options:** integrating or augmenting existing systems, tools and data while minimising risk, disruption and costs
- **Extendable by design:** easily scale from your first use case to a fully integrated, locally aware, conversational platform.

Delivering successful outcomes across sectors

Clients leverage our unique conversational design framework to meet increased sales and customer service expectations across the following industry sectors:

Financial services: provide secure and simple-to-use self-service channels for 24-hour banking enquiries

Public safety: direct vital information to people in emergency areas, using interactive messaging to gather information from those impacted and handle enquiries quickly and sensitively.

Healthcare: reduce unnecessary wait times by providing citizens opportunities to get the right help at the right time

Retail: engage with potential online customers while they're browsing, with contextually-relevant suggestions to convert browsers into buyers

Housing: improve health and safety at home by identifying and preventing issues before they occur

Local government: increase predictive maintenance, reduce costs by monitoring both requests and assets in real-time

Transport: provide real-time support for travelers that allows them to stay on track with the best journey for them

Manufacturing: improve health and wellbeing through better on-boarding and support systems.

Why CGI

Our Conversational AI practice combines our global experience and local expertise to provide clients with:

A dedicated partner: we bring unique end-to-end capabilities that underpin our long-term partnerships

Proven success: we have an unrivalled track record of implementation success

Sector-specific insight: Deep specialisation in industry verticals ensures we bring insights significant to your field

The right solution: our human-centred approach ensures we deliver solutions that meet our clients' unique business needs and operational requirements

Positioned for the future: we are committed to investing in new and emerging technologies to ensure our clients can harness the power of technology.

To find out more or arrange a discussion, please contact Adam Kobeissi on adam.kobeissi@cgi.com



About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 82,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

Visit cgi.com/uk

Email us at enquiry.uk@cgi.com