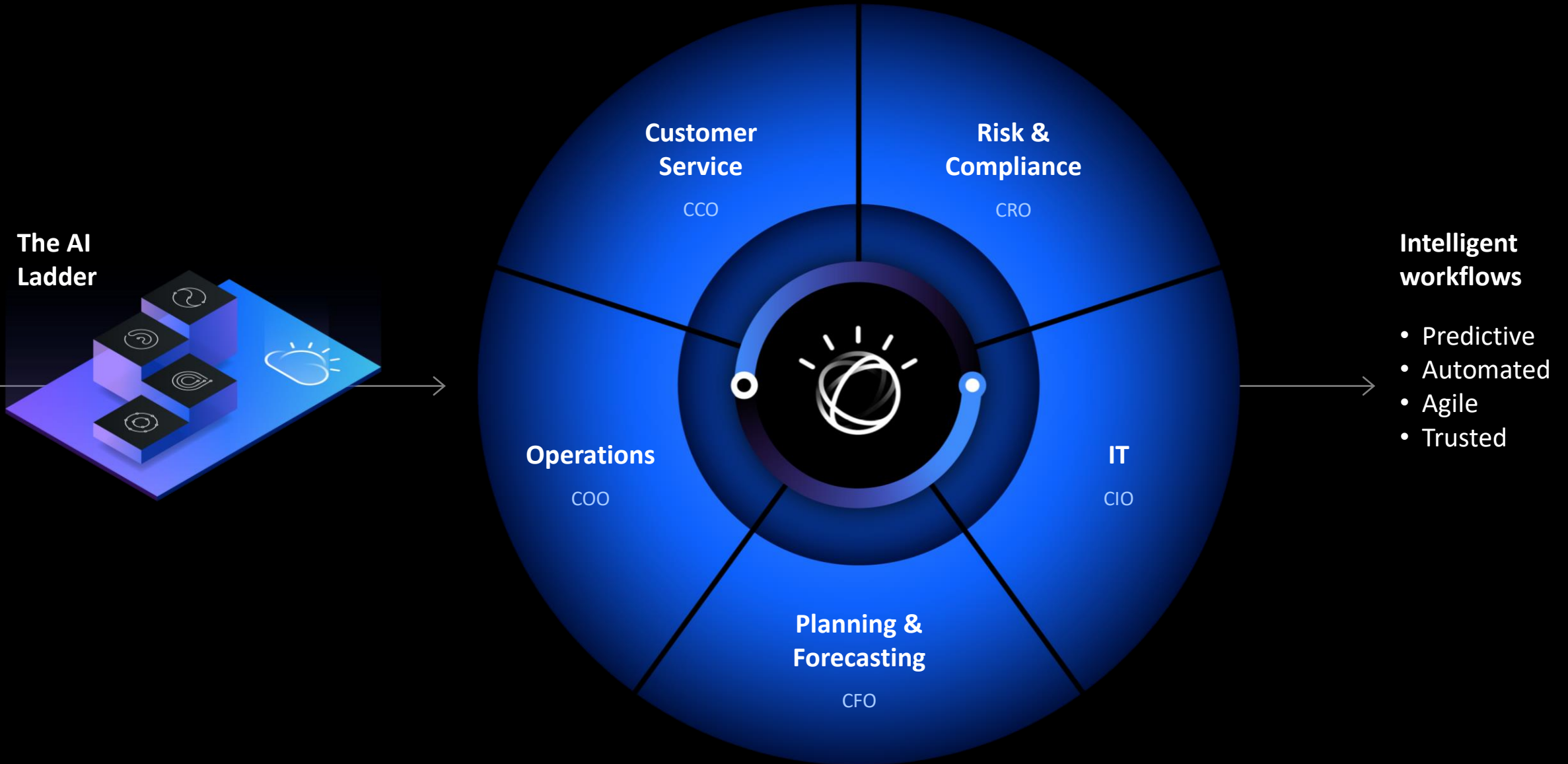


# **Transforming Customer Service with Watson**

**Ryan Ashby – Watson GTM Offering Manager**

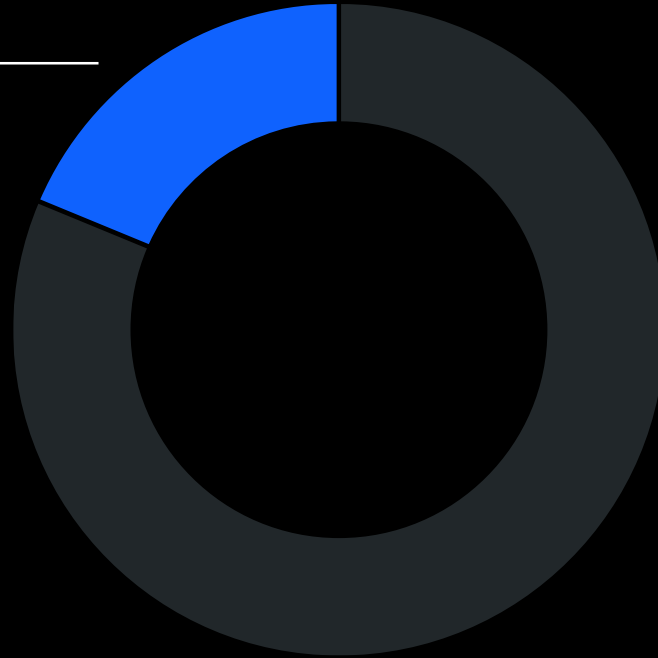
# By Applying AI to transform core business domains



# Watson Apps framed around Customer Service

## Customer Service

Lead with Watson Assistant



Leader in Gartner MQ  
Leader in Forrester Wave

- Transform how customers interact through the phone and digital channels with **Watson Assistant**
- Let customers or agents find insight from complex business documents with **Watson Discovery**
- Augment and extend your solution with AI capabilities: **Language Translator, Natural Language Understanding**
- Runs on both Public Cloud and Cloud Pak for Data

IBM #1 in AI Market Share  
(3rd years in a row)



Best in Enterprise APIs

API AWARDS



Best Chatbot Best Bot Platform



# Watson Assistant

# 90 million

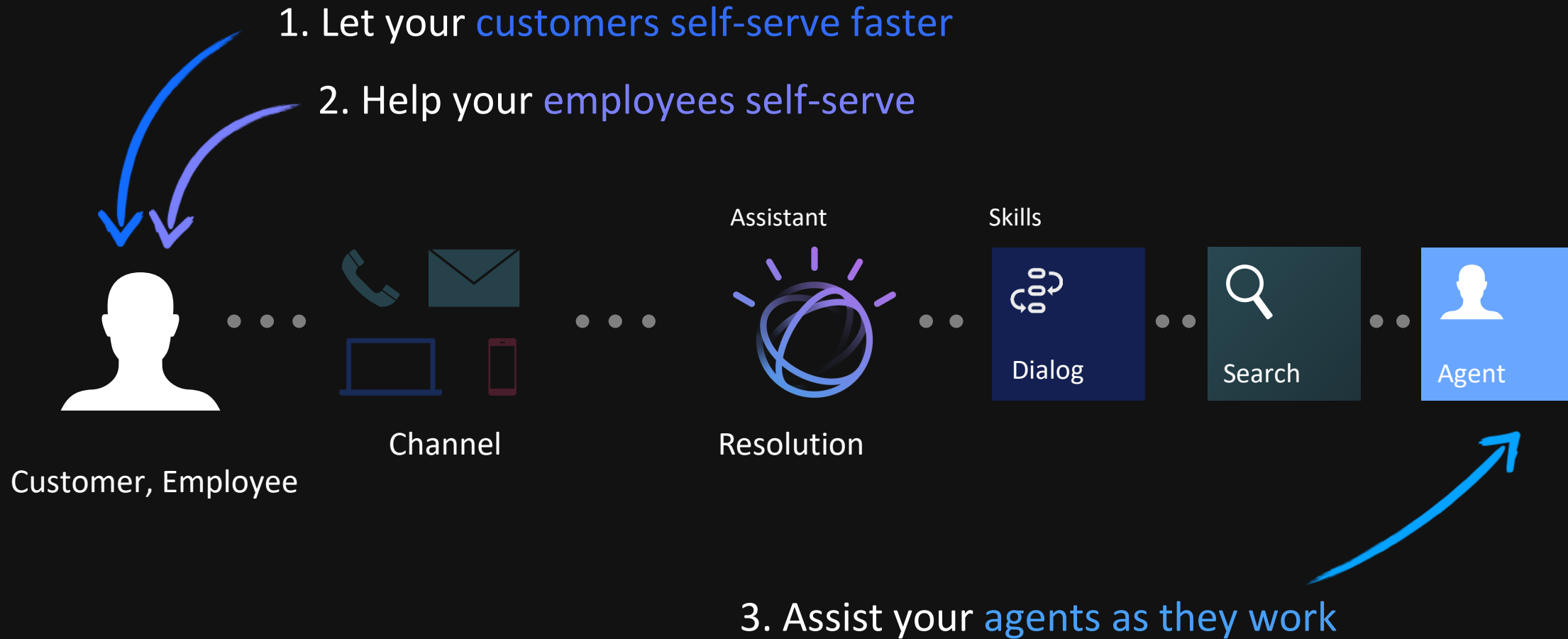
**Monthly Users on Watson Assistant**

# Watson Assistant

*An AI-powered foundation of smart customer experiences*



# Key Patterns



# Watson Assistant

## Customer Self-Service



86% customer satisfaction score



70% of queries addressed instantly



Resolve 80% of FAQ's instantly

## Employee Self-Service



Increased employee engagement by 40%



95% resolution accuracy



Reduced incident resolution time by 78%

## Agent Assist



95% resolution accuracy



\$9M cost reduction



Sped up agent on boarding by 40%



# Watson Apps Client Success





# Watson Assistant

## Market Differentiation

### Low-code platform

Intuitive building interface that helps you— from coders to the C-suite — to successfully build and deploy an assistant quickly.

### Deploys anywhere

One of the only vendors in the market that allows you to deploy and run a virtual assistant on premises or on *any* public cloud.

### Powered by best in class NLU

Best in class AI powers the underlying language models, so you can build the smartest assistant your business.

### Seamlessly hands off to your agents

Connect to your existing service desk to transfer conversations to human agents

### Connects to any channel

You have channels, applications, and content in place. Make the most of them. We make it possible to connect to (almost) *anything*.

### Scales effortlessly

An enterprise can go from a single user to supporting millions of conversations across its organization with a single product.

# Watson Discovery

# Watson Discovery

An **AI** exploration engine to extract insights from your business documents

Upload and ingest  
documents in existing  
formats

Visually teach  
Discovery how to  
interpret the structure  
of your documents

Enrich data with custom  
Natural Language  
Processing to  
understand the domain

Address business  
questions with  
insights (answers,  
analysis, knowledge)

Build once, run  
anywhere



Experts



Ingest Data



Enrich

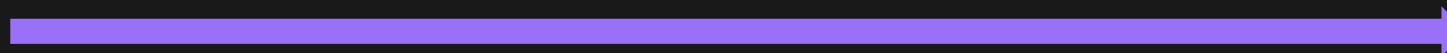


Search



All users

*Quickly teach*



*Answers and  
Insights*

# Watson Discovery

## Smart Document Understanding

Smart document understanding allows you to visually train AI to understand your documents. SDU distinguishes text elements and extracts the most valuable content such as key paragraphs, while excluding noise like footers and headers and even identifying text in images.

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## Content Miner

Content Miner is an analytical tool that can help users find hidden insights through deep analytics techniques. It allows users to get started more quickly so clients can solve advanced customer care analytics use cases

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## Contract Analysis

Ability to extract data and elements from contracts and other governing documents to streamline business processes. The result is less time spent combing through contracts, fewer errors, lower costs, and increased focus on minimizing risk.

## Data Control

Clients maintain control and ownership of their data. IBM will not share unique insights derived from clients data without client's agreement.

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## Simplified Tooling

Allows collaboration between business users and developers to build out solutions, without needing to be an expert in Machine Learning.

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## End-to-end Functionality

Unlike many competitors Discovery offers end to end functionality. From data ingestion to query that doesn't require chaining together of multiple APIs, increasing time to value.

The Forrester logo consists of the word "FORRESTER" in a white, serif, all-caps font, enclosed within a dark teal oval background.

FORRESTER®

**Only leader**

AI Powered Conversational  
Computing



**Best in** Enterprise  
APIs

“The continued investment that IBM is making in Watson and improving the capability is huge. It has helped us keep pace with a rapidly changing market.”

**Head of digital supply chain innovation, financial services**  
*Forrester: The Total Economic Impact of IBM Watson Assistant*

**310%**

ROI

**\$25.7M**

Benefits

**<6 months**

Payback