

## Technology Alliance Program – Solution Brief

# Self-service through Conversational AI is the Foundation of Automation – Transform the Total Experience for Customers, Employees and Partners

## ABOUT

## Cognigy

Cognigy is a global leader in omnichannel Customer Service Automation. Intelligent voice and chatbots powered by its Conversational AI platform help businesses improve service quality, reduce operational costs, and support teams across the enterprise.



## CHALLENGE

Traditionally, RPA has been relegated to back-office operations, lacking a front-end experience for customers or employees to interact with robots.

The RPA-chatbot integration is a game-changing combination.



## SOLUTION

Cognigy provides a natural-language interface – whether on the phone or in chat – to connect a user to the automated processes they need to solve their problem.

Cognigy integrates with Blue Prism to trigger robots, activate swarms and respond to users in their channel of choice, synchronously or asynchronously.



## BENEFITS

- Bring automation to customer-facing functions, reducing human touchpoints.
- Create chatbots or voice bots that solve customer issues quickly by connecting them with Blue Prism.
- Save agents time by handling verification and triage before a human gets involved.

USE  
CASE

## Self-service Account Management

In this use case, the user calls the customer support line or engages with their chatbot on the website. The user lets the system know, “I just moved to my new place and I need to change my address.” The chat/voice bot asks questions such as street/city/state/ZIP needed for the address change. The activity is added to the Blue Prism queue and multiple robots pick up the tasks. When the process is complete, the customer receives a confirmation. The result brings faster self-service without the need for a human agent.

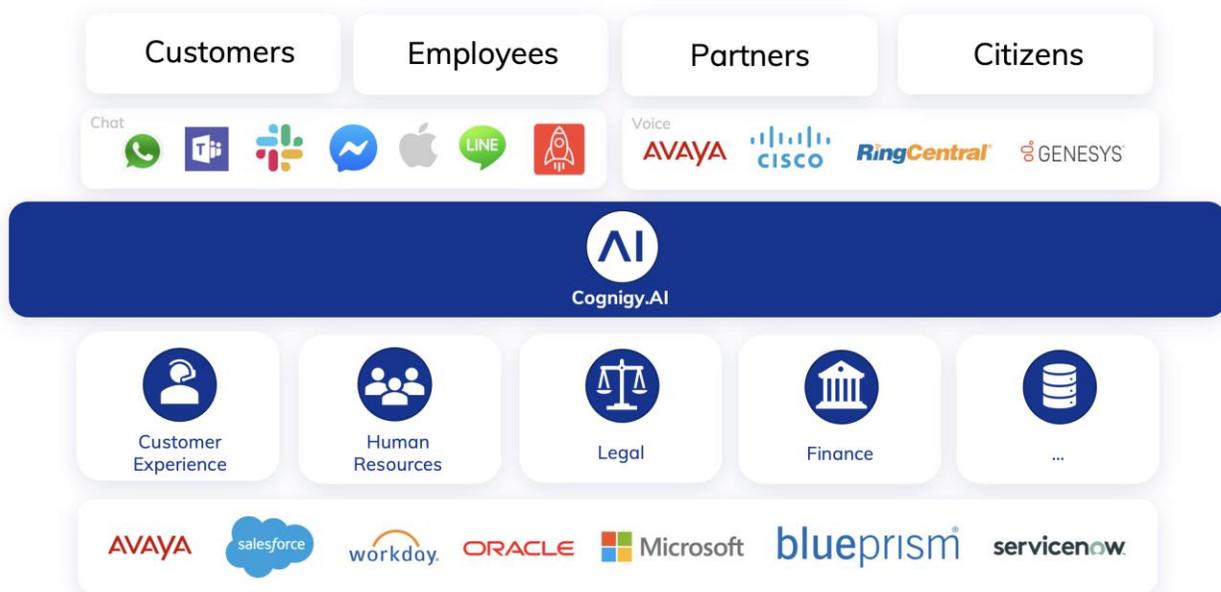
ENTERPRISE  
BENEFITS

1. Increase efficiency in the contact center by automating customer interactions.
2. Provide broader self-service capabilities than ever before.
3. Quickly update conversational automation without requiring a developer.
4. Integrate your best agent practices into your chatbot to increase consistency and quality.
5. Manage data securely with dedicated hosting or on-premise options.

HOW IT  
WORKS

## Cognigy.AI

The conversational platform automating all interactions across the Enterprise



## SUMMARY

Cognigy connects your customers and employees to the systems and data they need to access in a way that hasn't been possible before, through a conversational interface, saving agents time and increasing customer satisfaction.

- Take your contact center automation to the next level through a natural-language interface.
- Connect with your customers and employees in their own terms and on the channel of their choice.
- Save agents time by automating repetitive tasks like updating information, retrieving account details, resetting passwords, etc.
- Together, Blue Prism and Cognigy bring access to legacy systems and traditionally manual processes to a modern conversational interface.

LEARN  
MORE**ABOUT BLUE PRISM**

Blue Prism is the global leader in intelligent automation for the enterprise, transforming the way work is done. At Blue Prism, we have users in over 170 countries in more than 1,800 businesses, including Fortune 500 and public sector organizations, that are creating value with new ways of working, unlocking efficiencies, and returning millions of hours of work back into their businesses. Our intelligent digital workforce is smart, secure, scalable and accessible to all; freeing up humans to re-imagine work.

To learn more visit [www.blueprism.com](http://www.blueprism.com) and follow us on Twitter [@blue\\_prism](https://twitter.com/blue_prism) and on [LinkedIn](#).

**ABOUT COGNIGY**

Cognigy is a global leader in omnichannel Customer Service Automation. Intelligent voice and chatbots powered by its Conversational AI platform help businesses improve service quality, reduce operational costs, and support teams across the enterprise. Cognigy's award-winning AI understands user intents precisely and enables natural dialogs in over 100 languages. Easily scalable and pluggable, its low-code platform automates business processes through integrations into backend systems, operates as SaaS and on-premise, and is GDPR compliant.

Learn more at [cognigy.com](http://cognigy.com) and follow us on [LinkedIn](#) and [YouTube](#).