



AI for Brilliant Customer Service

Be one step ahead with immediate, accurate resolutions on email, social and chat

Listen & resolve — don't just respond

Your customers want to be listened to. They expect you to deliver a high quality resolution to their issue. Earn your customers' trust with respectful, friendly and accurate interactions every time, no matter who is on the other end. By bringing together the best of AI and human agents, you can manage inquiries quickly and decisively, whether the AI handles the issue or loops in the right human agent. Deliver the promise of customer service with AI that works.

Always convenient for customers

The number of channels customers use to interact with companies are ever-increasing, with a growing number of consumers tapping texts, social media, email, online chats and mobile apps to get help. According to the consumer research we conducted, your customers evaluate the effectiveness of those channels based on the immediacy of response, 24/7 availability, and the treatment they receive. Start adopting a customer-oriented mindset and offer convenience that works for them. Recognize and treat each customer like a VIP with rich, tailored, and contextualized conversations. Then speed up resolution time by delegating high volume, repeatable work to your AI.

Being heard or listened to is the most important attribute, often exemplified by resolution of issue.

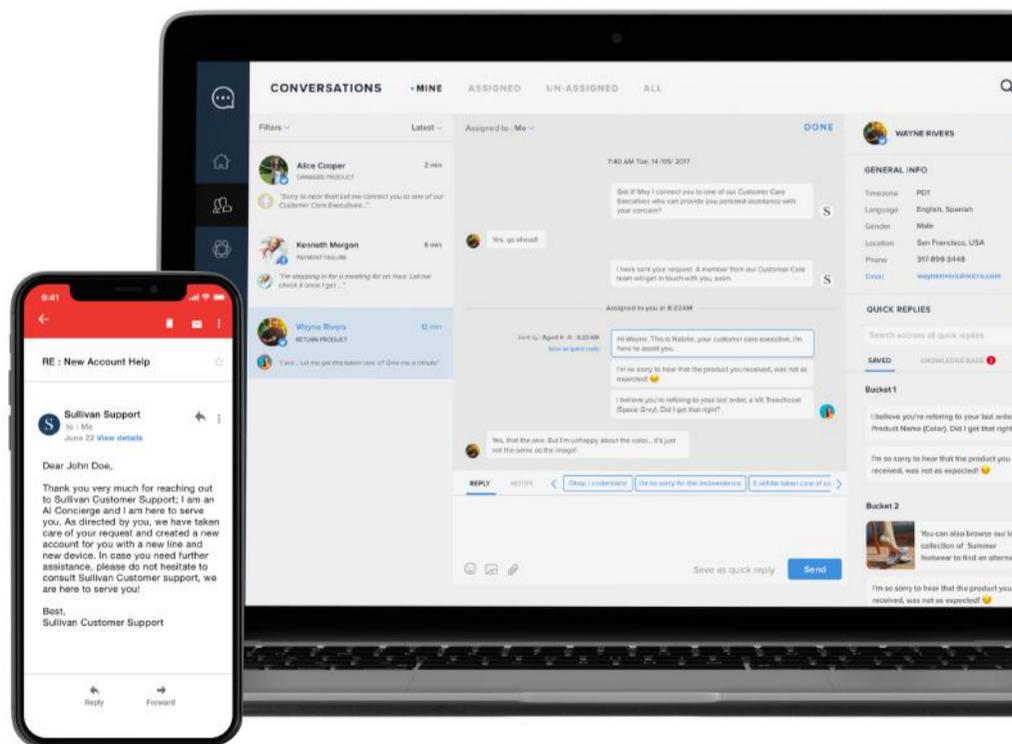
— msg.ai Consumer Survey on Customer Service, June 2018

Identify issues before your customers do

Act proactively by anticipating your customers' issues through deep integrations with your data and systems. Alert your customers before they even reach out, ultimately reducing the number of urgent tickets your human agents have to handle. Over time, as your AI learns, you can act smarter and become more attuned to your customer needs. This is the refreshingly new approach to customer service.

Build a workforce multiplier

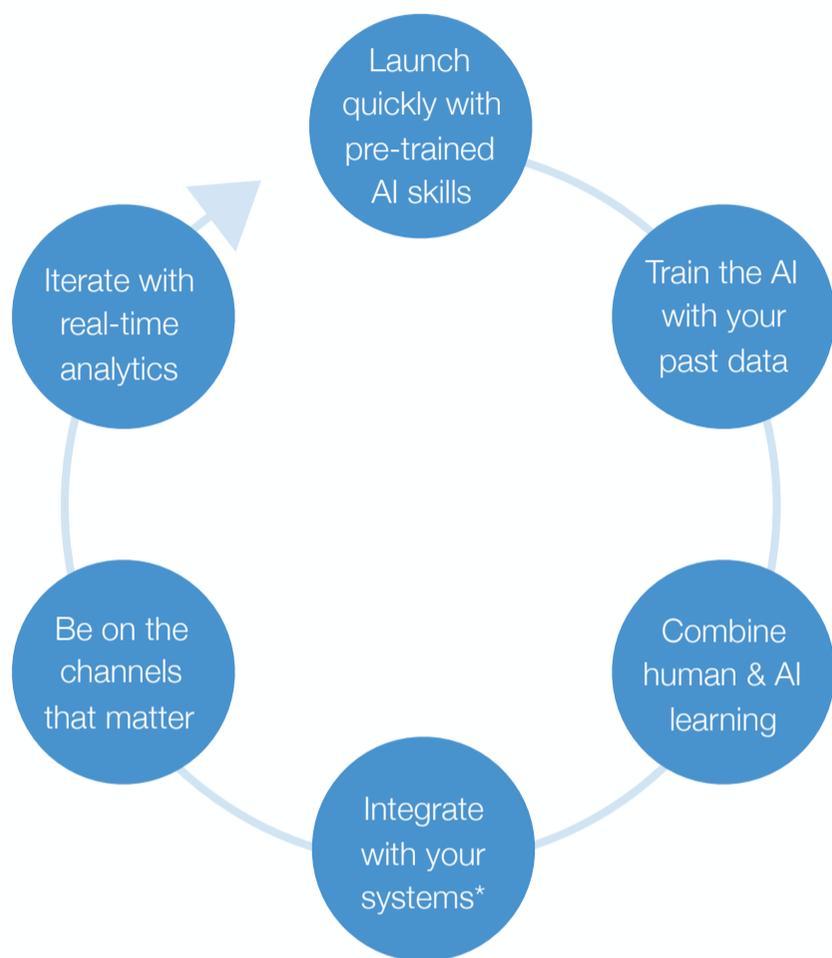
Expand business capacity, the smart way, with an advanced AI neural network that gets the work done—accurate, high quality resolutions. Up-level your team so they can accomplish higher value work while trusting your AI with inquiries it can confidently handle. Improve the customer experience in weeks, not months, and without the burden of increased costs. This is the beauty of a productive human and machine dream team.





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How msg.ai works

An intelligent new way to provide immediate and accurate customer service across email, social and mobile. Start to deliver high quality resolution and a brilliant customer experience with msg.ai.

Integration partners



...and more

Key Capabilities

- **Advanced Neural Network**
Pre-trained with the skills to resolve repetitive issues accurately, not just provide simple replies.
- **Human and machine collaboration**
Provide AI-powered recommendations and use advanced routing rules to create tickets for relevant human agents.
- **Next Best Action**
Decides on the best action and learns the optimal path so conversations are relevant and effective.
- **Propensity recognition**
Gets better at predicting outcomes through customer behavior and feedback.
- **Deep Reinforcement Learning**
Learns to handle more variations and scenarios over time, with minimal training effort.
- **Natural Language Understanding (NLU)**
Engages in natural, contextual conversations and maintains a short and long-term memory to personalize interactions.
- **Event notifications**
Identifies issues proactively through integrations and alert customers before they even reach out.
- **AI Studio**
Complete capabilities to train, deploy, customize, and measure your conversational AI.

Visit www.msg.ai or email demo@msg.ai.