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# DIRECTORS CLUB

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## UK NATIONAL INNOVATION AWARDS WINNER'S WEBINAR

Live Chat Innovation

IPsoft

How Can Cognitive Virtual Agents Make Your Customers Happier?

May 9<sup>th</sup> 1pm – 1.45pm BST

LIVE WEBINAR

On March 30<sup>th</sup> **IPsoft** won the Live Chat Innovation category of the 2017 UK National Innovation Awards.

Join us on Tuesday, May 9<sup>th</sup> at 1pm – 1.45pm for the **Winner's Webinar**, addressing the question:

### **How Can Cognitive Virtual Agents Make Your Customers Happier?**

*In many ways cognitive agents are becoming more and more like humans; communicating in natural language, monitoring client sentiment and learning from their peers. Add on top of that a layer of scalability, the ability to work at machine speed and an extraordinary knowledge of your internal processes, and before you know it, you're looking at **happier customers**.*

This webinar is **free of charge**.

#### **Attend To Learn**

- Why delivering improved customer experiences is driving investment in AI and cognitive solutions
- How virtual agents fit into the broader Intelligent Automation Continuum
- What makes digital labour so human-like
- How virtual agents fit in with human agents
- How digital labour is being employed within companies and what results companies are seeing
- What makes for a successful digital labour implementation

You can ask questions online throughout the webinar. Answers will be delivered during a 15-minute Q&A session or directly after the live broadcast.

#### **Who Should Attend?**

This webinar is aimed at forward-thinking leaders who wish to stay ahead of the curve on new and emerging tech as well as new tech-driven business strategies.

Roles that will benefit from attending this webinar include c-suite, customer service, self-service, sales support, customer experience, customer contact, customer operations, digital and online.

Feel free to forward this invitation to colleagues and connections.

## **Register**

Register your place (free of charge) via the secure link below:

<https://attendee.gotowebinar.com/register/7935336328263093506>

If the link fails to open, **copy and paste** it into your browser.

## **Can't Make The Date?**

If you can't make the date, register normally via the link above and you'll receive the video link after the live broadcast.

## **Introducing IPsoft**

IPsoft is a disruptive technology company, pioneering innovation in the development and delivery of autonomic and cognitive technologies. From our inception, our founders recognized that automation through digital labour will shape the future of IT and business operations. Inspired by the great minds of the past, we relish the challenge of making what others believe impossible a reality.

The company's mission is to power the world with intelligent systems, eliminate routine work and free human talent to focus on creating value through innovation.

I hope to have your company on May 9<sup>th</sup>.

Kind regards,

Jon Snow

Founder

## **Directors' Club United Kingdom**

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