IBM Watson Virtual Agent delivers a cognitive, conversational self-service engine for business

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At a glance

IBM Watson™ Virtual Agent, a cognitive assistant for business, delivers the following capabilities:

- Allows an organization’s customers to get the assistance they need using a two-way conversation that provides a customer self-service interaction
- Helps customer service by providing customers an opportunity to interact with a company using natural language
- Enables an organization’s customers to get answers to questions, to resolve issues, and to have a simplified user experience
- Is relevant for businesses given their need to have high-touch relationships with their customers especially through digital communication channels
- Assists in simplifying and accelerating time to value for businesses and their customers

Overview

Watson™ Virtual Agent is the cognitive care platform for business customers. This industry offering combines the power of a virtual agent, natural language understanding, industry-specific knowledge, back-end integration, structured data, and business process flows to provide users with a consistent and personal way of engaging through mobile or web interfaces.

Watson Virtual Agent gives organizations the power to respond appropriately and effectively to natural language requests from their customers through mobile or web interfaces. The Watson cognitive system (Watson), the platform utilized by Watson Virtual Agent, may help improve customer satisfaction, can understand natural language, and may help improve operational efficiency.

Features:

- Industry-trained application, leveraging the Watson Conversation service as a platform for business
- Pretrained natural language understanding for business customer service
- Customer service-focused dialog flows across a range of complex requests
- Conversation tooling and dashboard for managing customer experiences

Benefits

Watson Virtual Agent is designed to:
• Help reduce costs by retasking human representatives.
• Improve customer satisfaction through first-contact resolution.
• Decrease average handling time with faster resolution through multiple channels.
• Absorb deflected contacts from higher cost channels.
• Decrease agent-to-agent transfers.
• Provide insight into customer engagement through a dashboard.
• Offer consistency of answers across channels.
• Report a net promoter score that gauges customer willingness to recommend a company's product or service to others.

Key prerequisites

Watson Virtual Agent does not have a user interface. It is imbedded into the application, such as a mobile application or website. System prerequisites are determined by the application used.

Planned availability date

September 16, 2016

Description

Watson offers an outstanding customer experience. Using a smartphone, tablet, or browser, a customer can log into an enterprise service provider's application or website, ask Watson a question, and get a response. This response may take the form of a direct answer or a walk-through of a process, such as filing out an application for a new installation, thus allowing the customer to take an immediate action.

To provide this level of customer experience, Watson analyzes the specific kinds of questions or intents that are likely to be asked by an organization's customers. Though the vast majority of customer questions are iterations of the same request, no two customers are likely to ask a question exactly the same way. Watson learns how to recognize variations of common questions. For example, when a customer says, "I forgot my password," the customer most likely has the same intent as someone who says, "I can't log into your system." Both of these statements may be interpreted by Watson as a request to reset the user’s password.

In order to understand the nuances and idioms of natural language, Watson has studied publicly available documents comprised of over 300 million English-language words. In doing so, Watson learned how words relate to each other, in context. This deep knowledge enables it to interpret each question asked, however the question is asked, and to map the question to the intent it deems most appropriate.

When Watson is not confident in its ability to provide an appropriate response, perhaps in attempting to respond to a question it has not been asked before, it can transfer the user to a human agent, with no extended phone trees required. In this way, customer service agents can go to work doing what they do best: handling unusual requests that require their special expertise, rather than having to spend time answering requests best handled by an automated system.

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be found on the IBM Accessibility website.
Program number

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<th>Program number</th>
<th>VRM</th>
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<td>SaaS</td>
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Offering Information

Product information is available on the [IBM Offering Information](https://www.ibm.com) website.

More information is also available on the [Passport Advantage](https://www.ibm.com) and [Passport Advantage Express](https://www.ibm.com) website.

Publications

No hard copy publications are shipped with this product.

Services

Global Technology Services

Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings for the efficient installation, implementation, or integration of this product.

Technical information

Specified operating environment

Software requirements

User interface support is determined by the application used.

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Packaging

This offering is delivered through the Internet. There is no physical media.

Ordering information

For ordering information, consult your IBM representative or go to the [Passport Advantage](https://www.ibm.com) website.

This product is only available through Passport Advantage and the IBM Cloud Marketplace website. It is not available as shrinkwrap.

Product category: Watson solutions
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**Passport Advantage**

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Ordering information is available at the [IBM SmartCloud Exchange marketplace](http://www.ibm.com) website.

**Charge metric**

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<td>5725-P72</td>
<td>Instance 100 API Calls</td>
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**Instance**

Instance is a unit of measure by which the Cloud Service can be obtained. An Instance is access to a specific configuration of the Cloud Service. Sufficient entitlements must be obtained for each Instance of the Cloud Service made available to access and use during the measurement period specified in the Transaction Document.

**100 API Calls**

100 API Calls is a unit of measure by which the IBM SaaS can be obtained. An API Call is the invocation of the IBM SaaS through a programmable interface. Sufficient entitlements must be obtained to cover the total number of API Calls, rounded up to the nearest one hundred, during the measurement period specified in Client's Proof of Entitlement (PoE) or Transaction Document.

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Refer to additional technical support information in the IBM Software as a Service Terms of Use document for the program.

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The program’s Terms of Use and CSA Service Description document is available on the Software as a Service terms website.

**Limited warranty**

If warranted, refer to the warranty as stated in the Terms of Use document or the Cloud Services Agreement for this offering.

**Money-back guarantee**

No

**Volume orders (IVO)**

No

**Passport Advantage applies**

Yes, information is available on the Passport Advantage and Passport Advantage Express website.

**Software Subscription and Support applies**

No

**System i Software Maintenance applies**

No

**Variable charges apply**

No

**Educational allowance available**

Education allowance does not apply. Education software allowance does not apply.

**Statement of good security practices**

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.
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Prices

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