



The Generative AI Revolution

Conversational
agents for Customer
and Employee
Experience

Inetum eBooks on GenAI #04



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Introduction

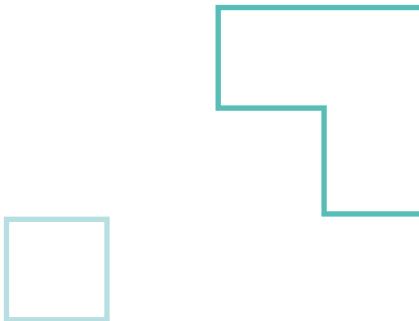
In today's rapidly evolving market, leveraging Inetum's expertise in Generative AI conversational agents presents a transformative business opportunity. Our agents redefine customer and employee experiences by streamlining interactions, automating processes, and delivering personalized engagements. With a robust methodology and proven track record, Inetum stands poised to help your business unlock its full potential.

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The Inetum's vision

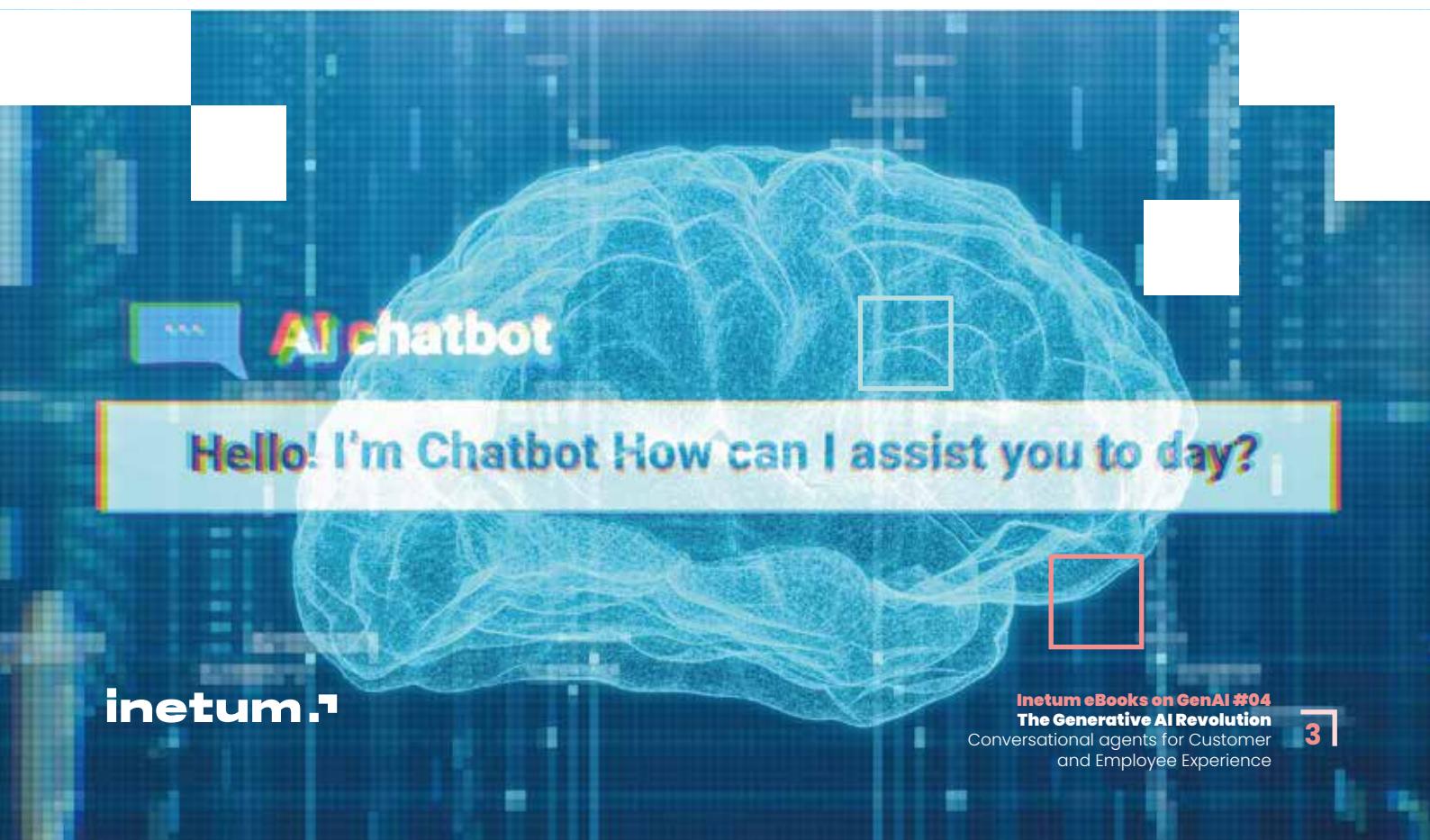
- We strive to create seamless and consistent experiences across multiple channels and platforms, including web, mobile, social media, voice assistants, smart devices, and augmented reality to **improve accessibility**.
- Our ambition is to provide relevant and accurate responses to user queries and requests, thus fostering deeper engagement. **A better understanding** of users across languages, dialects, domains, and contexts is key.
- We seek to **increase the quality of information provided**, ensuring it is fluent, coherent, engaging, and creative. We leverage multimodal communication methods such as voice, text, and images to enrich the interaction.
- We are committed to **mastering complex conversational** scenarios and delivering personalized responses tailored to individual needs.
- We aim to improve access to information by speeding up **the process of finding relevant information** from multiple sources in real-time. employees spend more than 19% of their time gathering and researching information.
- We are driven by **innovation to create new value and opportunities**, unlocking new services, products, markets, and business models that benefit both users and the organization.

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Impact Opportunities

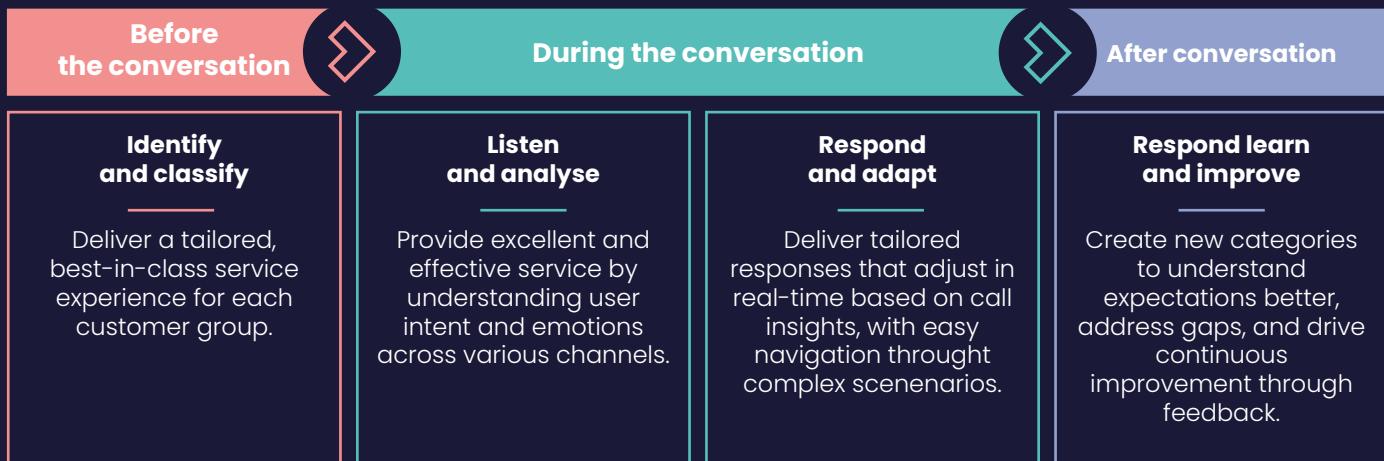
- **Increased sales:** Improving customer satisfaction by providing users with more personalized and efficient interactions increases repeat purchases.
- **Costs savings:** Generative AI capabilities automate routine tasks and enable employees to perform more complex tasks with continuous access to information.
- **Competitive advantage:** Insightful decision-making by analyzing user interactions and providing valuable insights into user behaviors and preferences, enabling more informed and strategic decisions.



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The Inetum Solution

- Audit of Conversational Agents:** We assess your current conversational agents and suggest improvements with Generative AI capabilities to enhance customer and employee experience.
- Generative AI Implementation:** We add Generative AI capabilities to your chatbots, making them smarter and able to understand complex queries and provide personalized responses based on past interactions.
- Operational Excellence:** We provide robust operational support to ensure the smooth operation of your conversational agents. Our methodology ensures successful implementation and maximizes their value.



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A success story

The Challenge

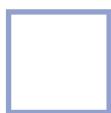
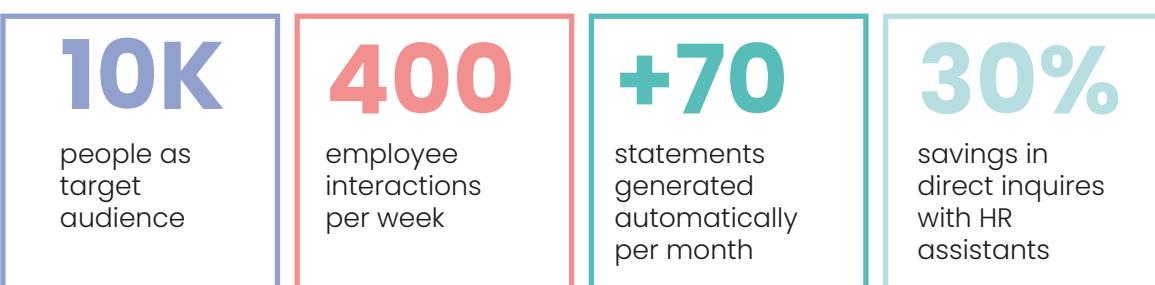
Max: The HR conversational agent

Scope: Max streamlines HR operations and improves employee experience. It guides employees through procedures, career development, and management. It generates certificates on demand, provide guidance on updating personal data, and offer personalized information on leave balances.

The Benefits

Increases employee satisfaction by:

- Ensuring 24/7 availability of HR services.
 - Provides personalized and accurate responses to queries.
 - Significantly reduces the workload of HR assistants by automating routine tasks such as certificate generation and leave balance information.
- Improves the efficiency of HR operations.



About Inetum

Inetum is a European leader in digital services. Inetum's team of 28,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good. Present in 19 countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and scale, Inetum generated sales of 2.5 billion euros in 2023.

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