



Enabling conversations that deliver real business value through Virtusa's Conversational AI

Digital transformation has fueled tremendous growth in the customer support space. Businesses are pivoting to implement new technologies to meet customer demands and empower their agents to help customers with the best experience.

By 2025, businesses that embed Conversational AI into their practices can elevate [operational efficiency by 25%](#). Conversational AI makes it possible for machines and people to have intelligent conversations. Conversational AI usually works with other technologies, such as natural language processing, natural language understanding, machine learning, speech recognition, and dialogue management, to bring values such as:

- Automating basic queries to free up human resources for high-touch customer needs
- Consistent and clear messaging improving and unifying brand alignment
- In-the-moment chat interactions providing quick fixes
- Consistent resolutions to enhance customer satisfaction
- Content discovery through AI algorithms for personalized content








Virtusa's conversational AI solutions ease call volume surges, reduce wait times, improve customer satisfaction, and facilitate continuous improvements through AI and machine learning.

How can Virtusa help?

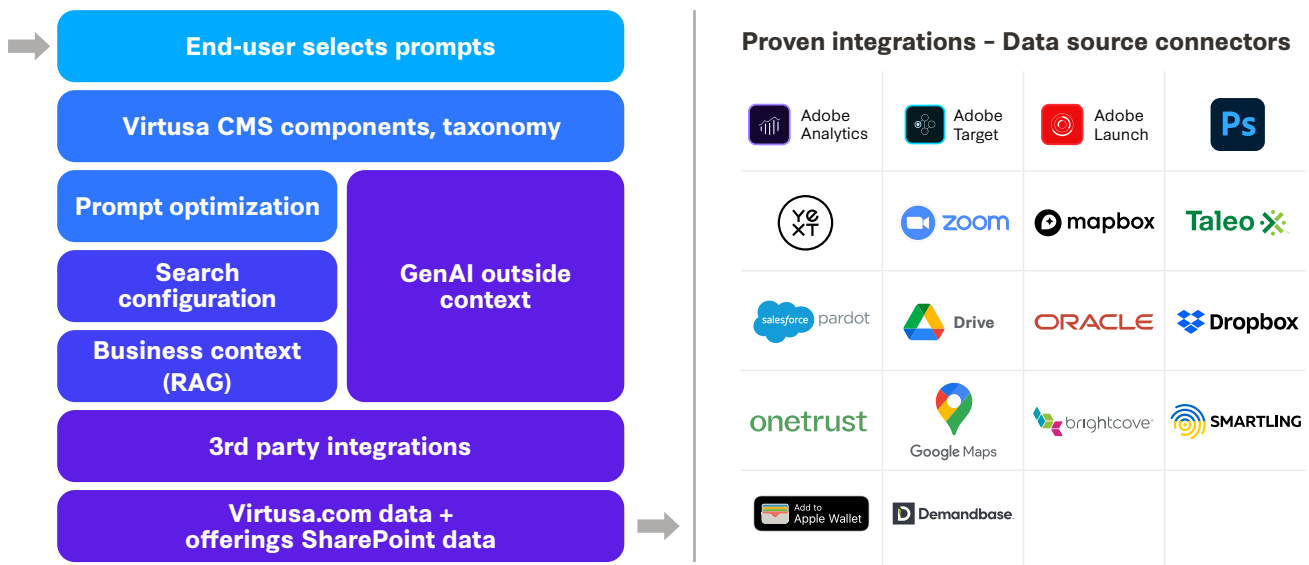
- The engineering-led approach is a smarter, faster, and better way to enable businesses to deliver a human-centric conversational experience.
- Virtusa's conversational AI engagements are 2x faster than our industry peers.
- We are leveraging our trusted partnerships to deliver cutting-edge conversational AI solutions with speed and compliance.

Capabilities

We are helping companies rethink their strategies on how they communicate with people and organize the entire business around the delivery of exceptional experiences through:

-  Multi-modal interactions
-  Inductive learning
-  Humanized comprehension
-  Mitigating AI risk
-  Virtual chat assistants
-  Integration with third-party tools
-  Generating the next best actions

Virtusa chatbot set-up



Our conversation AI solution is also perfect for call center transformation, supporting agents with faster resolution and providing a better customer experience. It also facilitates self-service assistance, allowing customers to solve problems and reduce long wait times.

Success stories

Virtusa helped a professional education organization with its multi-lingual conversational search, heightening semantic capabilities and improving user experience through hyper-personalization search results. The LLM-powered conversational search was trained in 90 languages, enabling strong search engine results, inclusive sites, and a stronger brand.

To learn more contact us today at marketing@virtusa.com