



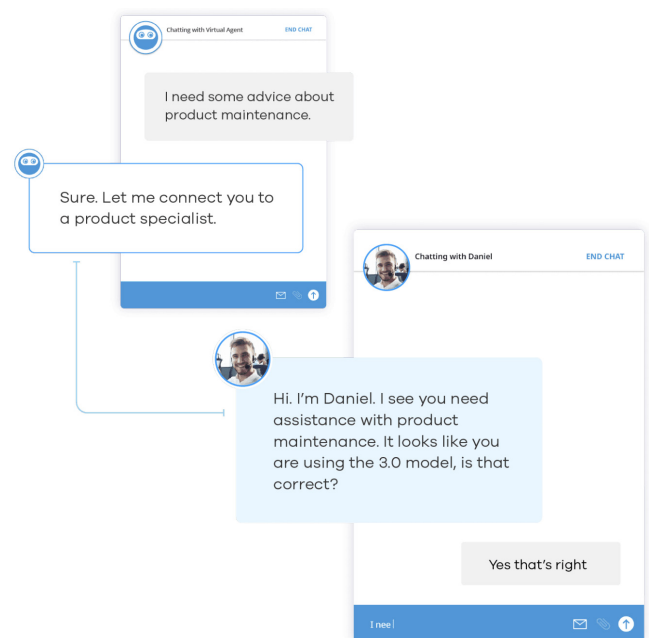
Modern, Personalized Self-Service with UJET Virtual Agents



AI-Powered Conversational CX: From Roadblock to Brilliant Service

Virtual Agents are now essential to managing fluctuating interaction volumes and providing 24/7 immediate self-service. However, traditional AI solutions often feel robotic, lack personalization, and become a frustrating roadblock before customers can reach live agents. To succeed, you need conversational AI that offers natural, human-like interactions, automates simple and complex tasks, connects to disparate data systems for personalization, and intelligently monitors sentiment for a seamless handoff.

Powered by Google Cloud's industry-leading conversational AI, UJET's Virtual Agent is the front door of our CCaaS Platform. It can optionally be deployed over-the-top of any SIP-based third-party platform with UJET's Interactive Virtual Agent (IVA) only deployment that optionally provides UJET telephony capabilities or can integrate via our Bring-Your-Own Carrier capabilities. With UJET Virtual Agents, your business gets grounded, personalized, and always-on self-service tools that automate customer workflows when meaningful and escalate to customer service representatives when impactful.



What's Holding Your Self-Service Back?

The legacy approach to self-service can actually hurt your Customer Experience (CX). If you're struggling with one-size-fits-all bots, complex routing, or customer conversations that require empathy, you're missing out on key opportunities to drive value and increase efficiency.

Fragmented and Frustrating Experiences

Legacy infrastructure, data silos, and a lack of modern tools are often the root cause of performance gaps, creating significant technical and operational hurdles.

- **Technology Lag:** Outdated systems that struggle to keep up with new technologies, such as AI and automation, lead to longer handling times and inconsistent service.
- **The "Forced Funnel":** Customers are often frustrated by being forced to engage with a virtual agent as a first line of defense, even when they know they need a live agent.
- **Impersonal Interactions:** Traditional AI solutions can feel robotic and struggle to deviate from pre-programmed vocabularies, making them an unwelcome experience.

The Cost of the Status Quo

Not evolving your self-service strategy is costly, impacting key metrics that matter to your C-suite:

- Annual estimated cost at risk globally due to poor customer experiences is \$3.7 trillion.
- Satisfied customers are 3.6x more likely to buy additional products and services from brands that invest in omnichannel CX, with a 1.6x higher customer lifetime value.



New playbook

Save

Playbook name*

Telecommunication Steering Agent

A playbook is the basic building block of a Vertex AI Conversation app. Each playbook is defined to handle specific tasks.
[Learn more](#)

Goal

Goal*

GENERAL INSTRUCTIONS
- Always remember to check today's date from the system date and time in Pacific Standard Time
- Always check to see if user preferences exist and consider them before making any recommendations to the user.
- Always remember to route the conversation to a specialist for assistance.

High level description of the goal the playbook intends to accomplish. [Learn more](#)

Instructions

Instructions

- If the user hasn't been greeted yet, greet the user based on time of the day using today's date and time in pacific time zone (PDT or PST), introduce yourself and ask the user how you can help.
- Make sure to check if the user has already given details on the items they are looking for help with, remember to route the conversation to a specialist.
- DO NOT attempt to help the user directly.
- ALWAYS route the users directly to the specialists
- There are 4 specialists you can choose from:

- For Billing Specialist call PLACEHOLDER BILLING Agent
- For Plans and changes to plans call PLACEHOLDER PLANS Agent
- For troubleshooting call PLACEHOLDER TROUBLESHOOTING Agent
- General Questions and FAQs call TOOL FAQ

UJET Virtual Agent Differentiators



Hybrid AI Architecture

UJET Virtual Agents allow you to mix and match both deterministic and generative AI to ensure predictable, safe performance while enabling the rapid deployment of intuitive, high-quality conversational experiences.



Natural Language Processing (NLP)

The agent understands both customer intent and sentiment using Advanced NLP.



Predictive, Dynamic Routing

Our intelligent and contextual routing engine is a game-changer. It uses real-time and historical customer data (journey, predicted intent) to dynamically determine if a virtual agent or a live agent will yield the best outcome.



Seamless Handoff with Context

If an escalation is needed, the live agent is first presented with the full context and a high-level summary of the customer's journey for a seamless, personalized, and quicker resolution.



Omnichannel & Multimodal

UJET Virtual Agents are omnichannel, supporting interactions via voice, SMS, webchat, allowing customers to share images and videos both pre- and mid-interaction.



Simplified Development

Manage all of your agent experiences from a single, unified agent building interface. UJET's Virtual Agents platform supports building agents with a no-code approach, leveraging generative AI to quickly create agents using Playbooks. With 100+ connectors to common customer data sources like CRMs, ERP, and database platforms, customers can quickly connect their tools to ensure personalized self-service experiences.

KeyBank Transformed Their Contact Center with UJET Virtual Agents



KeyBank used UJET's Virtual Agents and Intelligent Routing to not only automate service but also to shift customer behavior towards more efficient digital channels, resulting in massive operational savings.

KEY BUSINESS IMPACTS



For more information on transforming your CX,
request a demo at ujet.cx