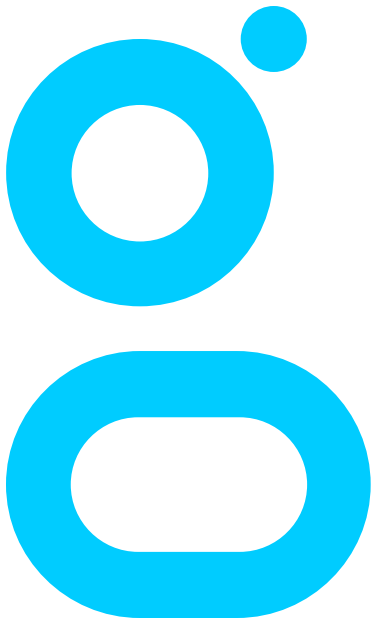
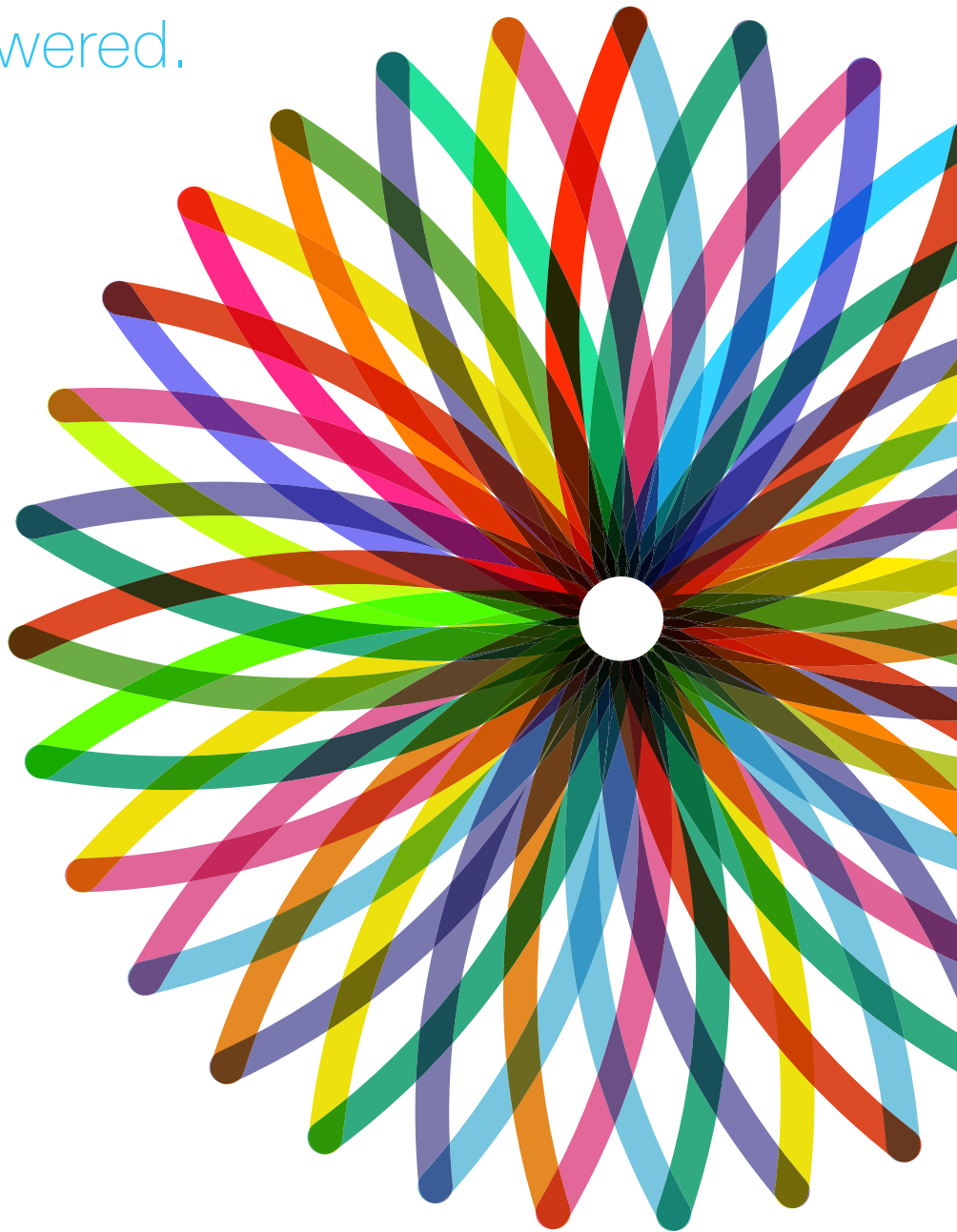




Questions?
Answered.





Overview

Genie Squad, founded by former Google engineers, is building upon leading-edge search technologies to create a new data retrieval and knowledge sharing platform: Genie AI. By leveraging advances in natural language processing (NLP) and machine learning, Genie Squad has developed a solution that can deliver an accurate response to any query. Simply ask a question, and Genie AI will answer.





Why It's Innovative

The core technology negotiates semantic similarity to understand the true intent and meaning of every query. It then extracts the most relevant, accurate answer from designated sources, whether the information is buried in a collaboration or productivity platform, company website, FAQ, intranet, internal email, customer service helpdesk, or knowledge base.

Access Data on Demand

Employees and customers get the information they need—on demand. They no longer have to hunt for information scattered throughout an organization. The Genie AI enterprise search technology is a true breakthrough for companies looking to improve internal efficiency and customer service.

In this document, we give an overview of Genie AI and map opportunities for companies to benefit from the most advanced data retrieval and knowledge sharing platform.

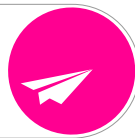


Fueled by AI

Over the past few years we have witnessed a wave of unprecedented growth and development in machine learning and AI. This progress stems from the combination of increased computational power (the availability of hyper-capable GPUs in particular), vast amounts of data, and ongoing algorithmic improvements.

Specifically, transcription (voice-to-text and language translation have both made huge strides. Another related breakthrough includes efficient semantic-distance, which preserves word embeddings in vector spaces (e.g. word2vec by Google).

Ask a question



Genie AI will answer



The Gap: Enterprise Search

In spite of this progress, the ability to interact with structured and unstructured data in natural language is largely limited to lexical (keyword) searches. A primary reason for this is the sparsity of available data on all but the most common topics. For example, while millions of people ask Alexa or Siri for the weather or a popular song, far fewer questions will be asked about a specific company or product feature. And so the enterprise search techniques required to solve these problems are fundamentally different and must be optimized for rapid convergence over increased computational complexity.

What Problems Do We Solve?

The widespread adoption of virtual assistants, such as Alexa and Siri, has created new expectations. Today's tech savvy consumers demand interactive technology that allows them to communicate when they want and how they want. They also expect tools that can save them time. When browsing a business site, for example, the consumer should be able to ask for the hours of operation, using voice-enabled technology. This is the new norm.



What Problems Do We Solve?



53%

According to Forrester, 53 percent of shoppers will abandon an online purchase if they cannot find answers quickly.¹ Rather than sifting through a company website or requesting email support, customers are opting for the speed and convenience of interactive communication that's available right then. As a result, live chat and call centers are flooded with basic requests, increasing operational costs, customer wait times, and frustration.



20%

Not only do customers want immediate answers, but employees do too. A recent McKinsey study found employees spend 20 percent of their time looking for the information they need to do their jobs.² That's 1 day a week—wasted. And with today's use of collaboration and productivity platforms, like Slack, Google Docs, Salesforce, and Zendesk, searching for a specific piece of information can be an arduous process.

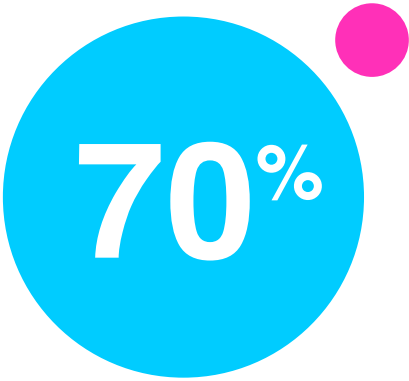
The same McKinsey study estimated how much money companies could save with more effective and efficient knowledge sharing. If the average salary is \$55-thousand-dollars, the annual cost savings for a company with 4,000 employees would be \$22 million.

[1. Forrester Study](#)

[2. McKinsey study](#)



The Answer?



70%

To address these problems, companies must look for new solutions. According to Gartner, virtual customer assistants promise to reduce the number of support calls and emails by up to 70 percent.³ The challenge is finding an automated assistant or chatbot that can deliver an accurate answer. Most “AI-powered” chatbots, CRM platforms, and helpdesks rely on keywords to find FAQ titles or articles—a hit or miss approach that often does more to irritate customers than to help them.

To overcome this issue, our engineers have designed Genie AI with true intelligence, going far beyond lexical matching. We’ve proven that a virtual agent—one that leverages the full power of today’s AI capabilities—can pull information from a knowledge base just as effectively as a live agent. Genie AI utilizes Natural Language Understanding (NLU), semantics and deep learning to accurately interpret questions and extract the correct answers.

The end result: the Genie Virtual Agent can handle the vast majority of support queries, drastically reducing the burden on live support agents while improving customer satisfaction. Customers and employees can get the information they need quickly, 24/7.

³. Gartner Study



Find a Solution that Fits

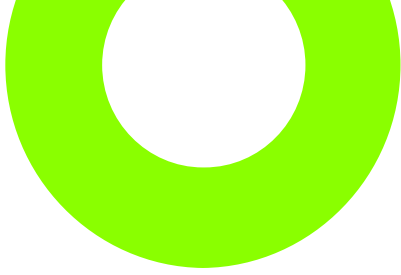
Genie Virtual Agent

A custom Genie Virtual Agent on your website can answer questions about your products and services—with or without a live agent. You can also deploy the Genie Virtual Agent on your intranet so employees can ask questions internally.

The underlying data source can be a relational or NoSQL database, metadata files (JSON, CSV, XML or in general any document, such as FAQ or support knowledge base).

To continually improve the experience, an administrator can modify answers and relevancy scores through the Genie AI management dashboard. As you train the system, Genie AI uses deep learning to get better and better. In the rare event the Genie Virtual Agent cannot answer with confidence, it sends an alert to contact the customer directly and expand your knowledge base.

The management dashboard also provides real-time analytics—so you know what customers and employees are asking. With an instant feedback loop, companies gain new insights that can be immediately used to update source content and improve results.



Genie Hybrid Business

Companies can integrate Genie Hybrid Business with any live agent customer support platform to blend automation and human touch. In this hybrid deployment, the Genie Virtual Agent can be used to answer most customer support queries, providing all of the capabilities described in the section above.

For cases where more support is needed, a live agent can use the Genie Live Agent Console to automate data retrieval and share the best responses. Whether it's live chat or a call center, Genie AI empowers live agents to meet customers' needs more quickly and efficiently.

Agents can even edit an answer within the dashboard before pushing it out to the customer. In this same UI, you can also see the Live Agent and Genie icon buttons in the top bar. Agents can use these buttons to toggle between live chat and the Genie Virtual Agent. Any time agents need to log off for the day, they simply click on the Genie icon to trigger the virtual agent to fully take over support.

This first-level hybrid deployment option includes integration with your company knowledge base in addition to a custom Genie AI knowledge base.



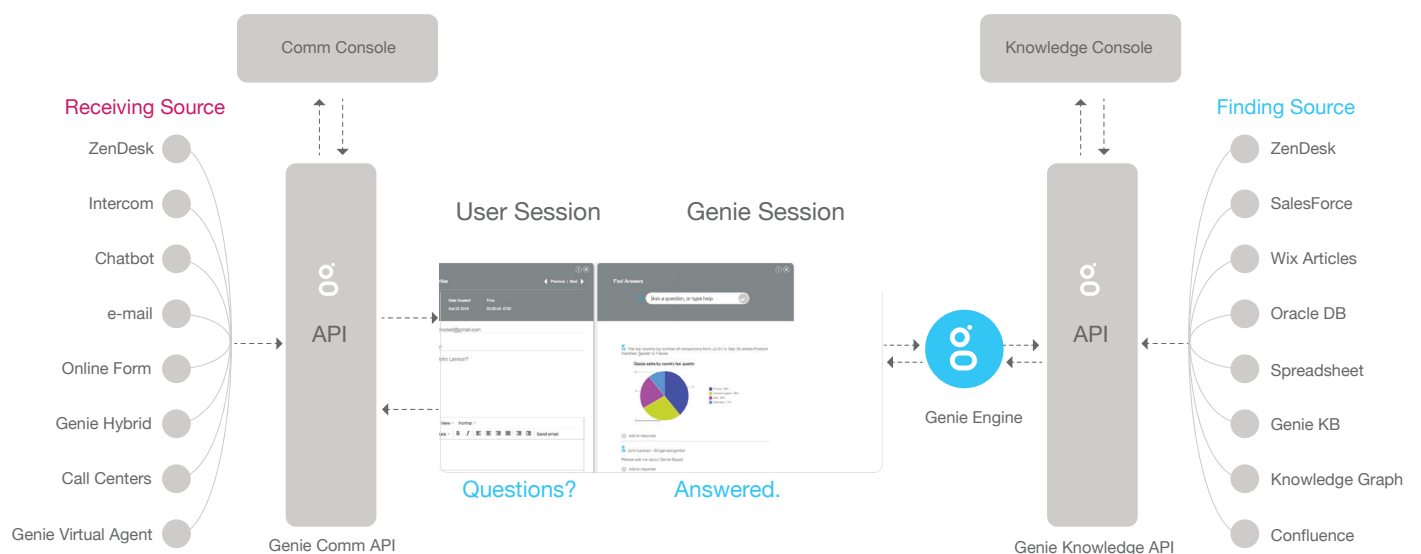
Genie Enterprise

Companies can extend the capabilities of Genie AI to create the ultimate enterprise search experience. Genie Enterprise offers all of the advantages of Genie Hybrid Business and the Genie Virtual Agent plus unlimited input and data source integrations, ticketing system integration, and helpdesk automation.

To fully customize Genie AI for your enterprise, our engineers work with your team to define use cases, map the infrastructure, and implement the setup, configuration, and architecture. Genie Squad will also review the integration design and run performance testing to ensure we've met or exceeded your goals.

As shown in the illustration (fig. 1), Genie Enterprise can integrate with any source on the front end (to receive questions) and on the back end (to retrieve answers). The input sources, on the front end, show the many avenues through which customers or employees could submit their questions. If your company is using Zendesk, for example, it can be integrated with Genie AI to process online forms.

fig. 1: A Single Platform for Automating Data Access & Knowledge Sharing





Genie Enterprise

On the right side of this illustration (fig.1), you can see a list of data sources that Genie AI uses to extract information. This can include any platforms your company is using, like Salesforce, plus any database, your existing customer support knowledge base and custom Genie AI knowledge base. By integrating with more sources, customers and employees gain access to a greater depth and breadth of information.

Imagine if your sales staff could ask questions like, “Which of my U.S. customers are due to renew their contract in July?” and get an immediate answer. Instead of having to search for the data across multiple spreadsheets, they have a single solution for automating data retrieval. And in customer support, they can use that same platform for sharing information with customers.

Ticketing system integration gives live agents a more efficient, streamlined workflow. And helpdesk automation improves the customer’s self-service experience, leading them to the exact information they need rather than a flood of search results based on keywords alone.



Improves with Deep Learning

When an end user posts a question via the Genie Virtual Agent or other input source, the Genie AI backend servers perform a lookup in the knowledge base(s). This lookup involves applying several NLP techniques in parallel. It includes computing a semantic relevancy score for every factor article and then deciding whether an answer exists that passes the minimum confidence threshold. If a confident mapping to an existing answer exists, the answer is served to the user.

If there is no relevant answer in the knowledge base or other designated sources, the user is prompted to provide their email, which is automatically sent to the site owner (administrator), along with a summary of the interaction. In the same note the admin also gets a link to the Genie AI management console, where he or she can provide a new answer to expand the knowledge base and also contact the customer directly.

Within the management console, the service also provides real-time analytics. The admins can gain insights on customer queries and interests (such as most frequently asked questions and topics), view usage stats, and manage promising leads.



Ensure Data Privacy

Our engineers can help you protect data privacy, whether your company needs to meet PCI-DSS, HIPAA, GDPR or other regulatory standards. We examine your compliance challenges and configure Genie AI to access only the data you want to be shared, either publicly or internally. We can further define and set data access policy and controls to minimize risk. We understand there is no room for error and pride ourselves on precision.

Lead Capture

Genie virtual agent + Live agents - blend automation UI



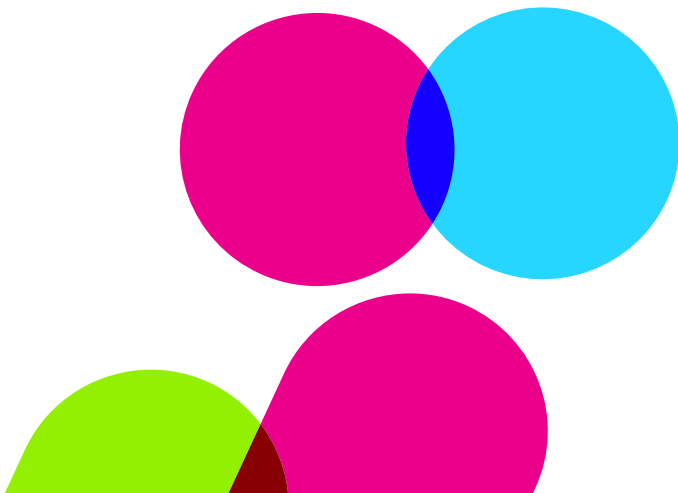
Summary*

Genie AI empowers customers and employees with instant data retrieval and knowledge sharing capabilities. Your customers and employees can ask any question about your company—from any integrated input source, including the Genie Virtual Agent, emails, phone/voice, support tickets, and online forms.

Through deep learning, Genie AI is able to pull the most relevant answer from your designated sources, including your knowledge base(s), FAQs, email or collaboration and productivity platforms. With instant data access and knowledge sharing tools, companies can improve efficiency and customer service.

At the same time, agent assisting technology offers a compelling way to reduce operational costs. While some interactions will still require human support, a significant percentage of tickets could be processed automatically. In the hybrid (bot + human) experience, you can delegate parts of conversations to NLP algorithms, and/or the entire experience whenever live agents are not available to handle inquiries.

*Tech Review - Available Upon Request





What This Means for Your Company?

With our smart virtual agent, your customers will gain immediate answers, avoid wait times and friction. Ultimately, they will feel understood and satisfied. In hybrid deployments, your support agents can offload basic customer requests, find and share data instantly, spend less time crafting responses, and expedite problem resolution.

When used as an internal enterprise search tool, employees can reclaim 20 percent of their time by not having to manually search for information spread across platforms. Instead, they have instant access to the data they need to be productive, which frees up their time to tackle higher priorities.

The bottom line: Genie AI can improve your customer experience, boost employee productivity, and cut costs. Sales and support agents will be able to focus on the strongest prospects, converting more leads to sales.



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