

## Create Personalized Customer Service Experiences With Digital Humans

NTT DATA Digital Human Solutions

### With the Digital Human Solutions platform, you can:

- Enhance communications with customers across multiple platforms at any time
- Ensure an optimal and emotionally intelligent interaction as part of the customer service experience
- Provide a consistent level of quality by ensuring strict adherence to best practices in customer service
- Eliminate interruptions in spoken conversations with customers

### Emotional intelligence and digital humans

Emotions are key to delivering a superior customer service experience and driving purchasing behavior. But emotions are communicated non-verbally, through facial expressions – including micro-expressions – and body language. As a result, automation technologies, such as chatbots, self-service portals and webshops, are not well-suited to establishing emotional connections with customers.

NTT DATA is delivering the next generation of technologies designed to give your customers personalized service without increasing costs. NTT DATA Digital Human Solutions offer all the best aspects of a superior customer service interaction with a human representative. The platform does this by combining the ease of natural human interactions with complete, up-to-date knowledge about each customer.



### How Digital Human Solutions deliver exceptional customer service experiences



#### Senses

Sees you, hears you and talks to you



#### Appearance

Expresses emotions and interacts naturally



#### Memory

Remembers facts and past conversations

## Emotional intelligence and digital humans

The platform develops digital human personas tailored to your specific business and its needs. Whether acting as an assistant, customer service representative or receptionist, your new digital human provides extraordinary customer service. Available 24x7 and in multiple places simultaneously, the digital human offers context-based service on a consistent level. And digital humans demonstrate a great understanding of emotions, as well as an impeccable memory of people and conversations, resulting in a highly customized experience.



## Service consistency and cost efficiency

Supplementing your workforce with a digital human can help your business automate operations and save costs on personnel. Digital humans effortlessly work around the clock and are never late, sick, on vacation or simply having a bad day. Every digital human interaction is performed exactly the way you expect it to be, consistently, every time. In addition, the cost of digital human workers can compare favorably to that of traditional employees.



## Collaboration and digital customer service assistance – get a genuine response!

While digital humans work splendidly on their own, they're also good at collaborating with human colleagues. Digital humans can support frontline workers by providing deep technical knowledge, responding to employee queries about product specs, inventory status, configuration possibilities and more. This frees your employees on the floor to provide your customers with highly personalized and professional service.



## Features and functions

- **Provide access anywhere, on any device.** Digital humans are cloud rendered and available on any internet-connected device
- **Eliminate interruptions.** Advanced microphone technology ensures not only a high-quality natural voice interaction with no microphone racks or push-to-talk buttons but also that only the voice of the interacting customer is picked up
- **Ensure privacy.** Digital humans use a combination of camera and microphone to ensure they listen only when customers are actively speaking to them
- **Communicate with more than words.** The digital human interface allows images and videos to be a natural part of the conversation
- **Enable consistent experiences.** Once customers share something about themselves and their preferences, digital humans will remember it the next time a customer interacts with them
- **Ensure the appropriate communication style.** Digital humans know the difference between a cheery message and a serious message, and will utilize facial expressions that match the mood
- **Get a smile back.** Digital humans can see if customers look happy, sad or angry, and respond with a suitable expression

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