Conversational Platform for Busy Teams

Slack-first productivity tool

Opportunity

- **Time is lost -** everyday work of success teams and development teams is filled with stress and distraction
  - Customers fail to self-assist and find content. They resort to contacting support teams.
  - Customer Success Teams spend significant amount of time typing repeated answers and answering same questions over and over again.
- **Frictions persist -** distraction from everyday tasks causes loss of productivity, conflicts and blame culture, delays and broken trust.
  - In a modern fast-paced environments no time can be lost or taken for granted.
  - To stay competitive the company needs workers to be focused and spend their time wisely.
  - Employees that are more productive also have better relationship with the team and company.
- **Innovation unutilized -** not taking advantage of AI means being left behind
  - Using AI/Deep Learning with NLP and algorithmic processing makes the difference.
  - Eliminating human error and providing automation is much more efficient with AI and boosts competitiveness tremendously.

Target Audiences

- **Customer Success Teams**
- **Operations Teams**
- **Systems and Security Teams**
  - System administrators and security engineers
- **Development Teams**
  - in companies of size 50-1000 with complex workflows involving Jira/Trello/Jenkins/AWS/ELK/Salesforce/SAP
- **Online Community Managers**
  - Many SAAS/PAAS companies have large online communities of customers so this will give them a better way to build communication.
- **Sales Teams**
- **Consultancy Teams**

Target Companies

- **B2B companies providing software tools**
  - Provide onboarding, learning curve, guidance, customer support and maintenance.
  - Improve user experience and increase customer loyalty and satisfaction.
- **B2B companies providing systems support**
  - Operations teams, security teams, systems teams working with clients.
  - Support tickets are better routed, escalated/de-escalated and assigned to the right teams..
- **B2B Companies providing consultancy services**
  - Provide your clients with efficient just-in-time feedback online when they need it.
  - Transfer knowledge efficiently to preserve contracts and keep customers satisfied.
- **B2B companies having large online communities**
  - Provide your community with best self-service opportunities and minimize the need for dedicated human assistance.
  - Provide the way for support engineers and customer success teams to give highly focused, effective yet human answers while maintaining credibility, loyalty and trust.

Business Process -

1. A user does initial research. Resorts to Slack if no matching answer found.
2. A user communicates Customer Success team member in Slack or Jira and discusses pains / asks for answers.
3. A Customer Success team member or a developer inquires Knowledge Base for the information, reviews it and provides the user with the response. In automatic mode the conversation is conducted by bot so bot responds back.
4. If the severity of the issue amounts to disaster or an emergency, the system creates a high priority ticket. It routes or escalates tickets accordingly.
5. A question asked by a customer that forms a repeated pattern becomes a FAQ. If an agent decides to make a Q/A couple a FAQ, he can do it.
6. If an agent decides to modify knowledge or add new data, updates will be saved. If an answer is orphan or irrelevant, it can be deleted.

Impact / Benefits

- **Improved customer experience**
  - Customers find more answers online and can do self-service as much as needed
  - Content is depersonalized and is reusable, then it gets personalized later as per need.
  - Targeted response in Slack becomes more focused and more human. More trust is built.
- **Improved employee productivity**
  - Busy engineers spend less time doing repeated things and addressing repeated issues.
  - As more time is released, developers and success engineers bemore more productive in their core responsibilities - development, testing, maintenance, resolving complex issues.
  - Frictions eliminated and overall employee wellbeing grows and burnout rate falls.
- **Improved brand competitiveness**
  - Happier customers mean more competitive brand and more revenue.
  - More productive and less stressed employees mean better business and stronger growth.
- **Cutting edge technology advantage**
  - Being up to date with the science and the data means being ahead of the competitors.
  - Keeping it human-yet-advanced, automated-yet-friendly means being ahead with AI.

Competitors Landscape

- **Knowledge Base Tools -** obie.ai, addomni.com
  - Focused on helping the teams to build their internal Knowledge Bases.
  - Focused on Slack-first productivity for teams.
- **HelpDesk Productivity Tools -** halp.ai
  - Focused on Atlassian - trying to increase productivity via Slack and Atlassian integration.
  - Focused on ticketing.
- **AI automation tools -** talla.com
  - Focused on workflow automation. Provides intelligent AI for workflows.
  - Provides generative AI for conversations.
- **Early stage startups -** frame.ai
  - Customer support solutions.
  - Focuses on early warnings, customer monitoring and customer sentiment analysis.

Key Differentiation Points

- **Strong AI-driven Knowledge Base**
  - You will not have to wait until an answer is provided and adjusted.
  - You will not need to form your questions on a way that will please the platform - answers are there for you from the start.
  - Complex queries get their answer while still staying human and well contextualized
- **Strong Context Awareness**
  - Events that matter to the way the questions get their answers will not pass unnoticed.
  - Data influencing the response and routing changes all the time, so everything is in context.
  - More educated process of handling responses and more flexibility.
- **External Exposure**
  - Stream educated responses to their outside hosts - portals, blogs, FAQ pages for self-service.
- **Deep Learning NLP - GAN/RNN technology used to improve models**
  - Out of all the mentioned companies only talla.com uses Deep Learning, but it lacks external exposure and knowledge base, it rather focuses on workflow automation.
  - Deep Learning brings additional efficiency and precision to the results.

Key Differentiation Points - continued

- **Strong Insightful Analytics**
  - Measure your success based on history of events, their origin, time and get recommendations for further actions.
  - Adjust your business model when it's appropriate - render better educated business decisions.
- **Define your custom business rules and workflows**
  - Turn the events taking place in different parts of you ecosystem into knowledge and actions.
  - Run workflows, scenarios, scripts when an event happens and a rule is satisfied.
  - Data-driven decision making improves your business's competitiveness.
- **Improved Notifications**
  - Get notified on various ways - in Slack, in Jira, via SMS, via email or other messaging tools.
  - Get notified when your analytical thresholds are met and certain rules satisfied.
- **Complex Integrations**
  - Integrate variety of tools - Salesforce, Atlassian, SAP, AWS, ELK, Prometheus, Kubernetes
  - Form an integrated ecosystem for a variety of tools to truly collaborate.

Appendix - Links and Resources

This Pitch Deck can be viewed online:

https://dmitryroitman.com/pitch.pdf

The Business Process diagram can be viewed online:

https://dmitryroitman.com/business.pdf

The Architecture diagram can be viewed online:

https://dmitryroitman.com/architecture.pdf

Glossary of Terms

- **GAN - Generative Adversarial Network**
- **RNN - Recurrent Neural Network**
- **Deep Learning**
- **NLP - Natural Language Processing**
- **Knowledge Base**
- **SAAS - Software As A Service**
- **PAAS - Platform As A Service**
- **IAS - Infrastructure As A Service**
- **B2B - Business-to-Business**
- **Bot - A an automation software monitoring runtime events and responding when certain events take place.**