

Ushur CXA Product Portfolio

AI-Driven Customer Experience Automation™ (CXA) solutions help traditional enterprises outcompete digital-natives on customer experience

CHALLENGE

Customers, members, employees, patients, providers, board members and all other stakeholders, spanning all generations, have come to expect customer experiences that are responsive, intuitive, and easy to complete. The flexibility and scalability to deliver that kind of experience demands investments in artificial-intelligence-driven automation solutions, but developers and data scientists are hard to find and expensive to hire.

Additionally, consumer channel preferences are changing every day and it is difficult to feel comfortable making the investments to support those channels knowing that they're apt to differ on such short time horizons. Plus preferences are likely to involve more than one channel, making omnichannel a table stakes capability.

AI and automation are key to operational efficiency, but data scientists and developers are hard to find and expensive to hire.

SOLUTION

Ushur's Customer Experience Automation™ (CXA) platform enables enterprises to quickly and easily deploy modern, digital experiences that increase customer engagement across their preferred channels.

Outcome-focused and use case-driven, Ushur uses artificial intelligence (AI), task automation, and integration with core systems to intuit how customers are attempting to communicate with a brand, automate important if not sensitive data collection, and update the appropriate systems. It's the only platform of its kind that can gather the information needed from a user on the front end, persist it, and converse with them all without having to bring in point solutions to support the full customer journey.





CONVERSATIONAL APPS

Conversational Apps are interactive, two-way self-service customer engagements purpose-built to complete a task. Facilitating inbound and outbound communications across all channels - customers can, for example, text their insurance provider to file a claim, while insurance providers can anticipate claimant needs with proactive status updates.

Ushur makes Conversational Apps easy to build and quick to deploy, with a no-code, drag-and-drop Flow Builder™ to automate customer-facing workflows. Business users and citizen developers can leverage AI/ML, integrate with core systems, and deploy across multiple channels within a few clicks.

Ushur Conversational Apps help companies build more conversations and build them quickly to scale the kind of engagement your customers deserve. Traditional enterprises can adopt a digital-first strategy to improve the customer experience, scaled across a variety of business functions.



INVISIBLE APP

Invisible App™ gives enterprises a purpose-built, secure, app-like experience without having to build and maintain a traditional app.

Initiated through SMS, email, WhatsApp, a website link, or even a QR code, Invisible App™ guides the user through a structured but also dynamic conversation to collect their data and resolve the request.

Customers self-service sensitive or complex processes via built-in encryption and advanced features such as calendaring, e-signatures, document uploads, and more - all without downloading, logging into, and navigating a traditional app.

Businesses achieve faster time-to-value with agile iterations - avoiding the IT overhead needed to build, test, and maintain enterprise applications.



Rich Media Interface



E-Sign Docs & Fill Forms



Make Payments



INVISIBLE PORTAL

Invisible Portal delivers an intelligent, portal-like experience, without the need to build or maintain a traditional portal or microsite.

Customers exchange information and upload documents to self-service recurring tasks. For example, an HR specialist can submit monthly pension contribution files to their plan administrator for automatic processing on the backend, rather than engaging through an unsecure, manual channel like email. Invisible Portal also provides them with automated responses, and customers receive instant feedback on their tasks, reducing turnaround time and increasing satisfaction.

Enterprises add intelligence, and customer branding, to their portal experience, but avoid the resource and adoption challenges IT teams face today.



INTELLIGENT DOCUMENT AUTOMATION

Documents are central to many an enterprise workflow, and can derail any customer experience when a customer service representative inevitably has to spend time processing documents to complete service requests. Traditionally, a knowledge worker must manually extract or validate this data on the backend. This extends turnaround time for the customer and increases costs for the enterprise. Intelligent Document Automation reviews, evaluates, and highlights missing information in key documents.

From pension contributions, new account applications, to first notice of loss, gathering and evaluating key data has never been easier. By embedding Intelligent Document Automation into customer-facing workflows, formats such as .csv, .doc, .xls, PDFs and ACORD files are automatically transformed into machine-readable data - improving straight through processing for faster issue resolution.



Save **up to 48hrs** on data file processing



Process **nearly 10K files** per month



SMARTMAIL

SmartMail is the email triaging solution for companies who receive thousands, if not millions, of incoming queries that need to be sorted manually, but quickly. Ushur evaluates the body and attachments of emails to detect the intended audience and route it to the right teams, and/or channels.

SmartMail enables enterprises to respond to emails at scale with domain-specific artificial intelligence. The sender is kept in the loop - with receiving immediate requests to provide missing information or validate data to complete the request.



SmartMail can review, classify, and route incoming emails in **under 10 seconds**.

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Make your work flow™

For more information on how Ushur is helping enterprises, please go to ushur.com >