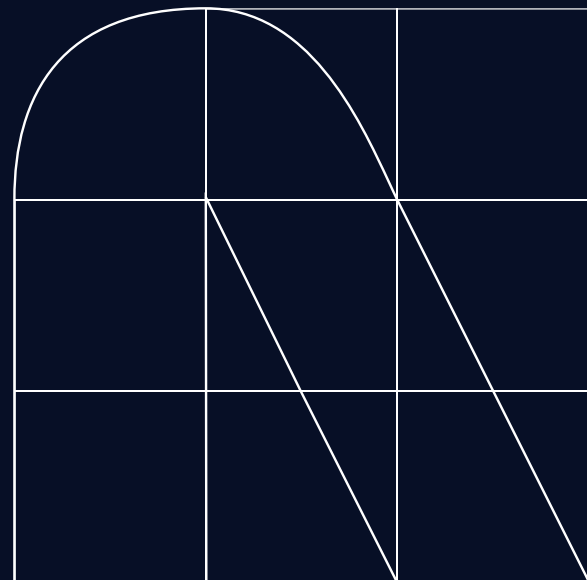# Syntphony Conversational AI

The future communicates digitally. Explore Syntphony Conversational AI empowered by GenAI.

At NTT DATA, we understand the challenges businesses face in delivering exceptional customer experiences while optimizing operational efficiency. That's why we introduce Syntphony Conversational AI, a cutting-edge solution seamlessly integrated into the Syntphony ecosystem. Our platform revolutionizes customer interactions, offering AI-driven virtual agents that enhance engagement across multiple channels. By leveraging advanced natural language processing and generative AI, businesses can deliver hyper-personalized responses and contextualized support, driving higher conversion rates and improved customer satisfaction. Whether it's retail, banking, or healthcare, Syntphony Conversational AI empowers organizations to unlock new levels of efficiency and customer-centricity, ensuring they stay ahead in today's dynamic market landscape.

What is Syntphony Conversational AI

In an **era of technological evolution** and the growth of multiple digital channels, the way companies connect with their customers, partners, and suppliers has undergone a radical transformation. **We live in a constantly moving world, which makes agility in response times**, efficiency in automating operational tasks, and the enhancement of the user experience indispensable.

Organizations are actively seeking to improve customer service and create an exceptional experience for their users while simultaneously automating processes to swiftly address transactional issues and reduce costs.

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> With technological advancements and the evolution of various platforms, virtual agents have undergone a significant shift.
> "

Mechanical and non-assertive responses, as well as a lack of empathy,
are no longer viable options. In the contemporary digital landscape, **customers often feel frustrated by prolonged waiting times** and the need to be transferred from one agent to another.

Traditional contact centers, known for these shortcomings, **have left a lasting negative impression** on consumers. Despite efforts to encourage customer engagement through digital channels such as email, online chat, and social media, these alternatives still largely depend on human agents, posing similar challenges.

Companies require a scalable omnichannel solution capable of effectively and cost-efficiently responding to routine inquiries with minimal or no human intervention: **Syntphony Conversational AI.**
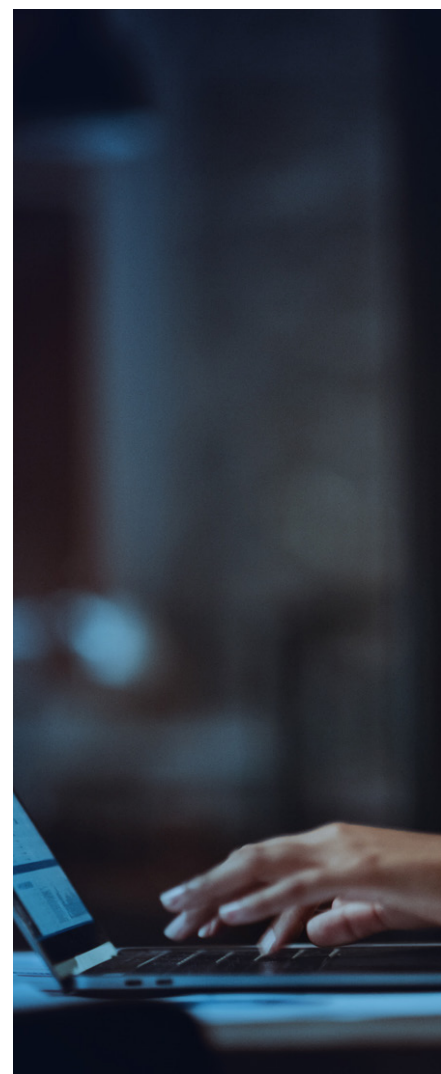
Product Positionating

Syntphony
Conversational AI

Syntphony Conversational AI is the **ultimate solution for businesses seeking** to **enhance customer interactions** and streamline operations.

Tailored to **meet the needs of diverse industries**, our platform **resolves customer queries effortlessly**, driving engagement and satisfaction.

By leveraging advanced AI technology, **Syntphony Conversational AI empowers businesses to deliver personalized experiences** and unlock new levels of **efficiency**.
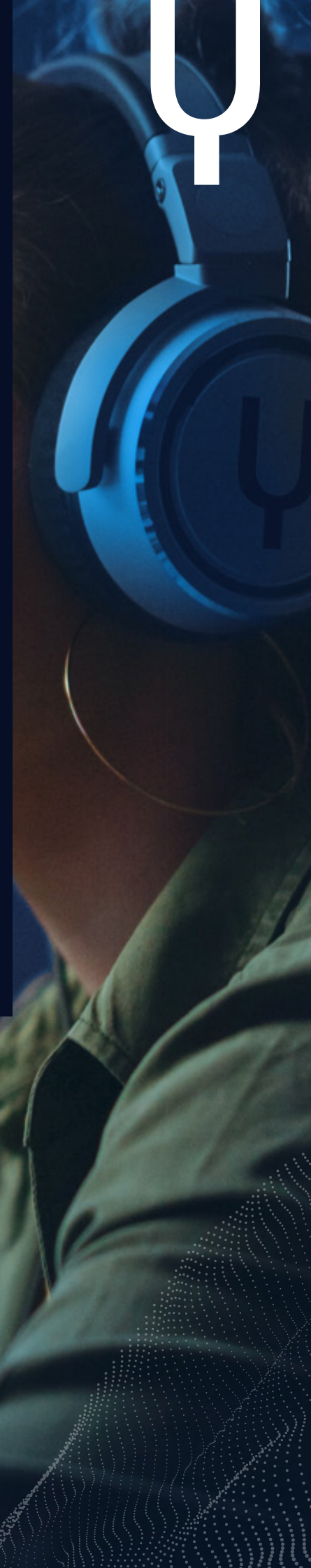
Value proposition of Syntphony Conversational AI

Syntphony Conversational AI combines virtual agent technology with the powerful cognitive capabilities of Generative AI to provide customers with **rapid and highly personalized responses**, helping companies address these challenges.

Our platform leverages the **expertise of conversational AI and the power of Gen AI** to accurately interpret written and spoken dialogues. This improves the customer service and support experience, while **reducing the operational costs associated with these operations.**

Syntphony Conversational AI is NTT DATA's enterprise-level platform **designed to create and manage virtual agents with Generative AI that understands and provides highly personalized responses to users.**

Its innovative architecture enables **precise responses across different channels**, in **multiple languages**, and in an **omnichannel manner.**
It also acts as an **orchestrator, facilitating integration** with various services.

By significantly expediting the virtual agent creation process, this multifaceted platform translates into **substantial cost and time savings for brands.** This enables them to provide uninterrupted assistance to customers 24/7, 365 days a year, in all channels and languages.

Syntphony Conversational AI leverages the capabilities of Generative AI to adeptly comprehend written and spoken dialogue, delivering unparalleled accuracy and scalability.

Differenciator of Syntphony Conversational AI

Omnichannel Solution in Multiple Languages
Creating virtual agents with our platform allows seamless interaction with users across various channels. This includes the ability to switch channels during conversations, ensuring a consistent and user-centric experience.

Generative AI-Powered Syntphony Conversational AI
It achieves close to 100% user understanding and provides hyperpersonalized and context-aware responses.

Intuitive Dialogue Manager
Syntphony Conversational AI is a no-code solution equipped with a dialogue manager that allows the creation of conversation flows graphically using intents and entities as an AI model in an intuitive way through visual programming. This enables non-expert users to effortlessly design and configure conversation flows.

Privacy and Data Protection
Prioritizing data security and privacy, Syntphony Conversational AI employs data encryption and masking techniques.

Short Time to Market
It enables businesses to quickly create robust virtual agents and offers rapid graphical development tools, user interface management, and SaaS to accelerate dialogue development.

Cloud-Ready SaaS Service
Syntphony Conversational AI can be easily deployed in the cloud. Simplify the design of complex conversation flows by integrating enterprise-based API services that allow for custom responses or access to business data.

Benefits of Syntphony Conversational AI

Improved Customer Experience

Syntphony Conversational AI is designed to meet the demanding needs of businesses, enhancing the customer experience by providing 24/7 support across a wide range of channels. Whether through the call center, mobile app, website, WhatsApp, smart assistants, or social media, this platform ensures seamless interactions tailored to evolving customer preferences.

Unprecedented Scalability

This solution embodies scalability, effortlessly handling thousands of users and millions of contacts each month for leading companies. It adapts and grows in tandem with your business, ensuring it can meet the demands of a constantly evolving digital landscape.

**Continuous Improvement Through**

Cognitive Learning Syntphony Conversational AI employs Generative AI to create more dynamic and empathetic dialogues through the power of cognitive learning. Additionally, it can systematically analyze interactions to enhance the user experience, ensuring the platform remains at the forefront of delivering precise and effective responses.

Personalized Brand Engagement

One of its standout features is the ability to create an interactive channel that seamlessly aligns with your brand's culture and voice. It ensures that interactions with customers are not only efficient but also in perfect harmony with your brand's identity.

Reduced Operational Costs

Syntphony Conversational AI helps companies can reduce customer service operational costs, making it an economically choice for businesses seeking efficiency and effectiveness.
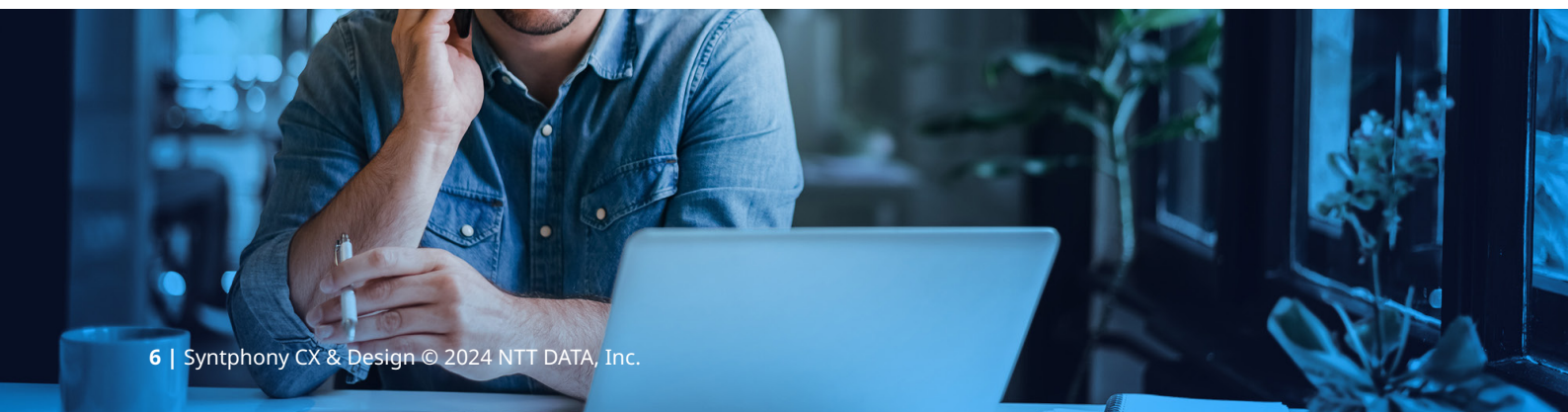
Key features of

Syntphony Conversational AI

Syntphony Conversational AI voice gateway

Syntphony Conversational AI is designed to enhance the user experience through voice interactions, enabling an enriched IVR and taking communication to another level. Includes all the necessary components to connect with the call center, including SIP connections, voice-to-text, text-to-voice, call recording, outbound calls, and transcription. You can upload audio for use in voice channels.

Voice Cloud

Syntphony Conversational AI is designed to enhance the user experience through voice interactions, enabling an enriched IVR and taking communication to another level.

Gen AI

An innovative module that integrates Generative AI services, enhancing the capabilities of Syntphony Conversational AI to a whole new level. It enables Syntphony Conversational AI to identify intent, classify content, generate responses and provide accurate, context-aware answers. Syntphony Conversational AI not only supports question chaining, but also outperforms open source alternatives such as Langchain. Its robust security features, combined with enterprise-ready solutions, make it a superior choice for organisations.

LLM and Prompt Chaining Orchestration

Syntphony Conversational AI enhances the ability to orchestrate calls to generative AI tools such as Azure OpenAI services, simplifying the handling of more advanced and complex tasks with unprecedented simplicity and elegance. At Syntphony Conversational AI, we use a variety of Generative AI models provided by Azure OpenAI (and other vendors) to address various needs, such as content generation, data classification and processing.

Analytical dashboard

Syntphony Conversational AI has available a dashboard with KPIs that will help you measure your Virtual Agent's performance and keep improving it. With a comprehensive and intuitive visualization, you will be able to analyze if you are reaching your business.

Use cases of

Syntphony
Conversational AI

Virtual Assistant Platform:

Our Virtual Assistant Platform revolutionizes customer service by providing a seamless and intuitive conversational experience. Powered by advanced AI technology, it enhances customer interactions across various channels, driving engagement and satisfaction while optimizing operational efficiency.

Cognitive Contact Center:

Experience the future of contact centers with our Cognitive Contact Center solution. Leveraging artificial intelligence, it enables natural language interactions, empowering companies to deliver personalized and efficient customer support. Seamlessly blending human expertise with AI capabilities, it redefines customer service excellence.

Conversational Commerce:

Enter the realm of Conversational Commerce with our innovative solution. By integrating AI-powered virtual assistants into e-commerce platforms, we enhance customer engagement and streamline the buying process. From product inquiries to order assistance, our solution delivers personalized and efficient shopping experiences.

Digital Workplace:

Transform your workplace with our Digital Workplace solution. Designed to enhance productivity and collaboration, it integrates AI-powered virtual assistants into everyday workflows. From scheduling meetings to accessing information, our solution empowers employees to work smarter and more efficiently.

syntphony
CX & Design
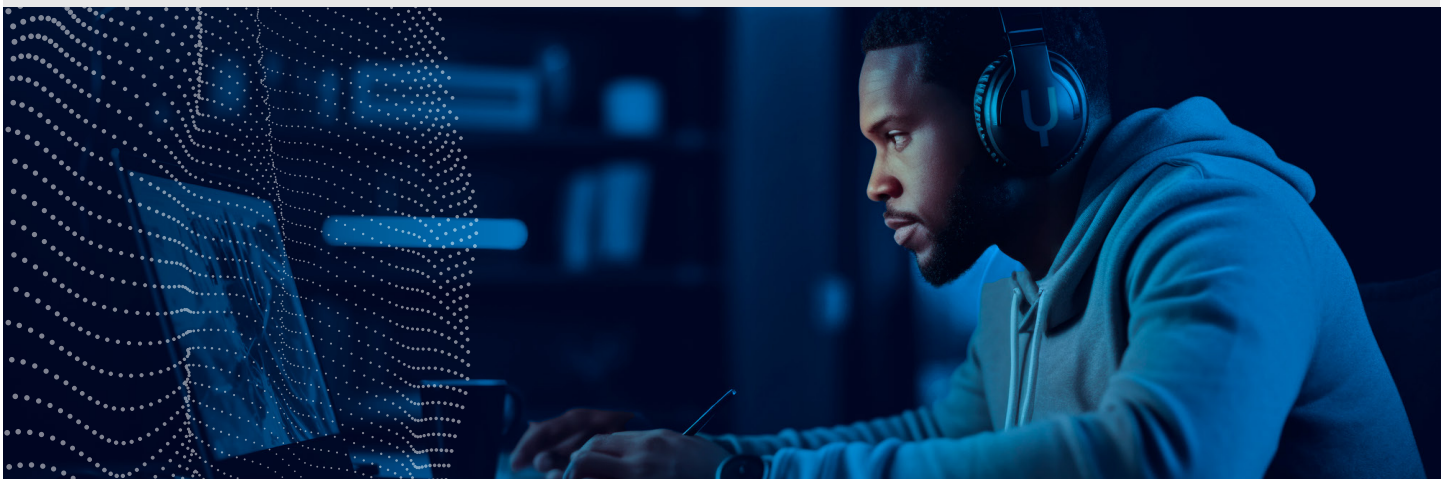
NTT DATA

The heartbeat of the business. Listen to your heart.
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Syntphony is NTT DATA's technology-asset platform orchestrated for implementing and developing Asset Based Consulting strategy and driving business.

We generate business faster

Syntphony is the result of the combined work of NTT DATA's best and most diverse business and development talents, with a deep knowledge of each industry, consistently aligned in the creation of business technological products.

We multiply cost-effectiveness

We analyse our clients' use cases; we form the perfect orchestra to achieve their objectives and we add all the value of our consultancy with the best of our products to create unique and personalised solutions; solutions that sound like a symphony to our customers.

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Syntphony Vertical Products

Syntphony Cross Products

Third-party and alliances

Automotive
Syntphony Automotive Tracking

Financial Services
Syntphony Financial Planner

Insurance
Syntphony Insurance Distribution Core

Energy & Utilities
Syntphony Stations
Syntphony Short-term Power Trading

Healthcare
Syntphony EHR
Syntphony Remote Health

Public Sector
Syntphony Mobility Management

Retail & CPG
Syntphony Pricing Management
Syntphony Payments
Syntphony Perfect Store
Syntphony Sales

Application Services
Syntphony Intelligent Automation
Syntphony Intelligent Document Processing
Syntphony Operation Transformation Strategy
Syntphony Content Services
Syntphony Compliance Management

BPO
Syntphony Process Management

Cloud & IT Infrastructure
Syntphony Smart Multi-cloud Management

CX & Design
Syntphony Conversational AI
Syntphony Loyalty
Syntphony Immersive Experiences

Cybersecurity
Syntphony Security and Identity Management Platform
Syntphony Security Privacy and Integrity Platform

Digital Workplace
Syntphony Knowledge Search
Syntphony Learning Tech
Syntphony Employee Intranet
Syntphony Workspace Management

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