



# virtual agent

An integrated Tier 0 Support service for  
Entertainment and Smart Home Devices

# Virtual Agent Service

An integrated tier 0 support service for Entertainment and Smart Home devices



- Enabling self-help capabilities on common questions around:
  - ✓ Guided Product Onboarding
  - ✓ Feature Discovery
  - ✓ Troubleshooting
- Built around an open-ended knowledge base
- To keeps users in the branded experience it can be easily integrated:
  - ✓ on-device (TV / STB / Thermostat / Remote / etc)
  - ✓ on a support website
  - ✓ in mobile apps
- When combined with QuickSet it is enhanced with the knowledge of existing devices at home including real-time access to secure remote troubleshooting features.



# Features & Benefits

“Helpful by Design”

## Product Features

- ✓ Guided Product Onboarding & Setup
- ✓ Feature Discovery
- ✓ Troubleshooting
- ✓ Contextual Awareness powered by QuickSet
- ✓ Hand-off Capabilities
  -  → Human Agents
  -  → Third Party Virtual Agents
- ✓ Virtual Agent Insights
- ✓ Built-in User Feedback Tool
- ✓ Integration Options
  - ✓ On Device Integration
  - ✓ Off Device Integration
  - ✓ Customizable Branding

## End User Benefits

- ✓ Helps the user onboard their products
- ✓ Helps the user discover new features
- ✓ Helps the user troubleshoot technical issues
- ✓ Offers the users a seamless handoff to human agents

## Customer Benefits

- ✓ Allows users to solve problems on their own
- ✓ Enhance your customer touchpoints
- ✓ Get better insights in user behavior
- ✓ Reduce support cost
- ✓ Reduce complexity and churn
- ✓ Increase customer satisfaction
- ✓ Transfer context from conversation to human agents and reduce call length



# User Insights

Support Services as Viable Offerings



# Growth Connected Devices

## User Insights

### Among U.S. broadband households:

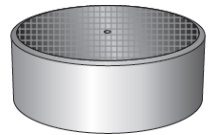


**26%** own at least one device from a list of common smart home devices



**46%** own a connected health device

**28%** own a smart speaker with voice assistant, up from 3% in 2016



**71%** own a connected entertainment device

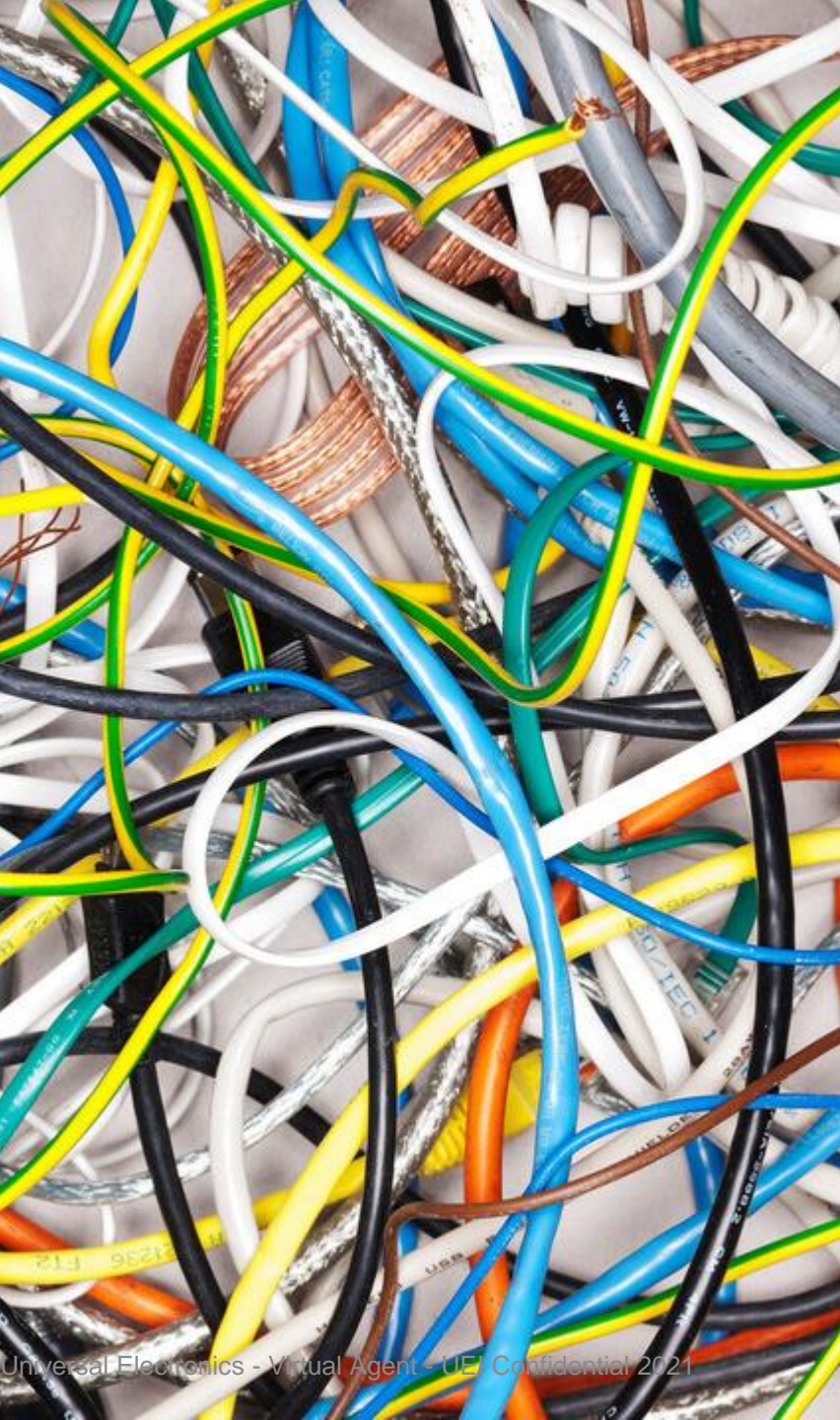


US broadband households now have an average of 11.4 connected devices.

© Parks Associates



© Parks Associates



## Top 5 Setup Related Problems

### The top five most common problems:

- connecting devices to the internet (14%)
- learning how to use devices (13%)
- configuring settings (13%)
- physically installing devices (13%)
- communicating with other devices (9%)

## “Complexity contributes to Churn”

29% of consumers who indicate their devices were difficult to set up ended up switching to a different brand. Brand abandonment shoots up to 49% when consumers reported setup was “very difficult.”

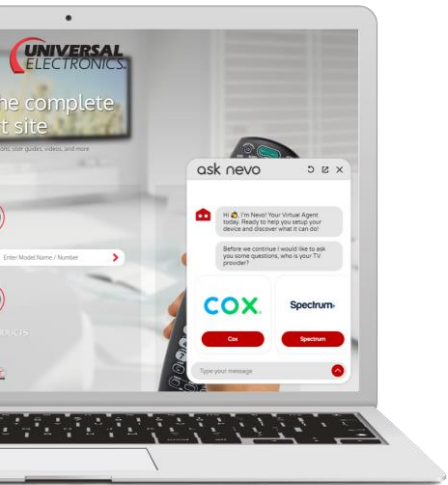


# Channel Offerings

- Video Service Providers



...on Desktop (VSP Support Site)



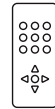
...on Mobile (VSP App or Web)



# Video Service Providers



Helps the user with Self Install Kits



Set Top Box and Remote-Control Onboarding



Troubleshooting for TV and Audio Devices



Integration on MSO Support Site like URC Support



Hand Off to Live Human Agents



SBR Branded Experience

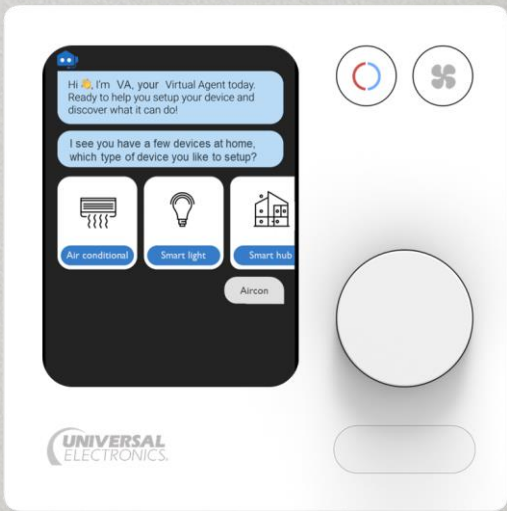
*\*Works With QuickSet*

...on TV



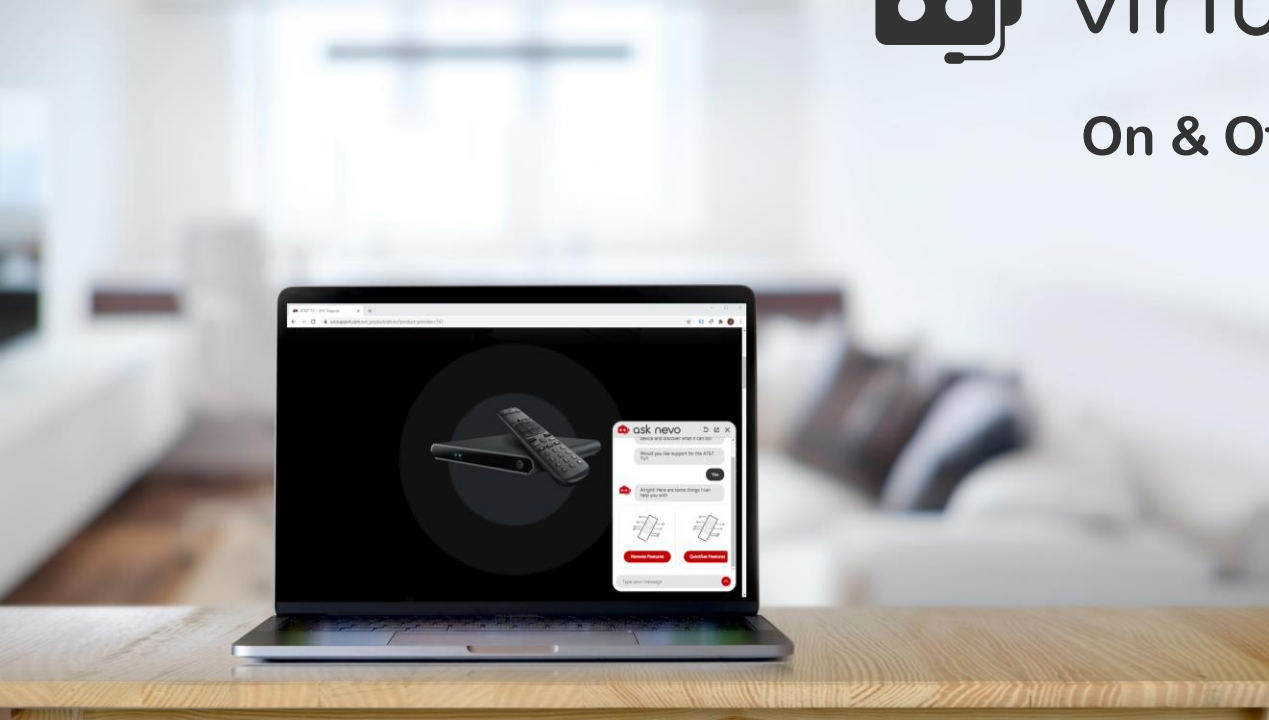
### TV Availability

Android TV Application -  
Web Application -  
(Q1 2021)



# virtual agent

## On & Off Device



# Feature Highlights

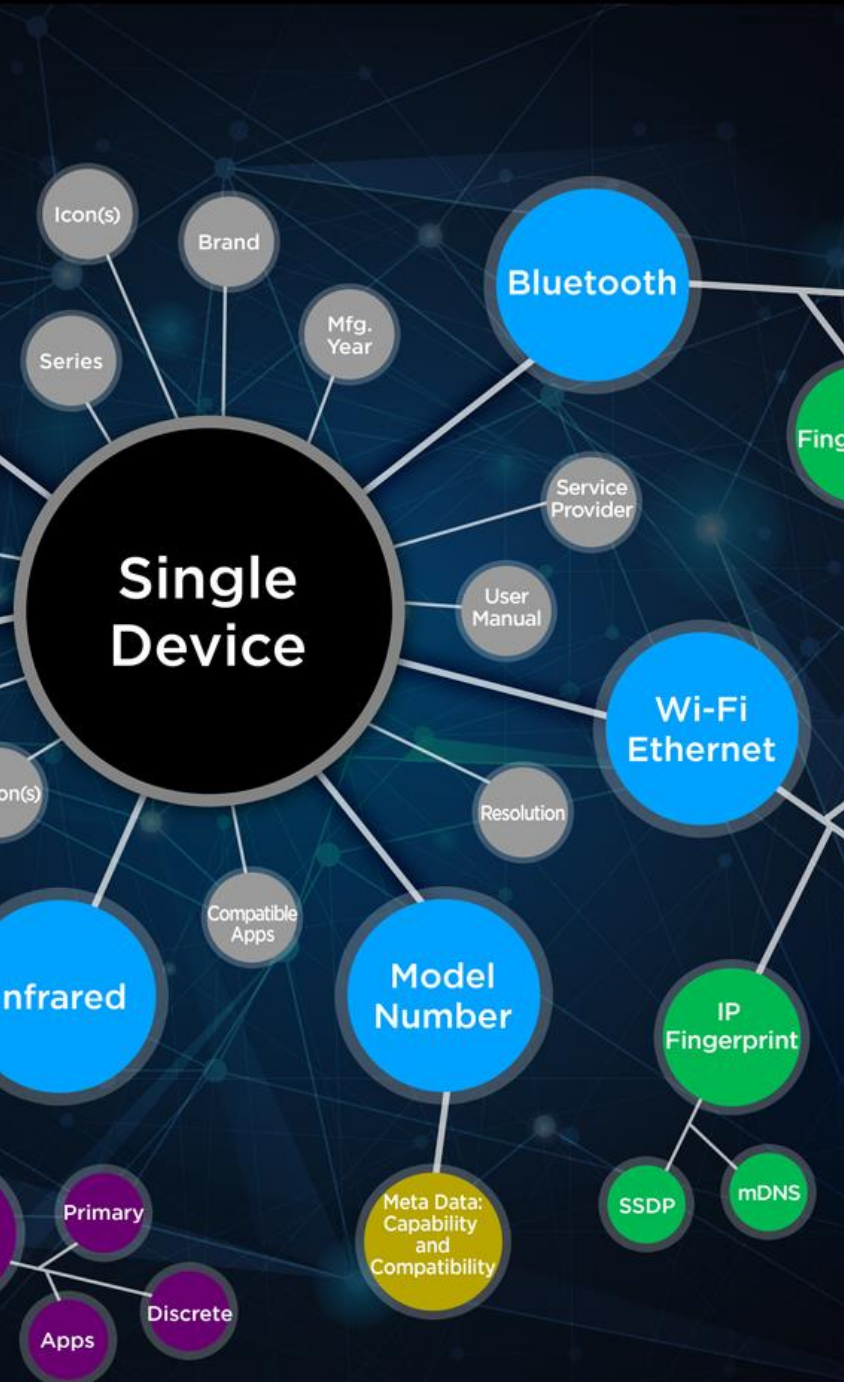
## Unique Virtual Agent Features

- Contextual Awareness
- Cross Screen Continuity
- Virtual Agent Insights



# Contextual Awareness

Virtual Agent can understand context from different sources even before a conversation with the user has started. It uses this context to understand the situation in the home and significantly reduce the amount of steps needed to solve any potential issues.



## Context Examples

- Devices available in the home
- Device Configurations
- Services available in the home
- Geo-IP Location
- Location on a website
- Internet Service Provider





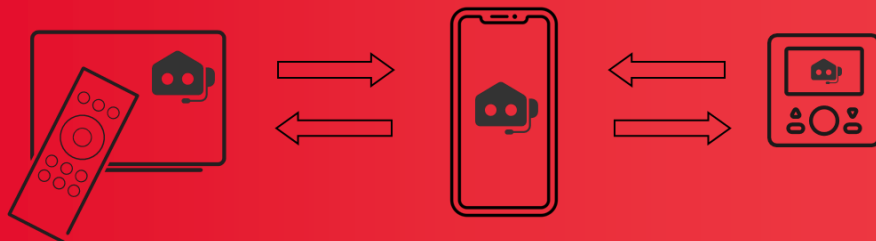
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## CROSS SCREEN CONTINUITY

SEAMLESSLY TRANSFER BETWEEN MULTIPLE DEVICES

# Cross Screen Continuity

- Start a conversation on one device and seamlessly transfer it to another device
- Virtual Agent remembers the conversation state and context
- Can be used to send more information to a Smart Phone, for example to download a Product Manual
- Can also be used to expand the types of user input available on a second screen device



# Virtual Agent Insights

Built-in tool to surface valuable user insights and collect user feedback.

- ✓ Conversational Analytics
- ✓ User Behavior Analytics
- ✓ Analytics Dashboard
- ✓ Track User Engagement
- ✓ Track Success Rates
- ✓ Collect User Feedback
- ✓ Collect User Ratings
- ✓ Capture User Contact Details for follow up

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# Thank you!

