# Generative Agent in action

Generative Agent is a fully autonomous virtual agent that executes actions and handles complex conversations and tasks for your customers through easy integrations with your existing CX technology ecosystem.

Because it can successfully navigate and resolve customer issues independently, it's a perfect fit for businesses that rely on reservations and bookings. Generative Agent can:

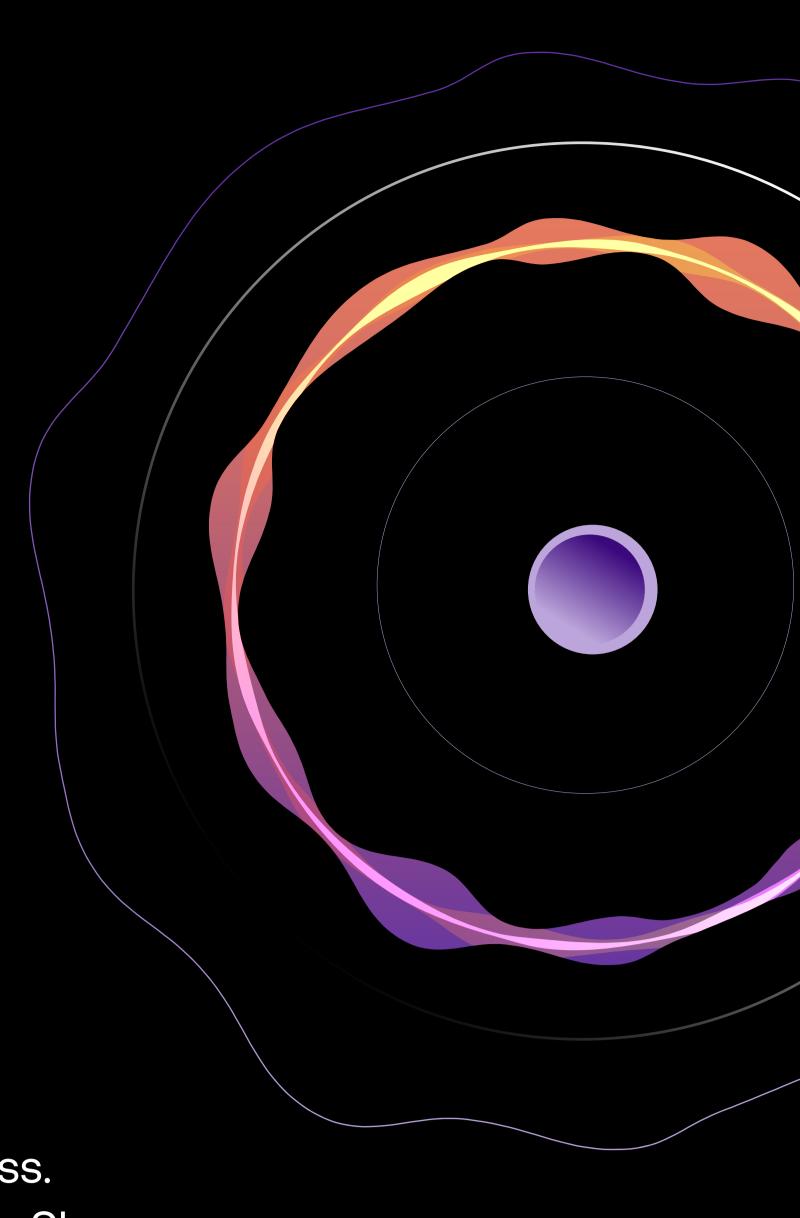
Handle payments and apply discounts

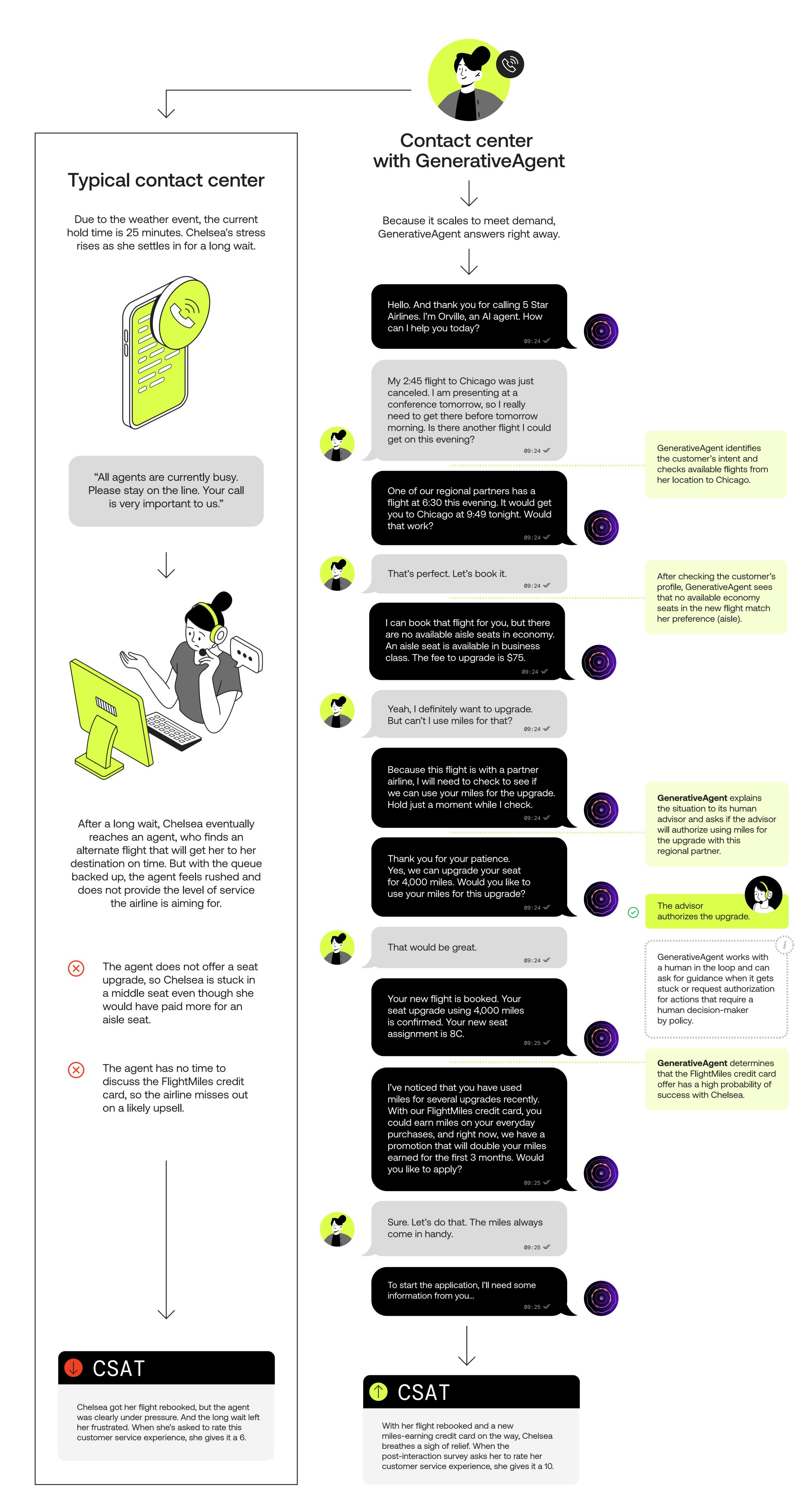
Make, change, and cancel reservations

- (with supervision if your policy requires)
- Help customers modify even complex itineraries

#### Here's how it works Chelsea is headed to a conference where she'll deliver the keynote address.

But her flight has been canceled due to a weather event in another region. She has been offered a seat on a flight tomorrow, but that will be too late. She calls the airline's customer service number to see if she can get on an earlier flight.





Rebooked customer's flight	$\odot$	$\odot$
Offered and confirmed seat upgrade	$\otimes$	$\odot$
Got approval to use miles for upgrade	$\otimes$	$\odot$
Completed credit card application	$\otimes$	$\odot$

Typical contact

center

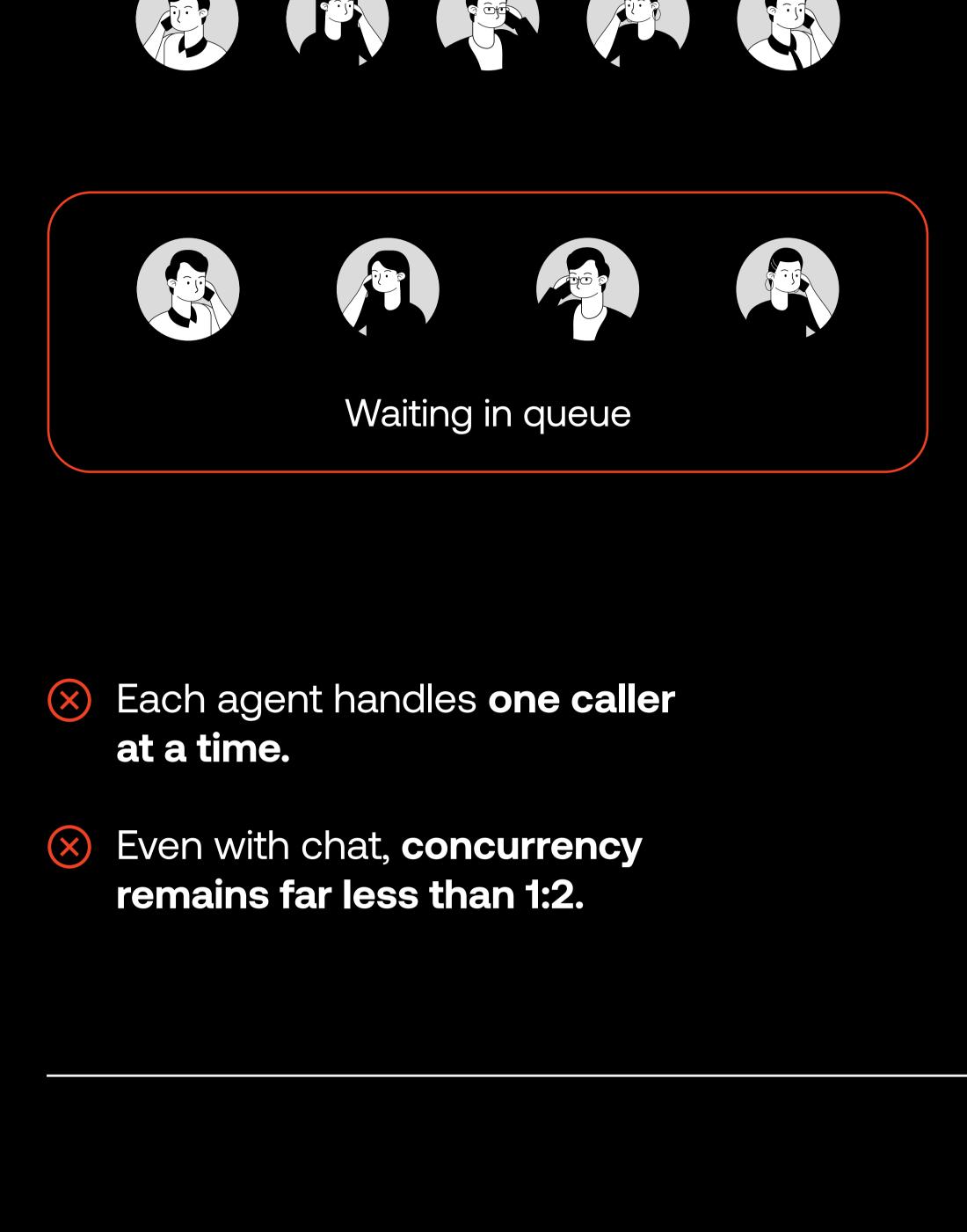
Contact center

with GenerativeAgent

### Scales like software. Generative Agent solves Tier 1 customer issues just like your best customer service reps. The difference is that it scales automatically, so when volume spikes or agent turnover

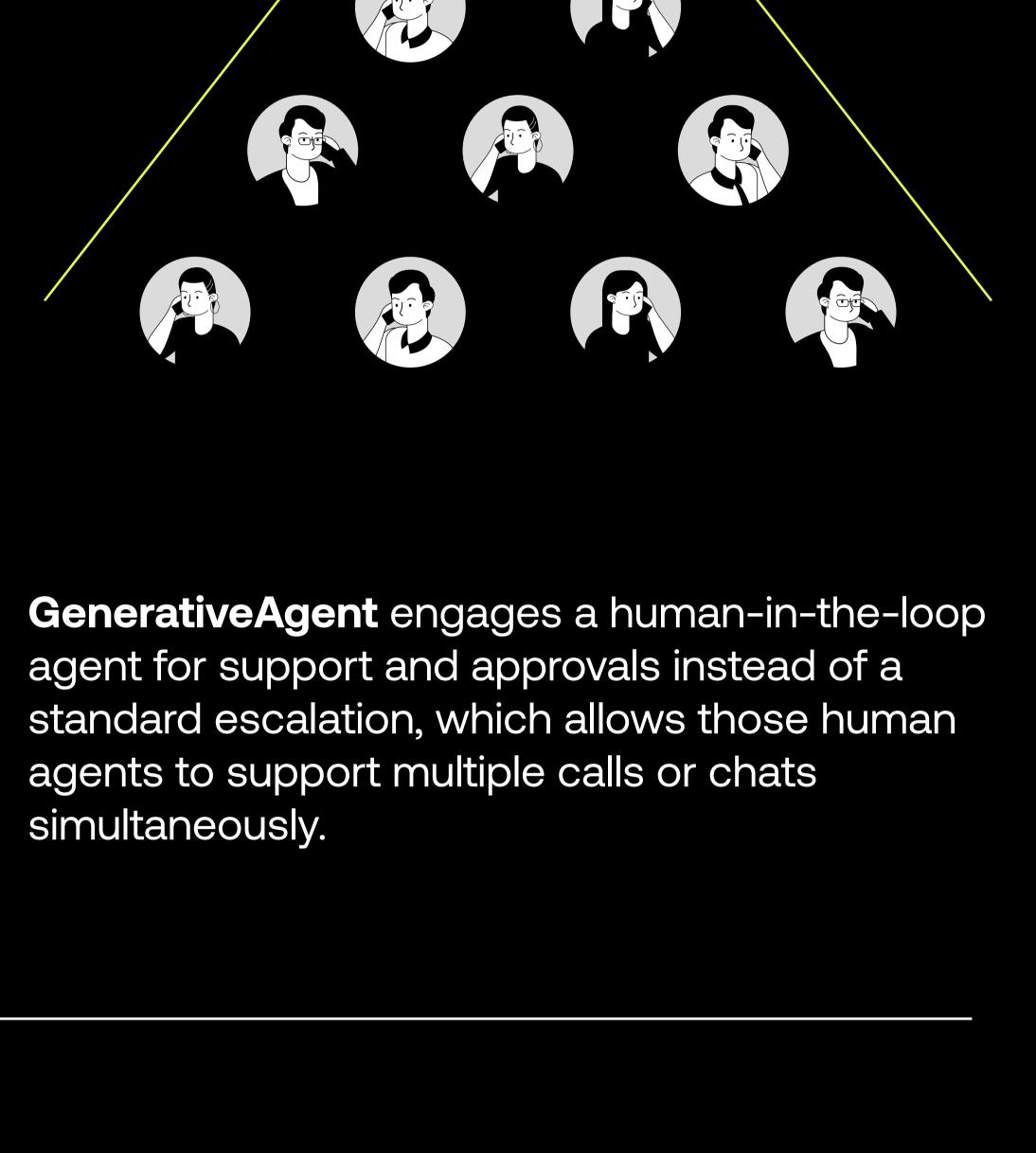
skyrockets, your contact center still delivers what your customers need, when they need it.

Solves like a human.



Typical contact center

No wait time



Contact center with

GenerativeAgent

GenerativeAgent

#### agents' seats, and cuts your cost to serve. Always on, 24/7/365 Keeps queues and wait times short Scales automatically Resolves customer issues independently

Generative Agent expands your contact center's

capacity, reduces pressure to backfill empty

Seamlessly handles volume spikes

- Real results with ASAPP Generative Agent

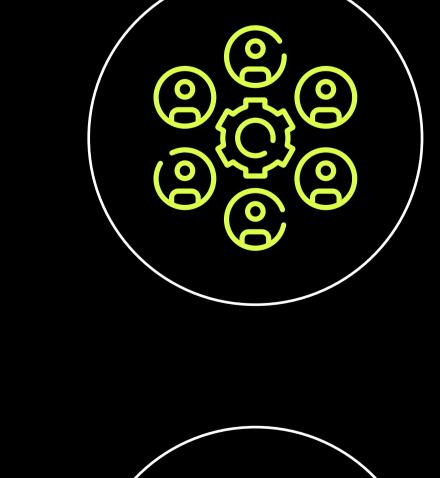
By automating complex, free-form

interactions, enterprises report a

77% cost reduction per chat.

Frees human agents to focus on

higher-value interactions



Increased agent

productivity

Cost savings

With repetitive tasks handled by Generative Agent, human agents

interactions simultaneously.

can manage up to 3x more complex

satisfaction

Enhanced customer

get what they need, when they need it.

Generative Agent automates over 90% of

contact center interactions, so customers

## **About ASAPP**

www.ASAPP.com

**ASAPP** is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art Al technology that covers all facets of the contact center. Leading businesses rely on ASAPP's Al Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.

To learn more about **GenerativeAgent**:



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**American Airlines** jetBlue



dish

hello@asapp.com