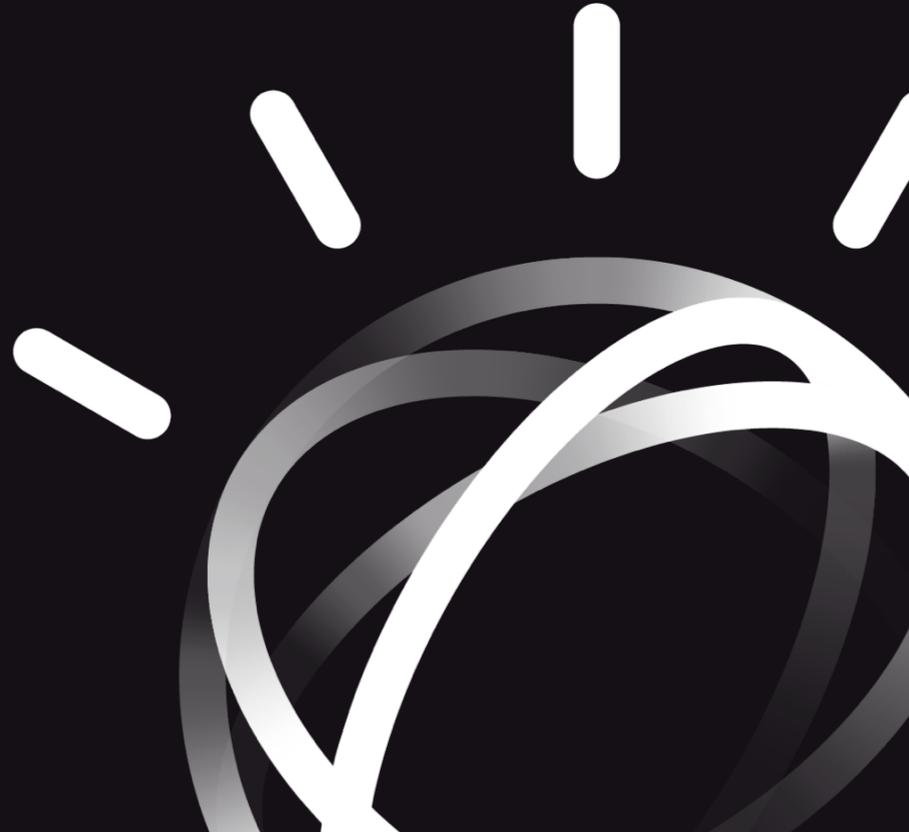


Watson

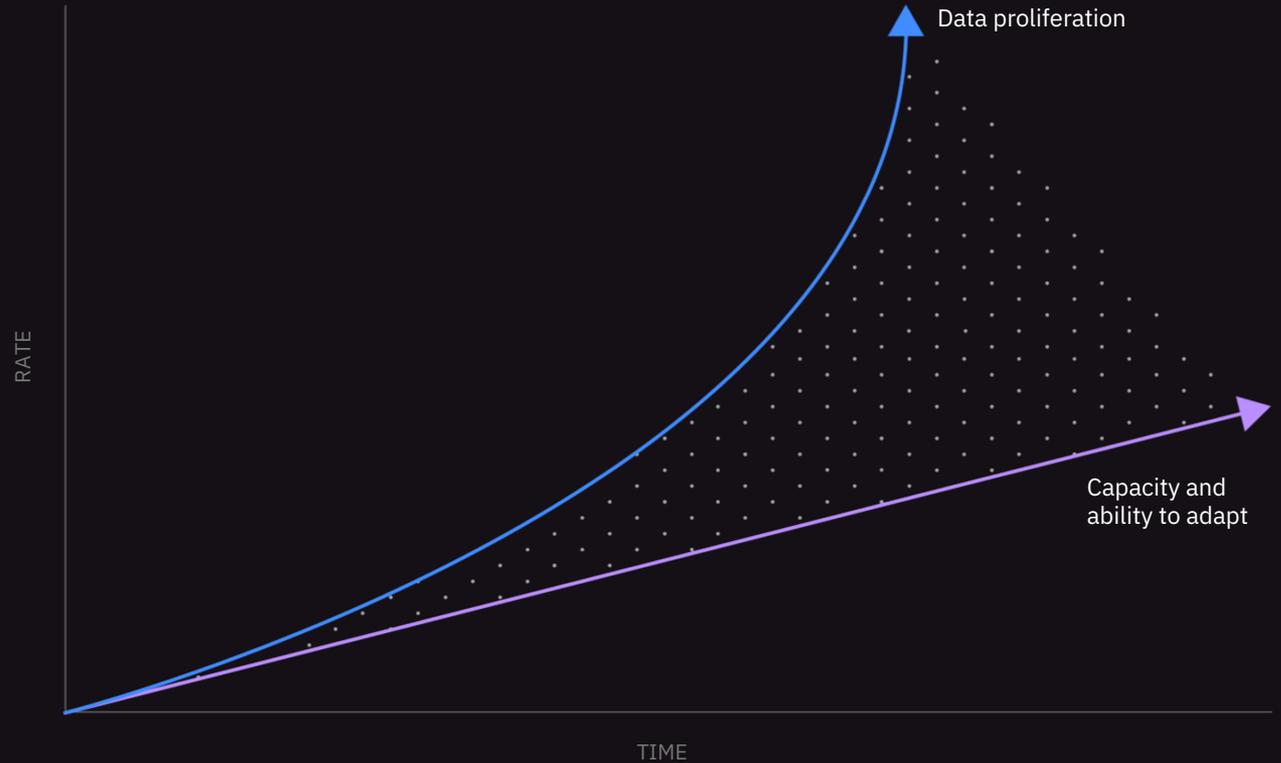
Refefined engagement in the era of AI

Michel Van der Poorten
@michelvdp

IBM

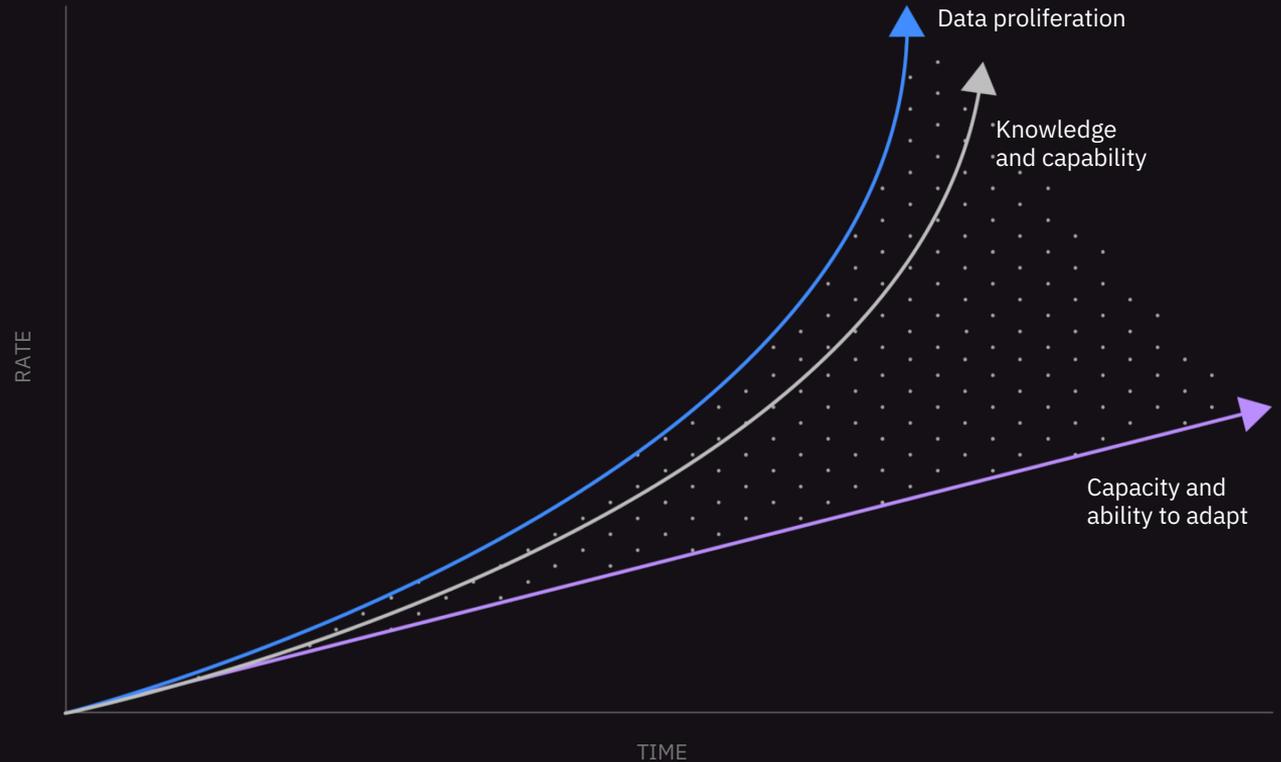


As the volume of data, digital transformation, and the pace of technological change accelerate, the ability of organizations and professionals to keep up and capitalize on the opportunity is becoming more challenging.



As the volume of data, digital transformation, and the pace of technological change accelerate, the ability of organizations and professionals to keep up and capitalize on the opportunity is becoming more challenging.

AI provides an opportunity to help professionals close the gap and harness the full potential of data by creating new tools to improve their work and outcomes.



Watson is AI for professionals.

Retail associate

Marketing planner

Geological engineer

Pipeline engineer

Oncologist

Railway engineer

Hospital administrators

Medical researchers

Meteorologists

Security analyst

Food inspectors

Automotive engineers

Digital merchandisers

Auditors

Radiologists

Teachers

Tax preparers

Legal analysts

HR recruiters

Bankers

Pharmaceutical researchers

Developers

Watson is AI
for professionals.

Our differentiators:
Learn from small data sets
Own your insights
Embedded in workflows

Watson is embedded in workflows...

With Watson you can:

- Accelerate research and discovery
- Enrich your interactions
- Recommend with confidence
- Detect liabilities and mitigate risk
- Anticipate and preempt disruptions
- Scale expertise and learnings

With Watson you can enrich your interactions

Autodesk was faced with the challenge of scaling real-time customer service and support after shifting to a subscription-based business model

With Watson, Autodesk created a solution that supports 20,000 conversations per month and recognizes 40 distinct use cases, freeing agents to focus on customers with complex issues

The solution cut resolution time from 1.5 days to just 5.4 minutes for most inquiries



Conversation
Service



Natural Language
Understanding

IBM



AUTODESK

With Watson you can scale expertise and learnings

Oil and gas platforms can cost \$500,000 per day to operate, and require real-time monitoring of thousands of inputs 24/7 by a crew living on top of 100,000 tons of steel in the middle of an ocean

With Watson, Woodside can analyze data from 80,000 sensors, 1 million documents, and 30 years of lessons learned from employees

Solution reduces time spent searching for expert knowledge by 75%



Watson IoT



Discovery Service



Conversation Service

IBM



Watson Business Solutions



Voice of the Customer

Allows clients to understand customer sentiment and trends beyond what's gathered from traditional surveys



Customer Care

Provides an omni-channel solution for customers to create a new engagement model with a client's business while avoiding call center traffic

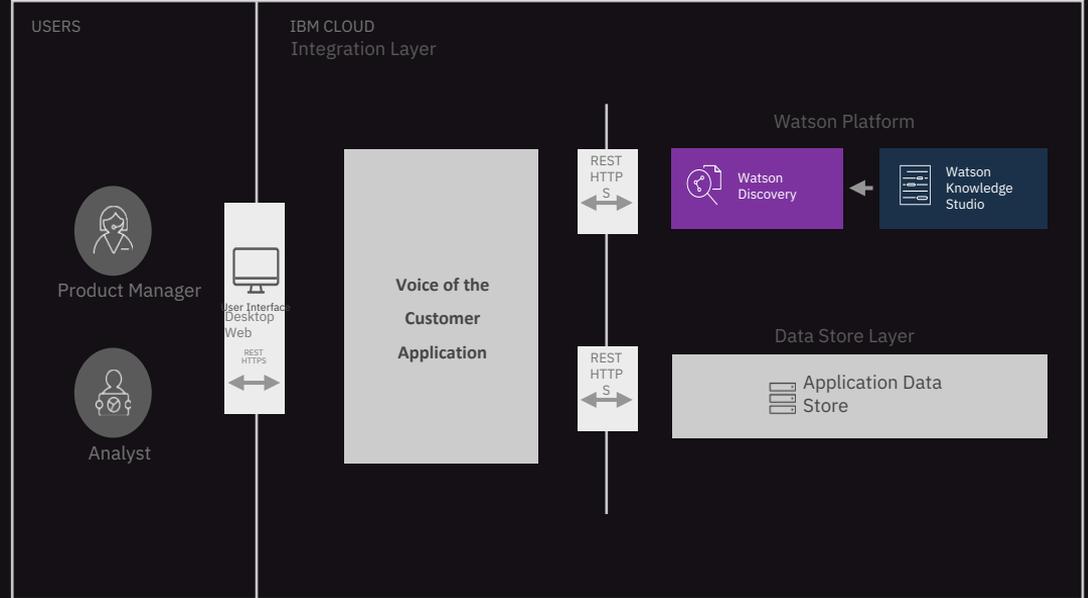
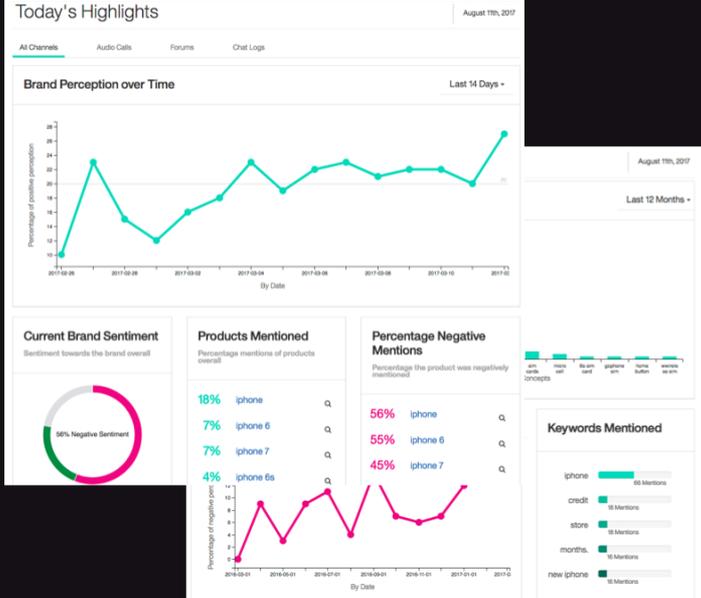


Expert Assist

Helps customer-facing stakeholders when they need more information to help solve a problem, answer a question, or cross-sell a customer

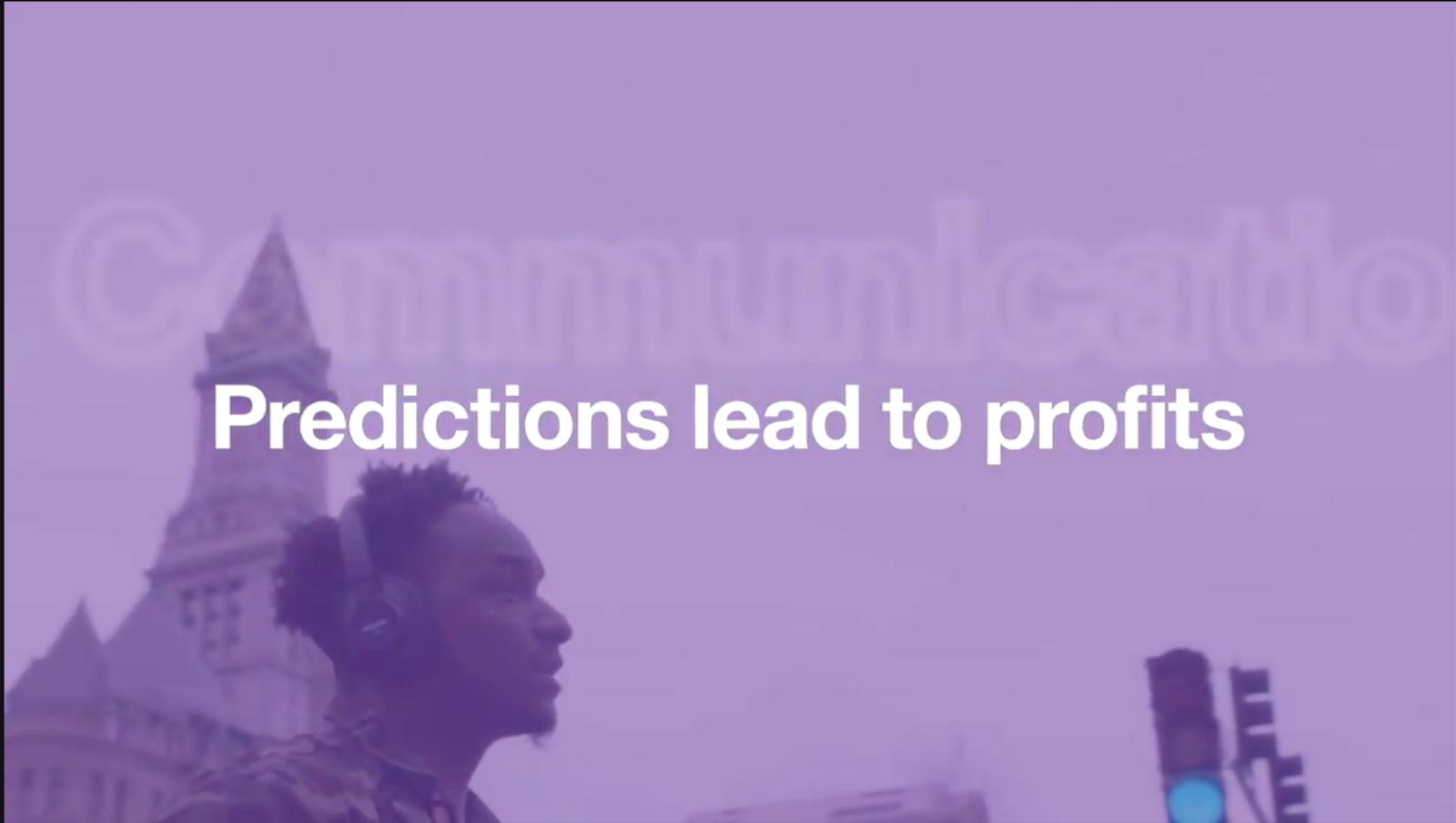
Voice of the Customer

Extract actionable insights from Watson's analysis of your customer's feedback.
Easily identify opportunities for product development and process improvement, and detect potential customer churn.



Think of the possibilities

<http://youtu.be/mvS5pxpyNX0>



Customer Care

Let Watson tackle your common customer service questions and repetitive business processes with Customer Care Virtual Agent. It improves customer satisfaction and reduces your overall support tasks by freeing up your human agents for higher value interactions.



Conversational Language Understanding

Watson's ability to understand end-user questions in natural language enables an intuitive and confidence-inspiring interface for customers



Improved Customer Satisfaction

Solve the most common customer issues at the first touch



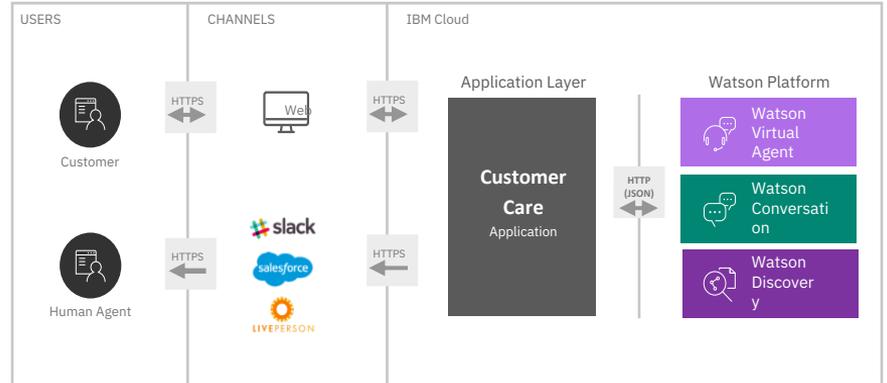
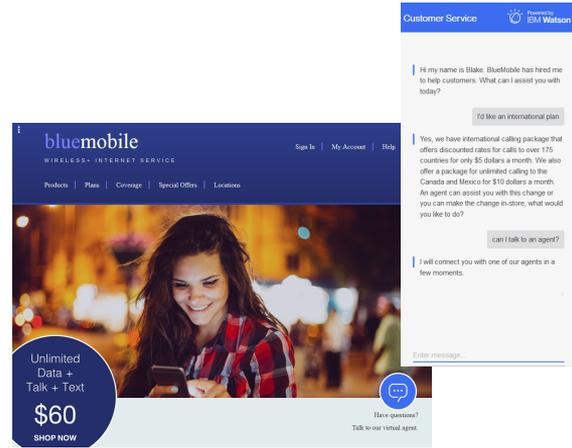
Reduced Support Costs

Minimize your dependency on higher cost channels by letting Watson handle customer interactions



Pre-Trained Content

Watson Virtual Agent comes with a set of pre-built capabilities that cover the most common customer service areas and work right out-of-the-box



Meet Air New Zealand's Sophie

<http://youtu.be/0SZvrMl4cNY>



Expert Assist

Expert Assist provides an AI-powered solution for client professionals - such as subject matter experts (SMEs) - that delivers instant answers to natural language questions by leveraging structured and unstructured data, freeing them from the burden of searching for information across different systems.

Improve customer satisfaction and employee efficiency, and grow business with fact-based decisions.



Conversational
Language
Understanding

Provides conversational intelligence and step-by-step chat flows through a natural language interface trained to a customer's unique domain



Conversational
Discovery

Leverage data and insights from structured and unstructured data sources, supporting chat-based responses with visualizations



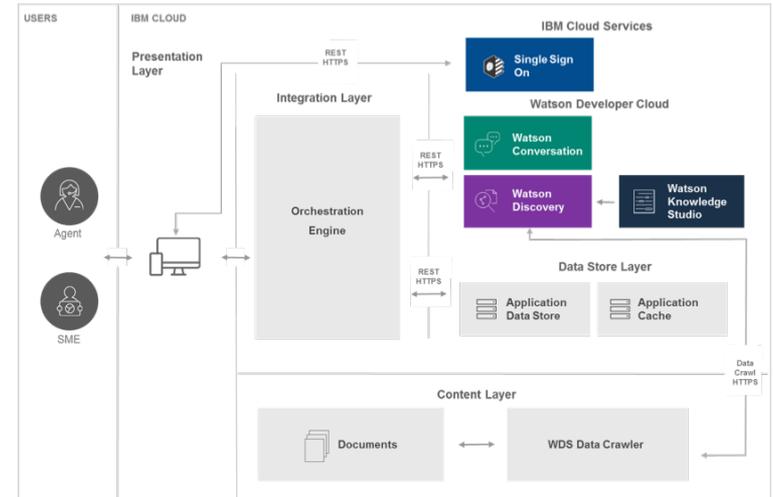
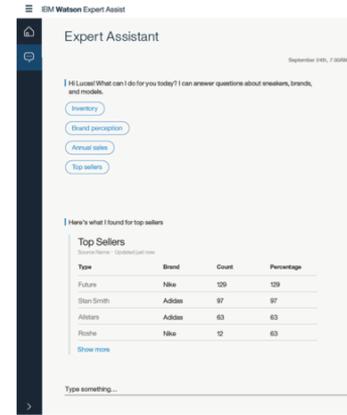
Watson Powered
Search

Provides professionals the ability to find the information they need in seconds



Domain Training

Train Watson on language-specific domains for a company or industry through custom modeling and unstructured content enrichments



Meet your expertise finder

Browse & Match

There are a total of 5 Experts available...

Expert Attributes

Years Experience: 0 10 20 30 40

Roles:

- Partner
- Associates and Counsel

Regions:

- North America
- EU
- Europe
- Eastern Europe
- Asia
- Middle East

Practice:

- Aboriginal Law (Canada)
- Aboriginal Litigation
- Aboriginal Rights and Treaty Rights

Industries:

- Academic Medical Centers
- Accident and Health Insurance
- Accommodation: Hospitals

Matched Partners (2)

- 

Name Neil Culbert
Role Partner and Member of the Board
Location Dubai
- 

Name Gasim Aslam
Role Partner
Location Dubai

Matched Associates (3)

- 

Name Annabel Levick
Role Associate
Location Dubai
- 

Name Justine Harding
Role Senior Associate
Location Muscat
- 

Name Wael Alass
Role Consultant
Location Riyadh

IBM