

## Why Natural Language Technology will be critical to the 21st Century Enterprise

### A little bit of history...



Most people didn't know what a website was

1990



A website tops the list of assets that need to be resourced and financed. Natural language might not yet be on that list, but here's why it soon will be.

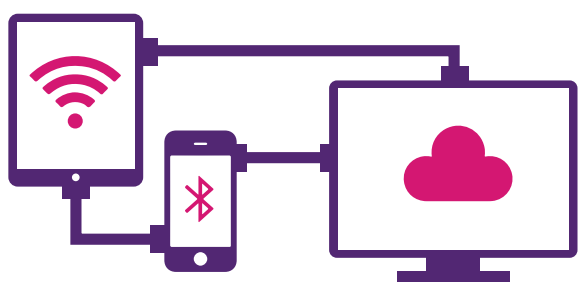
1995

Websites become mission critical to an enterprise's survival



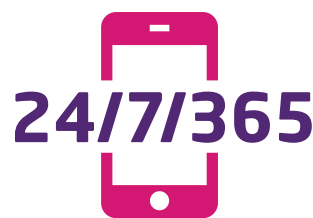
NOW

Natural Language technology will be as critical to the business enterprise of 2020 as websites are today



### Who's in charge of IT?

If it helps productivity, users will force disruptive technology into the workplace. BYOD, Facebook, even surfing the net was once forbidden. Shadow IT projects by departments with the budget to implement their own technology further complicates things.

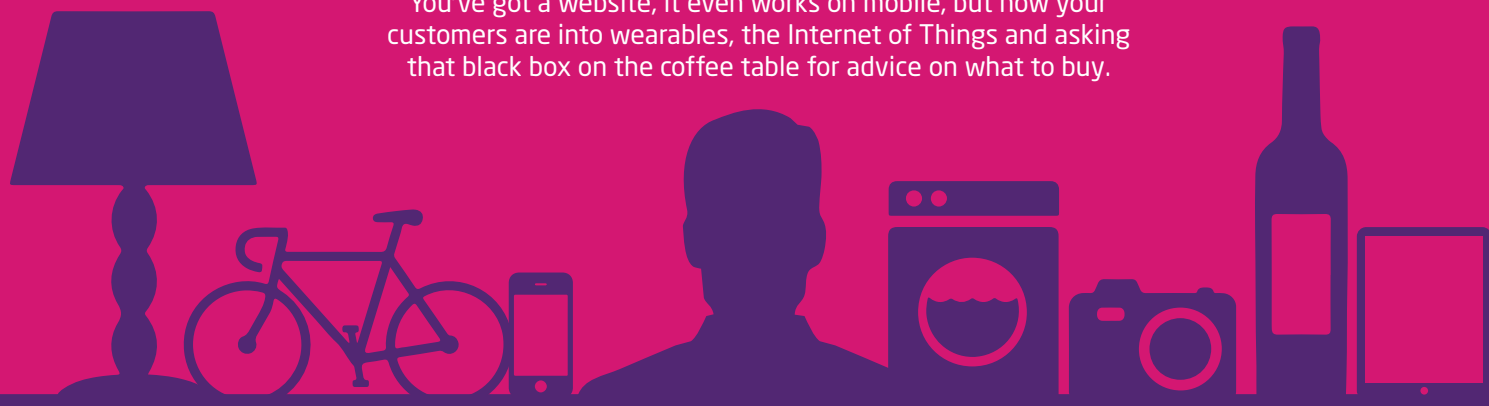


### Losing the customer connection to connectivity

Meanwhile 24/7 connectivity is driving your customers to mobile for all of their needs – work, home and play. Physical contact is lost as customers bypass interaction that is essential for building up customer experience, loyalty and sales.

### Keeping ahead of the competition

You've got a website, it even works on mobile, but now your customers are into wearables, the Internet of Things and asking that black box on the coffee table for advice on what to buy.



### The Rise of Natural Language

Technology that understands you, not the other way round.



#### Questions are never asked in isolation

You want to know what terminal your flight leaves from, because you need to book the right parking. Natural language needs to be more than speech recognition, other factors such as context, memory, intelligent understanding and the ability to react appropriately must exist.



#### The rise of the digital employee

Innovative enterprises are already investing in digital employees to achieve strategic differentiation, with uses as varied as automating customer service, answering pre-sales queries and cross selling.



#### Why it's only the first step

Tomorrow's digital employees will no longer be confined to a website. They will need to be deployed on the platforms of choice of both the customer and staff - mobile and wearables.



#### A platform that covers every angle

Delivering natural language applications to grow with your business requires a platform that is scalable, multi-lingual, device independent and seamlessly integrates with your back-end systems.



#### One that's easy to use

In order avoid lengthy development timescales, escalating costs and highly complex computational linguistics, it is equally important the platform itself is intelligent and automated.



#### Hear every conversation

Capture, interpret and use the natural language data of every interaction of every customer through every channel to deliver the ultimate customer experience today and in the future.

## Ready to start the journey?

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