

Telia ACE Roadshow 2023

Lena Erlandsson

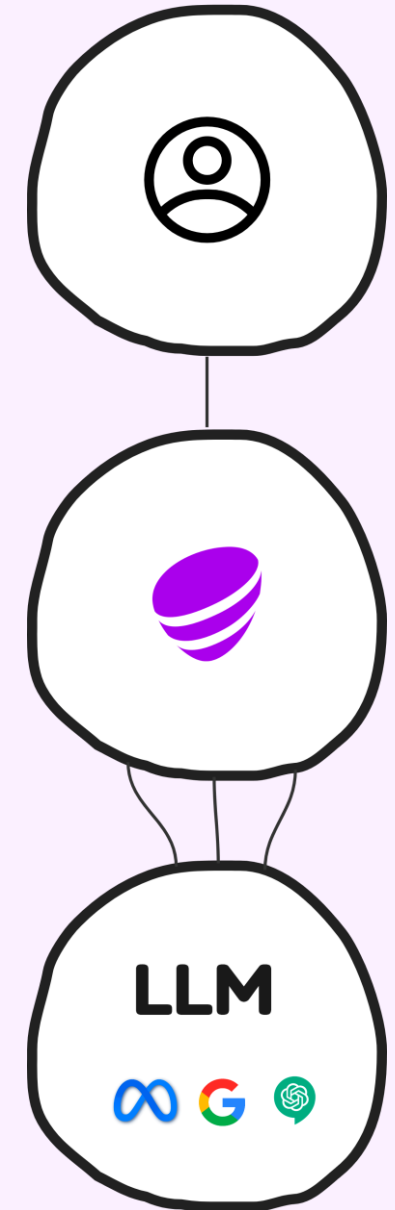
Head of Product Management

ACE Conversational & AI - The future is here

Generative AI and LLMs

Revolutionizing customer service

- Every app will eventually be reinvented with AI
- Generative AI integrates into applications and platforms:
 - Chatbots, copilots
 - Office 365, GitHub, Google Workspace, Salesforce and web browsers
- AI tools assisting in many tasks:
 - Writing, summarizing, translating, debugging, image generation and “chatting with content”.
- ACE will do the heavy lifting
 - Enable our customers to benefit from and use generative AI by integrating it into the ACE platform



New way of working with conversational solutions

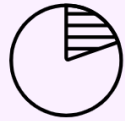
Before Generative AI



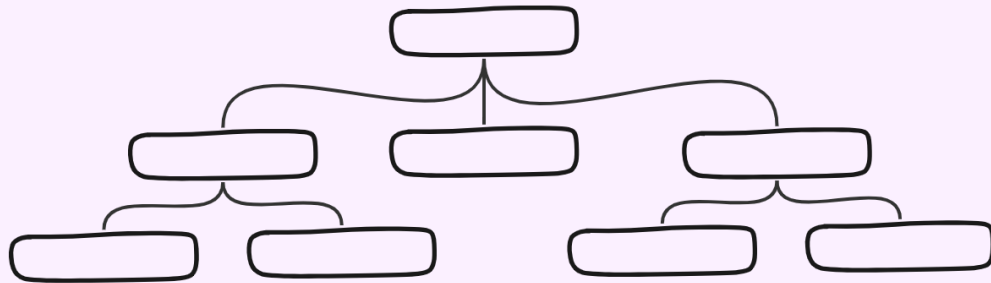
Dialog design



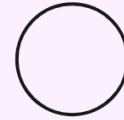
Training



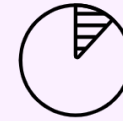
Content Creation



After Generative AI



Dialog design



Training



Content Creation



ACE Chatbot powered by GPT

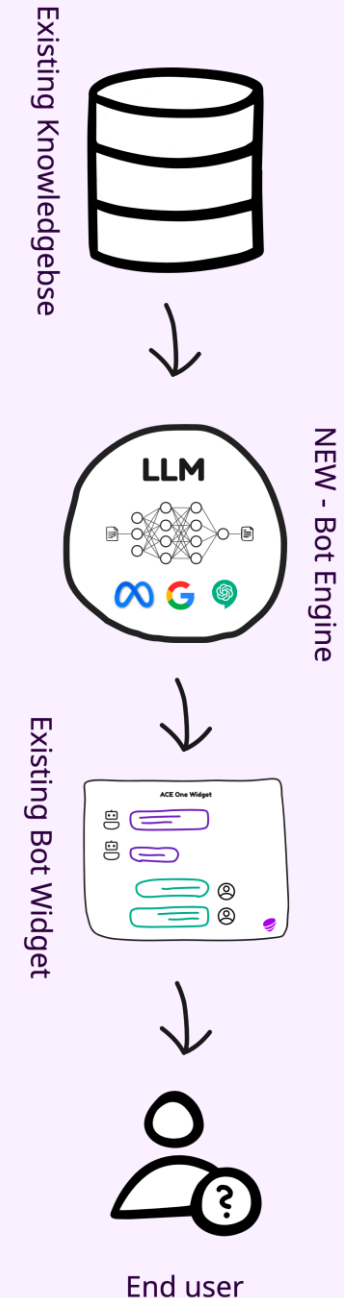
An evolution of ACE Chatbot

Fast and easy

- Reuse existing content, workflows and widgets in ACE Knowledge
- Minimal configuration and setup
- No need for building dialogs manually

Safe and secure

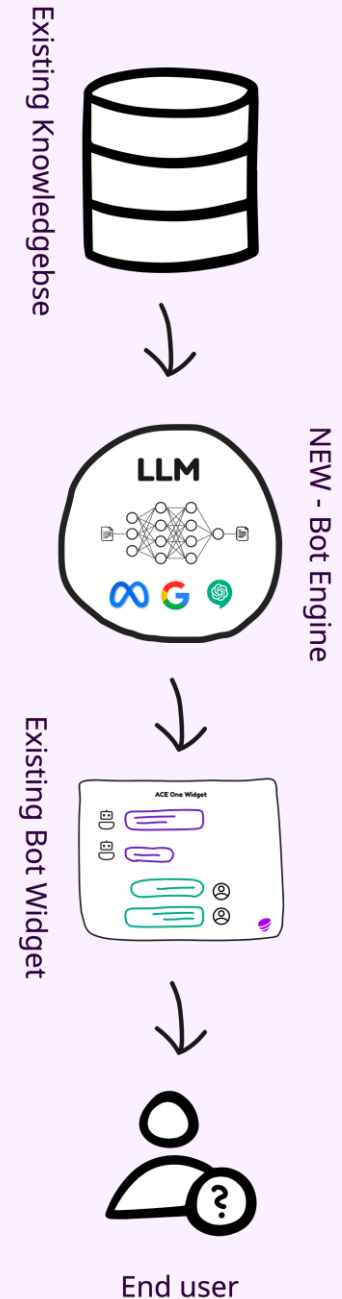
- Hosted in Microsoft Azure in Europe
- Based on latest version (GPT4)
- Higher level of security compared to OpenAI's platform
- No customer data stored or used to train the model
- GPT used for Natural Languages Understanding (NLU) capabilities only



Preparing to launch first version in Q4

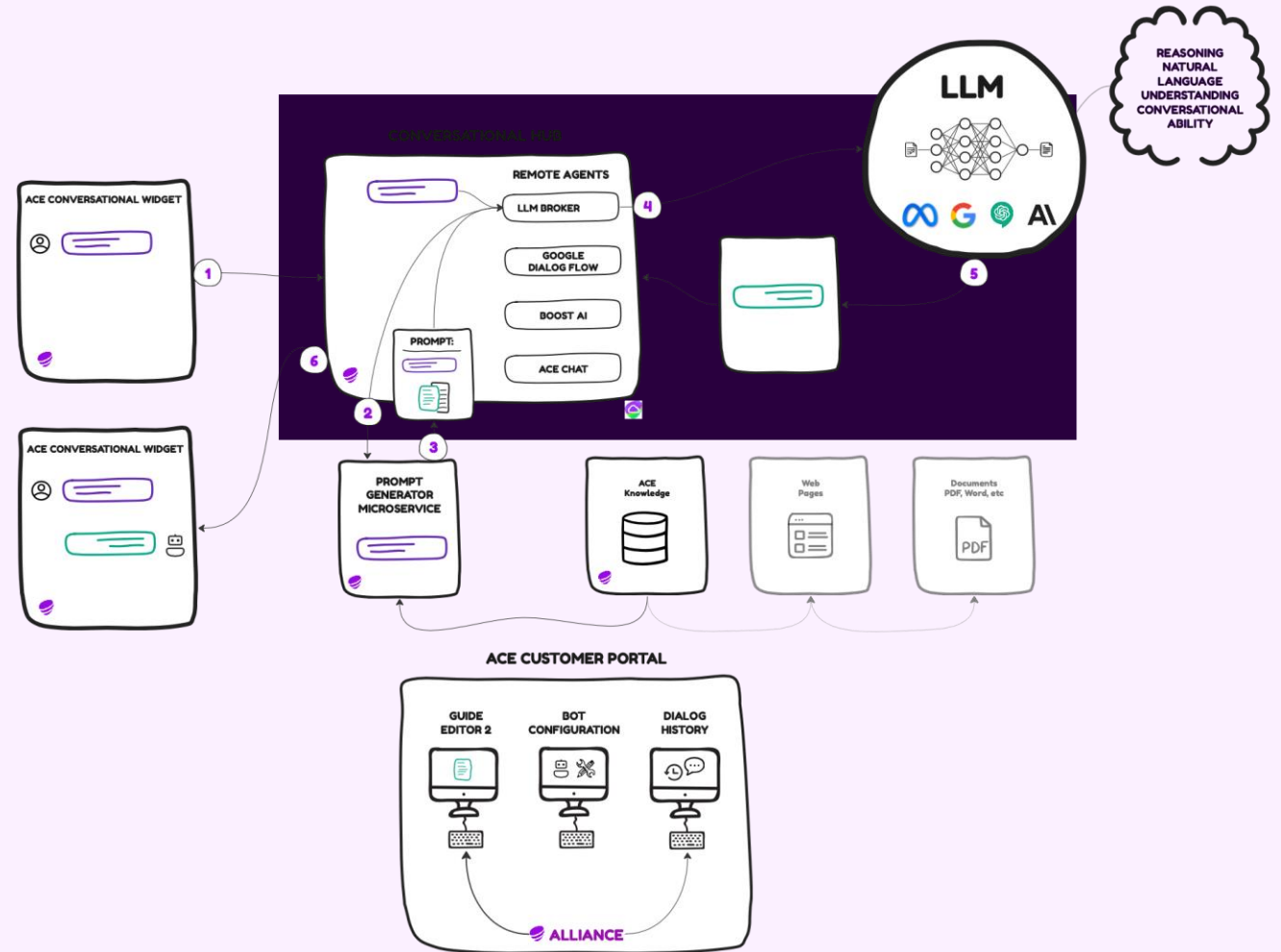
Scope

- Pure conversational text chatbot
- Re-use widget
- Tightly packaged service with minimal configuration and setup
- Based on content from ACE Knowledge



Integrated into ACE Conversational Hub

- ACE Conversational Hub supports a number of bots
- Fast adaptation to new LLM's
- Use the same widget to any bot



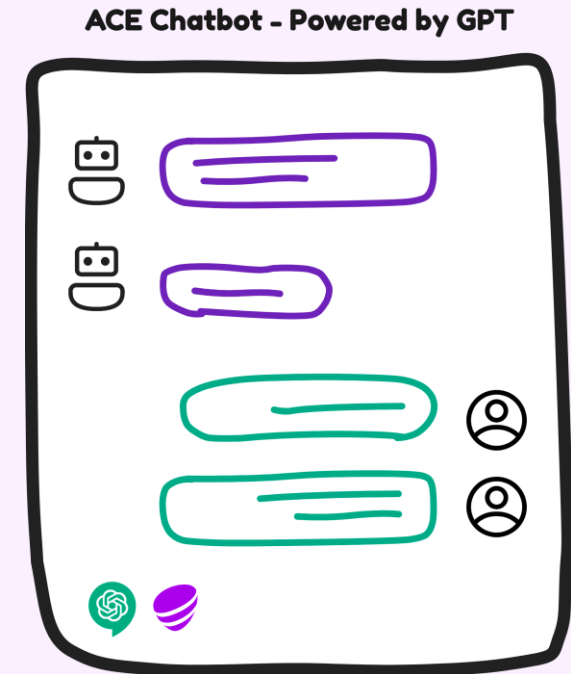
Roadmap ACE AI & Self service

2023: products & features

- ACE Chatbot powered by GPT

2024 and onwards: concepts

- ACE Mail deflection powered GPT
- Copilot in ACE Interact
 - Assisting agents in chat, mail and telephony
 - Summarize case history
- AI Routing
 - Case classification & routing
 - Identify and prioritize high value cases





+ Generative AI = TRUE



Dialogflow CX Enterprise with GenAI

Available now



Answers from Content

Fast creation of Virtual Agent experience by linking to different sources



Generative Responses

Gives a fallback answer when a trained bot cannot answer a query



Generative Flows

Allows the developer to write in natural language what they want the bot to do



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