



The Solution

aQtual is a web-based question answering service that assists your organisation in providing fast and accurate responses to customer queries.

The service allows your organisation to quickly set up and deploy a service which allows visitors to the organisation's website to have easy access to up to date information.

By automatically responding to your customer's queries aQtual helps you reduce your support costs while improving information provision.

aQtual allows visitors to an organisation's website to ask, in plain English, a question regarding any aspect of the organisation's activities. aQtual will either provide an automatic answer immediately, or (if requested) store the customer's question and inform a Customer Service Representative (CSR) that a question is pending.

The aQtual CSR support infrastructure ensures that CSRs can respond efficiently by email to any pending questions.

In addition aQtual is able to learn from questions and their answers, thus allowing the service to automatically improve over time.

aQtual improves on existing online question answering solutions through its next generation Natural Language Processing (NLP) technology, helping companies to provide significantly improved, online customer service.

Using Natural Language Processing technology to enhance customer care

aQtual utilises next generation Natural Language Processing (NLP) technology, together with its extensive knowledge sources to address the problems of understanding and responding to customer queries.

A powerful learning mechanism allows the system to benefit from previous questions and their answers so that it can automatically improve and become smarter over time.

aQtual offers a major improvement in the level of language understanding that can be employed in responding to customer questions.

Furthermore as all customers will not ask their questions in the same way, aQtual is able to successfully analyse the wide range of questions asked by customers. See examples below.

How much dough does your stuf cost

aQtual can correct spellings and understand colloquial terms.

How much do I need to pay for a widget?

What does a widget cost?

How much is a widget?

What do you charge for a widget?

aQtual understands relationships between words like pay, cost, and charge, allowing it to recognise very different forms of the same question.

What PC things do you sell?

What PC software can I buy here?

aQtual understands when questions are more specific forms of other questions.

Can I advertise on your web site?

Can I advertise your web site?

aQtual can distinguish between similar looking questions that ask something completely different.

How much does your product cost and where do I get it?

aQtual understands what 'it' is referring to and that there are two questions which need answering.

Benefits

- **Continuous and Unlimited Service**
- **Reduced Costs and Increased CSR Efficiency** - Customer Service & Support can be better targeted as common questions are answered automatically (reduce costs/improve service).
- **Easy to use** - Questions can be asked in plain English; there is no need for customers to use complex query languages.
- **Increase Customer Loyalty** - Customer loyalty is enhanced by giving your customers fast and accurate access to information.
- **Intelligent and Self Learning Knowledge Base** - By learning from previous questions and their answers, aQtual is able to automatically improve over time.
- **Deployment** - As a web-based service there is no complex software for you to install. All that is needed is a web browser and a willingness to assist your customers.
- **Increases Business Knowledge** - Accurate information on products and services can be provided in an easily maintainable real time manner.
- **Management Reports** - The management facilities of aQtual ensures that the information needs of your customers can be kept under constant review (valuable market research - enterprise edition only).
- **Cost Advantages Compared to Traditional Methods** - US based research firm ServiceXRG has found the median cost a customer's enquiry by phone is \$47, by email is \$36 and by web self service is \$11. They also found in their research that 60% try to find their own answer but only 23% are successful in finding their own answer using traditional web methods.
- **Customisation and Branding** - The question answer interface is fully configurable to your organisation's brand logos and image.