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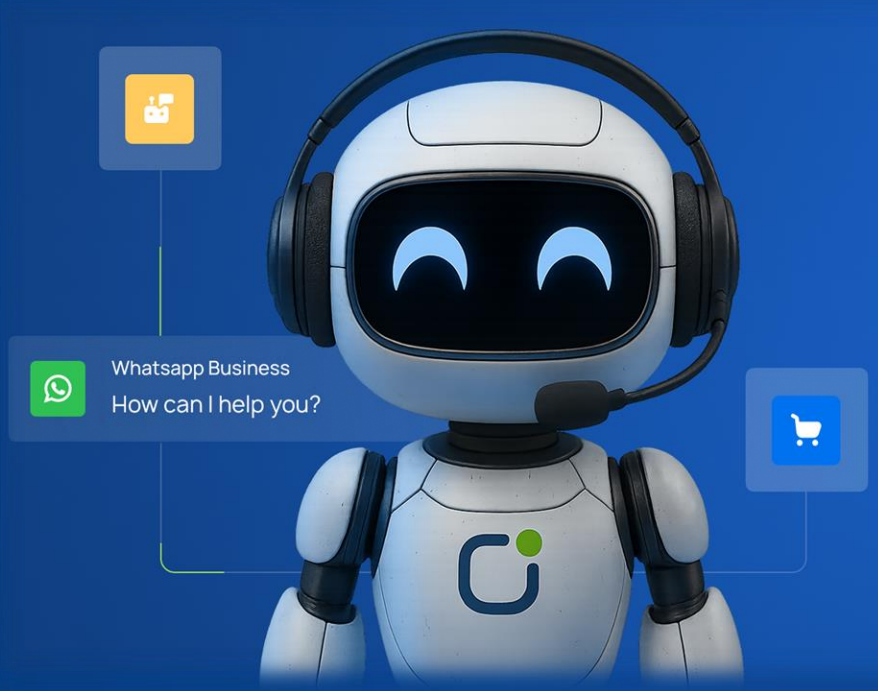
AI Agents

Transforming Automation
into **Action and Conversion**



Meta
Business Partner

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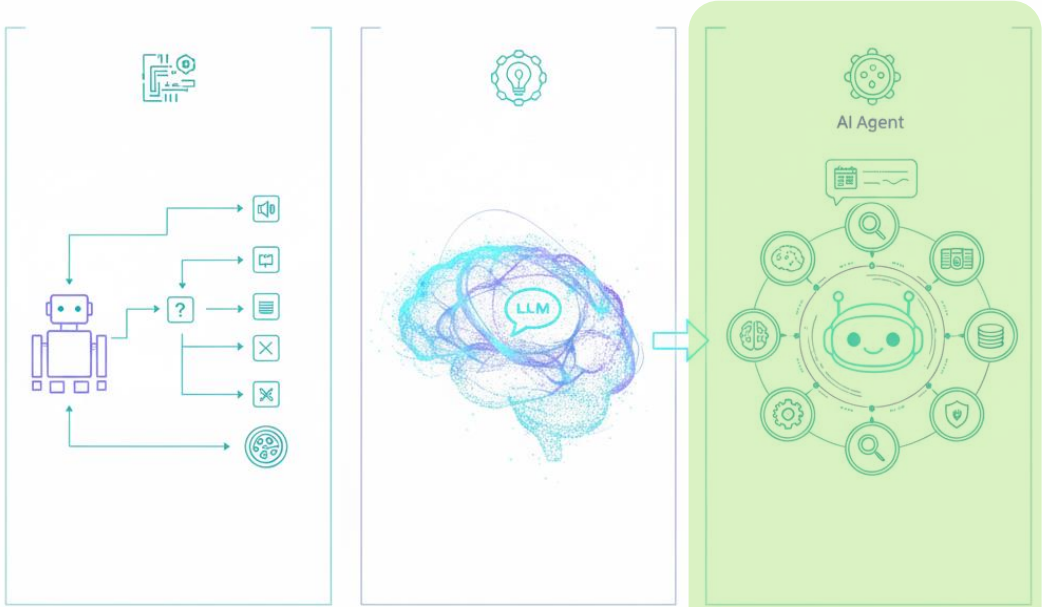
Towards a Human-Like Interaction and Growth Engine for Your Business

The evolution of bots has taken a major leap. We've moved from rule-based systems to LLMs with fluid conversations, and now, to autonomous **AI Agents**. Guided by **a defined objective**, these agents not only **reason and learn** continuously but also **act proactively**, connecting with other platforms via the **MCP protocol** to execute complex tasks.



1. Dialogflow (Defined Scripts)

2. LLM (Contextual Conversation)

3. AI Agent (Autonomous and Proactive)

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What is an AI Agent?

An AI Agent is an intelligent, autonomous system that perceives its environment, reasons, makes decisions, and executes actions to **achieve specific goals**.

It goes beyond conversation by integrating **memory and planning**, and is able **to access any tool via MCP** to solve complex problems **proactively or reactively**.

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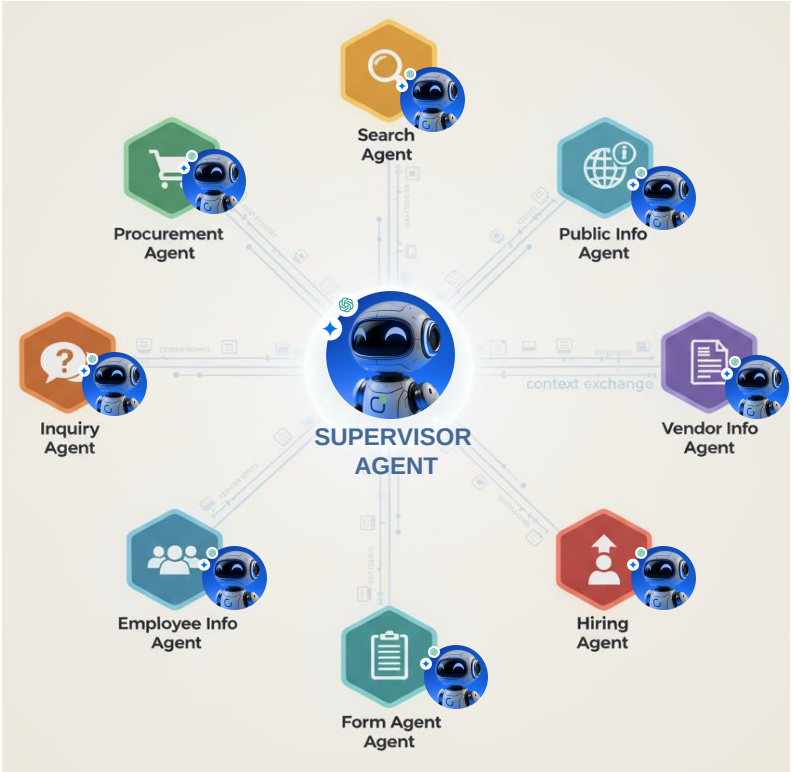
Multi-Agent Supervision System

Our system uses a **Supervisor Agent** for intelligent routing, dynamically **exchanging context between specialized agents** to guarantee a consistent customer journey.

Key Results:

- **Optimized Workflows** and minimized errors.
- **Boosted Efficiency** (Lower AHT) with up to a 25% reduction.
- **Increased CSAT** (5-20 point boost) via superior personalization.
- **Reduced Costs** by improving First Contact Resolution (FCR) up to 20%.



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AI Agents vs. Bot LLM

While an LLM bot simply converses fluently, an **AI Agent** is an autonomous system that can:

- **Remember and Personalize**: It has long-term memory for customized experiences.
- **Act and Solve**: It executes tasks and accesses any software using an MCP.
- **Plan and Decide**: It reasons to achieve complex goals.
- **Learn and Evolve**: It continuously improves with every interaction.
- **Be Proactive**: It anticipates needs and initiates actions.

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Omnichannel Communication

The AI Agent operates **across every channel from a single platform**, ensuring a seamless and unified user experience.

You can intuitively access **analytics and automatic reports** for all integrated channels. The information can be broken down by **unique user**, channel, or campaign, and you can customize the date range.

Contact Center Integration

The AI Agent can transfer the conversation to an **unlimited and configurable number of human customer service agents**, with support from a computer and/or a smartphone.

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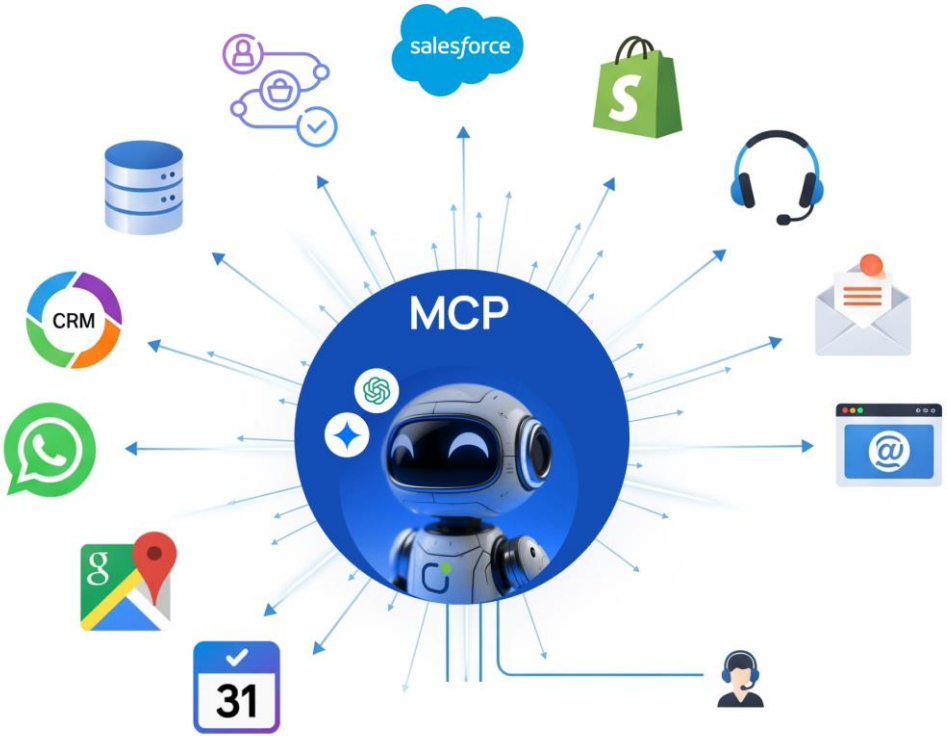
Universal Connectivity

The **MCP connection** allows the AI Agent to seamlessly access any platform and software, ensuring it can achieve its goals and solve problems.

It's capable of **initiating conversations, scheduling appointments, sending messages through any channel, and transferring inquiries to a human agent**.



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Learning and Personalization

Your company is in control. With our AI Agent, you decide what information to use when assisting your customers.

We configure a **customized environment** where **you control the access, updates, and storage** of your data, ensuring intelligent and secure service designed exclusively for you.

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Security and Privacy

The information provided to the AI Agent belongs exclusively to the organization and is only transmitted to the users interacting in the chat. The data used for training **is not shared** with public-facing artificial intelligence applications.

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Happy Clients and Optimized Processes

Industry leaders choose our innovation to:

- **Automate** interactions.
- Create **personalized experiences**.
- Boost **sales, service, and customer loyalty**.

Real –world Scenarios

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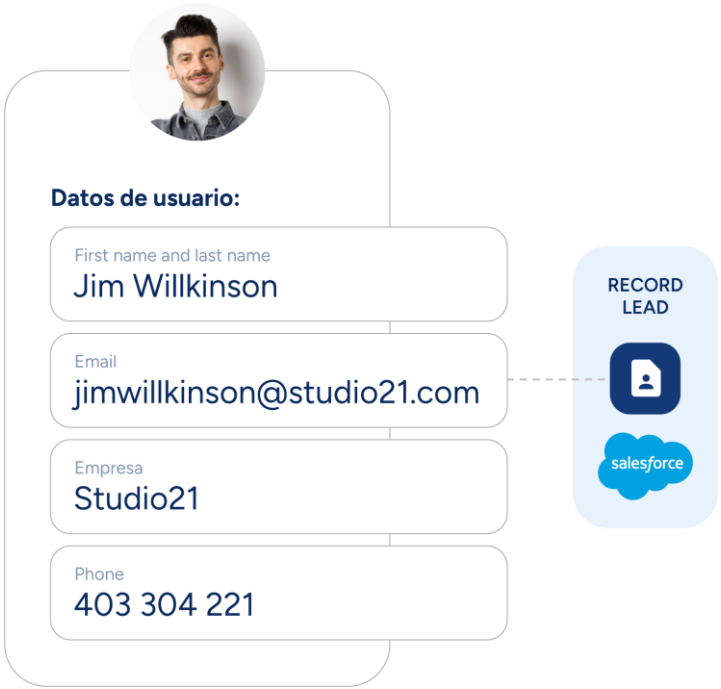
Lead Capture

The AI Agent gathers information from **non-subscribed users** to register them as leads directly into the client's CRM:

- 24/7 process automation
- Fully integrated with the company's system



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Booking Management

An intelligent **appointment manager** capable of asking users and understanding all necessary details in natural language to schedule or manage appointments or event attendance:

- Check availability
- Create appointments
- Reschedule
- Cancel
- Confirm

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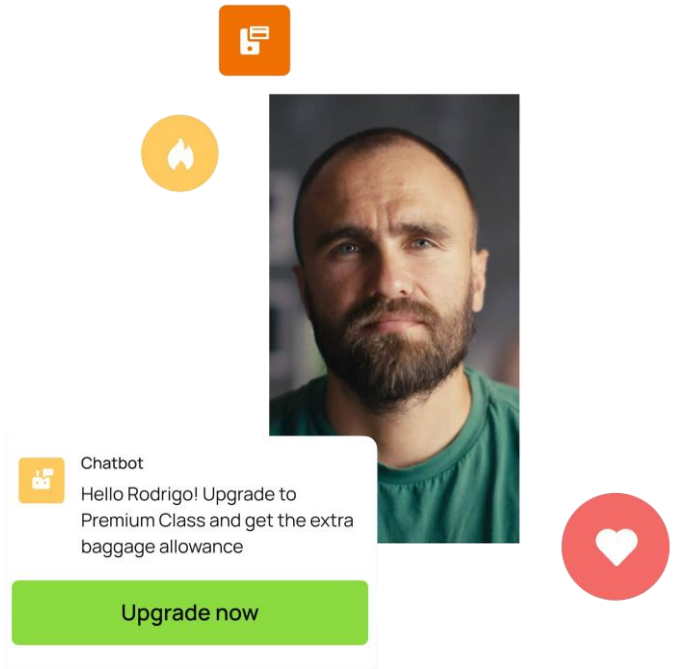
Proactive Upselling and Cross-Selling

Leveraging existing customer **recommendation engines** (such as NBA – Next Best Action), the AI Agent can proactively shift the conversation to offer a product aligned with the user profile, conversation context, and the client's business goals.



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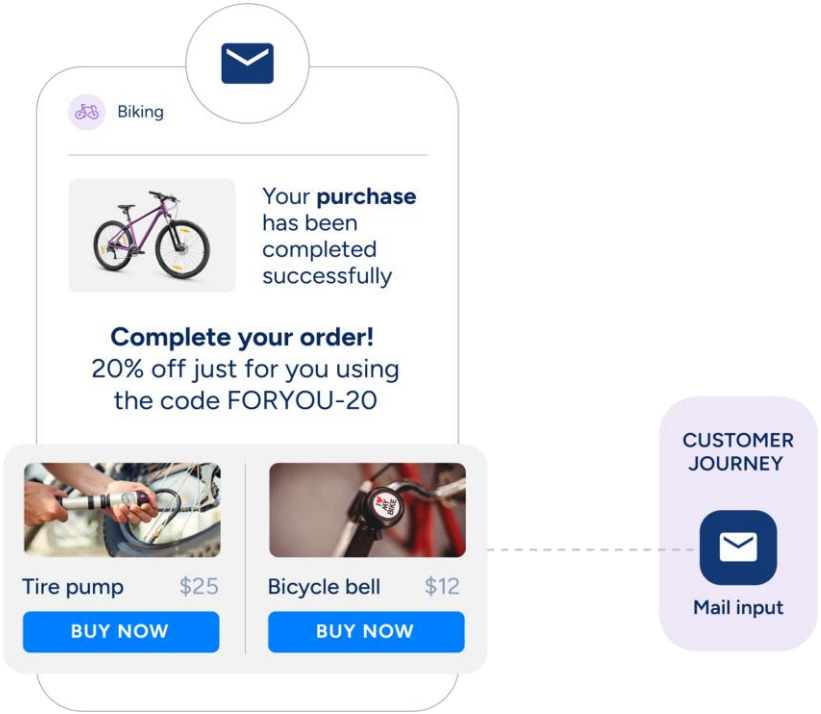
Product Search and Purchase

The AI agent suggests products based on browsing data, search behavior, and purchase history, **always with a UX-first approach.**

Includes a built-in shopping cart directly within WhatsApp, allowing users to complete purchases through the bot or redirecting them to the client's website to finalize the process.



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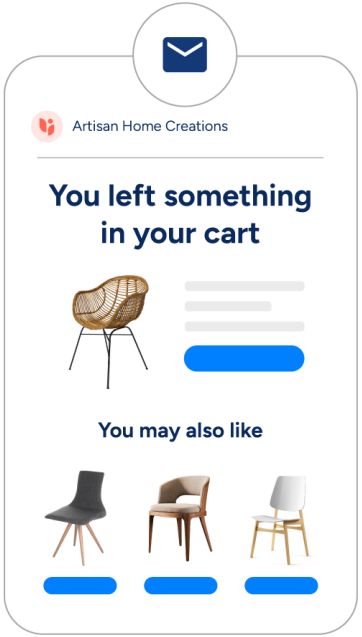
Cart and Form Retargeting

The AI agent **automates retargeting messages** based on user behavior to reignite interest and boost conversions.

If an incomplete form is detected, the AI Agent proactively resumes the process via WhatsApp, another channel, or directly on the website / app, ensuring continuity and improving completion rates.



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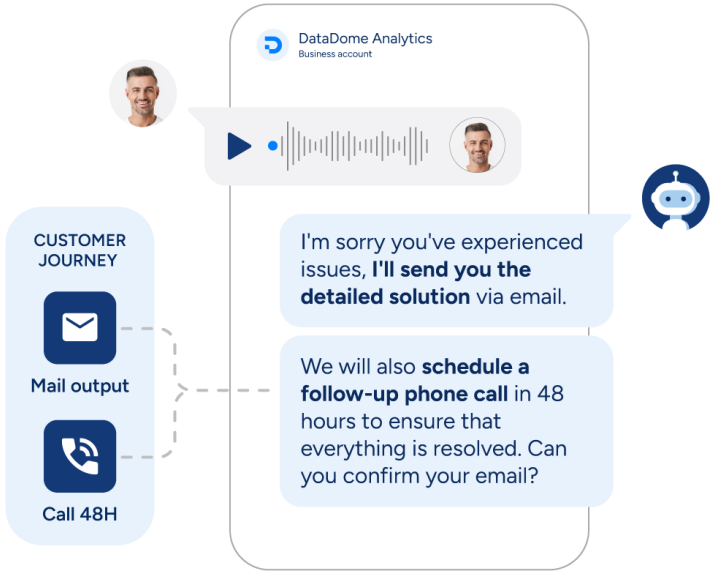
Post-Sales Follow-Up

Collects NPS or user feedback after interactions, **naturally integrating it into the conversation** and suggesting improvements or corrective actions based on responses.

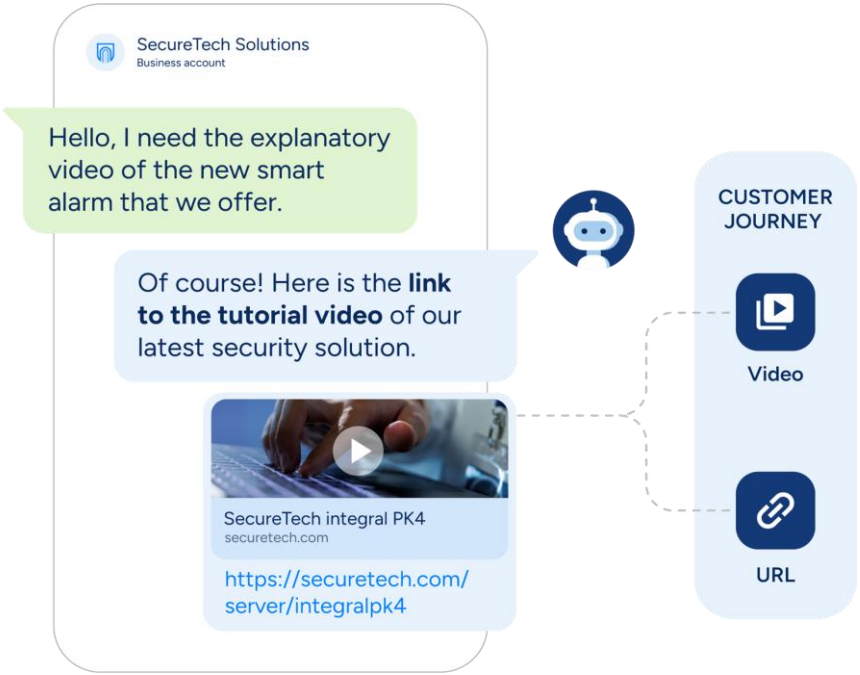
Also automates form delivery across multiple channels and is ready to resolve post-purchase FAQs such as invoice requests, cancellations, or product changes, offering proactive follow-up.



Customer Journey Initiation

The gateway to the Customer Journey: the AI agent initiates interactions in an **intelligent, proactive, and personalized way**.

From the first contact, it identifies the user, understands their intent, and guides them smoothly through the journey, from initial engagement to conversion and post sales support.



Why Indigitall? What Sets Our AI-Generated Bots Apart

📌 **Cost Control**
Clients can set a monthly spending limit, with the option to modify it at any time. The system will send an email notification when reaching 80% and 100% of the limit, allowing timely adjustments. Once the defined cap is reached, the bot will only respond with a predefined message.

📌 **Fallback Detection – Unanswered Questions**
The bot leverages natural language processing to identify questions it has not answered.

📌 **Webhook Integration**
Allows seamless connection with various APIs, transforming responses into natural language instead of returning raw JSON data.

📌 **Hybrid Bots**
A combination of generative AI bots and DialogFlow-based bots, harnessing the strengths of both technologies to enhance the conversational experience.

📌 **Welcome Message**
When a conversation starts, the bot can display a personalized welcome message. In addition to complying with GDPR regulations, this message helps identify the bot, present legal terms of use, and suggest possible interactions.

Why Indigitall? What Sets Our AI-Generated Bots Apart

📌 **Filters and Blacklist with User Ban**
If a user repeatedly asks inappropriate questions throughout the day, the system will restrict their access and only display a predefined message. The next day, the bot will resume normal operation.

📌 **Security Filters in Responses**
To minimize risks, the bot never returns HTML code and enforces character limits on words it can respond with.

📌 **URL Shortener and Analytics**
The bot-generated URLs can be shortened to make responses more readable. Additionally, when expanded, UTM parameters are included to track traffic generated by the bot, providing insights into how many users reach a website through bot interactions.

📌 **Router Bot**
Facilitates query redirection to different modules or systems based on user needs. For example, it can direct inquiries to a contact center via natural language questions, delegate specific topics to specialized bots, or provide real-time responses via API queries.

📌 **AI-Powered Advanced Reports**
The bot analyzes interactions to generate reports on the most frequently mentioned topics, breaking down data by unanswered questions (fallbacks) and emoji feedback.

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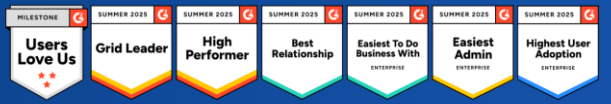

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