

Welcome to boost.ai!

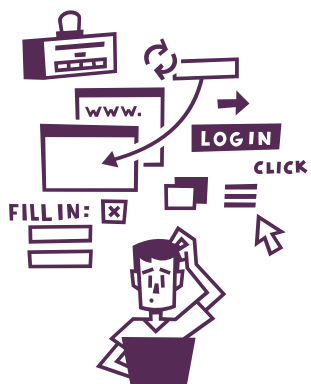
This is a guide designed to help build brand consistency moving forward. This document also doubles as easily digestible onboarding material for new employees (and a refresher for existing ones).



Brand values

How will the world look when we are done changing it?

In a way; the things we own kind of own us. The systems we rely on often demand our time and attention when they ultimately break down or get something wrong that needs correction.



Whether or not we wait in line for customer support, or try to navigate a company's webpage to solve the issue ourselves, precious time is spent on something we expect to work.

Conversational AI can assist in connecting the right dots, as support can quantify their services, and consumers are granted the agency to help themselves.

More time for what matters

As conversational AI automates the transactional communications of day-to-day life, customers and service personnel are given back time that would otherwise be lost to waiting, confusion and frustration.



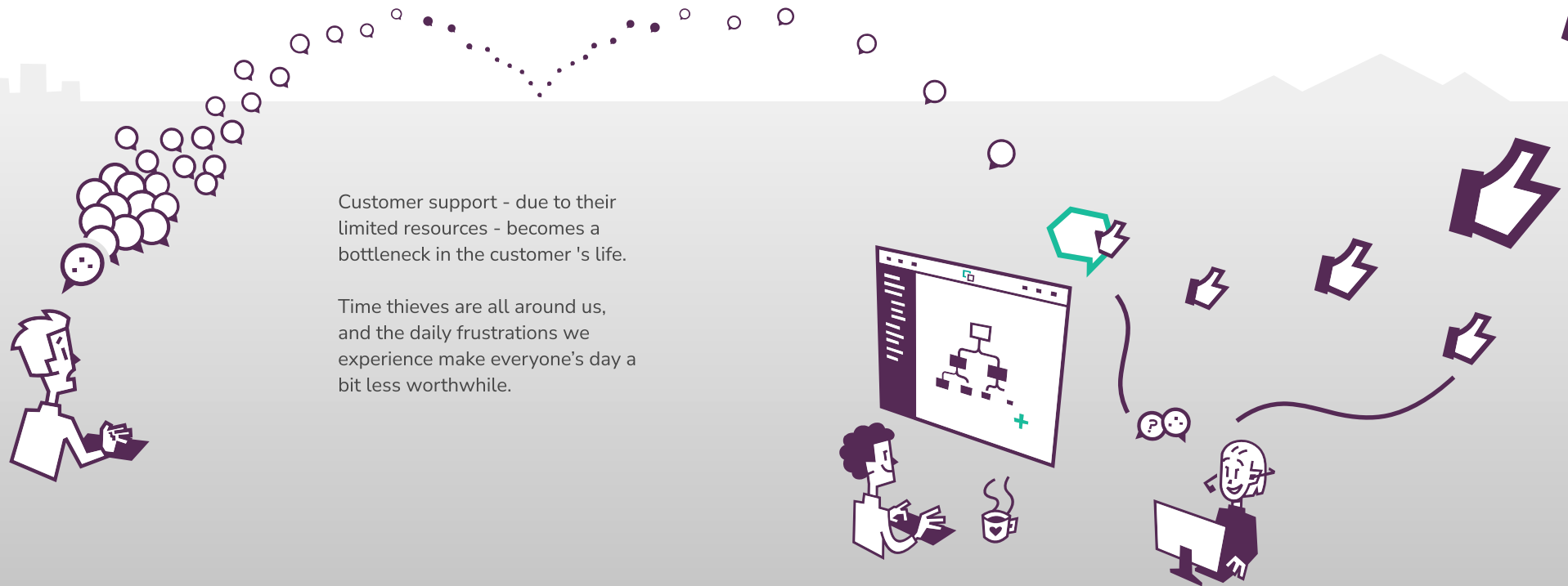
What is the problem with the world and how are you to change it?

In today's connected world, support is outnumbered by the sheer amount of customers. This makes waiting in line for assistance the default, not the exception, and results in an antagonistic atmosphere, where support often has to take the brunt of customers' frustrations.



Automating bottlenecks and getting rid of time thieves

Boost.ai's conversational AI technology allows for customer support to link questions with answers and actions. The virtual agent connects a request to the right response, and, when it doesn't know, it still understands enough to pass the inquiry on to a competent human.



Customer support - due to their limited resources - becomes a bottleneck in the customer's life.

Time thieves are all around us, and the daily frustrations we experience make everyone's day a bit less worthwhile.

What can we guarantee today?

Gen 1 chatbots and their limitations have given conversational AI a bad name.

Boost.ai's virtual agents are capable of so much more than these rudimentary bots thanks to advanced NLU and enterprise-grade functionality. We have proven time and again that our solution can scale alongside enterprises with ambitious customer service and support demands.



Accuracy at scale

Our technology stack consists of proprietary deep learning and natural language understanding that makes it possible to automate 10,000+ intents while consistently maintaining accuracy levels of up to 90%.



Who are you in today's market?

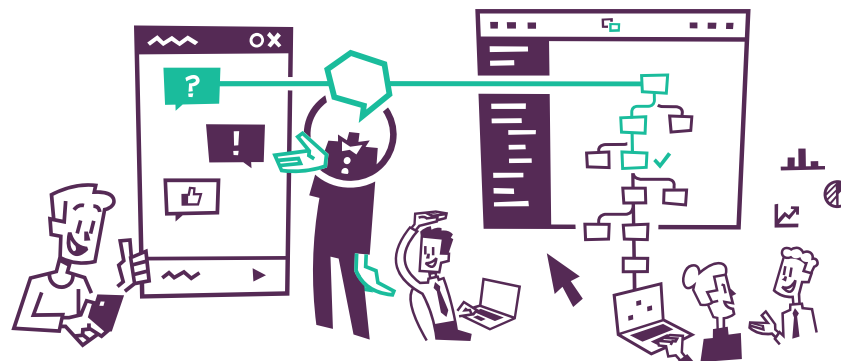
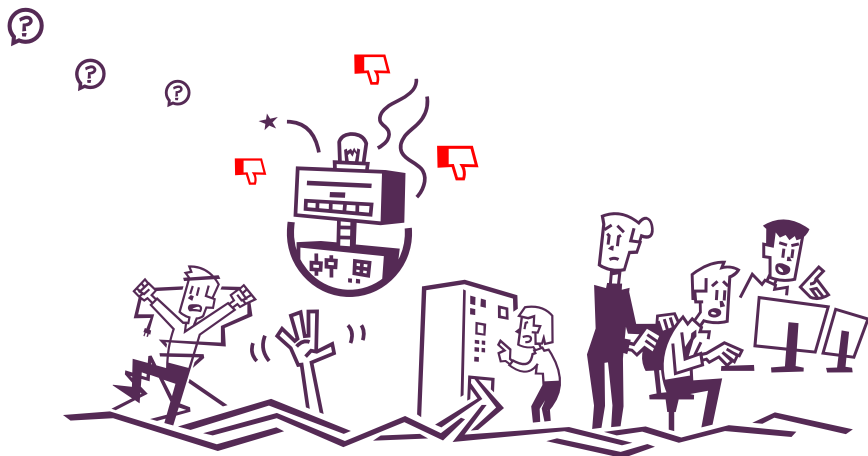
Conversational AI does not have to be complicated. We do not require our clients to have data scientists or programmers at hand. All you need is an understanding of the end-user's needs, and we'll take care of the rest.



Position

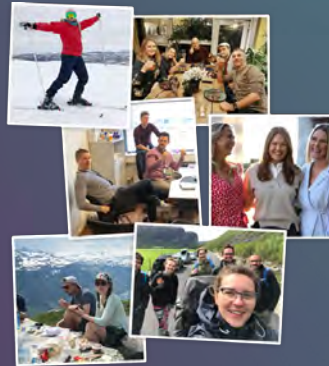
User friendly, no-code automation

Boost.ai provides an intuitive platform to build advanced virtual agent that can cover unlimited subjects and branching paths. The platform provides feedback and data that keeps you up to date with the changing needs of your customers.



We always put humans first. At boosi.ai we encourage a 'work to live' mentality. This logic comes from our product's raison d'être: giving back time from the systems that demand more and more from us.

The time we have been given is for us to spend, and we choose to spend it responsibly.



Ethical, hands-on and getting **it done

Only by combining a dedicated human touch, class-leading technology and an ethical approach to artificial intelligence can we empower our clients to build the kinds of dynamic experiences that elevate their brands in the eyes of consumers.



We proudly adhere to strict data protection plans and international security standards.

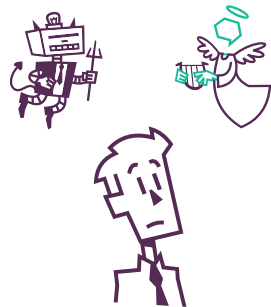


We secure ourselves along the way as we take our customers to new heights, powered by the benefits of ethically-developed conversational AI.



We are aware that conversational AI represents a great deal of uncertainty for a lot of people, and that there are many vendors out there besides boost.ai.

With all the hype surrounding AI, it is vital to do some expectation management.



AI (like any machine) is only as good as the people that program it. There is no conscious overlord AI - that is science fiction.

Human ingenuity and empathy is what truly makes our product tick. We do not shy away from this fact.



Fun, easy-going and knowledgable

Who says AI has to be so 'tech-bro' and complicated? We know what makes good conversational AI good, and by setting the right expectations you'll see how well it can work for you. We are with you on this journey!

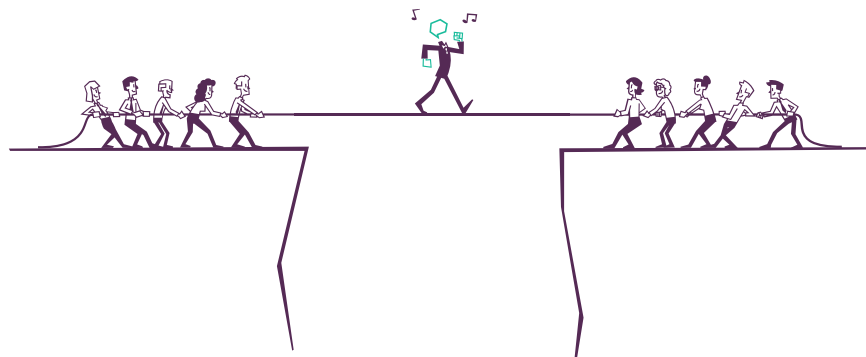
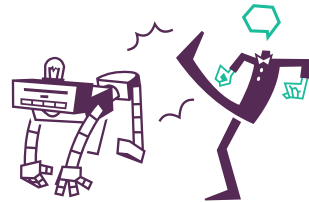


What impression should users be left with after having been in contact with you?

We acknowledge that conversational AI represents both uncharted territory *and* the stigma of tainted expectations coloured by shitty chatbots.

We wish to give our clients (and their customers) the right knowledge to succeed confidently with conversational AI.

Our educational material and competent employees help to make for a smooth and engaged deployment of your virtual agent.



The fun smart guys who make it fun and easy

We know conversational AI so well that we are a bit chill about it. We trust in our ways, and are confident you'll see it our way if you give us a chance. We value the human touch and champion it in all of our endeavours.



Finding your way in this
day and age is difficult.

Where to go only you can
tell.

But if you are lost we can
help you find your way.

And hopefully you'll be
there in time.



Thanks for reading!

Creating value boils down to being a part of these cumulative 'up' moments that make up day.

Value can potentially be created at every interaction point with boost.ai; from learning about our services, dealing with our employees and, finally seeing how much time is given back to customers and customer service personnel.

