[24]7.AI

Overview

Headquartered in San Jose, California, [24]7.ai provides conversational AI services suite integrated in a platform offering, namely Engagement Cloud. It also provides customer engagement platform, AIVA, that can be deployed across diverse channels and supports both text and audio modes. The privately held firm was founded in April 2000 and has a total employee strength of 12,000 with around 250 employees for its technology business in the U.S.

Strengths

Comprehensive solution platform: [24]7.ai's Engagement Cloud is an integrated platform leveraging self-learning, human assisting AI and human intent recognition, along with conversational design features. This single platform can support both voice and digital interactions and can work with synchronous conversations such as with virtual agent and with asynchronous conversations through its Assist service module. The platform enables users to interact through any channel and supports switching to different channels while retaining the context and can seamlessly carry on with the conversations. Its Engagement Cloud offers customer engagement through its Answers solution that provides FAQ or prepopulated answers. It also offers Conversations Builder for citizen developers, Assist for agent management and Target to provide personalized contextualized response.

Deep industry expertise: [24]7.ai leverages its deep experience in diverse industries such as financial services, banking, retail and travel and offers Intent Discovery solution to automate building customer journey models. It uploads agent customer conversations and leverages deep learning algorithms to provide insights into top customer intents and help identify journeys to be automated.

Well-known and strong brand in the U.S.: [24]7.ai is a well-established brand in the U.S., and majority of its clients are from North America. It has strong case examples from the country where it helped clients achieve a high level of cost savings and call elimination. For example, it helped a large U.S.-based retailer through its customer journey analytics solution to identify pain points that could be automated. It also helped a major U.S.-based media company identify customer journeys to be enrolled into self-service based on business value and complexity as well as implement the same.

Caution

While [24]7.ai's AIVA solution is well known and established in the market, its Engagement Cloud offering is fairly new and yet to prove its mantle.

[24]7.ai also provides support for its client that are spread globally. Clients needing multi geography should explore the company's global capabilities beyond the U.S.

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[24]7.ai leads the market with its strong capabilities in analyzing customer intent journeys and abilities to discern human intent with AI-enabled solutions.

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