# aitom

# AI Agent Solutions

For Retail, Hospitality & Services

@ anewtech

# Introducing aitom

A platform of AI Agents trained in a wide range of engagement roles, from backoffice to frontdesk to frontline.

AI agents can help fill unmet labour needs and augment the human workforce, enabling you to consistently deliver human-like customer service 24/7.

## AI Restaurant Assistant
Recommend dishes tailored to customer's taste buds, providing a delightful dining experience

*Welcome! Let me recommend our most popular dishes to you.*

## AI Knowledge Agent
Provide immediate answers to staff on enterprise knowledge - from corporate policies to operational procedures

*Ask me about our corporate policies*

## AI Trainer
Act as a virtual trainer for staff courses on operational skills at work

## AI Service Robot
Roving robot to engage customers and lead them to product sections

*Let me take you to the Chocolates section.*

## AI Virtual Receptionist
Receive and register guests and notify staff of guest arrival, streamlining office operations

*Welcome to our office! How may I help you?*

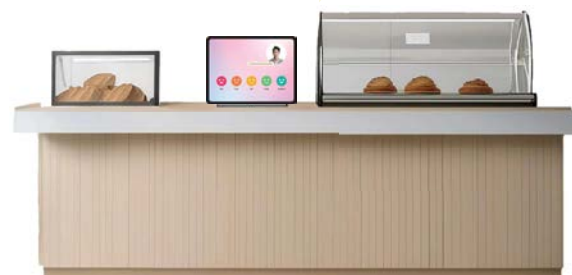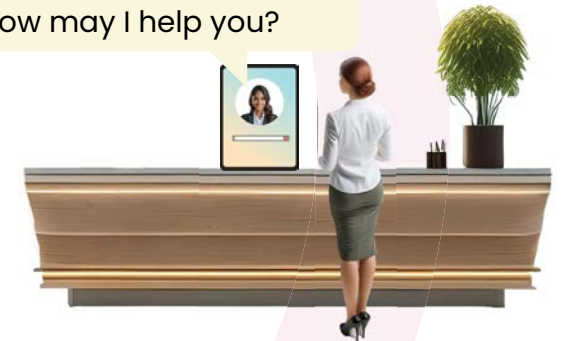## AI Product Agent
Assist customer with product inquiries and make relevant recommendations

*What kind of scent are you looking for?*

## AI Feedback Agent
Drive customer engagement and encourage feedback sharing

*Are you satisfied with our service?*

## AI e-Services Agent
Help users navigate and access relevant e-services, and answer queries on related topics

## AI Concierge
Recommend and guide visitors to offices, dining and shopping hotspots, enhancing the visitor experience at your premise

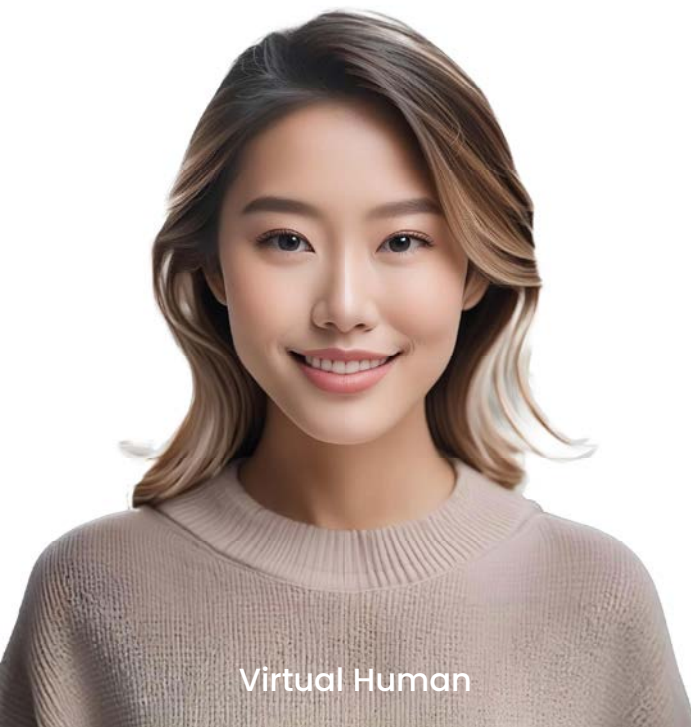*Please take the lift at Lobby B to go to the bank at Level 3.*

# Features and Benefits


Virtual Human

## Benefits

**Versatile skill set.** Augment your workforce with AI agents trained in a wide range of domain skills

**24/7 Productivity.** Maximize operational productivity with AI agents that deliver round-the-clock performance

**Train once, use everywhere.** A single "brain" to control AI agents in different forms, from tablets to kiosks to robots

**Personalisation.** Deliver personalised, human-like experiences to customers with AI agents

**Insights from human-AI conversations.** Unlock new ways to boost business revenue or productivity

## AI Features and Skills

✳ Greet users

✳ Interact with voice, text and touch

✳ Hold natural conversations with users

✳ Converse in multiple languages

✳ Make recommendations to customers

✳ Trainable in large-scale knowledge, including thousands of products/SKUs

✳ Trained with different domain skills - Virtual receptionist, Product assistant, Feedback agent, Concierge, etc.

✳ Highly configurable – Users can configure basic introductory information and select from a diverse range of human avatars based on race, age, ethnicity and gender

## Technical Specifications

✳ Supports diverse form factors – tablets, signages, robots, mobile devices

✳ Supports landscape/portrait orientations

✳ Supports common browsers - Google Chrome, Mozilla Firefox, Microsoft Edge and Apple Safari

✳ Supports custom native implementations on Windows, iOS and Android devices

✳ Requires Internet connectivity – annual cloud subscription with AI training

✳ Supporting Modules
*may require additional costs*

- AI-driven conversational insights
- QR code link redirection
- Intelli-signage app integration
- Shopping cart integration
- Inventory and Pricing Integration
- Product location map integration

# Training the AI Brain

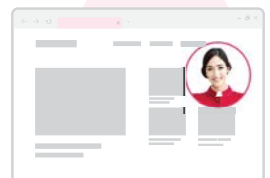Websites

Databases

Documents

CRM
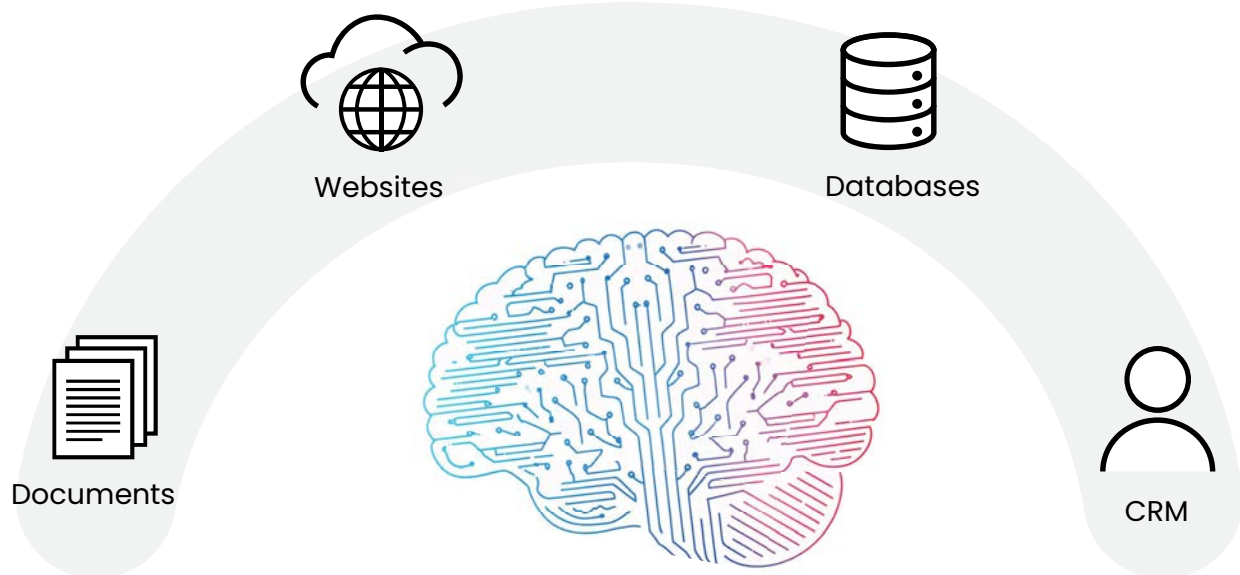
Train AI agents with a wide range of knowledge, from corporate documents to guest information to products

Build up a 'singular brain' to deliver consistent, human engagement services across different AI agent mediums

## aitom
## AI Agent

**AI Service Robot**

**Online AI Agent**

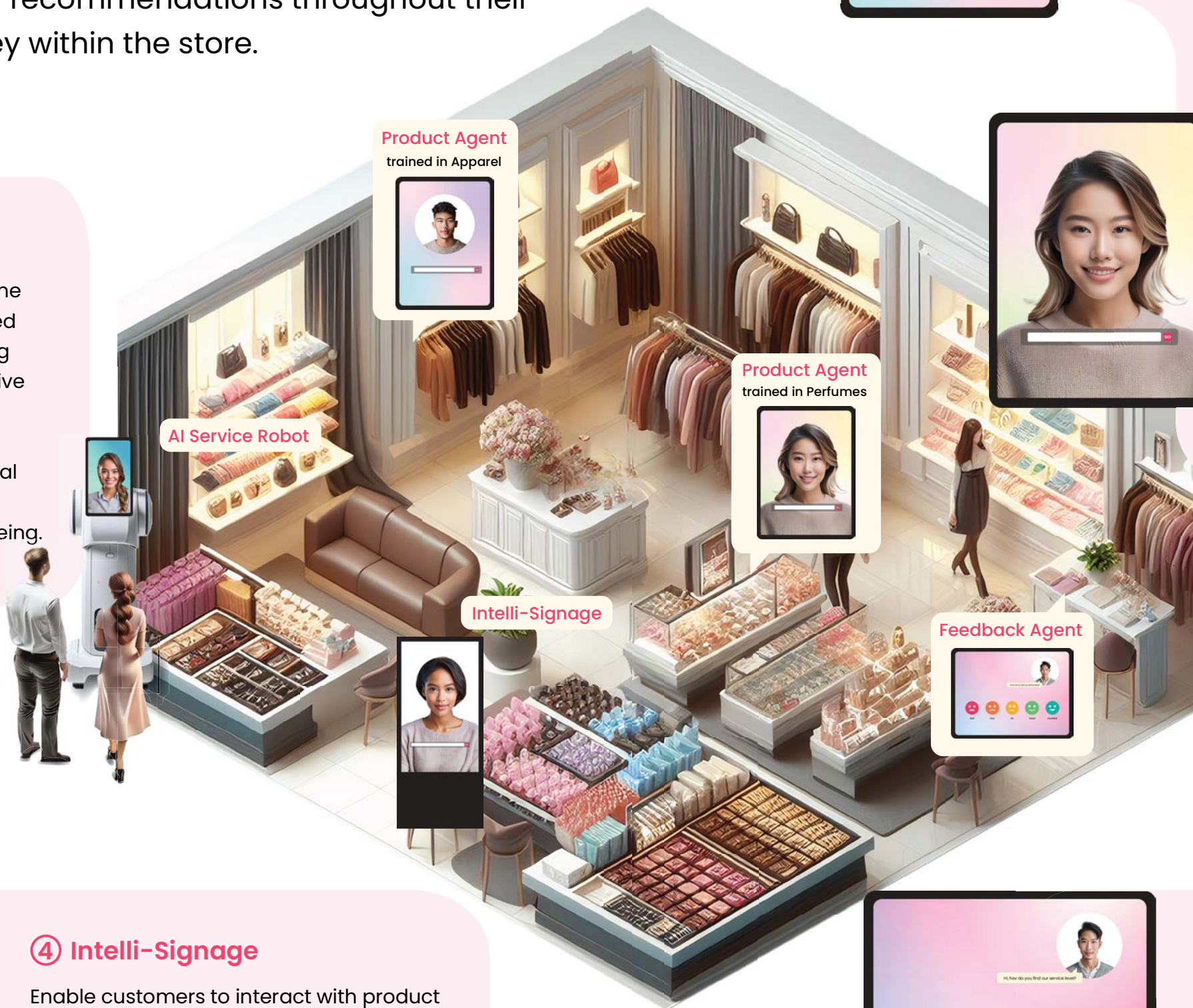**In-store AI Agent**

# Retail Use Case

Our AI agents can deliver a holistic and seamless retail experience, assisting shoppers with product information and recommendations throughout their shopping journey within the store.

## ① AI Product Agent

Deploy an AI agent in each product section. Train them to be specialists in the respective categories, so that they can assist shoppers with the best knowledge and recommendations.
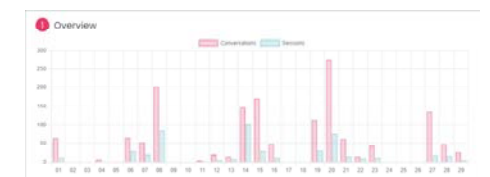
### Recommendations

Let the AI agent help shoppers pick gifts for their loved ones or recommend products for special occasions such as a dinner date or a beach day out.

The AI can fine-tune recommendations based on the shopper's budget and preferences such as colour and size.

### Promotions and Pricing

Shoppers can readily ask the AI agent about ongoing promotions and discounts, or check on the price of a product and whether the product is currently available in-store.

## ⑤ AI Service Robot

Proactively engage customers at the store front and provide personalised product recommendations, guiding interested shoppers to the respective product sections.

AI robots can also carry promotional items which shoppers can pay for directly without the hassle of queueing.
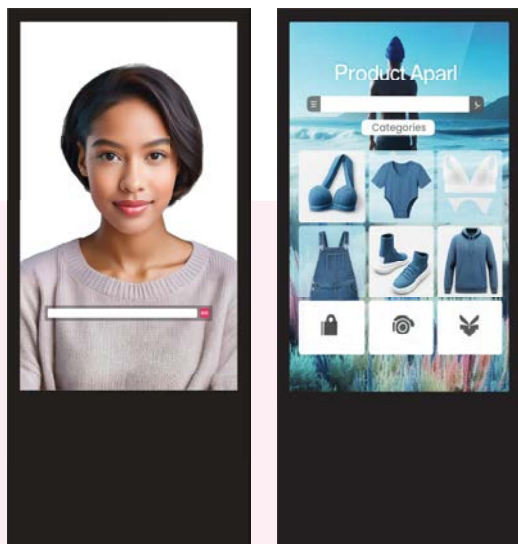
## ② Conversational Analysis

Capture human-AI conversations to gain insights on customer preferences and identify possible service gaps and potential new products to source for.

## ④ Intelli-Signage

Enable customers to interact with product selections through touch. Retail owners can advertise their latest promotions to draw more shopper traffic to their stores.

## ③ AI Feedback Agent

Drive customer feedback with voice-based AI agents, enabling customers to respond in a contactless manner, and reduce the need for service staff to solicit feedback.

Product Agent trained in Apparel

Product Agent trained in Perfumes

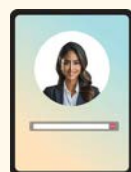AI Service Robot

Intelli-Signage

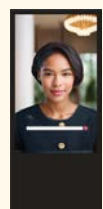Feedback Agent

# Hospitality Use Case

Make use of AI agents to interact and provide tailored recommendations to guests, enhance operational workflows and enable data-driven insights to provide a seamless experience.



**① AI Virtual Receptionist**

Receive and register guests, and notify staff of guest arrivals through mobile alerts and video displays, ensuring constant availability and reducing wait times.

**② Conversational Analysis**

Gather insights from conversations between guests and AI agents, analysing requests for recommendations and services from guests and identifying ways to improve hospitality experience.

**③ AI Concierge**

Greet guests with friendly conversations and handle common queries to lighten staff workload. Provide personalised recommendations and assist guests with directions to amenities.

**④ AI Feedback Agent**

Gather feedback from guests on their experiences and the service quality.

**⑤ AI Service Robot**

Navigate and guide guests through spaces and handle guest queries.

AI Virtual Receptionist

AI Concierge

Feedback Agent

AI Service Robot
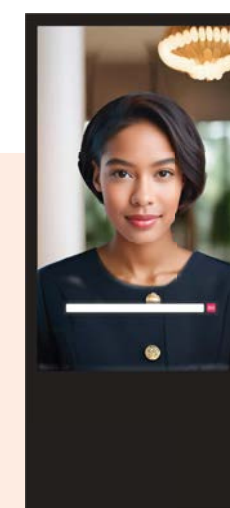
# Training/KM

## Training

Leverage on the immense knowledge that the AI Agent has been trained in to

✳ Onboard new employees, such as training on the products to recommend to customers

✳ Enable product familiarisation anytime at their own pace

✳ Free up senior staff from time-intensive training tasks

As a trainee, I can ask the AI Agent questions at any time to improve my skills.

I can easily ask the AI about company leave policiies without 'bothering' our HR.

## Knowledge Management

By training the AI agent with policies, manuals and procedures on topics such as HR and finance, companies can

✳ Familiarise staff easily with AI as the singular source of corporate knowledge, instead of managing disparate knowledge systems

✳ Save work time by enabling staff to query the AI agent, instead of asking other staff

✳ Retain and share corporate knowledge in a cost-effective and sustainable manner

# Conversational Insights

## Analyse conversation data



## Provide actionable insights
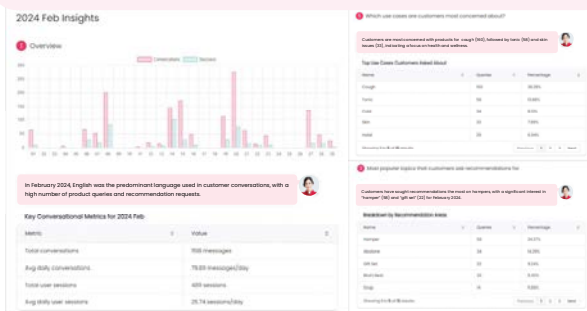


**Harness and unlock the potential of human-AI conversations that has never been available before:**

✳ Gain insights on customer preferences

✳ What products did customers ask about but did not eventually buy?

✳ What recommendations do customers ask from the AI agents?

✳ Are there concerns about delivery policies?

✳ Is there an emerging trend in terms of what customers are interested in?

✳ Which occasions do we see peak queries – Mother's Day, Father's Day or Christmas?

✳ What are the gaps in our hospitality service that visitors are dissatisfied with?

✳ Which amenities do visitors have trouble locating?

**Let the AI Agent summarise the conversational data and provide insights to you.**

sample insight

In May 2024, we saw high number of recommendation requests and product queries for Mother's Day, with strong interest in ladies' perfumes and casual blouses.

# Make our AI Agents part of your workforce today.

Speak with your account manager or visit anewtech.ai to learn more

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