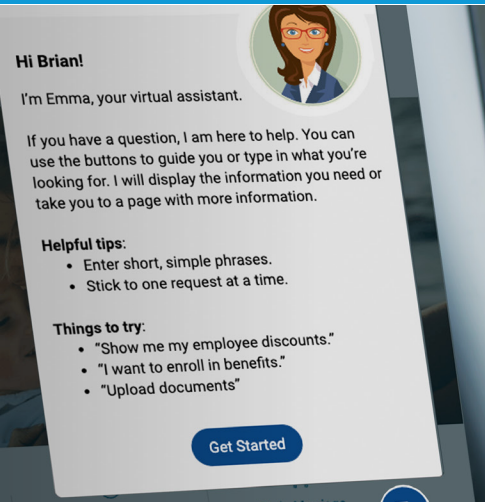


Good morning, Brian

bswift's[®] AI-Powered Virtual Assistant, Emma[™]

Navigating Health Benefits Made Easier

Meet Emma, bswift's AI-powered virtual assistant. Integral to our platform, Emma is your 24/7 guide through the world of health benefits. With her AI technology and user-friendly interface, she provides real-time, personalized support, understands your queries accurately, and simplifies information search. Empowering you to concentrate on what matters most, Emma allows you to navigate health benefits in a breeze.



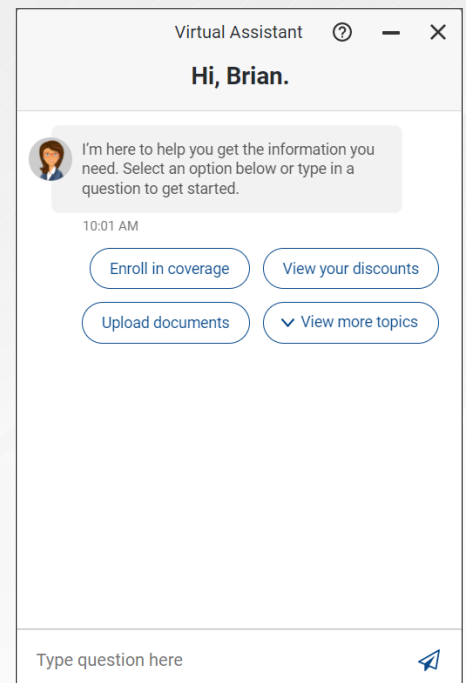
Personalized User Interface: Emma offers a modern, simplified layout with a user-friendly and intuitive controls, personalized greetings, and timestamped conversations, enhancing user engagement and satisfaction.

Navigational Excellence: With Quick Pick buttons for quick access to key topics and a "View more topics" function for extensive support options, Emma streamlines user navigation for a more comprehensive assistance journey.

Real-Time, Tailored Support: Emma leverages user-specific plan and balance data from new APIs to provide immediate, precise answers, ensuring accurate and timely assistance.

Client-Focused: By understanding client-configured portal components and offering relevant choices for user queries, Emma makes support more personalized and efficient.

AI-Infused: Powered by AI and using a Natural Language Understanding (NLU) algorithm, Emma accurately understands user intent and responds appropriately to enhance the effectiveness of user interactions.



Leveraging AI, Emma™ provides a user experience that's both efficient and intuitive.

But Emma's abilities go beyond concepts – they create real, measurable impact. The tangible benefits of Emma, a key component of the bswift platform, are clearly reflected in the data we've collected.

EMMA BY THE NUMBERS



ACTIVE ENGAGEMENT

178,284

messages were exchanged, which demonstrates high user interaction.



UNINTERRUPTED SERVICE

77.07%

of chats took place outside service center hours, confirming 24/7 availability.



EFFICIENT PROBLEM-SOLVING

87.33%

of users showcased autonomous resolution without the need to escalate to human support.

Emma enhances traditional benefits management, providing essential high-touch support and strategic guidance. Discover an unparalleled digital experience with Emma – your personalized, proactive virtual assistant for health benefits!

