# **Good morning, Brian**

# bswift's®Al-Powered Virtual Assistant, Emma™

# Navigating Health Benefits Made Easier

Meet Emma, bswift's Al-powered virtual assistant. Integral to our platform, Emma is your 24/7 guide through the world of health benefits. With her Al 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.

#### Hi Brian!



I'm Emma, your virtual assistan

If you have a question, I am here to help. You can use the buttons to guide you or type in what you're looking for. I will display the information you need or take you to a page with more information.

#### Helpful tips:

Enter short, simple phrases.Stick to one request at a time.

#### Things to try:

"Show me my employee discounts."

Get Started

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- "I want to enroll in benefits."
- "Upload documents"

**Personalized User Interface:** Emma offers a modern, simplified layout with a userfriendly 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.

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

	Virtual Assistant 💿 🗕 🗙
	Hi, Brian.
9	I'm here to help you get the information you need. Select an option below or type in a question to get started. 10:01 AM Enroll in coverage View your discounts Upload documents View more topics
Туре	question here



If you're interested in learning more about how bswift can benefit your business, reach out to your dedicated FrankCrum Benefits Representative. 4

# Leveraging AI, Emma<sup>™</sup> 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.



ACTIVE ENGAGEMENT

178,284 messages were exchanged, which demonstrates high user interaction.

EMMA BY THE NUMBERS



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.

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Not Helpful

Yes, take me there

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Medical 10:03 AN

Emma enhances traditional benefits management, Virtual Assistant providing essential high-touch support and Hi, Brian. strategic guidance. Discover an unparalleled digital experience with Emma - your personalized, 10.03 AM proactive virtual assistant for health benefits! Here are the details of your Aetna HSA plan effective 01/01/2022. Cost per pay period: \$0Deductible: \$500 • Out-of-Pocket Max: \$1,250.00 You can see more plan information on the Medical Plan Details page. Would you like to go there now? A Helpful 10:04 AM No, thanks Type question here



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