



# Ready for the future?

Artificial Intelligence for your business

Laure Willemin - VP Engineering, Leadership Team - Data,  
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Erick Caron - Executive in Residence, New Business  
Management Team - Data, Analytics & Artificial Intelligence  
Group



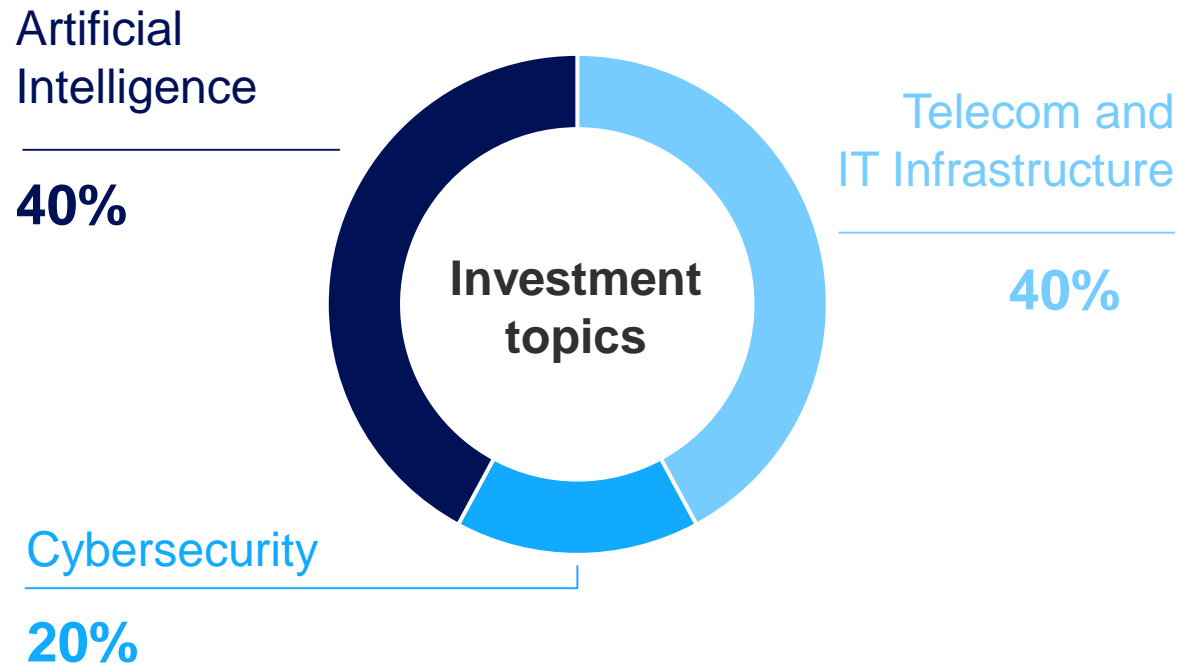
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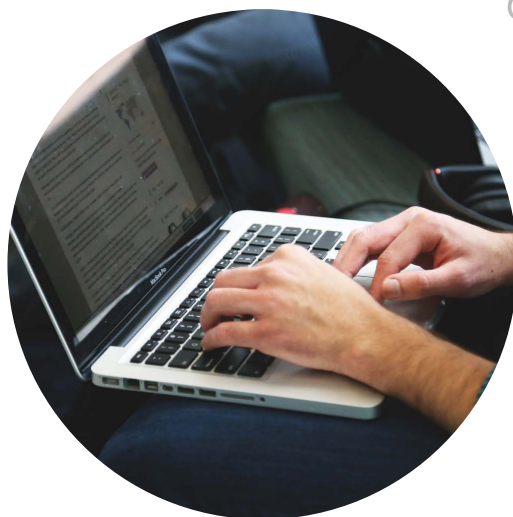
# Digital Transformation Fund

## Scope of investment





# Paradigm Shift: The machine reaches out to us



Using a machine

Old world

New world



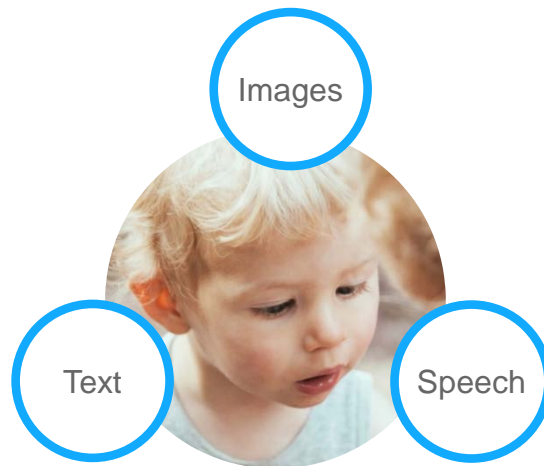
Having a conversation

Laure Willemin - VP Engineering, Leadership Team  
- Data, Analytics & Artificial Intelligence Group

# Human Intelligence

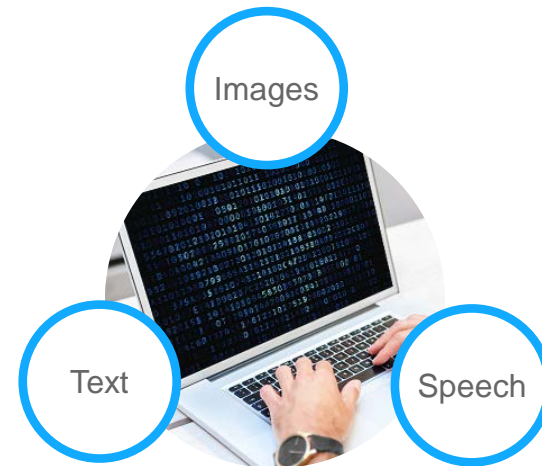


# More intelligent machines thanks to Artificial Intelligence



Understanding of **structured**  
and **unstructured** data

Learn

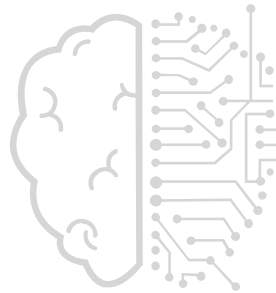


Understanding of **structured**  
and **unstructured** data

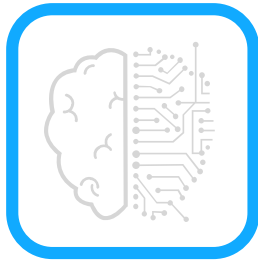
Teach



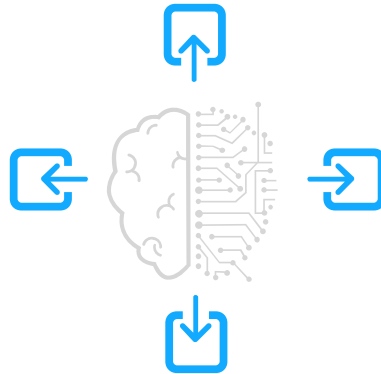
# Components of Artificial Intelligence



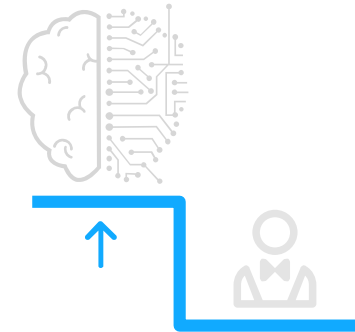
# Three kinds of Artificial Intelligence



Artificial  
Narrow Intelligence



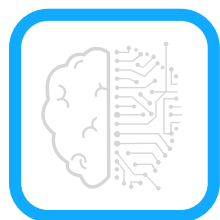
Artificial  
General Intelligence



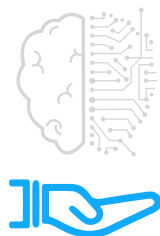
Artificial  
Superintelligence



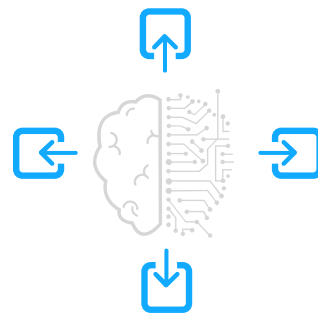
# Four kinds of artificial intelligence



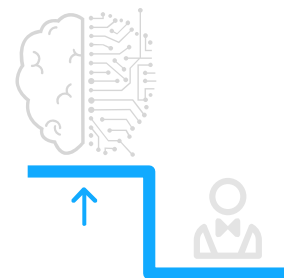
Artificial  
Narrow Intelligence



Artificial  
Useful Intelligence

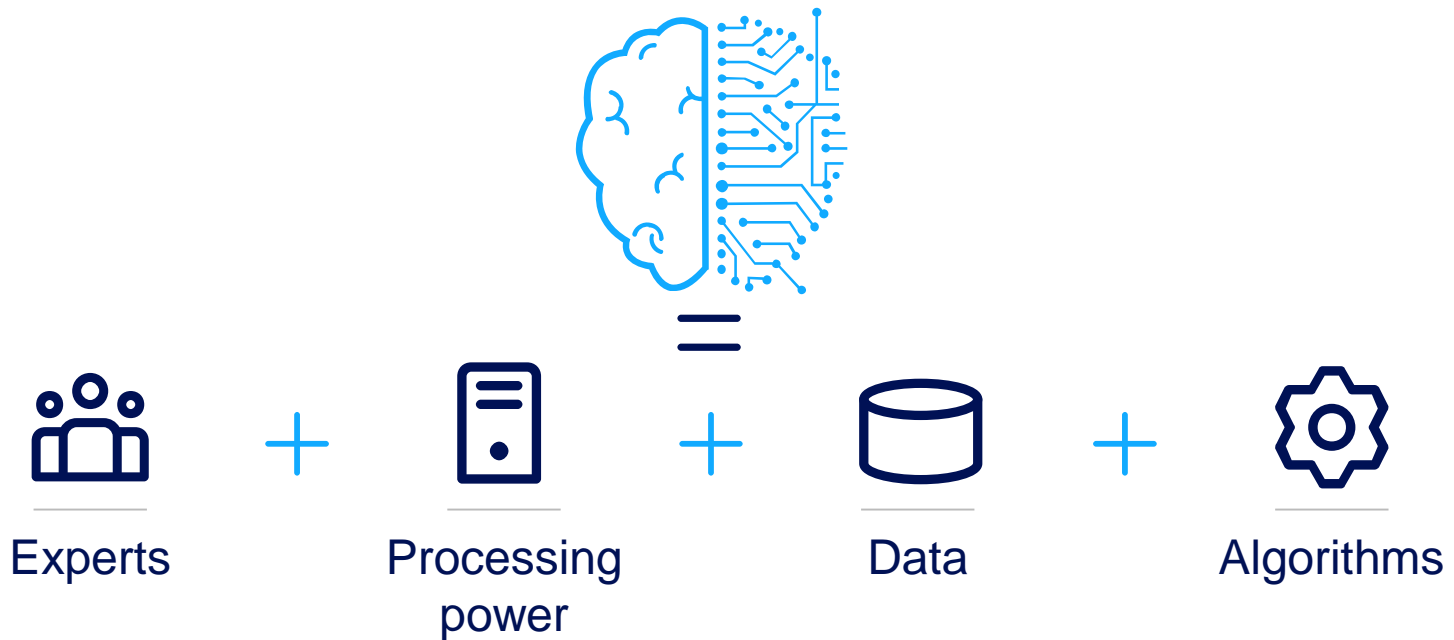


Artificial  
General Intelligence



Artificial  
Superintelligence

# The recipe of Artificial Intelligence



# Digitalization leads to rising processing power

*AsCI Red*



1996

The world's fastest supercomputer achieves

2005

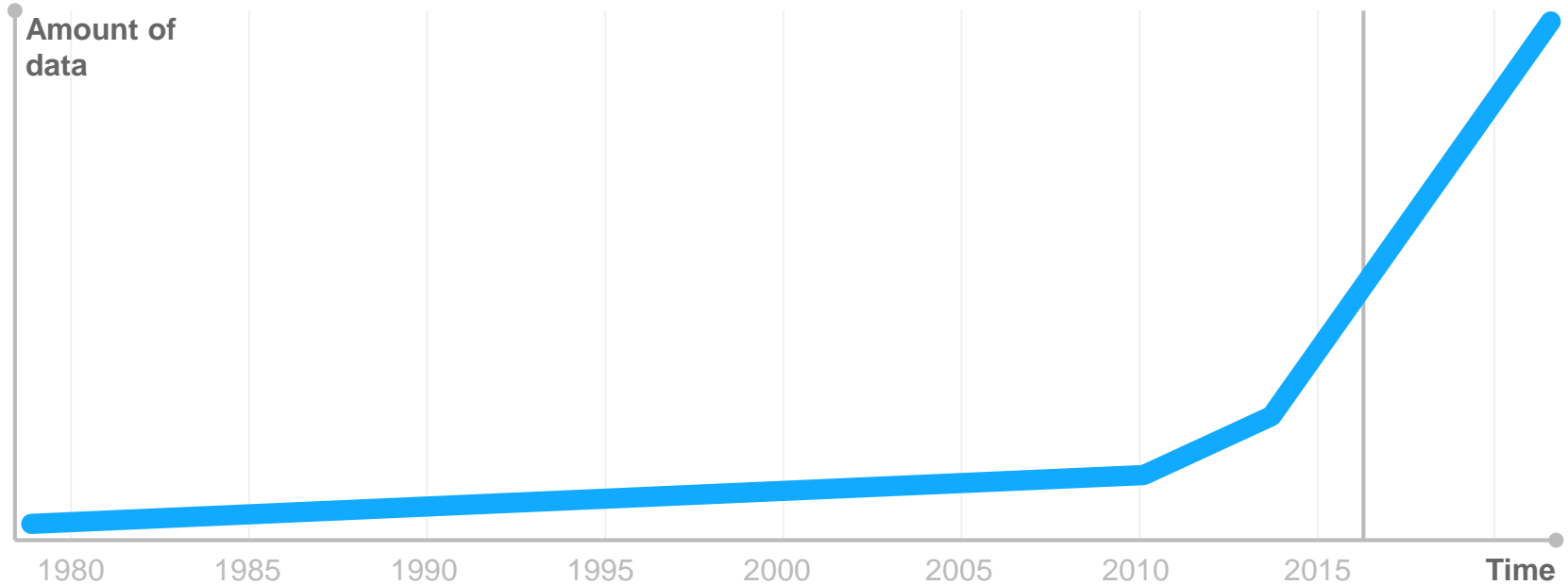
The Playstation 3 achieves

PS3  
PlayStation 3



## 1.8 teraflops

# Digitalization has led to a huge increase in the amount of data



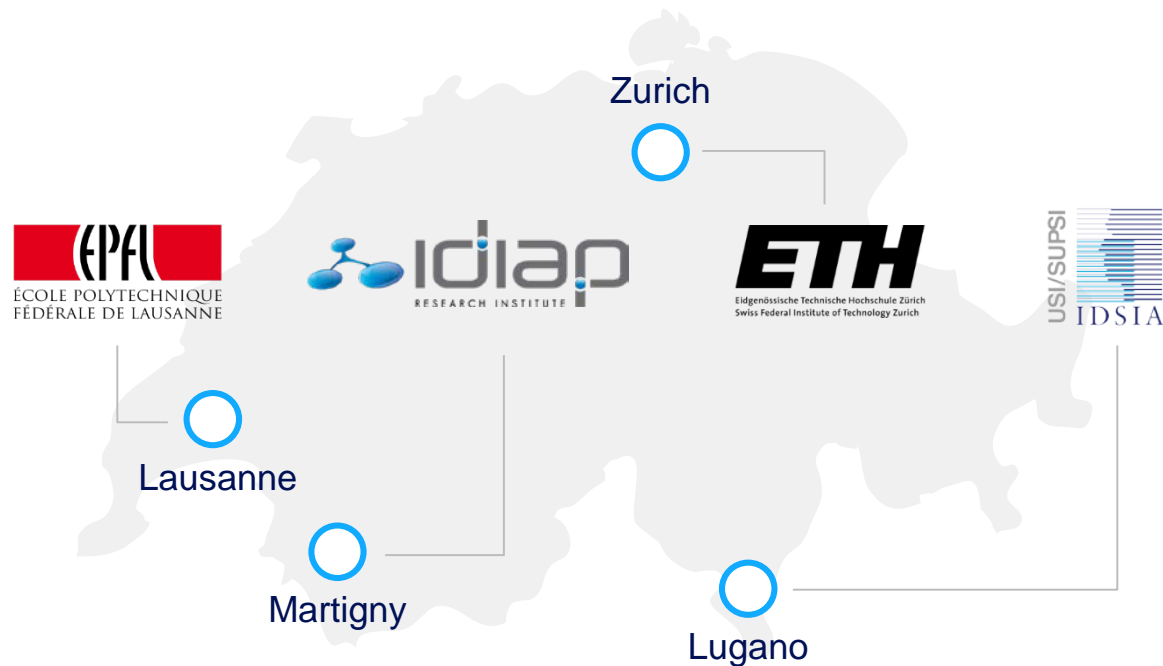


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# Artificial Intelligence at Swisscom

# Rising student numbers for Artificial Intelligence







# Swisscom's AI Team Know-How

- Data Science / AI Solution Design
- Data Exploration
- Data Labelling
- Machine Learning Model Creation (supervised or unsupervised)
- Machine Learning Model Evaluation
- AI Solution Design
- NLP – Text Classification, Sequence Modelling etc.
- Speech – Keyword Spotting, Domain Adaptation, Low-resource Languages
- UI & Dialog Design
- Native App & Web Development
- EAI & Backend Integration
- Contact Center Integration
- Contact Center DevOps
- IVR/Voice Portal Design & DevOps
- Software Testing
- User Experience Testing
- AI & Conversational DevOps
- Business Engineering & Design
- End2End Monitoring & Operation
- Reporting & Big Data Specialists

## Customer Experience



## Security



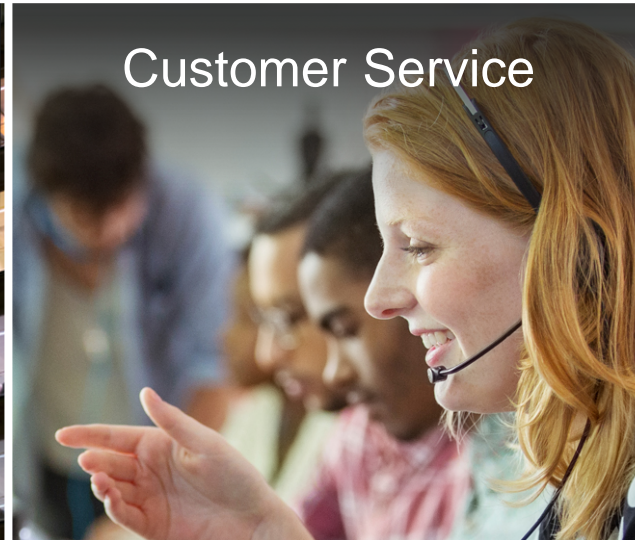
## Human Resources



## Legal



## Customer Service



## Marketing



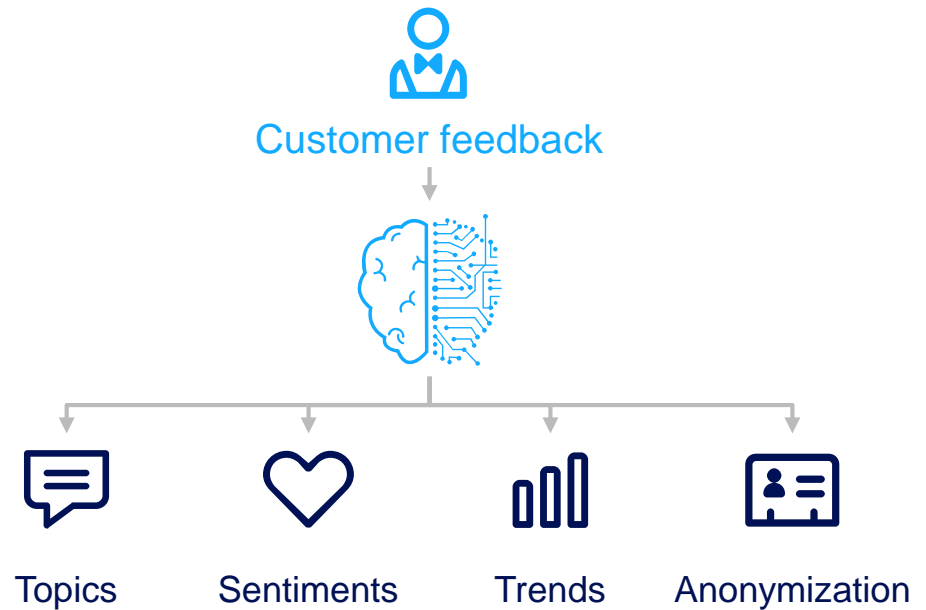
# Swisscom – Some AI Use-Cases



- **Aila:** Tool for labelling data
  - **Sonar:** aggregates, analyses and summarizes customer voices from communication channels
  - **Platform/AI enablers:** help companies to combine services in an easy way to solve their business challenges
  - **Conversational IVR:** processes speech data
  - **OTO. AI:** real-time coaching to contact centers sales agents
- **E-Mail Triage:** AI automatically forwards emails to the right agent
  - **Ticket-Bot:** Improves incident management → Ticket preanalysis to reduce the number of incorrectly tickets
  - **Tech Search:** Helps ENT engineers to find information faster
  - **Marmo:** Used in call centers. It looks automatically for the right solution for the problem in the existing infrastructure across all sources. The results are displayed to the agent in real time

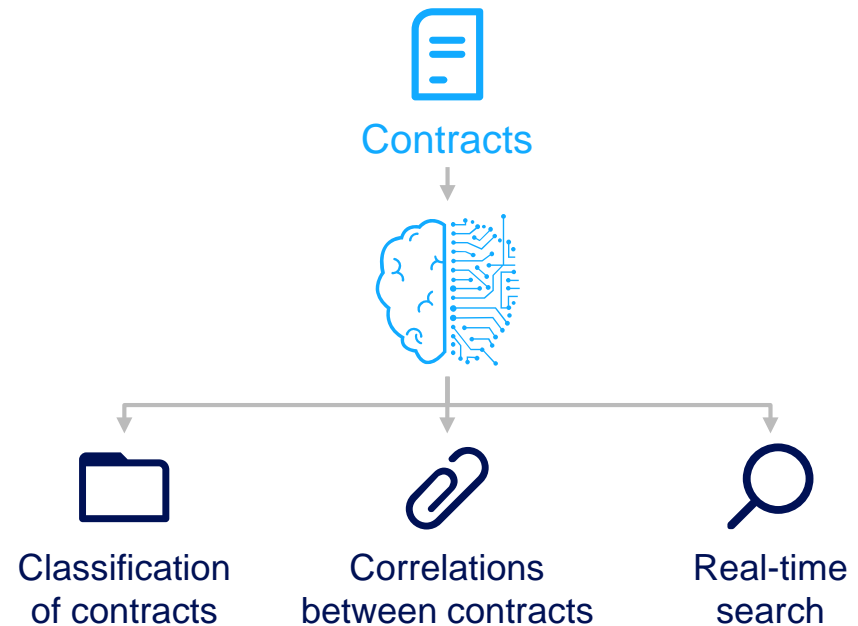


# Artificial Intelligence for Customer Experience



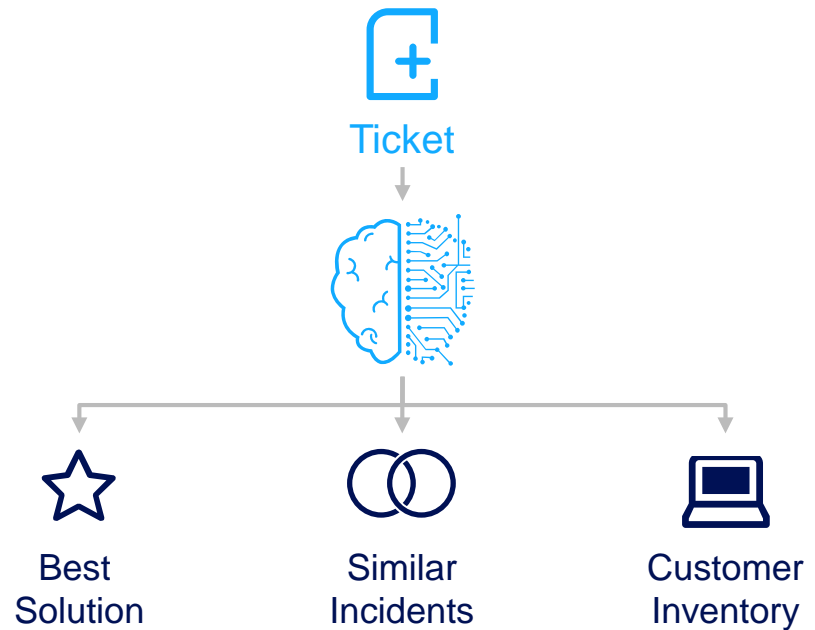


# Artificial Intelligence for Legal & Compliance

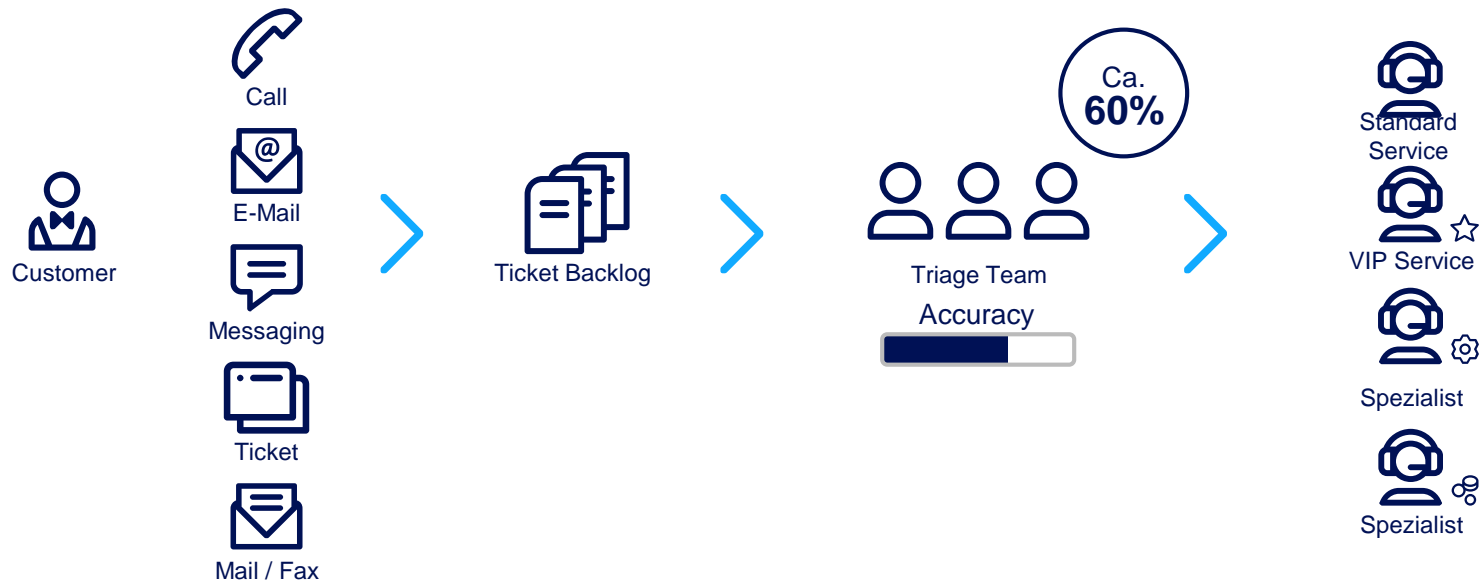




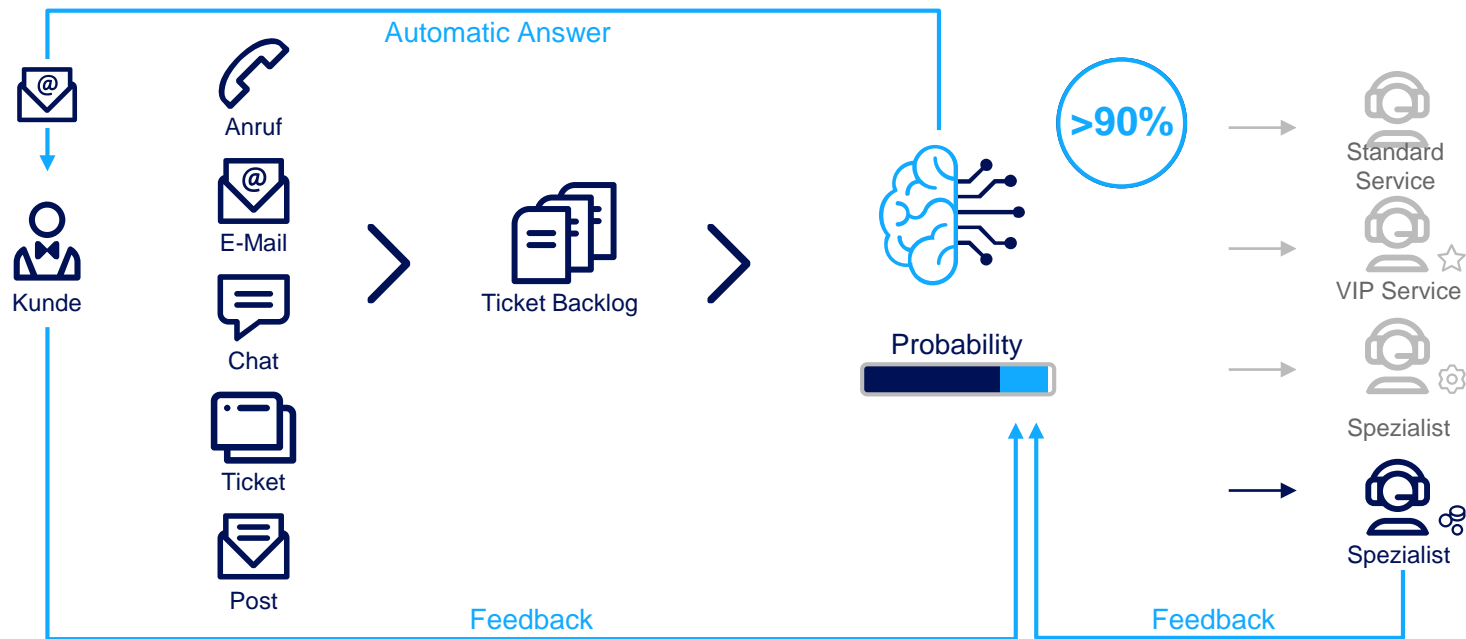
# Artificial Intelligence in Customer Service



# Text classification – example email triage



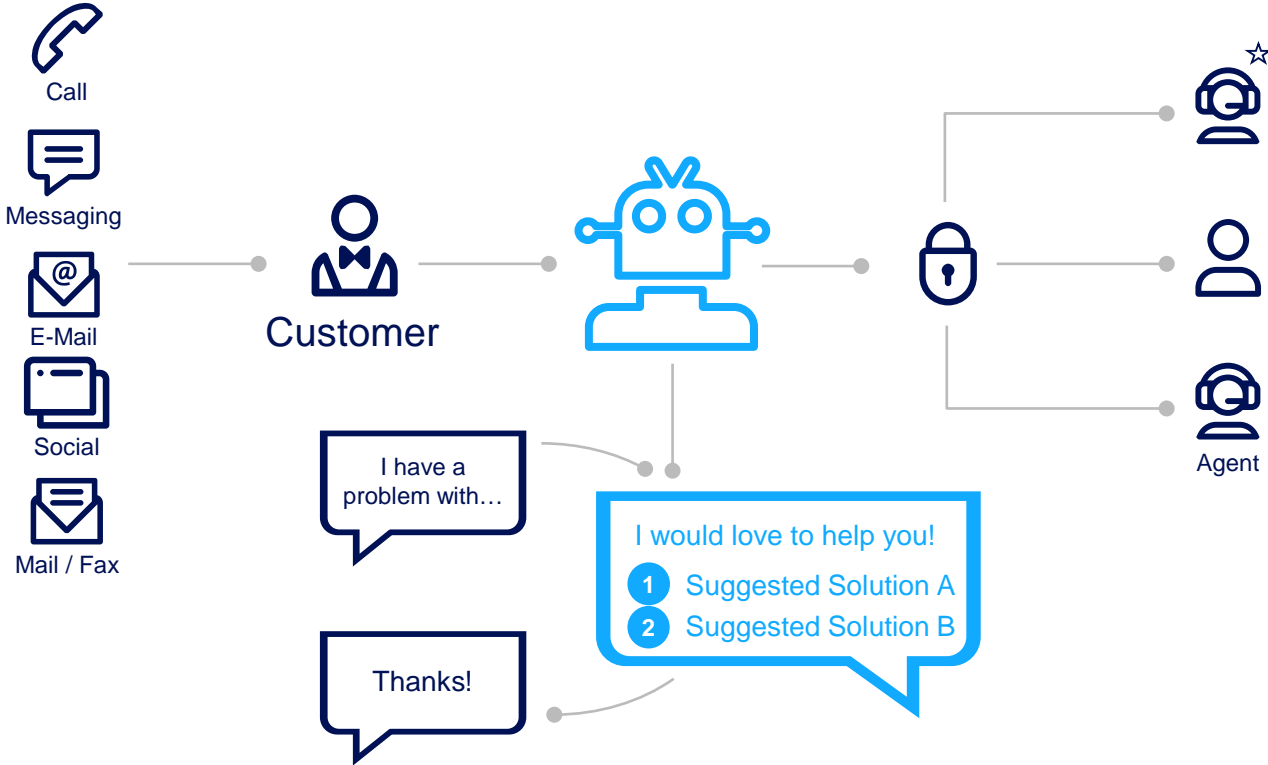
# Text classification – example email triage



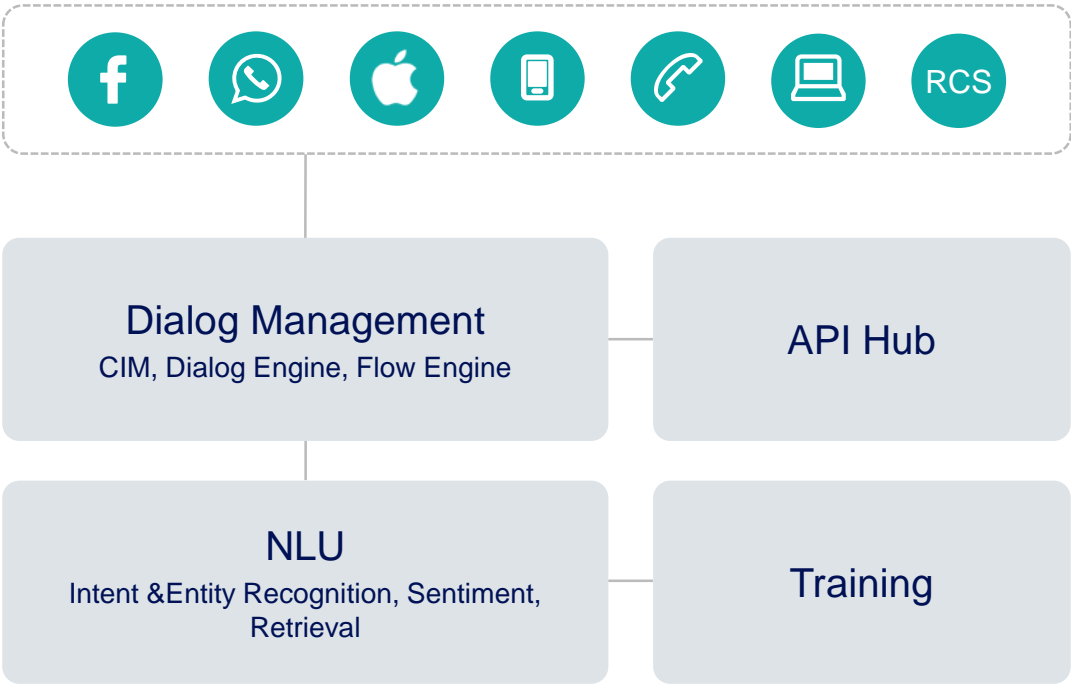




# Chatbot



# Swisscom Conversational Platform



# Why use Artificial Intelligence from Swisscom?



## People

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Highly qualified consultants, developers and designers work in Swisscom's AI team.



## Partner

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Swisscom founded the Competence Center for applied AI in cooperation with ETH Lausanne (EPFL).



## Technology

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The AI components can be easily integrated into systems due to standardized interfaces.



## Swissness

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The AI components from Swisscom have been trained for the conditions of Swiss industries.

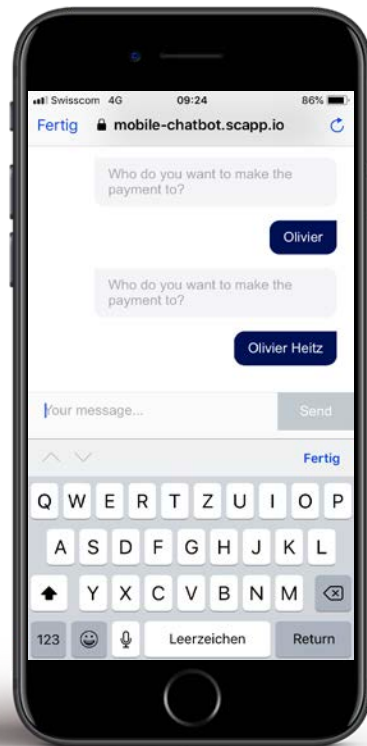


## Security

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Thanks to our network and our data centers you benefit from a reliable and safe infrastructure.

# It's time for a demo



# Many thanks !

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**swisscom**

# Questions



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