Creative Virtual Named Innovation Excellence Leader in Conversational AI by AIxOutlook

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Creative Virtual's well-established track record of innovation and expertise identifies them as the Innovation Leader in a crowded conversational AI market

London, UK – Creative Virtual, a world leader in conversational AI for customer and employee engagement, is the Innovation Excellence Leader in AIxOutlook's recent evaluation of the Conversational Intelligence industry. AIxOutlook, a part of Sceptertech Digital, conducted this independent assessment of the major conversational AI vendors as part of their 2022 Best Practice Research.

"Creative Virtual is the clear Innovation Excellence Leader in a crowded and competitive conversational AI industry," says Prasobh Namboothiri, Associate Editor at AIxOutlook. "Businesses collaborating with them benefit from their cutting-edge technology as well as their expert consultation, resulting in customised, integrated, and personalised solutions that deliver real business value."

The Innovation Excellence Leadership award recognises Creative Virtual as the foremost conversational AI innovator driving the industry forward with V-Person™ technology. AIxOutlook's evaluation focused on both innovation and customer impact, calling out V-Person's flexible integration options that enable organisations to develop customised solutions for delivery of unified, personalised experiences.

The analysts also praised Creative Virtual's approach to artificial intelligence (AI) and the training of chatbots and virtual agents as a vital differentiator. The blending of machine learning and a rules-based approach to natural language processing (NLP) is managed within V-Portal™, Creative Virtual's cutting-edge conversational AI platform.

"As a pioneer in the virtual agent and chatbot space, Creative Virtual has always been committed to innovating in a way that will help companies tackle their current challenges and be prepared for future changes," says Chris Ezekiel, Founder & CEO of Creative Virtual. "It's an honour to be recognised for our long-standing dedication to delivering the best possible combination of innovative technology and conversational AI expertise to our customers and partners."

Read more on AIxOutlook's evaluation of the global conversational AI market, current developments and trends, and Creative Virtual's capabilities in the 2022 Innovation Excellence Leadership in Conversational Intelligence
report.

ABOUT CREATIVE VIRTUAL

Creative Virtual is a conversational AI leader recognised in the industry for our nearly two decades of experience and unmatched expertise. Our innovative V-Person™ virtual agent, chatbot, and live chat solutions bring together humans and artificial intelligence to deliver seamless, personalised, scalable, and secure digital support for customers, employees, and contact centre agents. Leading global organisations rely on our award-winning technology and expert consultation to improve their support experience, reduce costs, increase sales, and build brand loyalty. Our global team and extensive partner network support installs around the world in 40 languages, providing both localised collaboration and international insights. To learn more, visit www.creativevirtual.com.

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Creative Virtual

T. +44 (0)20 7719 8332
E. press@creativevirtual.com
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