

# Create better customer experiences with AI

## Cloud AI Customer Experience



### Highlights

Real-time analytics and advanced algorithms to deliver highly contextual, personalized customer engagements through machine learning

Intelligent virtual assistants, chatbots and recommendation engines powered by generative AI models

Comprehensive prompt library tailored for customer engagement scenarios

Built-in AI guardrails that ensure ethical and transparent interactions

Organizations must deliver exceptional, personalized customer experiences to meet rising expectations. The Cloud AI Customer Experience solution empowers organizations to achieve this by leveraging advanced AI capabilities.

The solution combines customer journey analytics, conversational AI, personalization engines, behavior prediction and sentiment analysis to transform customer engagement. Powered by real-time analytics and generative AI models like Google's Gemini, OpenAI's GPT, Mistral 7B, Amazon Titan in Bedrock, Zephyr and BERT, the solution provides intelligent, context-aware interactions.

With a specialized prompt library and built-in AI guardrails for ethical practices, the Cloud AI Customer Experience solution accelerates the creation of personalized, trustworthy engagements that deepen customer satisfaction and loyalty. Use this solution to ease customer journey analytics, conversational AI, personalization engines, customer behavior prediction and sentiment analysis.

## Accelerate AI integration



Cloud AI Customer Experience leverages Unisys Intelligence Accelerator, an adaptable AI technology that embeds AI seamlessly into existing business systems and core operations.

## Enhance customer engagement with intelligent AI solutions

The Cloud AI Customer Experience solution helps organizations overcome key challenges in delivering personalized customer experiences at scale. Through its enterprise-ready framework, you can quickly implement AI-driven engagement strategies that adapt to changing customer expectations. The solution's architecture supports continuous optimization of customer journeys while maintaining the highest standards of ethical AI practices.

### How you benefit

- **Personalized customer engagement:** Leverage machine learning and real-time analytics to create tailored interactions, meeting individual customer needs and driving higher satisfaction and loyalty.
- **Intelligent conversational AI:** Power smart chatbots and virtual assistants with generative AI models. This results in quick, accurate and context-aware support that enhances the overall customer experience.
- **Customer behavior insights:** Predict customer needs and preferences using the solution's behavior pattern analysis. Proactive engagement strategies increase conversion rates and deepen relationships.
- **Advanced sentiment analysis:** Gain insight into customer sentiment in real time so you can adapt interactions, resolve issues quickly and maintain a positive brand reputation.
- **Ethical and transparent interactions:** Ensure all your AI engagements are ethical, transparent and compliant, using built-in guardrails to foster trust and promote responsible AI practices.

### Maximize AI potential with Cloud AI solutions

Unisys' integrated Cloud AI solutions work together to deliver comprehensive AI capabilities. Explore how these solutions can accelerate your AI journey:

- **Cloud AI Foundation:** Build secure, scalable infrastructure for AI implementation.
- **Cloud AI Enablement:** Integrate AI into workflows to drive operational efficiency.
- **Cloud AI Customer Experience:** Transform customer engagement with personalized interactions.



## Elevate with conversational AI

The Cloud AI Customer Experience solution enhances customer support through AI-powered intelligent chatbots and virtual assistants, driving customer loyalty and sales.

### Why Unisys?

Unisys combines proven innovation with industry expertise to deliver high-performance AI solutions worldwide. Our consistent delivery methods and flexible, vendor-agnostic framework help your AI initiatives adapt while accelerating time to market. We bring a decade of successful AI deployments that deliver measurable ROI through reduced costs and enhanced performance across industries and technologies.

To explore how the Cloud AI Customer Experience solution enhances customer interactions, visit us [online](#) or [contact us](#) today.



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