

Artificial Intelligence (AI) has become one of the most powerful, transformative technologies that enable the development of new business models, new product/service offerings, and business ecosystems in many industries. AI technologies help organizations to enhance performance and productivity by enabling effective automation which provides larger revenue increases, greater cost reduction, and higher customer loyalty.

### Why Etiya's AI Platform?

Etiya uses the building block of future technology, artificial intelligence technologies, and enables automation between service and operation processes. It allows companies to be able to offer personalized services and propositions through emotional, contextual predictions and recommendation mechanisms.

### Advanced capabilities with ML & NLP

Etiya AI Platform, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services.

### Multi-language Support

The platform currently supports Turkish, English, French, and Spanish languages. In addition to these, developments continue to support more languages in a short time.

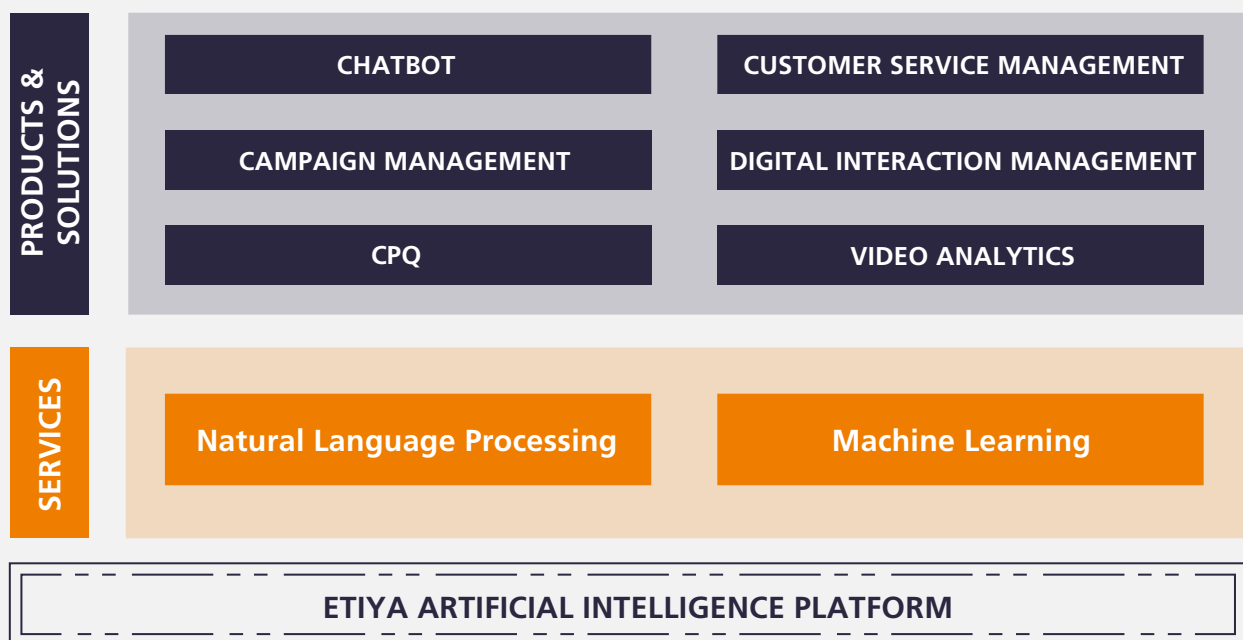
### Increasing Revenue & Reducing Costs

Etiya also offers innovative and experience-oriented approaches that will contribute to the digital transformation of the corporate processes of companies and create cost advantages with Artificial Intelligence-Cognitus supported products and solutions in its product portfolio.

At this point, Cognitus which is also located at the heart of Etiya product architecture, works in harmony with all Etiya's products, solutions, and services and enhances their features with AI capabilities.

These AI-supported Etiya products and solutions enable effective automation and operational productivity by making information understandable in different business areas.

## Etiya AI supported products and services:



**And the technical part?**

Etiya AI Platform, Cognitus, provides fast customization and scaling of the products, solutions, and services it offers, with its configuration capabilities. It immediately adapts itself to the internal and external processes of your organization and can be easily integrated with

different products in your portfolio. In addition, Cognitus helps organizations to adopt artificial intelligence with its self-learning skills, accessibility, easy configuration, and integration capabilities to different data sources.

Etiya helps you to define which method is more suitable for artificial intelligence implementation within your organization. Our expert team evaluates many variables such as corporate size, resource usage, cost, flexibility, regulations, organizational needs, etc., and offers alternatives to implement artificial intelligence in the cloud with AlaaS business model or at the center of your organization with on-premise business model.

AlaaS business model offers organizations the opportunity to reduce investment risk, have a transparent cost structure, and an agile way of doing business by offering all artificial intelligence services through cloud technologies.

On the other hand, the implementation of artificial intelligence at the center of the organizations with the on-premise business model provides benefits such as standardization, multi-tenant / multi-departmental usage, easy and central management, monitoring, scalability, creating identifiable and changeable artificial intelligence processes within the organization.

**Etiya AI Services**

**Natural Language Processing**

Natural Language Processing (NLP) allows for the presentation of personalized services and campaigns through customer data analysis. Cognitus can analyze and process words within texts with its advanced language knowledgeability and algorithms. Cognitus uses the processed and structured data according to the scenario needed to increase the productivity of business processes and provide automation. Cognitus NLP services support Turkish, English, French, Arabic, and Spanish languages.

Cognitus provides many NLP use cases to organizations. The most important use cases of NLP are related to customer service which affect the cost, service levels, and customer satisfaction. In addition, there are use cases supporting customer service representatives which make them more effective in their work.

NLP Services	Use Case	Sample Scenario
Language Detection	Product Recommendation	Real-time recommendation during customer support.
	Automated Response Generation	Automated Response Generation.
Text Classification	Voice of Customer	Detect most related topics of customers analyzing what customers are following.
	Automated Categorization	Automated categorization for Human Resources chatbot content.
Intent Classification	Market & Risk Analysis	Analyzing customer buying behavior.
	Automated Response Generation	Generate automated responses based on customer mail/call content
Named Entity Recognition	Voice of Customer	Detect most related topics from data shared by customer
Sentiment Analysis	Task Prioritization	Threat analysis for customer calls
	Voice of Customer	Analyzing customer sentiments from data shared by customer
Mock/Spam Detection	Mock/Spam	Detecting abuse content in shared data
Keyword Extraction	Voice of Customer	Detect most related topics from data shared by customer
Summarization		

## Machine Learning (ML)

Cognitus ML services present predictive recommendations using pre-learning methods to use deep learning systems and suitable algorithms that can help gather information regarding your customers' preferences, and behaviors.

By analyzing your customers' past behavior, evaluating which products they like, you can determine the product/service that your customer is most likely to purchase based on their preferences and then you can recommend it in real-time with Cognitus Recommendation Engine.

With advanced machine learning algorithms and expert field knowledge, it presents new ways to make the decision-making processes for your customers easier and strengthen their purchasing possibility, as well. ML services provide insight into topics such as product recommendations, next best action, predictions of cancellations, potential scoring, and possible fraud detection.

Predictive analytics is a strategic technology being applied by business leaders in various departments within organizations, including marketing, claims, customer service, and production. It is enabling real-time automated event detection, decision support, risk modeling, and customer profiling, which will assist business leaders in driving revenue enhancements, avoiding loss, and improving customer experiences.

ML Services	Use Case	Sample Scenario
Attribute Based / History Based Recommendation	Product Recommendation	Real-time recommendation during customer support
	Forecasting	Category based purchasing analysis and prediction Sales & Demand forecasting
	Next Best Action	Recommend best action for a customer
	Smart Agent Matching	Smart matching of customer call agents with customers
Anomaly Detection	Fraud Detection	Credit Card / Online Payment fraud detection
Dynamic Clustering	Market & Risk Analysis	Analyzing customer buying behavior.
Intent Classification	Market & Risk Analysis	Analyzing customer buying behavior.
	Automated Response Generation	Generate automated responses based on customer mail/call content

## AI Consultancy

Etiya Artificial Intelligence Consultancy helps organizations to use artificial intelligence technologies for the digital transformation of their workflows and processes. In this context, services are provided in the fields of the establishment and implementation of artificial intelligence strategies of the organization and the planning of artificial intelligence training.

Etiya Artificial Intelligence Consultancy scope is as follows.

### Defining Strategies & Implementation

#### Transformation with Artificial Intelligence

- Help define a vision
- Identify suitable AI technologies to the organization
- Identify suitable use cases
- Help plan and implement a roadmap
- Building capabilities of using and maintaining AI systems

#### Built an in-house AI Team

- Identify AI team structure
- Identify team size & skills required
- Guide on how to distribute the team to business units
- Interview, select, train, guide
- Implement AI projects with in-house AI team.

## Training

A wide range of training services is offered within the scope of consultancy to many users in different roles, from senior managers to leaders who will implement artificial intelligence projects and artificial intelligence technical personnel.

- AI introduction and Identifying AI strategy training
- Help select & execute pilot projects
- AI modelling, building AI services and development training.

## KEY BENEFITS

- Increased operational efficiency through accelerated processes
- Easy identification of potential problems and improvement points at customer / user contact points and operations
- Increased sales, usage rates and customer loyalty through customer experience enriched with personalized forecasts and recommendations
- Uninterrupted and seamless user experience through multi-channel integrated processes
- Competitive advantage with increased customer / user satisfaction
- Fast customization and scaling with ease of configuration
- Ability to work integrated to cloud-based or enterprise systems
- Easy adaptation to all internal and external user processes
- Applicability to many different data sources (e-mail, survey, corporate data, forum etc.)
- Turkish, English, French and Spanish natural language processing

