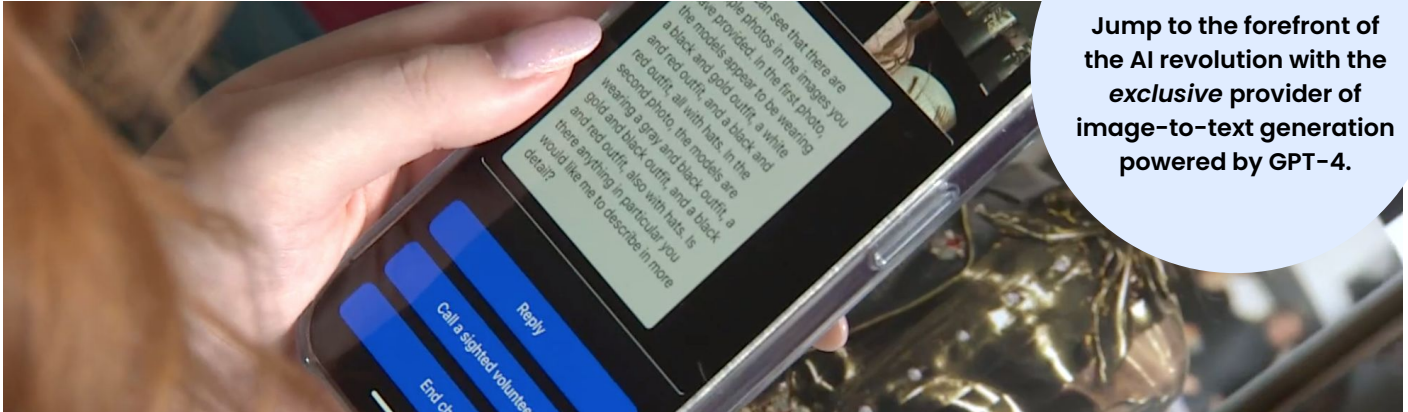




Be My AI™ for CX

Integrate a powerful image-to-text artificial intelligence platform in the hands of your customers and CX team members.



Jump to the forefront of the AI revolution with the *exclusive* provider of image-to-text generation powered by GPT-4.

Overview

Be My AI fields tens of thousands of questions from Be My Eyes users every day, accurately describing imagery and troubleshooting challenges in an image-to-text chat session. Now, customer experience teams can take advantage of this feature to improve call handling and customer satisfaction.

When Be My Eyes deploys Be My AI on a company's in-app profile, inquiries from customers who are blind or have low-vision are resolved *before* they reach your call center. When a human-in-the-loop is needed, agents can refer to the chat session for better call context.

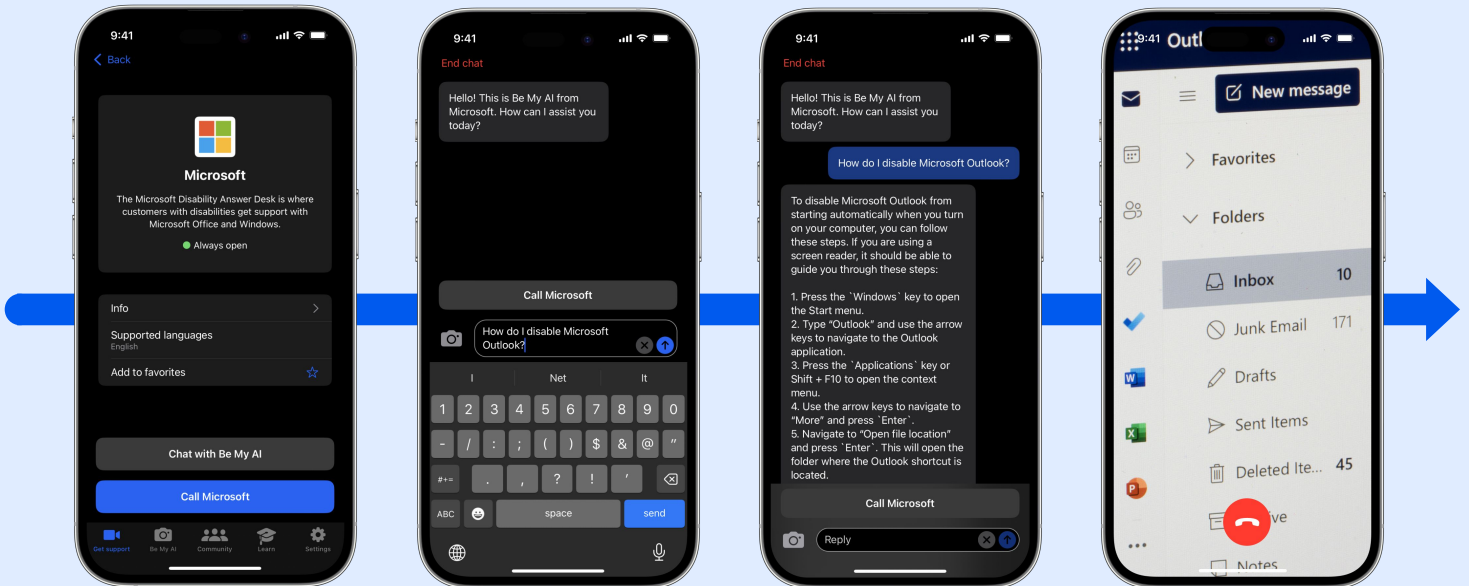
Think of Be My AI as a better, faster, and more accessible chatbot that saves customer service teams time and money.

How Your Contact Center Team Uses Be My AI

- Receive a user's chat session and photos before calls are escalated
- Understand why a user is calling, and review what steps they've already taken to resolve the issue via Be My AI
- Create faster resolution times with less human interaction
- Powered by OpenAI's GPT-4 technology, Be My AI returns highly accurate and detailed answers for even the most challenging customer questions

More context. Faster resolution.

Enabling Be My AI for Microsoft's Disability Answer Desk



1. When Be My AI is enabled in a company's Be My Eyes profile, they have the option to initiate a chat session with the AI, or call a company agent.

2. The user asks a question about the company's products or services

3. Be My AI returns a detailed answer, while offering to escalate the call to an agent

4. When the video call begins, the agent receives the chat transcript and images from Be My AI chat session—additional context for quicker call resolution.

3S Success Criteria™



Success: a 90% successful resolution rate by Be My AI™ for Microsoft customers who try it. Put another way: only 10% of consumers using AI interactions are choosing to escalate to a human call center agent.



Speed: Be My AI™ solves customer issues in one-third the time on average compared to Be My Eyes calls answered by a live Microsoft agent (4 minutes on average for Be My AI vs. 12 minutes on average for a live agent support).



Satisfaction: customer satisfaction ratings have improved with the implementation of Be My Eyes in Microsoft's Disability Answer Desk, with interactions averaging 4.85 out of five stars.



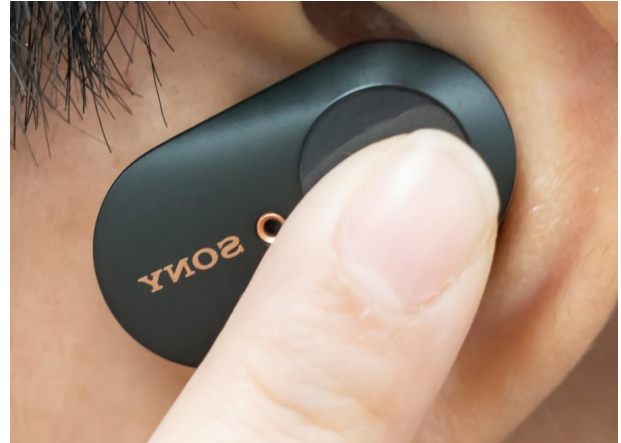
Test It Out On Your Products and Services

Join our list of partners currently testing out the efficacy of Be My AI as front-line customer support prior (or in tandem) to integrating with your existing contact center

Consumer Electronics

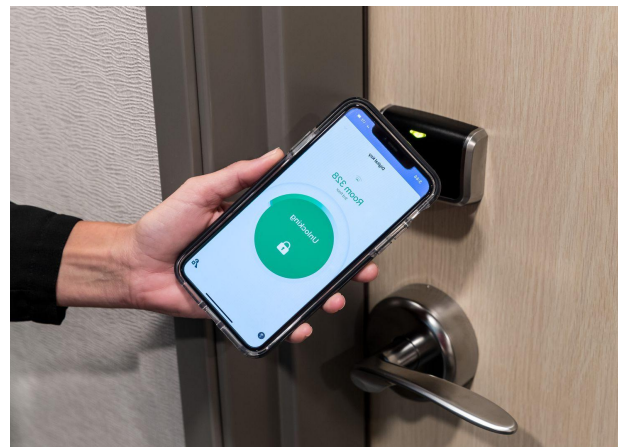
Sony joined forces with Be My Eyes in October 2022, to make consumer electronics more accessible for blind and low vision individuals through Specialized Help. The service has been available for over 7 months in Poland, Spain, Germany, France, UK, Italy and the Netherlands.

SONY



Travel and Hospitality

Hilton facilitates use-case testing in hospitality environments to understand how Be My AI can best assist blind/low-vision travelers and guests.

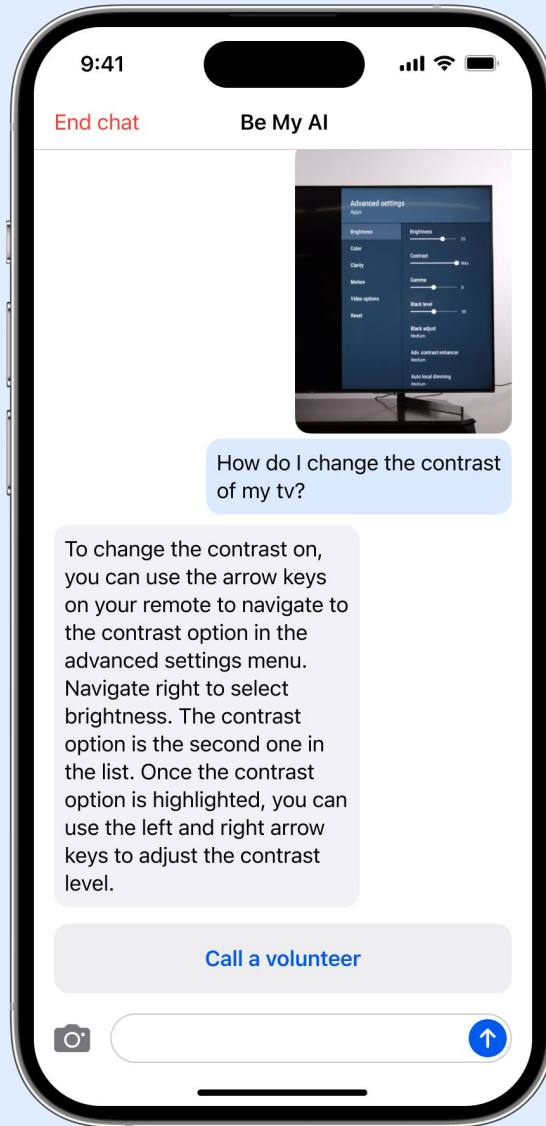


Cooking and Home Care

Be My Eyes has partnered with Colman's, a Unilever brand, to make cooking at home more accessible. Be My AI is assisting with inquiries related to recipes, and integrated with Zappar Accessible QR code technology to make the most of meals at home.

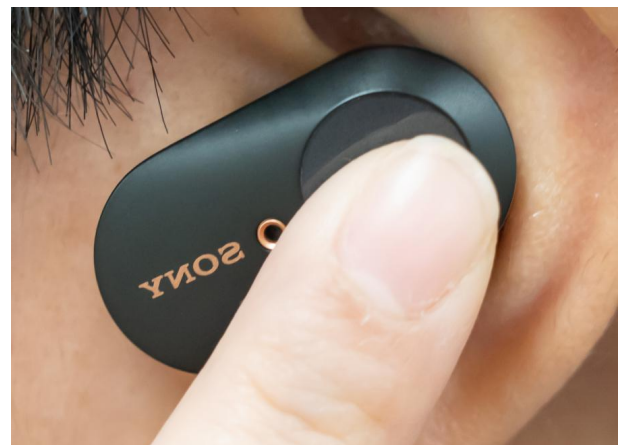


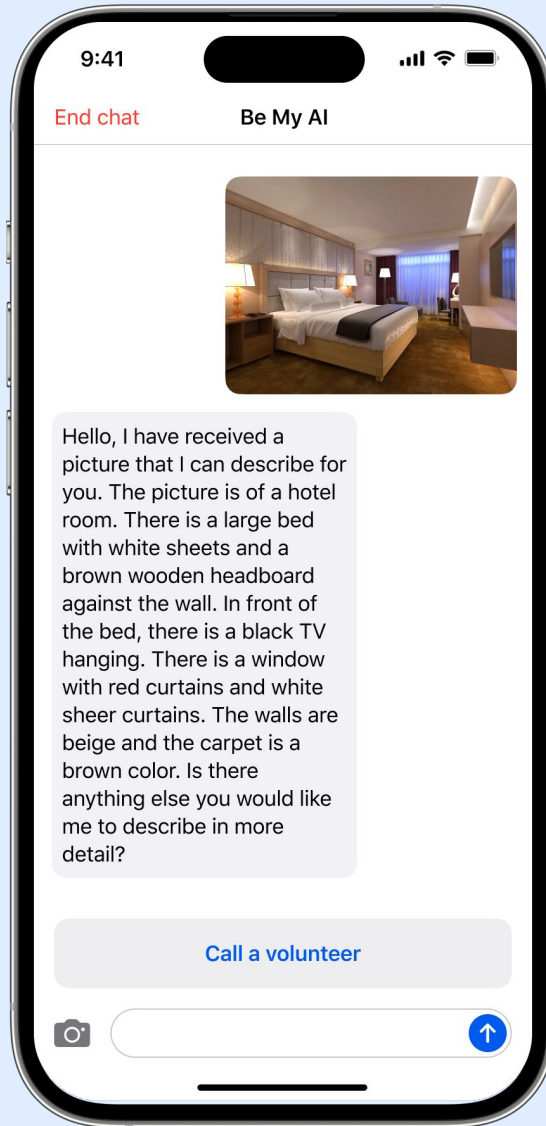
SONY



Consumer Electronics

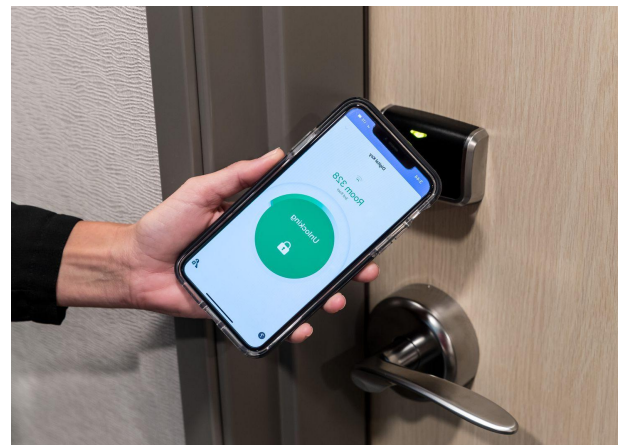
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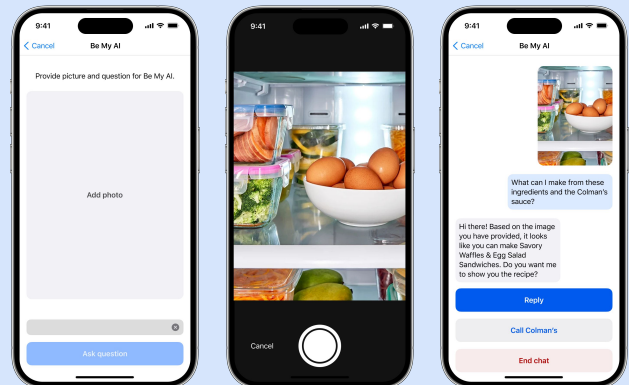
Customer wants to use the Colman's sauce previously purchased that week.



Customer activates Be My AI, take a picture of their refrigerator content... and asks what can be made with the Colman's sauce.



And with no friction, we get the consumer cooking creating delight and loyalty. Bon Appetit!



Be My AI responds with a variety of recipe ideas, allowing the customer to pick a specific one and give them the list of ingredients required as well as the instructions to make it.