CRESCENT
TECHNOLOGY

GENERATIVE AI WITH CRESCENT TECHNOLOGY

Organizations of all sizes and types are harnessing large language models **(LLMs) and foundation models (FMs)** to build generative AI applications that deliver new customer and employee experiences. With enterprise-grade security and privacy, access to **industry-leading FMs, and generative AI-powered applications,** We make it easy to build and scale generative AI customized for your data, your use cases, and your customers.

CHATBOTS AND VIRTUAL ASSISTANTS

Streamline customer self-service and reduce operational costs by automating customer service queries

Benefits

◆ **Power sophisticated natural conversations**

Add conversational interfaces driven by natural language processing and generative responses from LLMs that understand intent, maintain context, and pull answers from trusted knowledge sources.

◆ **Provide customers with intelligent self-service solutions**

Quickly resolve queries 24/7 through the customer's preferred channel such as phone, web, messaging, and email, which can reduce wait times and create engaging customer interactions.

◆ **Lower customer support costs**

Reduce operational costs and customer service burdens, freeing up teams to focus on complex issues that require human support.

CONVERSATIONAL ANALYTICS

Analyze unstructured customer feedback to identify key topics, detect sentiment, and surface emerging trends

Benefits

Generative AI reduces time to insights and automates quality management processes to improve CX.

◆ Accelerate discovery of valuable insights

Systematically extract relevant insights from customer voice and chat interactions. Spot trends in contact traffic, highlight product issues, and identify sentiment to continuously improve contact quality.

◆ Improve customer experience

Use insights such as high frequency queries to surface areas for bot automation. Deliver real-time supervisor alerts or identify agent coaching opportunity to boost agent performance.

◆ Improve quality management processes

Eliminate the manual process of listening to individual calls. Score 100% of calls with automated call transcription and generative AI-powered summaries and scorecards. Monitor call script adherence as well as ensure compliance to key regulations such as HIPAA and PC
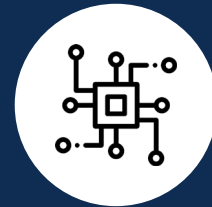
EMPLOYEE ASSISTANT

Easily find accurate information, get answers, and summarize and create content via a conversational interface

Capabilities

Unified search experience across systems and data

Create and share AI apps to accelerate automation

Perform actions in other applications

Change the way your organization manages workflows

Employee assistant Use cases

- Accelerate content creation
- Automate complex workflows
- Take actions across applications
- Extract key insights
- Integrate data from Amazon Q Business into your application

AMAZON Q DEVELOPER

The most capable generative AI-powered assistant for software development

Build faster

To accelerate building across the entire software development lifecycle, Amazon Q agents can autonomously perform a range of tasks–everything from implementing features, documenting, testing, reviewing, and refactoring code, to performing software upgrades.

Amazon Q Developer makes the whole development lifecycle easier

UP TO 80%	UP TO 40%	37%
Speeds up a variety of development tasks. Based on an internal study.	Developer productivity increase.	Acceptance rate. The highest reported* code acceptance rate among assistants that perform multiline code suggestions.

PERSONALIZATION

Harness the power of generative AI for deeper audience insights, dynamic content, and personalized interactions

Benefits

◆ **Cultivate meaningful connections**
Analyze customer data and interactions to understand preferences and intent, enabling contextualized recommendations and storytelling to foster deeper relationships and capture attention.

◆ **Build connected user experiences at scale**
String together a unified customer experience across multiple touchpoints, seamlessly adapting messaging and offers regardless of device or channel.

◆ **Deliver personalization designed with flexibility and privacy**
Access leading FMs from Amazon Bedrock that are pretrained on large data sets, or securely fine-tune them with your own proprietary data to create differentiated customer experiences.

PRODUCTIVITY AND CREATIVITY

Automate tasks, enable your workforce to generate more ideas, complete work faster, and focus on higher value tasks

Benefits

Boost productivity

With the power of an AWS generative AI assistant just a click away, producing content for text, images, reports, collaboration, and communication just got easier. You can complete routine tasks and generate content faster so your team can reinvest time gains into increasing further the quality of work.

Maximize quality

From enabling new hires to draft high-quality documents that deliver value from day one, to seasoned sellers leveraging writing assistants that increase the impact of customer presentations, generative AI on AWS helps everyone increase the quality of their work.

Augment creative thinking

Brainstorm far more ideas and deliver greater impact to increase customer engagement and revenue growth. From initial drafts and creative briefs, to customer presentations, generative AI gives teams a jumpstart to create more imaginative content that resonates with your customers.

Access relevant information

Work with a generative AI, always-on expert in your business to receive accurate answers that speak your corporate language. Marketers create campaigns faster by applying enterprise knowledge to new ideas. Sellers deliver customer communications that follow internal guidelines and standards.