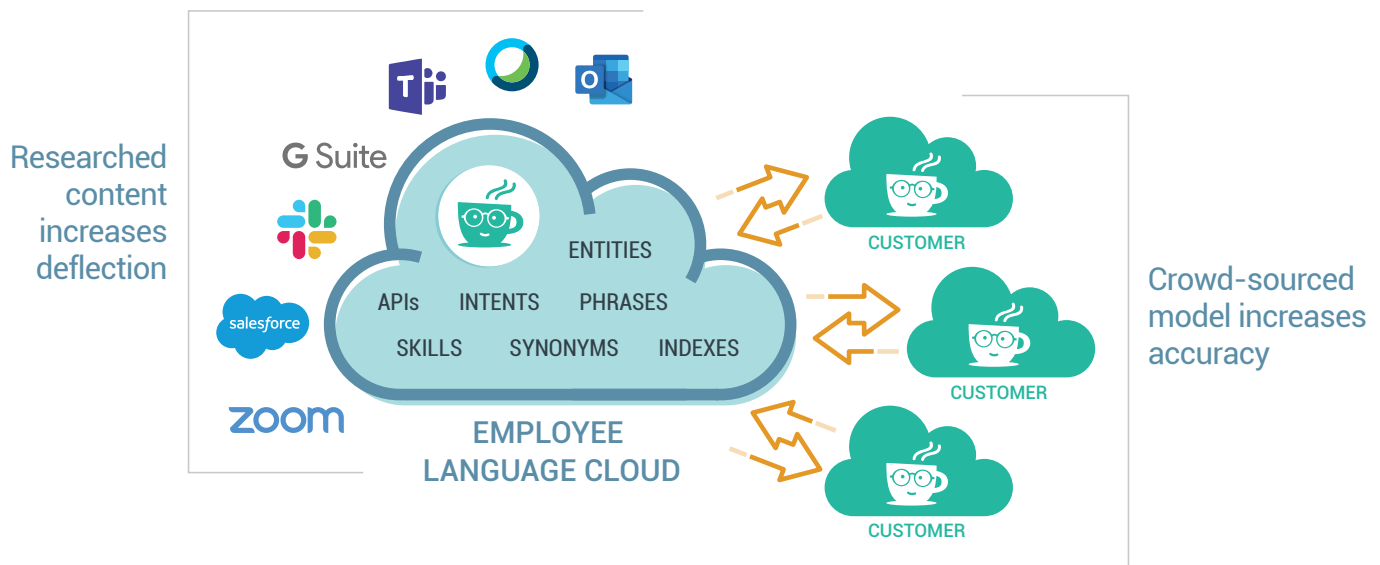


## Barista Employee Language Cloud

The Barista Employee Language Cloud bridges the gap between AI and the semantics of human language. That enables Espressive Barista (our AI-based virtual support agent) to understand the language of employees with a high degree of accuracy from day one. The Employee Language Cloud comes with billions of phrases, and the number of phrases grows daily through a crowd-sourced architecture. The Employee Language Cloud also includes researched content for common applications while providing customers with the ability to easily add and edit their own content, so time-to-value is extremely fast. Equally as important, Barista's natural language processing (NLP) engine is built on a unique architecture, maximizing the ability to understand what employees are saying without requiring them to carry a decoder ring.



### The Problem With Chatbots Built In-House

Many organizations consider building their own chatbot with tools like IBM Watson or ServiceNow. What they don't recognize is that it's not just about building the chatbot, which requires developers. The problem most face is in building out the language model, which requires hard to find and expensive resources like data scientists and computational linguists. These same expensive resources are not only needed to build, but also in the care and feeding over time, ensuring the solution can understand the countless variations of phrases employees will ask. One thing that is the same everywhere—there are always going to be new questions and phrases that employees will use.

As a result, it's not unusual to hear that, after 18 months of development, "home built" chatbots only understand phrases in a very specific manner. Some organizations have resorted to sending emails to their employees about the specific words to use when asking questions on new topics. These employees feel like they need to carry around a decoder ring to get help, which in turn leads to low adoption. Not a great outcome after 18 months of hard work.

## Fastest Time-To-Value With Billions Of Phrases On Day One

For a virtual support agent (VSA) to successfully automate employee self-help, employees have to adopt it. The VSA must have the ability to understand, from day one, what an employee is requesting in the employee's natural language—before employees even ask. If employees need password assistance, for example, they should receive the same answer from your VSA regardless if they type "password" or abbreviate it to "pwd." Without this, an employee will abandon the VSA after two or three tries and never return again.



The Employee Language Cloud delivers the fastest time-to-value with billions of phrases understood on day one and growing. Since Barista comes prepopulated knowing all these phrases out of the box, there is no need to hire expensive AI talent such as data scientists and professional linguists to build your own tool from scratch, enabling the fastest deployment on the market. Barista is also capable of understanding the specific language of your organization. Have your own acronyms or proprietary applications? No problem, you can easily extend Barista to interact like your employees do.

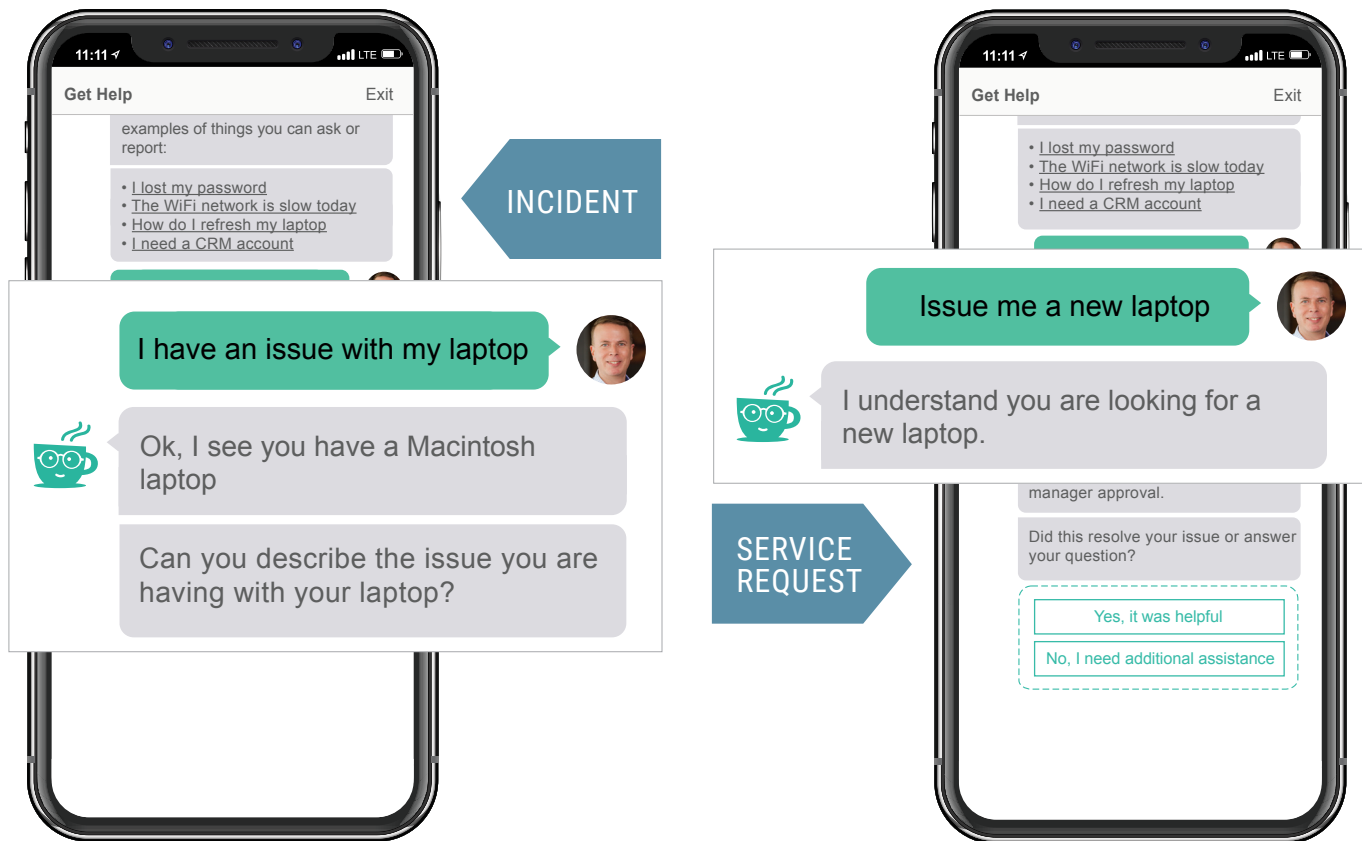
## Researched Content Means You Get The Benefit Without The Work

The Employee Language Cloud includes researched answers for industry topics (e.g., Office 365, G Suite, Slack, and Zoom) where answers are consistent wherever you work, giving you even more value out of the gate. And every week new researched content is added to the Employee Language Cloud, so Barista is able to deflect more and more tickets over time without your team doing the work. With researched content for commercially available software and hardware, your help desk team can spend their time prioritizing proprietary content specific to your organization.

## Deliver The Highest Accuracy With Advanced NLP

The Employee Language Cloud includes a natural language processing (NLP) engine that is built on a unique architecture enabling Barista to understand employee language with a high degree of accuracy. Competitors leverage traditional machine learning classifiers for their NLP, but that requires too much data, time, and manpower to accurately interpret the broad language of employees. Espressive designed our NLP technology based on an image recognition architecture, enabling Barista to understand the true meaning behind each phrase, ensuring the highest accuracy and ticket deflection rates on the market.

As an example, if an employee types, "I have an issue with my laptop," Barista correctly routes that as an IT incident. And if the employee reorganizes those words to type, "Issue me a new laptop," Barista knows that is an IT service request. This means employee issues are correctly categorized, and any potential tickets are opened in the correct way. This eliminates the need for agents to manually categorize and route tickets, so your employees are getting help faster and your team can focus their attention on more strategic projects.



Barista also includes technology to correctly predict the department for a given question. If an employee types, "I dropped my laptop in the elevator and it broke," that is an IT incident. Yet if they had typed, "The elevator broke when I dropped my laptop," Barista would correctly route that to the Facilities team. Less time bouncing employee issues across teams means quicker time to resolution.

## The Power Of A Crowd-Sourced Architecture

The accuracy of consumer virtual assistants (such as Amazon's Alexa and Google Home) has improved over time thanks to millions of user interactions each day, along with an army of data scientists and computational linguists behind the scenes who go through these interactions to improve the experience. Unfortunately, no single organization has the data and resources to replicate that, which is why most "home built chatbot" projects have had limited success.

The Employee Language Cloud, on the other hand, replicates this model for the enterprise world through our crowd-sourced architecture, which enables Barista to learn through every customer employee interaction—each of which experience tens of thousands of interactions a month—and contributes to the billions of phrases Barista now recognizes. Any time Barista gets an answer wrong or doesn't understand a question, the Espressive team of data scientists and computational linguists receives a fully anonymized, scrubbed version of the interaction to tune and improve Barista, benefitting all of our customers.

Note that all customers run in their own private and secure data repositories and they can choose to opt out of uploading fully anonymized content to the Employee Language Cloud. Regardless, they will still benefit from receiving updates from the Employee Language Cloud.

## Built For The Entire Enterprise

Unlike competitors who focus only on IT, Barista recognizes phrases across 14 major service teams (e.g., IT, HR, facilities, payroll).

Barista is multilingual and supports Czech, English, French, German, Italian, Japanese, Simplified Chinese, and Spanish, with more languages coming soon. Employees type in questions in their native language and Barista internally translates it to process the request. Barista then responds in the employee's native language. Global companies can therefore deploy Barista worldwide without any extra work.

## Personalize Content Without Risk

**Our FAQ Management Tool** allows customers to easily change or personalize any content in the Employee Language Cloud, including the user experience or the logic of the conversation. Any customizations done to content are forward compatible. Therefore, customers continue to benefit from enhancements in matching or accuracy, while delivering a fully personalized employee experience. Other vendors, on the other hand, require customers to create a copy of any AI content, which means they do not benefit from enhancements and must then maintain it on their own.



**ESPRESSIVE** is the pioneer in automating digital workplace assistance, redefining how employees get help by delivering exceptional employee experiences. Barista, our VSA, takes on the role of the service agent, bringing the best of human experience with the best of artificial intelligence. Barista automates resolution of employee questions with personalized experiences that result in employee adoption of 80 to 85% and reduced help desk call volume of 50 to 70% . Visit us at [Espressive.com](https://www.espressive.com) to learn more and [request a demo](#).