

## Executive Overview

Named a Leader in the 2025 Gartner® Magic Quadrant™ for Conversational AI, [boost.ai](https://boost.ai) empowers regulated industries to automate with confidence, control, and care — so you can trust every conversation.

[Boost.ai](https://boost.ai)'s Conversational AI platform powers both customer-facing and internal chatbots and voicebots, delivering fast, accurate responses for seamless interactions. With a unique blend of predefined intents and generative AI, we handle complex inquiries efficiently while ensuring compliance and data security—ideal for regulated industries. Trusted by top brands, [boost.ai](https://boost.ai) helps scale support, enhance customer and employee experiences, and deliver rapid ROI.

## Product & Service Offerings

- Conversational AI platform - powered by Generative AI
  - Digital (chat, SMS, social media)
  - Voice
- Human Chat
- Internal and External

## Sales Engineer Take On Best Fit

Boost.ai is a conversational AI platform with solutions developed to facilitate customer self-service and internal employee support (help desk, HR, onboarding/offboarding), as well as virtual assistants to live agents.

- John Paullin, Director of Sales Engineering, UC/CC/AI

## Key Features & Differentiators

### Unparalleled performance to resolve every query

- Highest NLU score of any AI
- Reduce escalations to near zero - 10x decrease in escalations for one (sector/APT) client
- Unrivaled FSI intent data and ability to simultaneously draw up all relevant customer data

### Secure platform designed to eliminate risk

- Security has always been an integral component of the [boost.ai](https://boost.ai) architecture and design
- Deployed in several highly regulated markets like finance, government, defense and airlines
- The [boost.ai](https://boost.ai) trust layer:
  - Data masking, pre-built guardrails, hallucination detection, complete audibility of all conversations (conversational AI and Generative AI)

- Fine-tuned LLM models for FSI
- Hybrid model: use conversational AI for sensitive topics to stay in control, and Generative AI for less sensitive topics where control is less important
- ISO certified for security and privacy - ISO 27001 & ISO 27701

### Rapid ROI

- Customers consistently get payback on their investment within the first year, often within a few months. For example, one client reduced operational cost by 20% and saw a 10x decrease in escalations.
- Scale to any size and complexity at minimal cost
- True no-code platform, designed for your customer service reps to work in the solution - no need for data scientist

### Delivery assured - we go live!

- Every single one of our customers can provide a reference
- 100% of projects have been successful

## Top Industries Served

- Financial Services
- Healthcare
- Government
- Insurance

## Ideal Customer Profile

### Primary target prospect: Financial services & insurance

- Industries: retail banks, corporate banking, insurance/pension, debt management, payment services, fintech, building societies (UK), credit unions (US)
- Key needs: CX - digitizing touchpoints, reduce/cap cost to serve, revenue uplift, FTE reassignment, self-served transactions, security & privacy compliance
- Primary use cases:
  - Customer interactions
  - Customer transactions
  - 2nd line support
  - Internal support (HR / IT)

### Primary target prospect: Public sector

- Industries: Tax agencies, municipalities / local government, healthcare, immigration, social services
- Key needs: CX - availability, cost-efficiency, digital inclusion, digitisation, FTE reassignment, security & privacy compliance
- Primary use cases:
  - Citizen interactions
  - Citizen transactions
  - Internal support (HR / IT)

**Primary target prospect: Telecommunications (or general contact center customer)**

- Industries: Data & telephony providers, travel & leisure, utilities, energy, hardware
- Key needs: CX - speed of service, revenue generation, reduce/cap operational cost, FTE efficiency, FTE reassignment, upselling
- Primary use cases:
  - Customer service
  - Self-service upselling
  - 2nd line support
  - Internal support (HR / IT)

## Qualifying & Technical Questions

- Are your customers experiencing long wait times, and do your support agents frequently handle repetitive queries?
- Do you find managing customer interactions during peak times overwhelming?
- Are there specific tasks you wish to automate (e.g. FAQs, booking, etc) to improve efficiency?
- What kind of investment is your company making in its larger digital presence?
- How do you ensure people convert when they visit your website?
- How are you experimenting and using data to optimize conversation rates?

## Elevator Pitch

AI is the future of customer service, and with it come new expectations and challenges. [Boost.ai](#) leads the way by offering a robust, no-code conversational AI platform designed to automate customer interactions across channels. We prioritize security, scalability, and ROI, ensuring organizations deliver seamless customer experiences while reducing cost. With proven deployments in highly regulated industries, we provide the confidence to scale AI safely and efficiently.

## Objections & Rebuttals

**No resources to execute the project.**

No problem, we have no/low code platform which does not require tech knowledge. We actually recommend members from your existing customer service team be taught. We have seen this to improve employee retention as they are learning a new skill and no longer have to answer repetitive questions.

**Your competitors are significantly cheaper.**

(If possible find out who the competitors are and use the battle cards) But the chances are the competition isn't cheaper. And if they are, chances are they will take forever to implement and won't have the same accuracy ratings, so the ROI will take longer and might be non-existent with competitors. If not: key strengths- No limit on intents, the ability to scale quickly, platform training programme with qualification and Hybrid LLM.

**We already have a great conversational AI and not looking to move.**

It is great you are finding conversational AI useful. May I ask: What are your resolution rates How long did it take you to get there What is the next step and how will you get there? Once we have this we can create a demo to demonstrate how [Boost.ai](#) is superior.