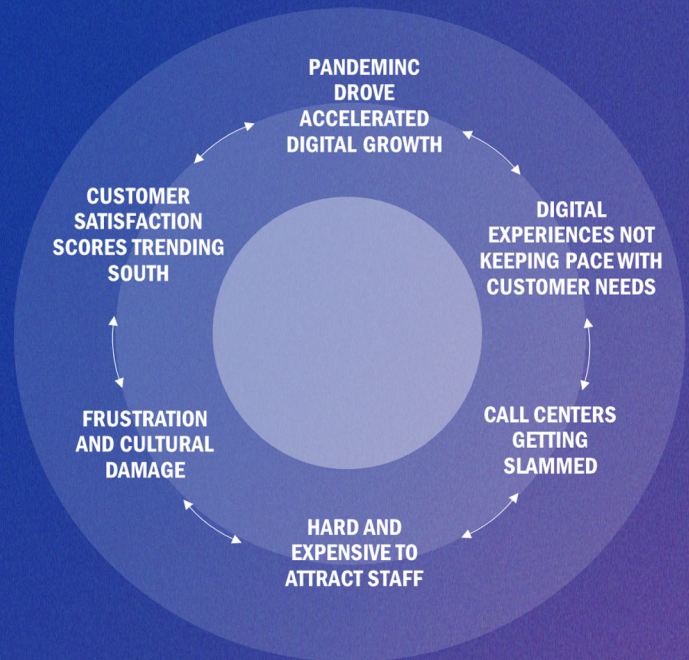


### PRODUCTIVITY CHALLENGE

- Every business is challenged with doing more for less.
- But as digital commerce accelerates, many businesses are struggling to get systems talking to each other effectively.
- Employees are getting frustrated with inefficient processes and manual rework.
- Call Center staff are getting bombed with more calls than ever – at a time where finding and training good people is also harder than it has ever been.
- Digital customer experience still stuck in commerce engines and chatbots. The promise of personalization has been difficult and it isn't yielding the conversion jumps expected.
- These are common problems and there has been a lot of carefully planned investments in systems to help improve performance. And they have helped. Just not as much as expected.



### TRADITIONAL PROCESS AUTOMATION LIMITATIONS

- A lot of work has gone into process mapping tools to organize workflows.
- Process automation tools attempt to structure work and standardize outcomes.
- But we've been trying to solve dynamic processes with static systems and technology.
- Context and active use of data is often missing.
- The only way to solve a challenge that's changing moment-to-moment is to have processes that can adapt based on real-time information.

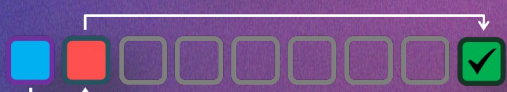
### GEN AI IS CHANGING THE GAME

- Traditionally we have built software (including chat and automation tools) using an IMPERATIVE approach.
- At the end of a series of steps the user gets the outcome they were looking for.
- Sequential journeys are driven by 'if – then – else' routines that commonly trap customers in frustration loops.
- Generative AI works on a DECLARATIVE approach.
- I tell the user interface what I want. Then the AI does all the work and we just get the outcome we were looking for.
- Data orchestration and dynamic flows speed up processes and make things easy and intuitive for users.

SOFTWARE THEN:  
POINT AND CLICK WORKFLOWS



NOW WITH GENERATIVE AI:  
DESCRIBE AND DONE





**BOOST SALES CONVERSION.** MYWAVE guides customers through product selection and buying flows – making use of all data known, and collecting the unknown, to make the journey easy and seamless to increase conversion rates by as much as 9X.

**CUSTOMER SERVICE & NPS GROWTH.** The best customer service call is the one that never needed to be made. MYWAVE automates self-service journeys with easy-to-follow natural language-based interactions to divert up to 50% of calls.

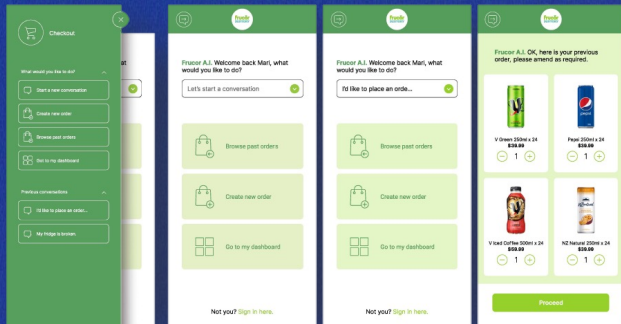
**GROW PRODUCTIVITY.** MYWAVE is used by internal audiences to glue together disparate functions and silos into seamless journeys. A client reduced new customer onboarding time by a factor of five and saved thousands of hours in productivity.

**MAKE JOURNEYS FUN.** MYWAVE design innovation to make getting things done enjoyable. A Gen AI & AR-powered journey delivered over 50% of all customer acquisitions for a telco partner.

# MYWAVE SOLVES PROBLEMS



## MYWAVE.ai JOURNEY GENERATOR



Translate processes into Generative AI prototype experiences in hours not days.

Rapid test and refine environments established.

No Code Journey Generator allows anyone with Business Analyst level technical skills to change and update journey flows.

Journeys managed by key business-defined conditions being met – no if, then, else routines and traps.

Simple API connections to any data source power intelligent journey orchestration and customer best-path experiences.

Natural language recognition and Generative AI means journeys are contextual, empathetic, and intuitive.



### MYWAVE.ai MATCHMAKER

Navigating large product catalogues and ranges can be demanding and time consuming – often leading to abandoned journeys.

In retail and services, guide customers to find the best-fit product to meet their needs intuitively and easily.

In B2B never miss a sale by making ordering and re-ordering simple and seamless – directly or via distributor networks.



### MYWAVE.ai COMMERCE+

Make the most of your investment in SAP Commerce and other online tools.

MYWAVE creates intelligent and personalized guided sales journeys that sit on top of existing digital channels to superpower conversion rates and customer experience.

Seamlessly integrate into most back-end systems with MYWAVE's pre-configured connectivity.



### MYWAVE.ai SERVICE RX

Avoid call center pressure and customer frustration when customers need extra help.

Service RX uses defined business rules and Generative AI to automate and guide customer self-managed service requests.

Customers are assisted through the process in digital channels with exceptional conditions only needing manual handling.



### MYWAVE.ai LOYALTY ECO-S

The Loyalty Eco-System creates an advantaged lifestyle and shopping environment built around the customer. MYWAVE orchestrates the customer experience and journey to create a complete loyalty and customer lifestyle experience.