

A large, abstract graphic composed of many small, glowing blue and white particles that form a complex, organic shape, resembling a stylized animal or a cluster of data points, set against a dark blue background.

Deliver Superior Customer Support Experiences with a Cognitive Chatbot

Progress® NativeChat is an artificial intelligence-driven platform for creating and deploying conversational chatbots based on Cognitive Flow technology. This customer self-service platform relieves call center operators of mundane activities, repetitive calls and basic transactions. The result is that operators have more time to focus interactions requiring human intervention, so they can delight and retain customers.

What's unique about Progress NativeChat is that it can be trained like a person with a set of goals, examples and data from existing backend systems. This is a much more effective and efficient solution compared to traditional chatbot solutions that require developers to create and maintain complex, time consuming and error-prone decision trees for each bot conversation. This decision-tree approach forces chatbots to behave like answering machines, requiring users to follow an unnatural, pre-defined path rather than creating an environment that resembles a human conversation.

By leveraging patent-pending Cognitive Flow technology to automatically learn and adapt over time to generate a natural conversation experience, Progress NativeChat gives customers the ability to converse with chatbots in the same way they would with a human, on the channel of their choice. In addition, it eliminates the need for ongoing and costly developer support to keep chatbots updated with latest processes and FAQ requirements.



“Enabling our patients to book appointments using a chatbot on social media is an excellent addition to our strategy for the healthcare experience!”

NativeChat customer Ivan Todorov, Marketing Director, Dr. Shterev Hospital

Business Benefits of Progress NativeChat

Reduce the cost and overload of your contact centers

Avoid the need to hire additional support staff by boosting your average call center agent performance by 33% while simultaneously addressing additional customer support demand volume.

Increase revenues with new customer communication channels

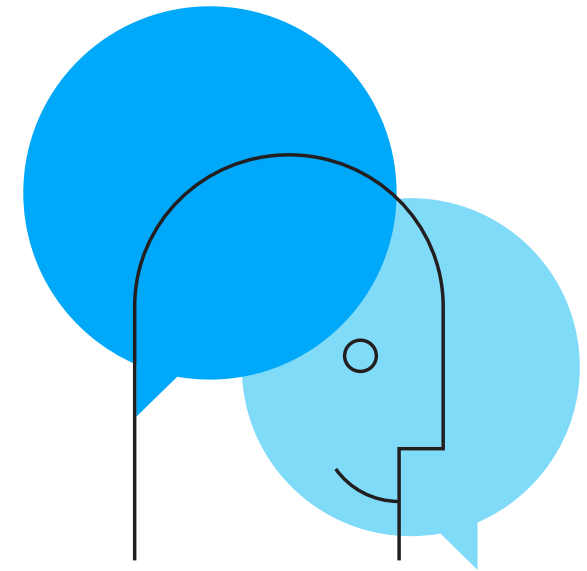
Significantly grow the number of customer self-service transactions completed via 24/7 support of social media, mobile and web channels.

Deliver superior customer experiences

Free up support representatives from mundane tasks so they can focus and spend time on customer issues that require human interaction resulting in improved NPS, CSAT, effectiveness scores and churn rates.

Establish digital leadership to increase your competitive edge and relevancy

Research has shown that customer service groups who adopt cutting edge technology are praised by their customers and earn media attention to help their marketing efforts.



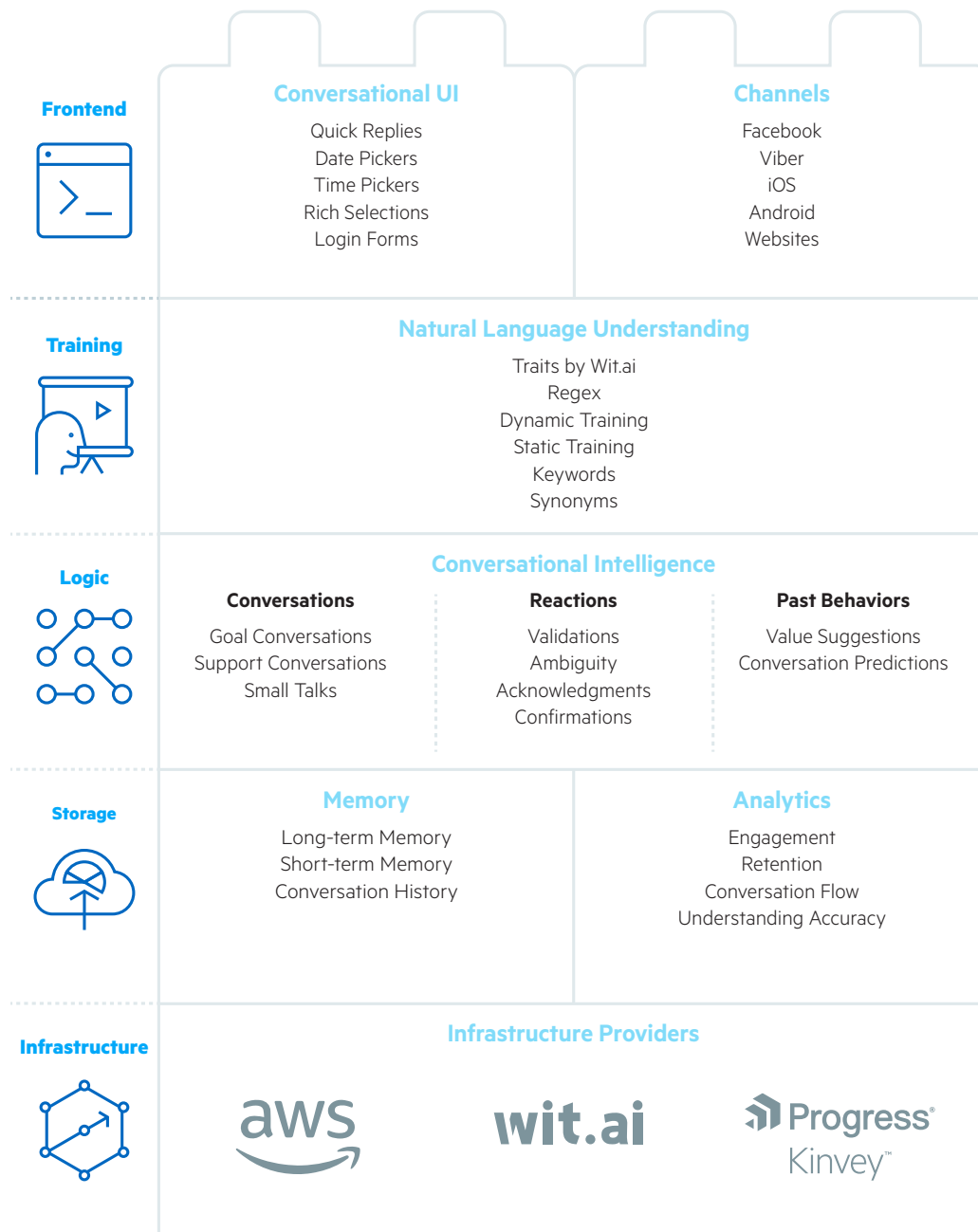
**Get Your Proof of Concept
Chatbot in Just Two Weeks**

[Schedule NativeChat Demo](#)

Why Progress NativeChat for Customer Self-Service

CX SELF-SERVICE REQUIREMENT	TRADITIONAL CHATBOT SOLUTIONS	PROGRESS NATIVECHAT
Supports both transactional and FAQ-style interactions.	Built on decision-trees which are costly, time consuming and force chatbots to behave like answering-machines.	Can quickly replicate existing web or mobile forms. Can be trained from existing FAQ pages and materials.
Understands natural conversations in a wide range of languages for global deployment.	Limited support for multiple languages which restricts where they can be deployed.	Understands natural conversations in 72 languages. Optional built-in NLP engine powered and supported by Facebook.
Simple and fast to deploy.	Difficult, time consuming and error-prone to train on top of existing business systems.	Up and running in 2-weeks – as simple to train as a service agent. 10-15 times faster time to market than using bot frameworks that require hardcoding steps and responses.
Seamless backend integration.	Limited and complex integration with enterprise systems.	Easy integration with enterprise backend systems. Leverages optional Progress® Kinvey™ backend services if new business logic and middleware is required.
Easy to support and maintain.	Requires on-going, costly developer support to keep chatbot updated with latest processes and FAQ requirements.	Adapts and learns without ongoing developer support. Ability to review and learn from chat history without a developer.

Building Blocks



Progress NativeChat Architecture

NativeChat makes it easy to create chatbots on top of existing systems. It interacts with users in a natural way using conversational and rich UI without requiring developers to define decision trees and spend time training chatbots. There are 6 built-in components of NativeChat that are part of every chatbot.

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, the flexibility of a cloud-native app dev platform to deliver modern apps, leading data connectivity technology, web content management, business rules, secure file transfer, network monitoring, plus award-winning machine learning that enables cognitive capabilities to be a part of any application. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

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