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BROCHURE

ARTIFICIAL INTELLIGENCE **FOR EVERYONE**

#CONVERSATIONAL AI
#PREDICTIVE ANALYSIS

WHY BRINGING AI IN YOUR COMPANY?

Companies are using artificial intelligence to improve process efficiency, save time and reduce costs.

Artificial intelligence tools are becoming increasingly significant for businesses of all sizes.

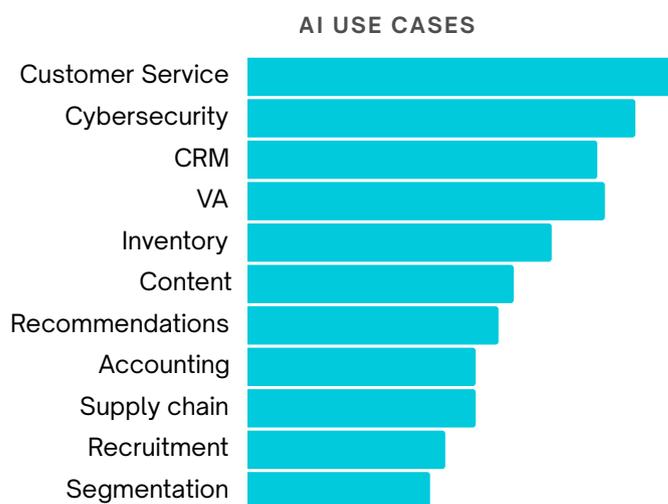
61% of large Italian companies declare at least one AI project being implemented (AI Observatory Research Data 2023).

Businesses are adopting AI for a variety of applications such as customer service, customer relationship management (CRM), and cybersecurity. The focus is on improving the customer experience through personalized services, instant messaging and tailored advertising. Additionally, AI is improving internal business processes such as data aggregation, process automation, and SEO activities.

However, adopting AI in the enterprise is not without its challenges. Key barriers include a lack of internal technical expertise, which makes developing and managing AI solutions complex. Many companies, especially small and medium-sized ones, struggle to find talent with the necessary skills or to invest in adequate training. To overcome them, it is essential to **make AI more accessible with easy-to-implement solutions and tools** that do not require advanced skills.



AI OBSERVATORY RESEARCH DATA



*Forbes Advisor Survey



OUR TECHNOLOGY

Athics is the cognitive science company specializing in Conversational AI and Psychometric Analysis, which operates on the market with the aim of "making innovation accessible to everyone to enhance the ability to achieve any goal".

crafter.ai

Crafter.ai is a conversational AI platform that combines rules, machine learning and generative AI to allow users to create chatbots and virtual assistants quickly and easily.

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portrait

PortrAlt is a predictive artificial intelligence software that allows you to personalize communication and identify the Next Best Actions, through the detection of the user's main psychometric traits.

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USE CASES



SALES

Pre-sales and post-sales support
Automatic lead generation.
Up-selling, cross-selling, follow up messages personalized on user profile.

1



CUSTOMER CARE

Assistance & FAQ automation.
Collection and compilation of customer records.
Live chat handover.
Personalized messages based on user profile.

2



MARKETING

Conversational marketing, multi-channel customer engagement (Whatsapp, web, social media). CRM integration. Personalized communication on user profile.

3



E-COMMERCE

Conversational Commerce.
Purchase assistance.
Tracking of orders and shipping.
Personalized messages on the user profile.

4



HR

Automatic HR onboarding, Q&A automation, CV pre-screening, registry update.
Map of internal soft skills with profiling.

5



ITSM

Helpdesk automation.
Ticket prioritization.
Troubleshooting.
Automated responses to frequent requests.

6

Manage your Company's conversations with AI.

CUSTOMERS' REVIEWS



A strong push
towards digitalization
and innovation.

Roberto Renai @AdF



Precise answers
while enhancing
the CX.

Albero Maggi @MW.FEP



The solution integrates
perfectly in
our systems.

Alessandro Bertoli @Sorgenia



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About Us



At Athics, we constantly work on improving our solutions, always pushing the boundaries of innovation.

Our commitment to a continuous evolution allows us to offer solutions capable of responding to market needs, ensuring businesses and organizations have the right tools to face the challenges of tomorrow.

Our vision

Our vision is a future where everyone can benefit from technological advances, regardless of their skill level or industry.

At Athics, we are committed to making change a tangible reality, to enable every organization to evolve through innovation.



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Share your needs
and find out how to bring AI
into your Company.

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