



Product Bundle Demo Video

Automation and AI EPK



Creative Brief

Target Audience	CIOs, Contact Center Managers, IT Professionals
Main Objective	Show how AI is transforming the contact center using LiveVox product examples
Stage of Purchase	Consideration - most of these people are aware of AI's increasing use in contact centers but don't understand the applicability / ease of implementation
Mandatories	Show LiveVox products accurately, be aspirational but not over-promise

Concepts

Enhanced Experiences	We visually depict AI enhancements using a mix of HUD-like depictions of our product and how it can elevate the Agent and Customer Experience. Visuals of the interface will start out as futuristic-looking and then morph into actual product as the video talks more about LiveVox capabilities.
Spacial Animation	We follow the LiveVox line-dot in space as it zips around and draws detailed AI-blueprints and diagrams of our product interfaces that then come to life as they actually exist.
Improving Connections	We grab emotionally-charged images of people in all parts of the world as they use technology to communicate and we bring them to life with overlay graphics that show how contact centers can learn more about them and better serve them using AI.



:120s Script

With so much at stake in the contact center, sometimes it seems like good service and smart business are at odds.

But you can't afford to make tradeoffs when customer expectations are this high.

LiveVox knows that the foundation of CX automation is built on seamless and swift access to data and being strategic about how you use artificial and human intelligence together for maximum performance.

Where other platforms tout pie-in-the-sky possibilities with AI, LiveVox is focused on removing friction and delivering measurable value to your top and bottom lines.

Our AI-infused platform lets you give customers automated, self-directed experiences.

Answering questions before they arise.

Providing agents access to universal customer profiles and threaded channel data.

Whether you're using a virtual or human agent, you need to address customer problems head-on. Contact Manager is LiveVox's service accelerator-all the right context without the need for complex integrations or workflows.

Conversational IVR

Powered by Contact Manager, LiveVox's Advanced IVR gives you the ability to cut through the traditional menu-maze. Resolving problems quicker and more accurately by accessing critical data for fast customer recognition.

Chatbots

Bring your own bot or use our growing network of AI providers-we leave that up to you. Our standard integrations allow you to automate voice and digital self-service faster and with less effort, giving you the ideal bot for your unique needs. Not a one-size-fits-all solution.

Virtual/Assisted Agents

With virtual agents, you can automate inbound flows and help customers with a human touch using world-class natural language processing. And AI can enhance human agent performance by surfacing the right information at the right time.

SpeechIQ/ Dashboards

LiveVox's SpeechIQ® helps you navigate data in your contact center to dig deeper into the issues confronting your business-so you can enhance, iterate, and improve from the inside out. Analyze thousands of interactions spanning voice and digital.

Flag calls that educate your agents and improve quality and compliance posture.

Position virtual agents.

Make existing agents more productive.

Improve processes.

Utilize native capabilities and access our pre-integrated premiere vendors.

Or plug in your own AI provider.

You provide your customer with channels of choice. We provide you with the experience of choice.

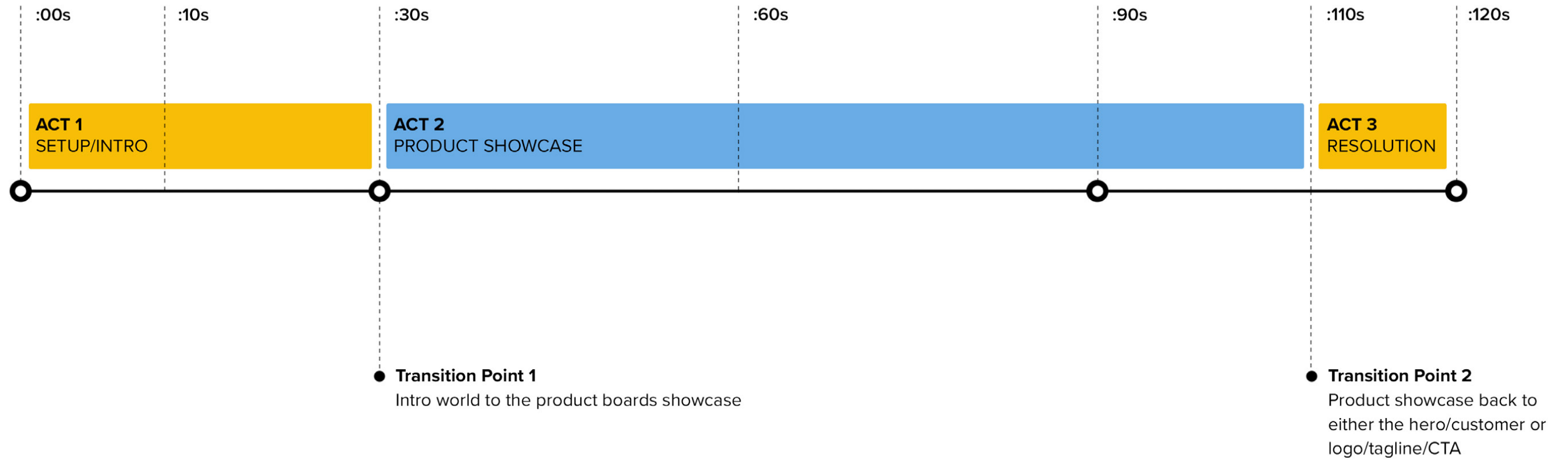
Take the first step toward the intelligent contact center with LiveVox.

Speak with an expert today.



:120s

General Structure

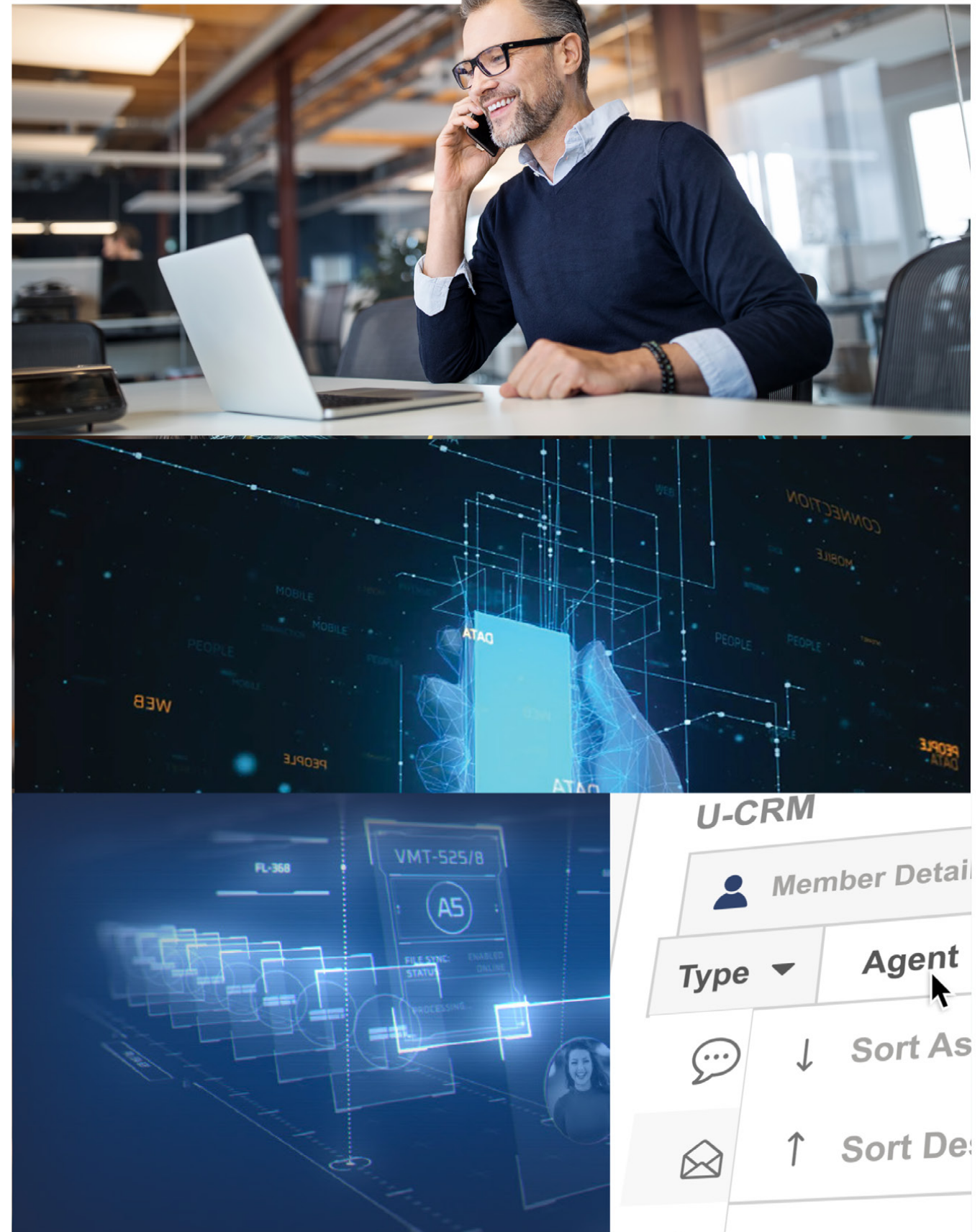


AI Visual Treatment

We will start the video in a real-world setting and then use animation over the real-world video to show a representation of customers interacting with the LiveVox AI-powered software.

We will follow the interaction into a virtual environment that will show how the system works behind the scenes — and then transition to the actual interface.

The video will flow in and out of real-world / virtual environments and visually illustrate the interactions between the customer, agent and AI within the context of the LiveVox interface as the voiceover discusses the benefits of AI and how LiveVox can help.



Stock vs Shoot Comparison

Production Process

Stock Pros

- Diversity of talents
- Diversity of locations/backgrounds
- Unlimited changes
- Pay in the end, after testing
- Less expensive

Stock Cons

- Limited to availability
- Limited authenticity
- Lack of control over details like wardrobe

Shoot Pros

- Full control over directing/acting
- Control over camera angles and light sources
- Styling; set design, wardrobe, hair, makeup

Shoot Cons

- Low budget limitations
 - Actors/Talents
 - Studios
 - Crew
 - Equipment
- COVID-19 limitations
 - Production Insurance
 - Longer production duration
- Very limited changes after the shoot



Production Stages and Services

80hrs to 100hrs PRE-PRODUCTION

- Research & development
- 3D Elements design & modeling
- Character design for AI bot
- Sourcing stock footage options
- ☰ Touchpoint A Client feedback/approval
- Address changes/approval
- Receiving illustrator boards/comps
- Receiving conversation lines & keywords

80hrs PRODUCTION

- Environment / set design
- 3D Motion design for elements
- Motion trajectory for particles/lines
- Virtual lighting
- Physically-based rendering
- Keyframes presentation
- ☰ Touchpoint B Client feedback/approval
- Address changes/approval

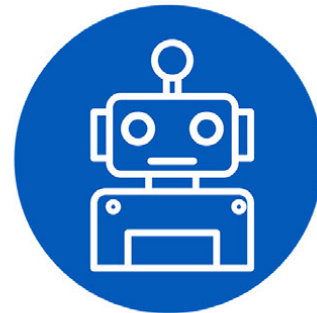
60hrs + Render Points POST PRODUCTION

- layout animation
- Farm rendering
- Supers animation
- Video editing
- Transition effects
- Visual effects, Color & Composite
- ☰ Touchpoint C Client feedback/approval
- Address changes/approval
- Final output package delivery



R&D Production Process

- Research & development
- 3D Elements design & modeling
- Character design for AI bot
- Internal dynamics and rigging





Music: Modern, inviting, upbeat
Action: A busy city. People walking fast and communicating.

Friendly Female Voiceover: With so much at stake in the contact center, sometimes it seems like good service and smart business are at odds. But you can't afford to make trade-offs when customer expectations are so high.



Action: The city transitions into a 3D data field.

VO: Where other customer service platforms tout pie-in-the-sky possibilities with AI, LiveVox delivers meaningful results today.



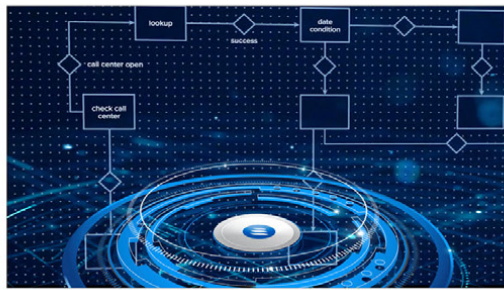
Action: The data converges into the LiveVox Circle.

VO: Our practical AI platform organizes information across systems to keep customers at the center of every interaction...



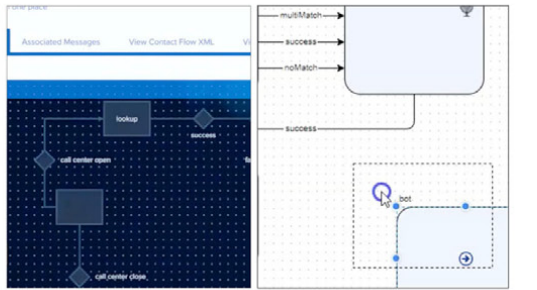
Action: Transition back to data / LiveVox AI world.

VO: We provide a unified data layer for all the right contexts...



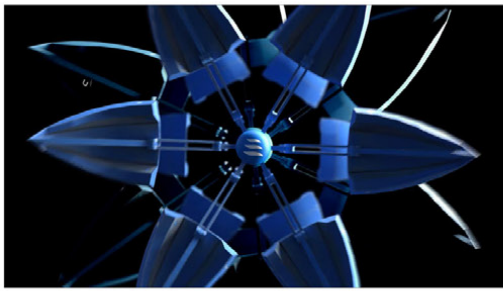
Action: The IVR builds out of the data above the LiveVox AI circle.

VO: ...and supply you with visual workflows to create personalization at scale without ever having to code.



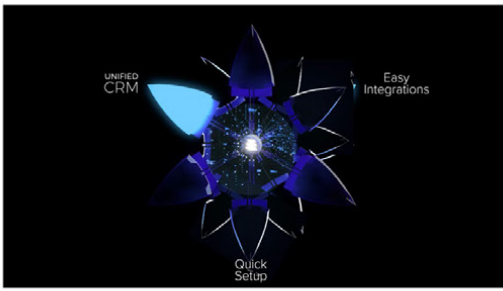
Action: Full transition to IVR interface build.

VO: Our pre-configured modules and out-of-the-box integrations get you up and going quickly.



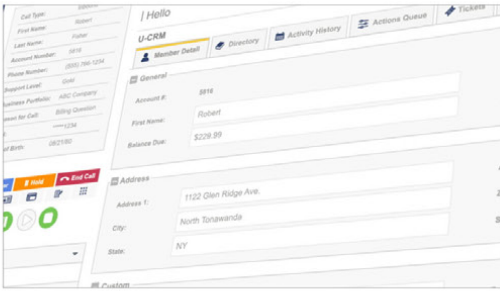
Action: LiveVox Circle opens up revealing a vast field of user data in a 3D space.

VO: ...and generates insights that help drive a frictionless experience.



Action: The CRM, Easy Integrations and Quick Setup are labeled and light up revealing each as part of the LiveVox AI.

VO: The unified data inside our native CRM, creates one actionable customer view...



Action: The data organizes itself into the CRM interface screen and quickly flashes to key screens highlighting profiles and conversations.

VO: ...and gives agents access to universal profiles for a complete picture of all conversations.



Action: Transition back to LiveVox circle, as a Bot begins to form.

VO: Bring your own bot, use ours, or tap our growing network of AI providers—we leave that up to you.



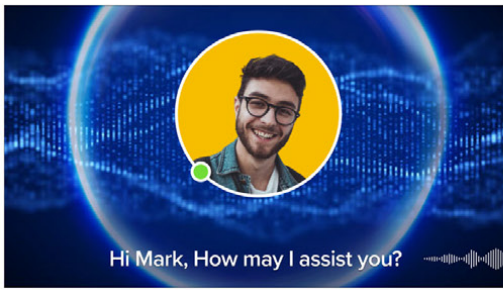
Action: Bot forms and shows voice interactions with wave signal animation.

VO: Our standard integrations allow you to automate voice and digital self-service faster with less effort, giving you the ideal experience for your unique needs.



Action: Multiple segmented faces populate over the Bot as customer data from voice interactions make it more effective and personable.

VO: Our virtual assistants pull from CRM data enabling intuitive, personal interactions that improve over time, creating self-service opportunities and greater efficiency.



Action: The AI completes the customer's profile. The customer on the phone appears with super graphics of the conversation below.

VO: You can build or guide agents to have the most meaningful conversations no matter the channel with the right information...



Action: Words from the conversation transition into a word cloud in the 3D environment.

VO: ...presented in real-time ensuring compliance standards are met and brand consistency is preserved.



Action: Word cloud transitions into actual interface.

VO: Mine conversations and flag concerns with LiveVox's SpeechIQ®.



Action: Pull back out of the interface - past call center - out of building to the exterior building to the full city skyline.

VO: Position virtual agents. Make existing agents more productive. Improve processes.



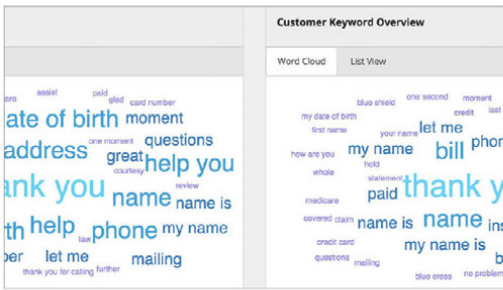
Action: Continue to pull out as the building lights up...

VO: ...Utilize native capabilities and access our pre-integrated premiere vendors. Or plug in your own AI provider.



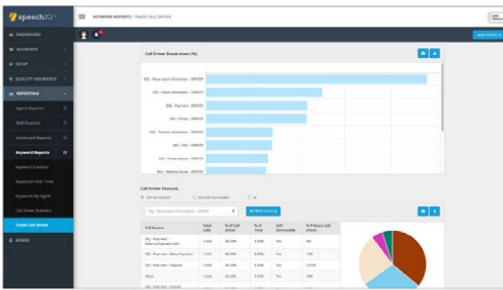
Action: ...and transforms into a tech environment - like an AI-powered motherboard.

VO: You provide your customer with channels of choice. We provide you with the experience of choice.



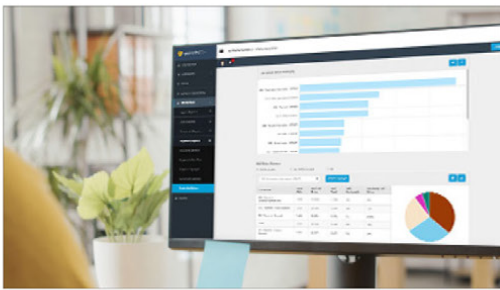
Action: A mouse clicks on one of the words and we zoom back into the 3D environment with the list above stylized to match the environment.

VO: Our powerful speech analytics parse conversational data to dig deeper into the issues confronting your business...



Action: Transition back to the interface and show the cool graphs.

VO: ...so you can enhance, iterate, and improve from the inside out while interpreting thousands of interactions spanning voice and digital.

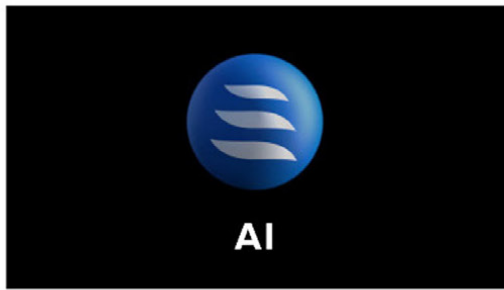


Action: Pull out of agent's computer with the LiveVox interface on it.



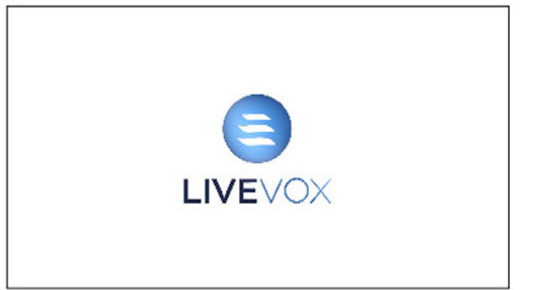
Action: The data flows upward from the city into the LiveVox Circle that forms out of the data points.

VO: Take the first step toward the intelligent contact center with LiveVox.



Action: Settle on the logo sphere.

VO: Speak with an expert today.



Action: Logo Sting.

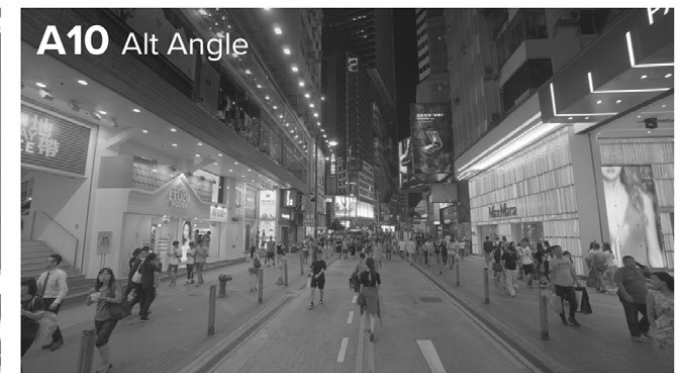
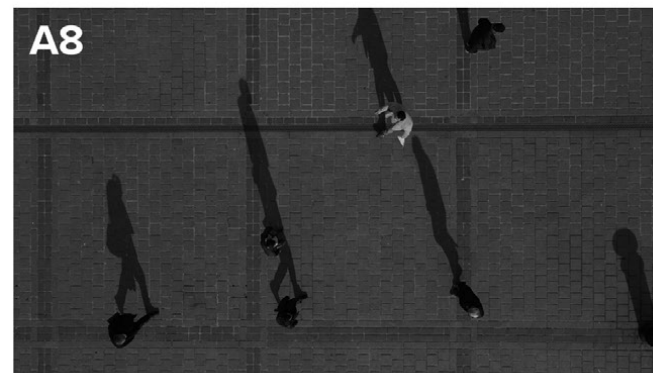
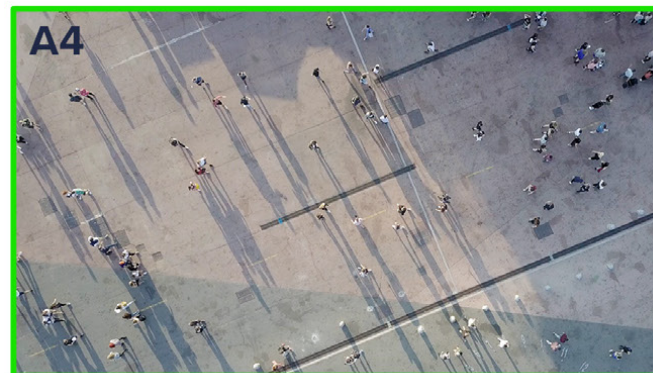


Scene 1.0

Introduction to the Problem

In this scene we are introducing the problem and quickly turning the corner to illustrate that LiveVox is the solution to AI in the contact center space. This scene involves motion tracking animation over real-life stock photography.

Stock Footage
Opening Shot Options





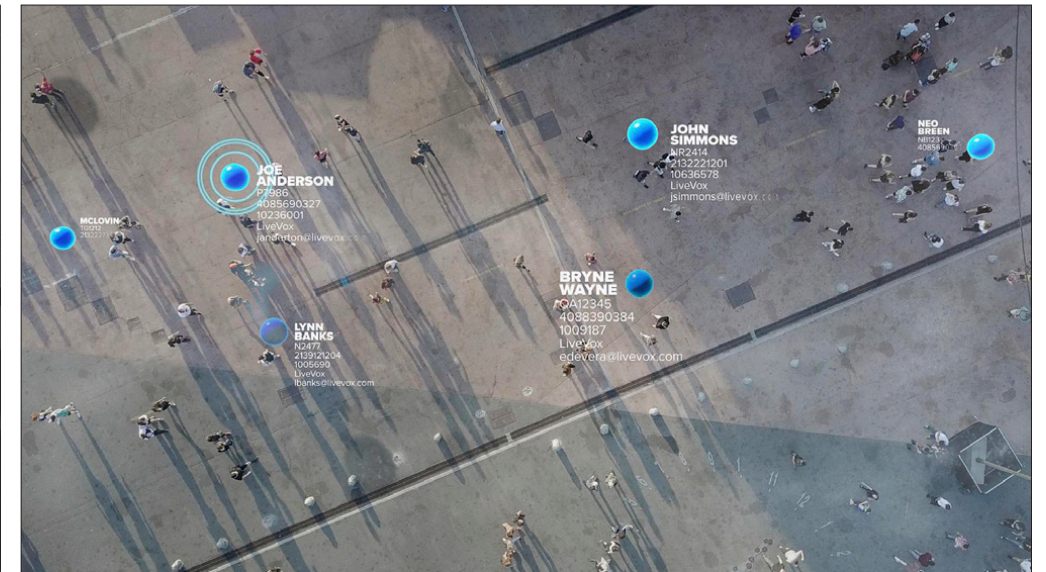
Action:
A man is walking outside and looks down at his phone. We indicate his contact information next to a glowing orb that is indicative of the LiveVox logo.

Friendly Female Voiceover:
With so much at stake in the contact center...



Action:
Cut to an overhead shot as the man walks and we see more people with their contact information being displayed.

VO: ...you can't bank on the problems of tomorrow when you've got problems to solve today.

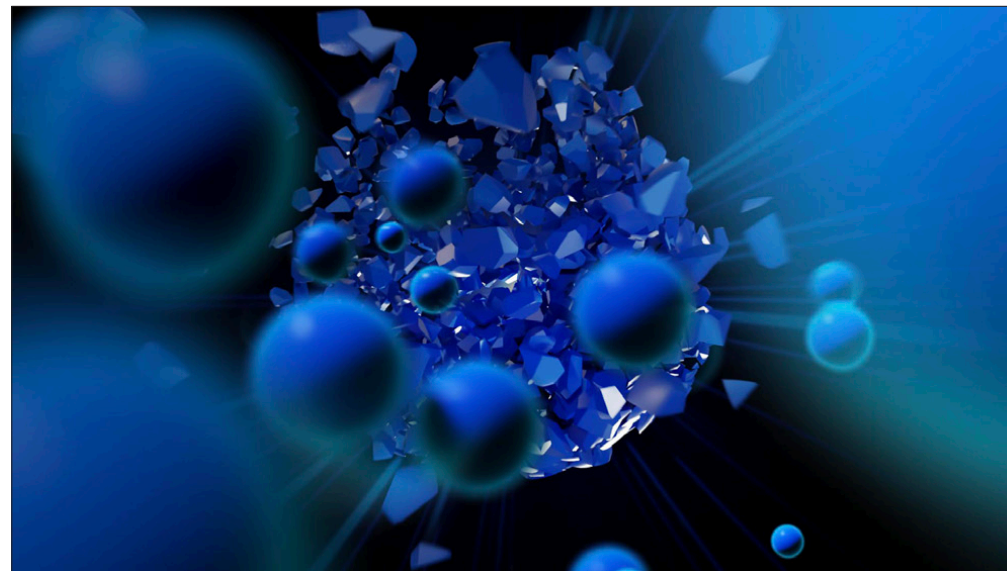


Action:
Pull out to see an almost overwhelming amount of contact information.

VO: While other platforms tout pie-in-the-sky capabilities with AI...



Action:
The circles rise above the crowd and swirl around.



Action:
The circles of data all fly into and form the LiveVox logo.

VO: While other platforms tout pie-in-the-sky capabilities with AI...



Action:
We see the LiveVox logo in 3D as we introduce the solution.

VO: LiveVox delivers frictionless experiences inside our native CRM.

Scene 2.0

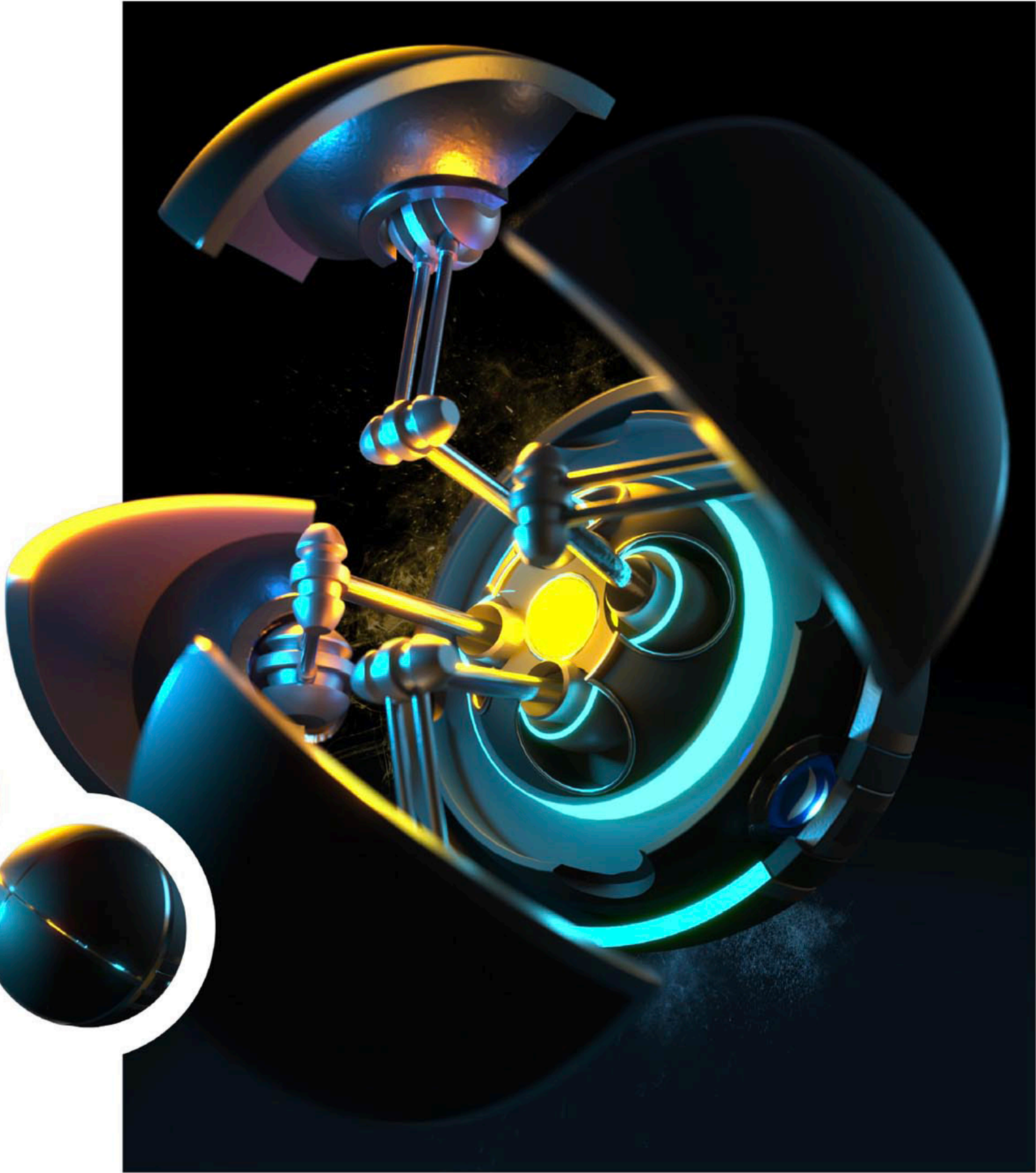
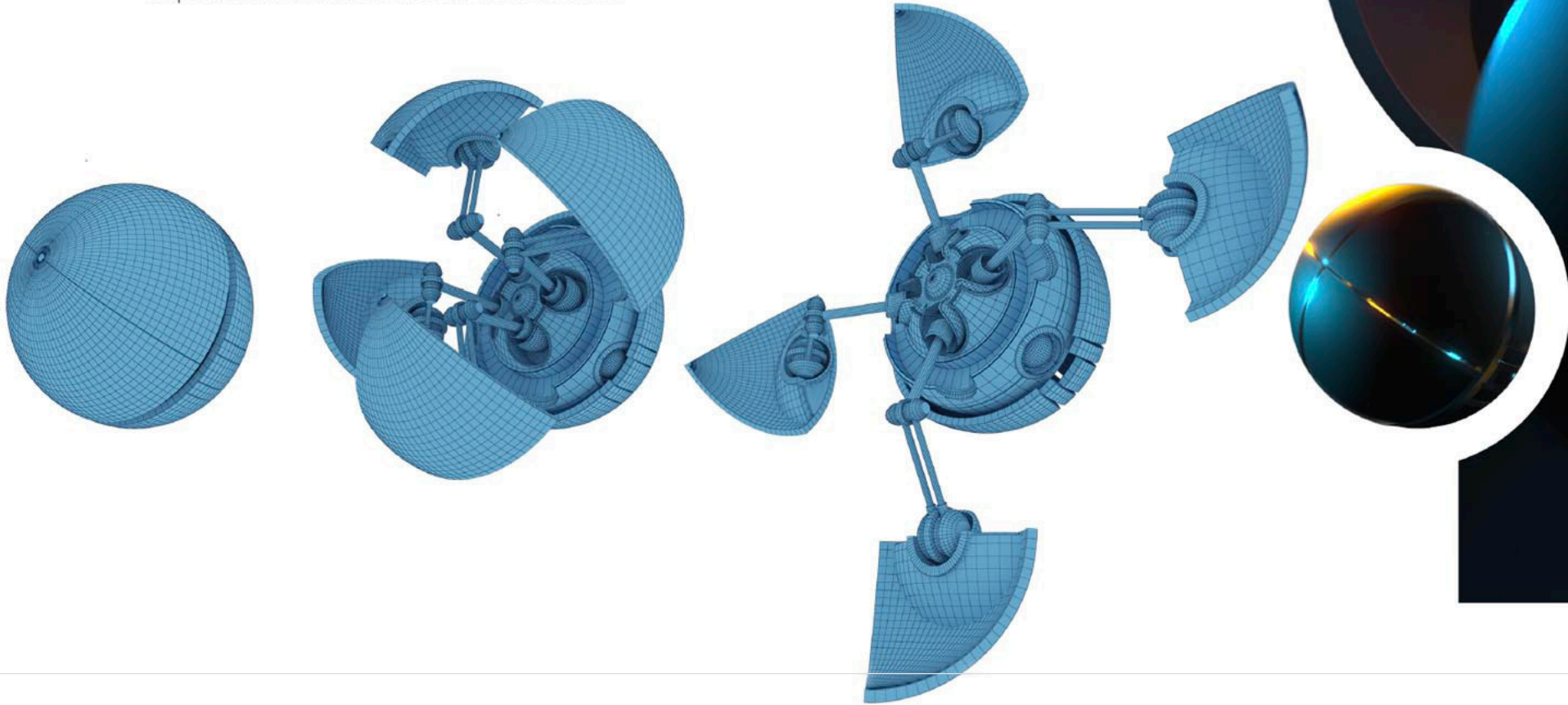
LiveVox Solutions

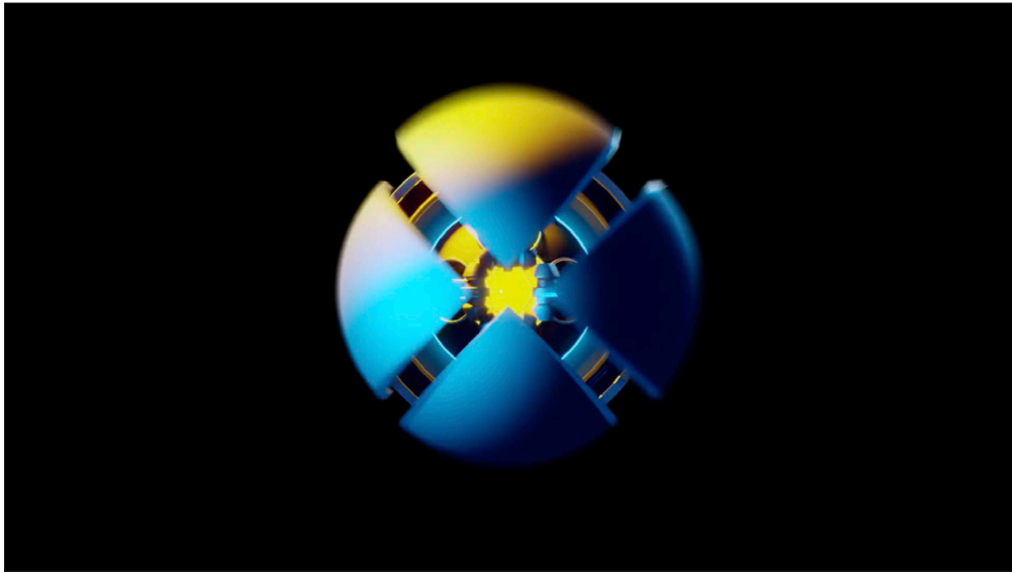
Once we have set up LiveVox as the solution for practical AI - we have to prove it. Since our interface is very robust and someone difficult to depict in full screen - we will dive into it in a more abstract environment but respectful of reproducing actual elements as they are in the actual UI.

Logo Element
Mechanical Spherebot

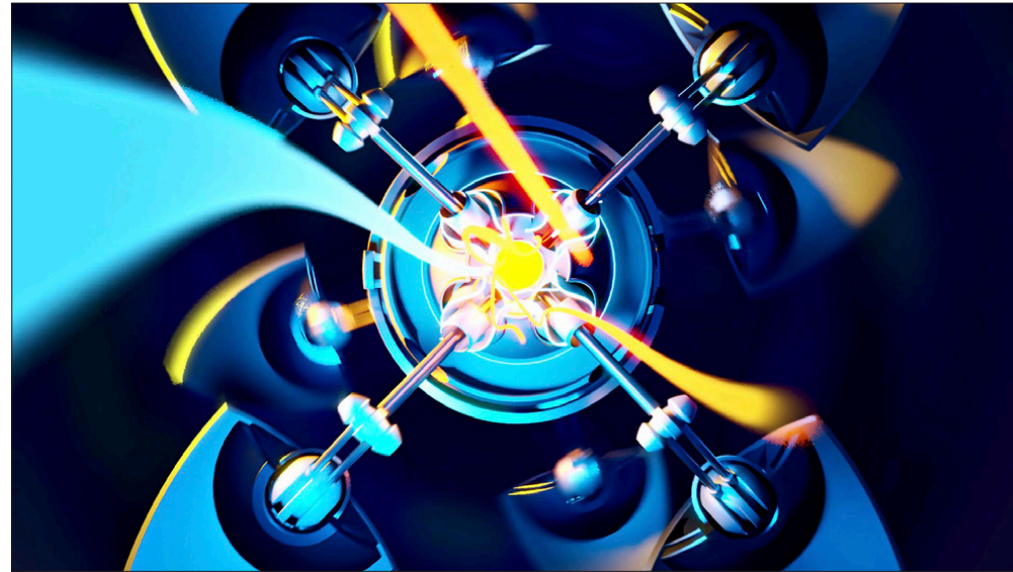
Updated spherebot with 2 independent hemispheres, dedicating one side to the logo reveal sequence and the other to the LiveVox projection platform with inverse kinematics rigged doors.

Motion test
<https://vimeo.com/533784477/97215d1ec7>





Action:
The LiveVox logo opens up.



Action:
We zoom into the center of the LiveVox AI Platform.

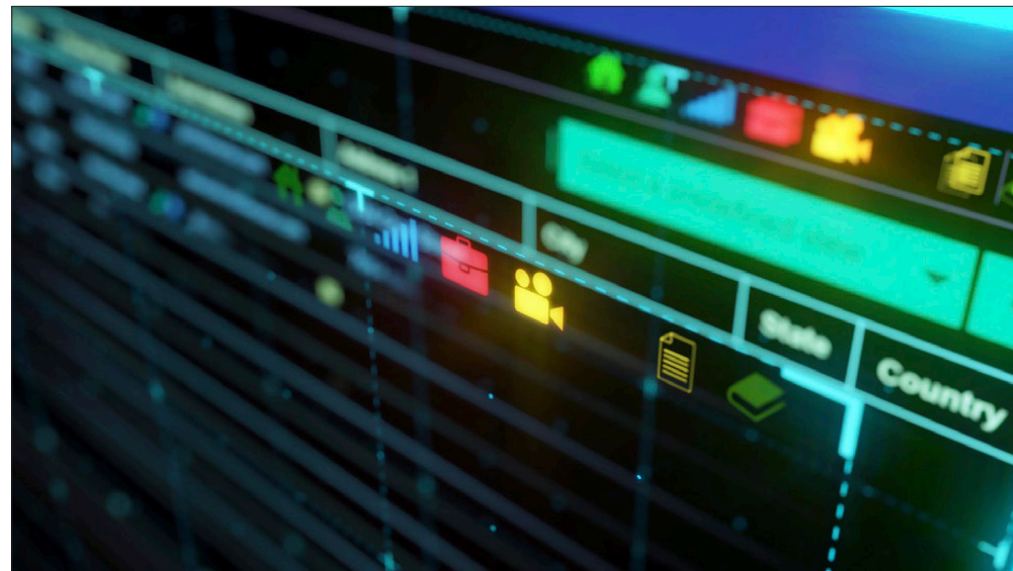


Action:
After going into the LiveVox AI Platform we see fields of endless data.



Action:
The data forms into our CRM interface.

VO: Our practical AI platform...



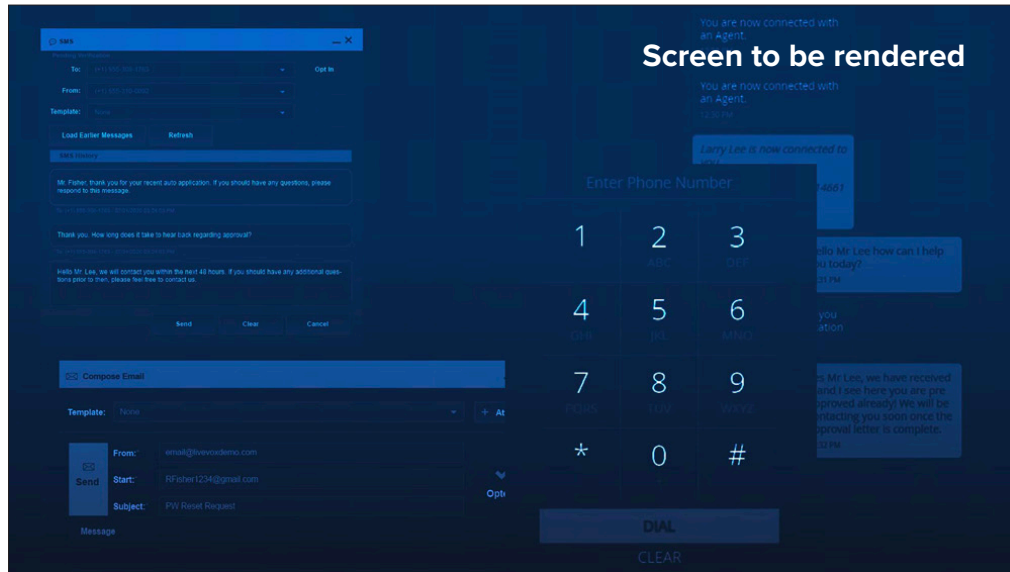
Action:
We close up on various types of interactions within our platform.

VO: ...lets you create interactions that are dynamic...



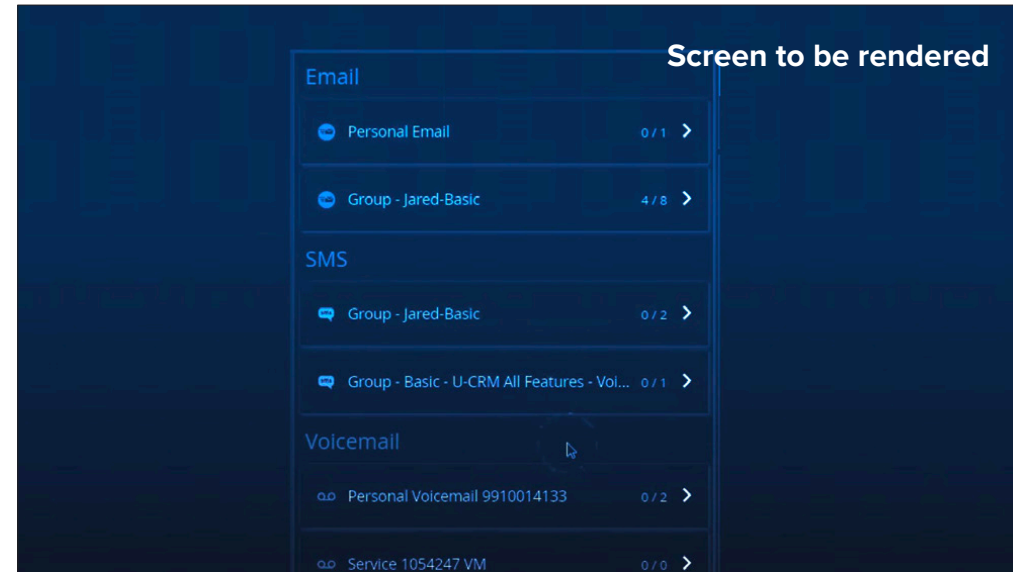
Action:
We show the CRM view of our customers.

VO: ...and optimized for every customer.



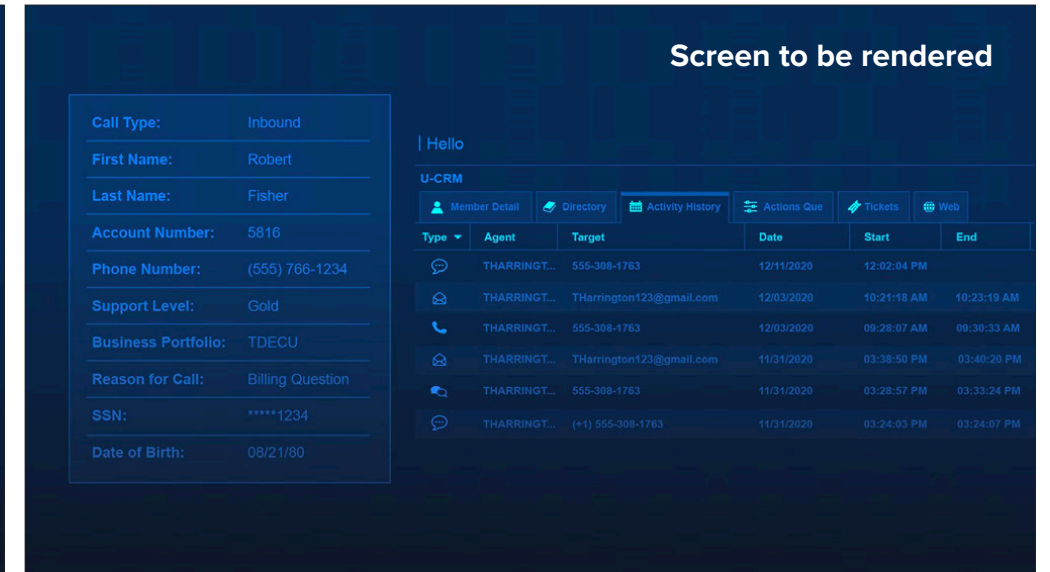
Action:
Various touchpoints animate into the screen.

VO: We organize important information across systems...



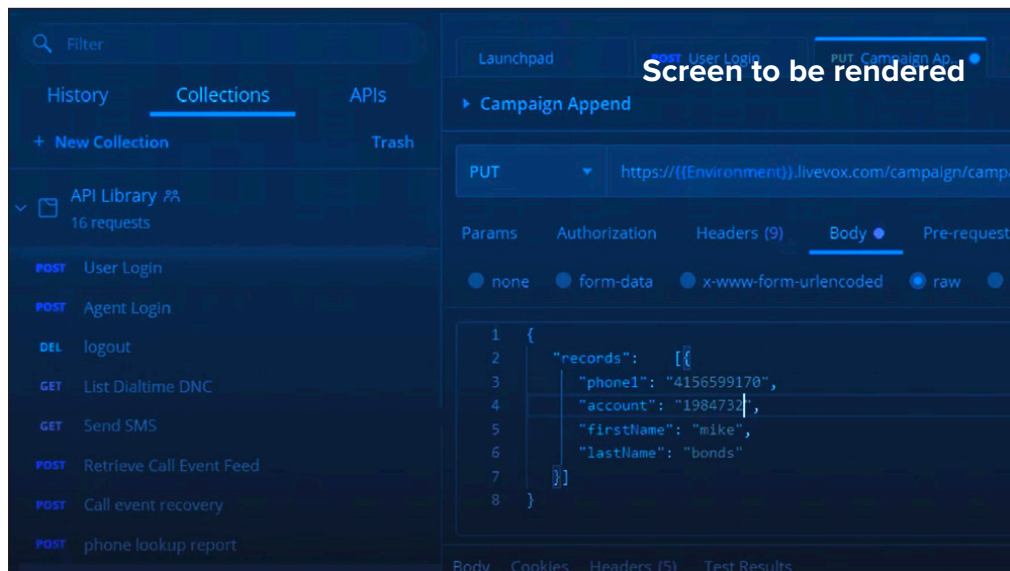
Action:
The touchpoints form the interactions panel in the CRM view.

VO: ...to keep customers at the center of every interaction.



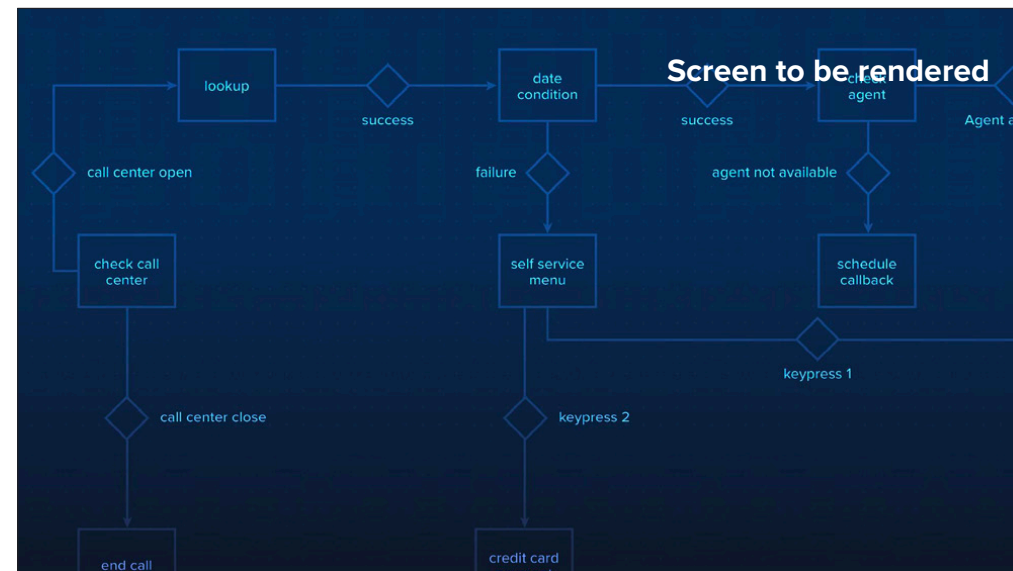
Action:
The CRM touchpoint interface animates into screen.

VO: And give agents access to universal profiles including a full picture of all conversations.



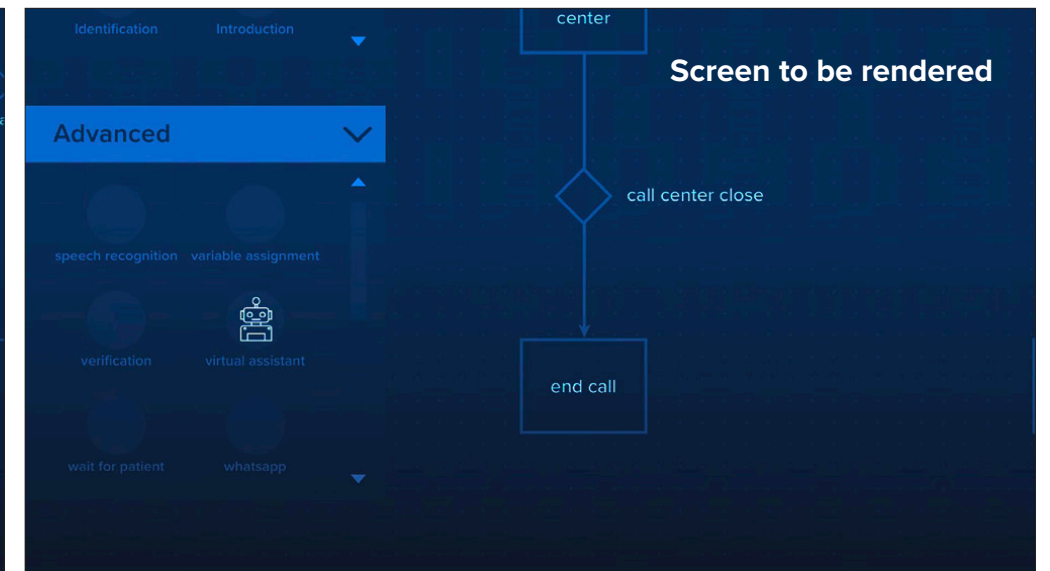
Action:
We close up on the various API possibilities then show code being entered.

VO: Our preconfigured modules and out-of-the-box integrations get you up and going quickly and let you iterate at the speed your business moves.



Action:
Animate in the LiveVox IVR.

VO: Powered by a unified data layer, LiveVox's advanced IVR...



Action:
Show the IVR being manipulated via drag and drop.

VO: ...gives you the ability to drag, drop, and build experiences tailored specifically for your customers.

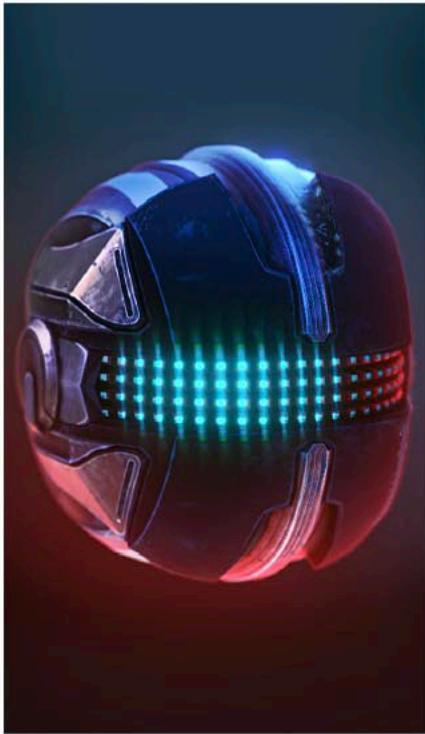
Scene 3.0

LiveVox Practical AI Helper Bot

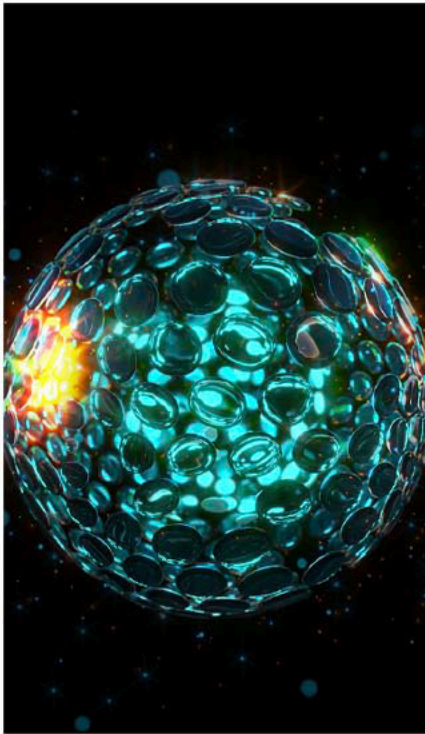
To avoid having to show continuous stylized screens we will transition to a Practical AI helper bot we like to call eLVee. He will help tell the story of our bots and virtual agents.

AI Bot Design Character Options

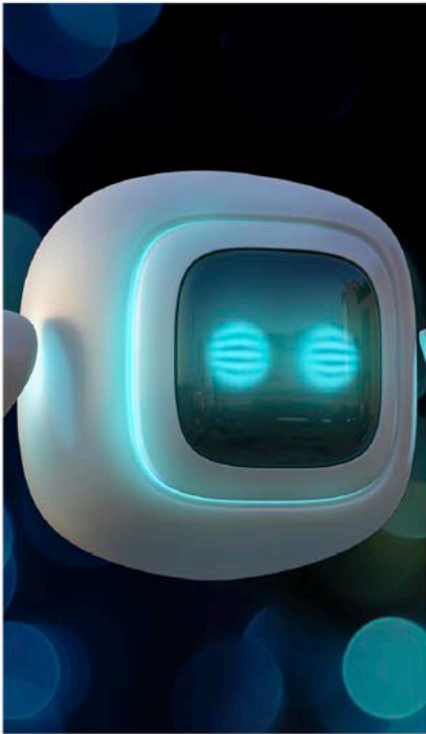
3rd Recommended



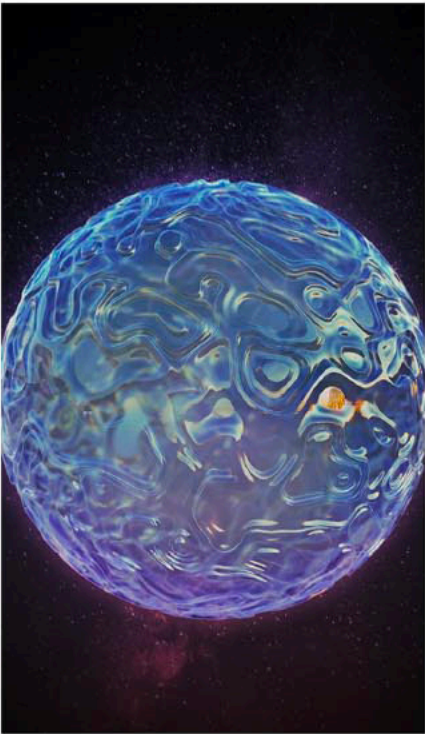
Option A
Ironbot



Option B
Julie



Option C
The Friendly CRT

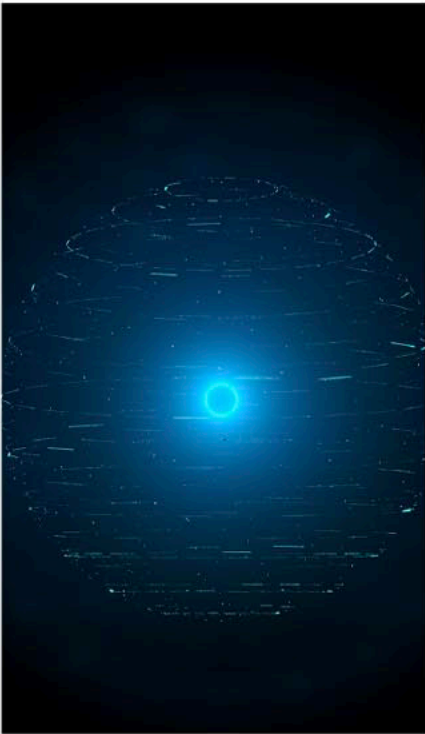


Option D
i-Illusion



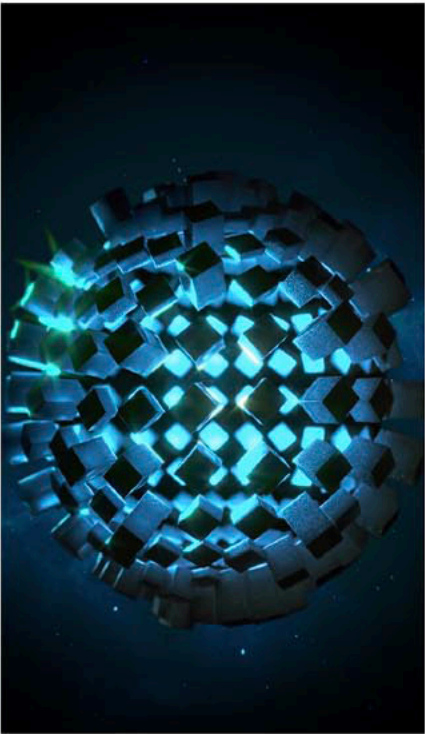
Option E
F^2

1st Recommended



Option F
Portal

2nd Recommended

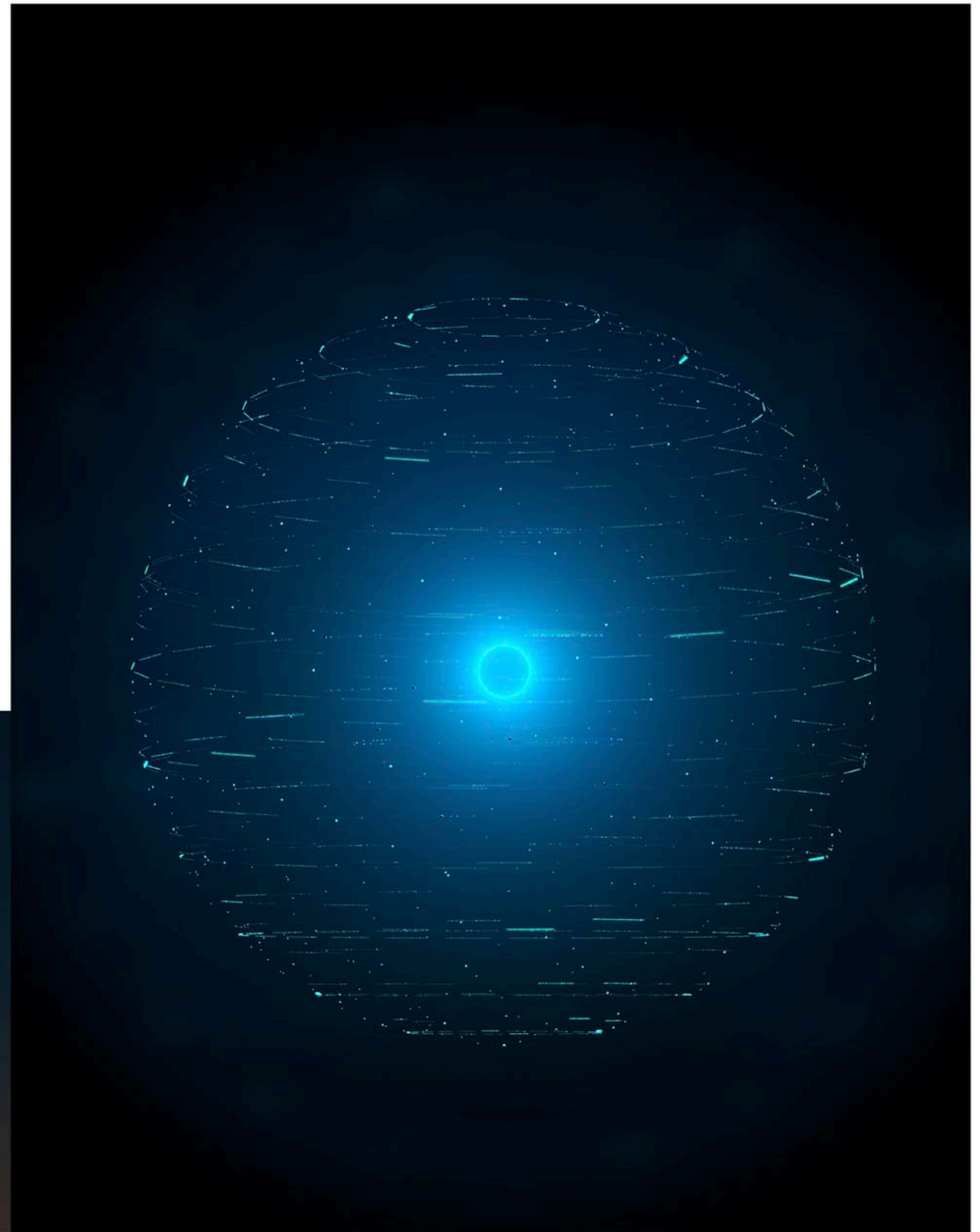
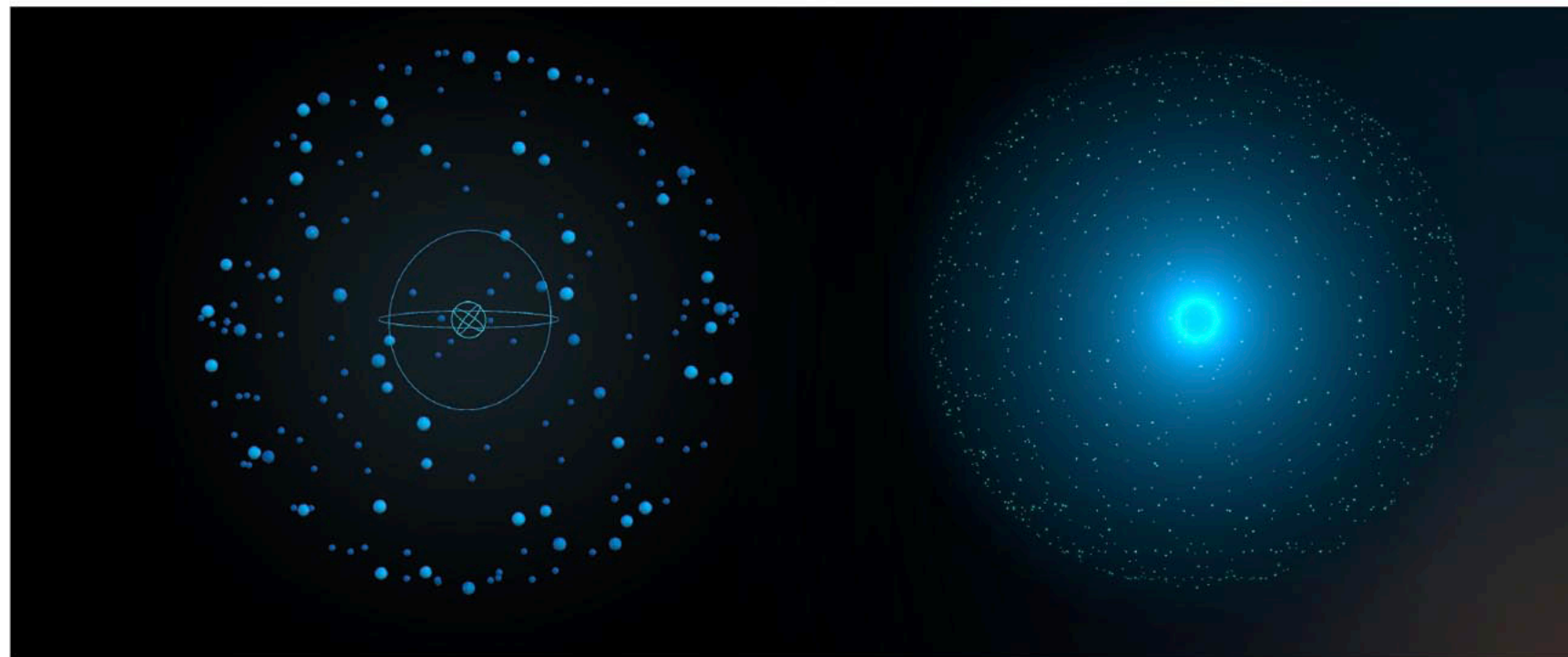


Option G
Volumetric Array

AI Bot Character Option F

Portal

Portal is our first recommended character option for AI Bot. It consists of a central volumetric light with numerous atoms orbiting around it which creates an extraterrestrial look. The stretch lines behind each atom is a result of motion blur, fully adjustable through the camera settings and speed.



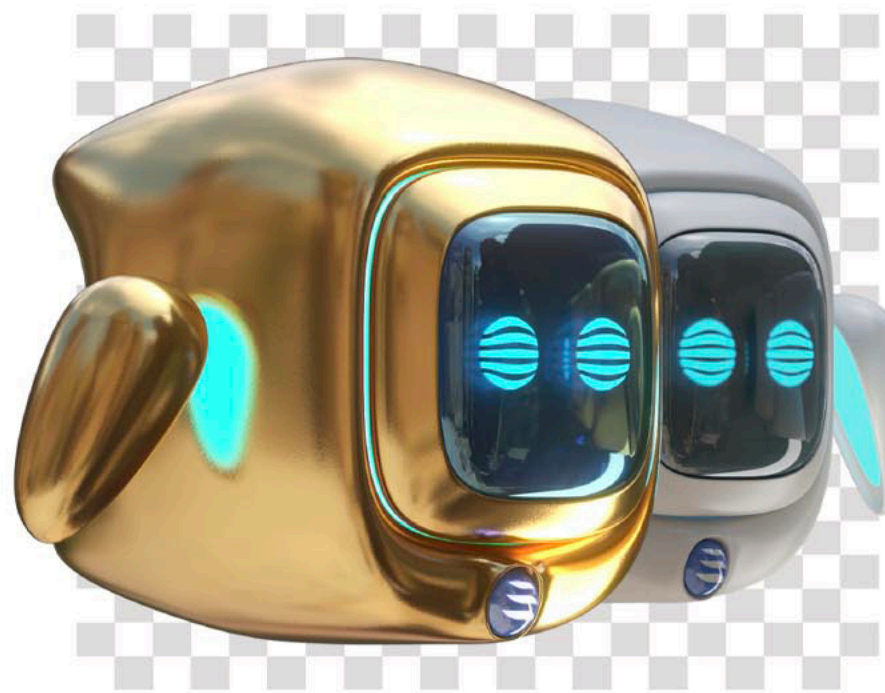
AI Bot Character Option C The Friendly CRT

This round fluffy robot is inspired by retro futuristic CRT televisions. The eyes on its interlaced screen and floating hands gives it the most flexibility in performing tasks, executing actions and showing emotions more than any other option in this presentation. And for the friendliness aspect, it borrows a lot from the well-known Pixar character, Eve in Wall-E.

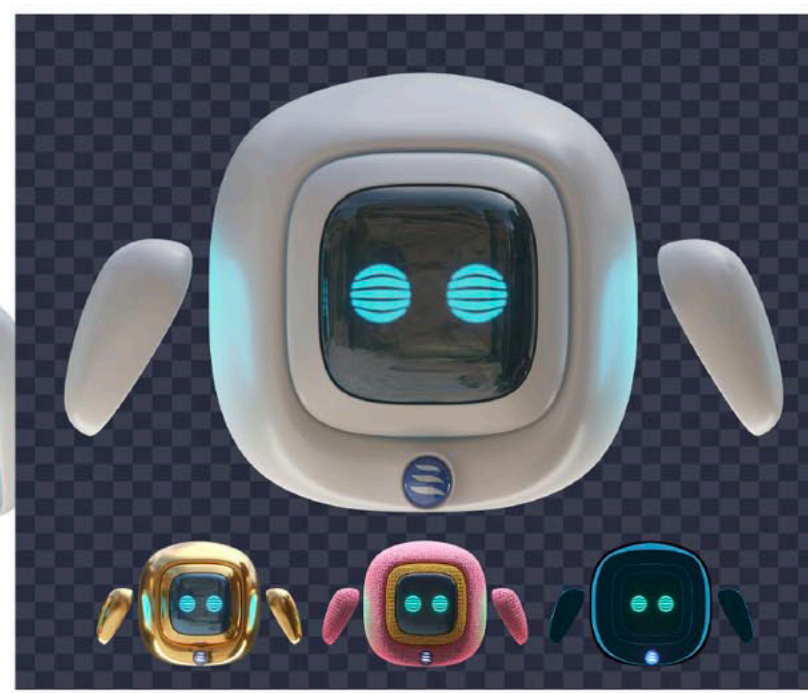


AI Bot Secondary Character The Friendly CRT Assets

Download <https://www.dropbox.com/sh/eo5xebso3tz0iiz/AADxGpOzj64VnyixrXlq3nqda?dl=0>



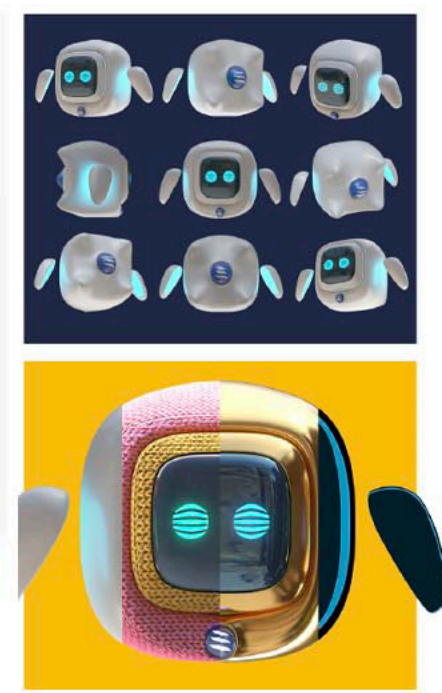
3/4 Angle
Perspective View



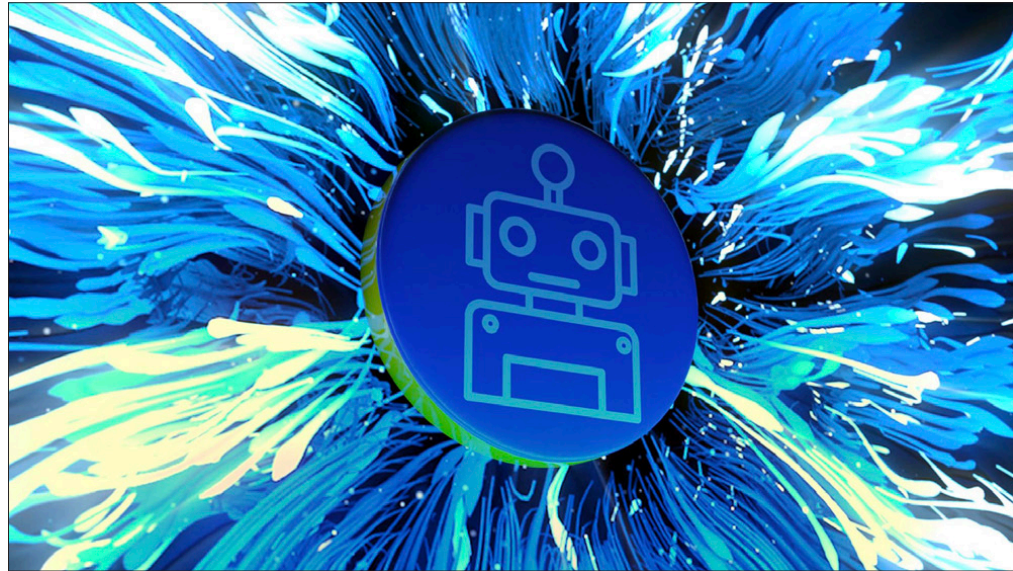
Straight Angle
Front View



90°-180° Angles
Side to Back View



Misc Assets
Multiple Views &
Render Passes



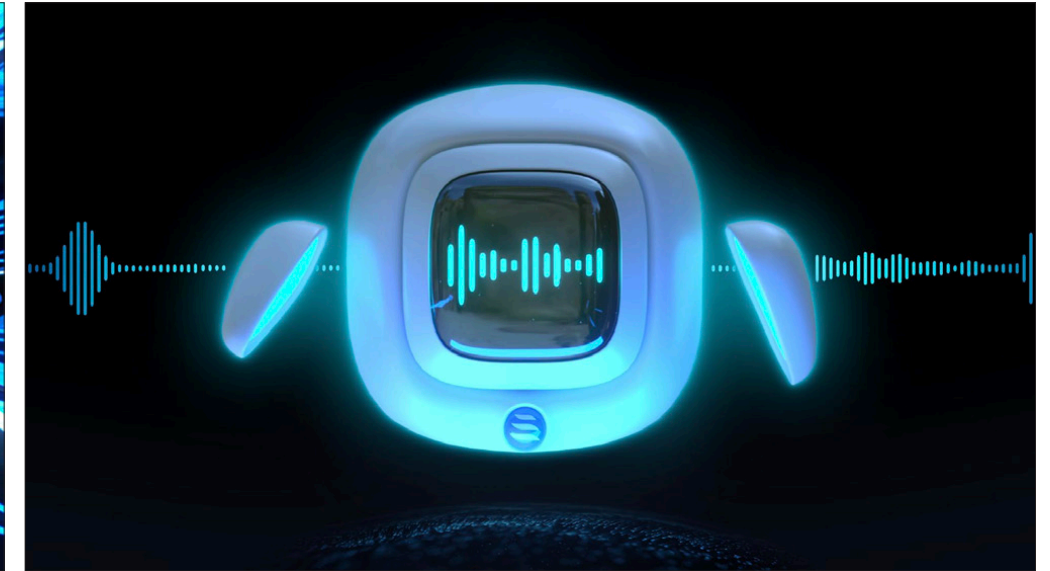
Action:
From the previous IVR screen a mouse grabs and drops the bot icon into frame with a big explosion of electricity.

VO: Bring your own bot, use ours...



Action:
The LiveVox bot appears out of the cloud of electricity.

VO: ...or tap our growing network of AI providers.



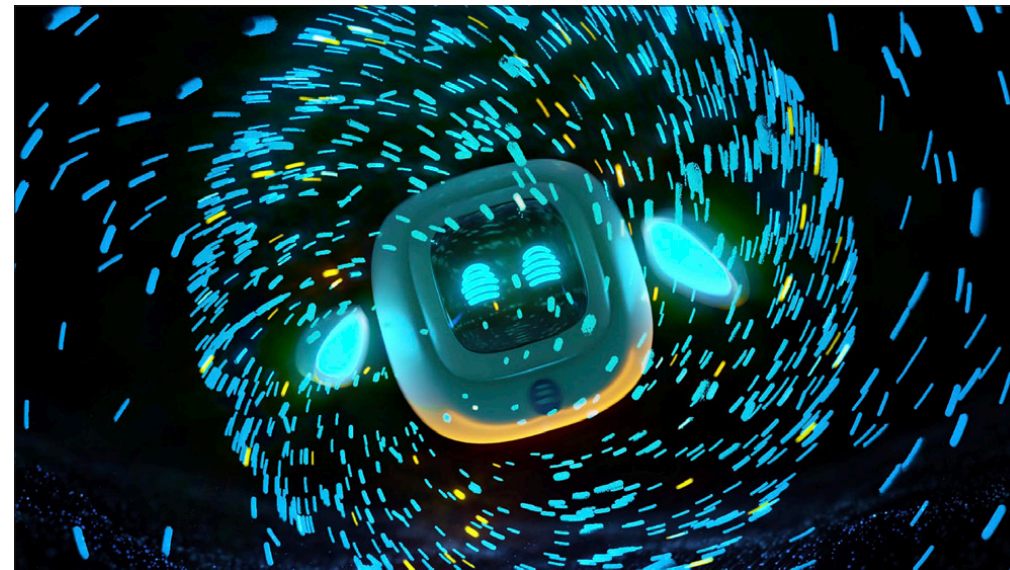
Action:
The bot hovers over a field of data and processes voice.

VO: Our standard integrations allow you to automate voice and digital self-service faster,



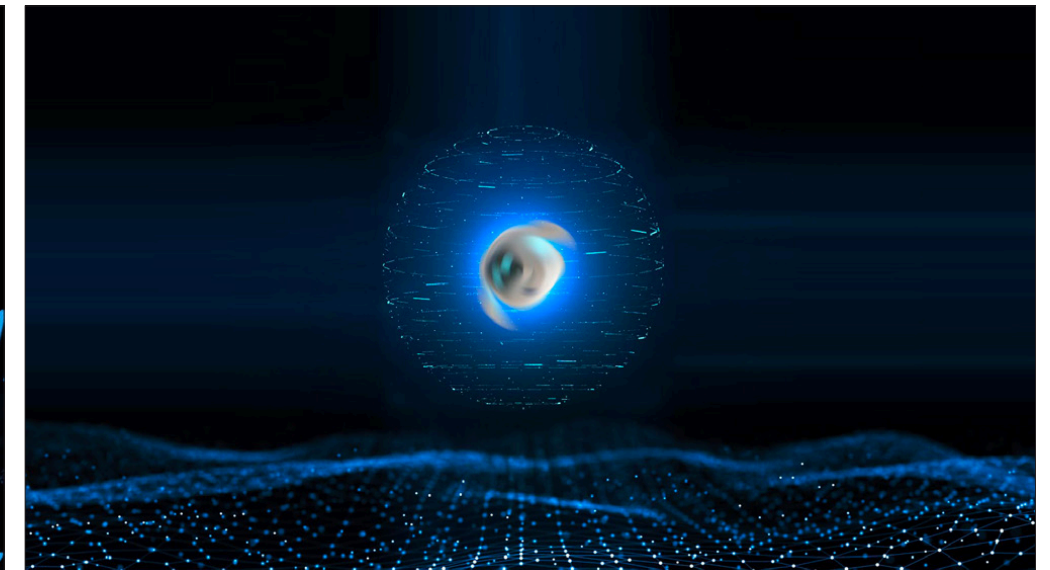
Action:
The bot also processes chat and other digital channels.

VO: ...giving you the ideal experience for your unique needs.



Action:
The bot smiles and collapses into a field of spinning dots reminiscent of the opening scene.

VO: Our virtual assistants pull from CRM data...



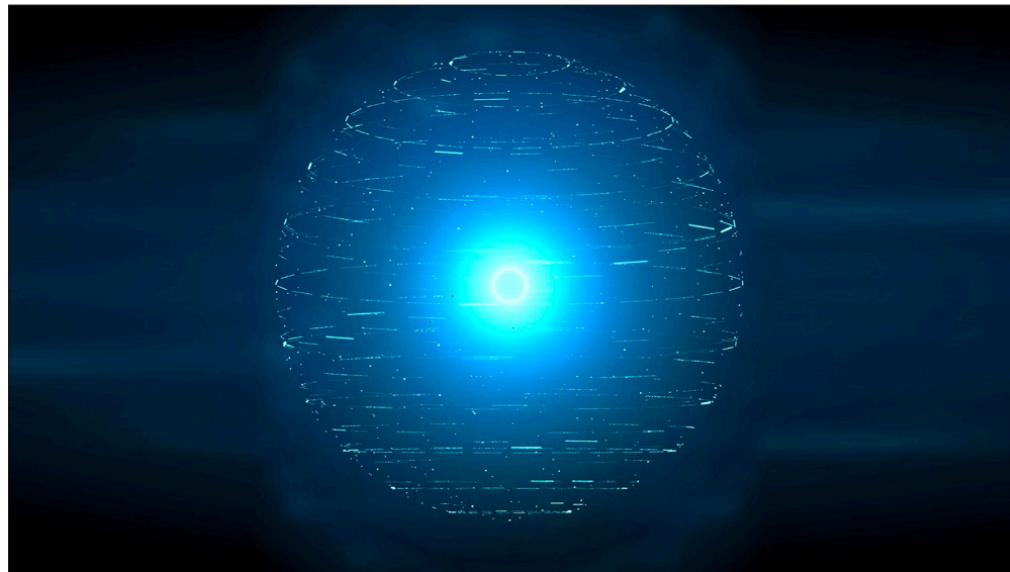
Action:
The bot disappears and the circles spin around atop the field of data.

VO: ...enabling personal interactions that improve over time, creating self-service opportunities and greater efficiency.

Scene 4.0

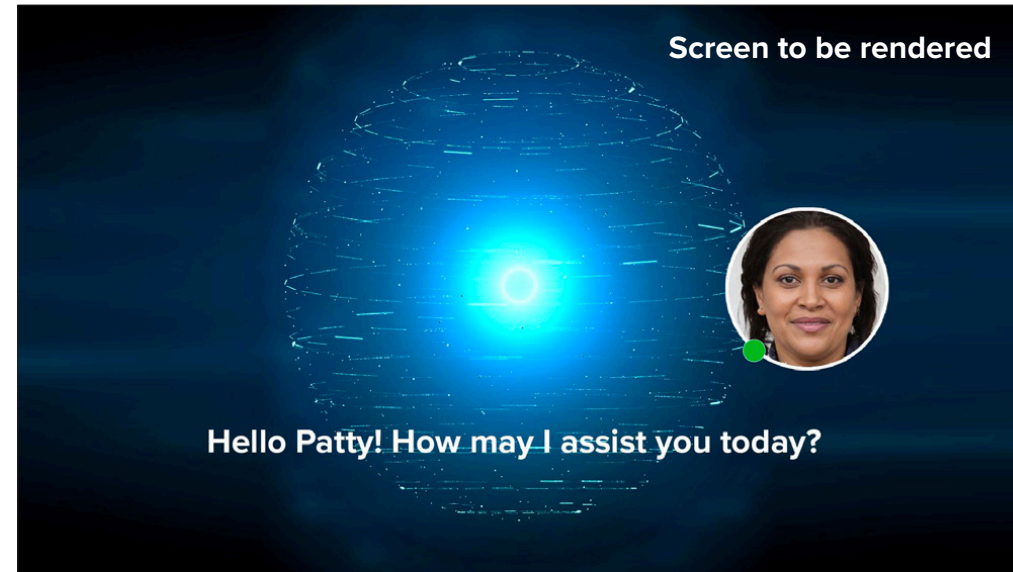
Agent Assistance and SpeechIQ

Once we've established the field of data, we will pull images of people out of the field and depict conversations that are then adjusted and analyzed by the system.



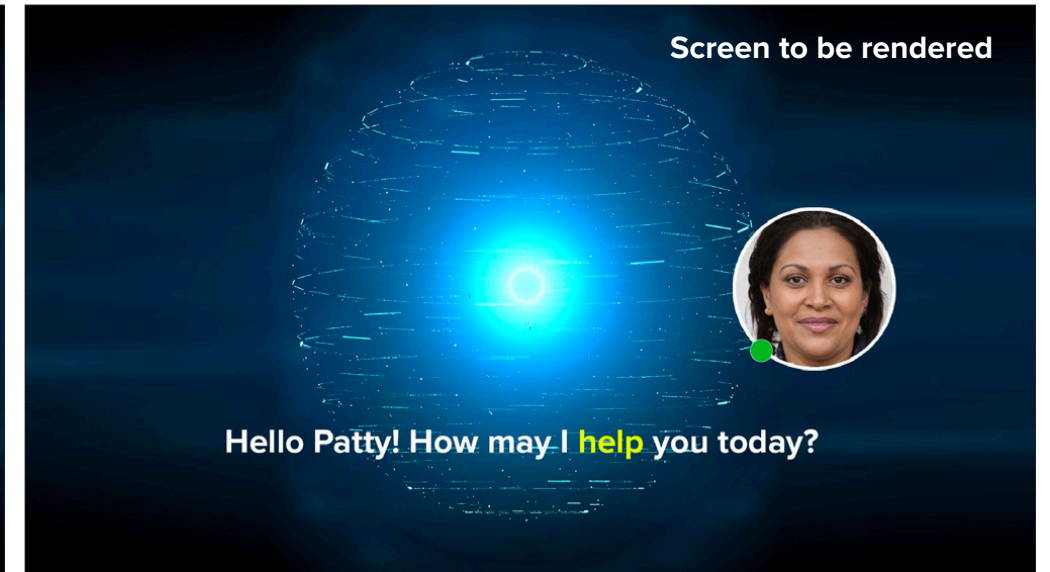
Action:
The sphere of energy that encompassed the bot grows and is encircled by moving dots.

VO: You can build or guide agents to have the most meaningful conversations...



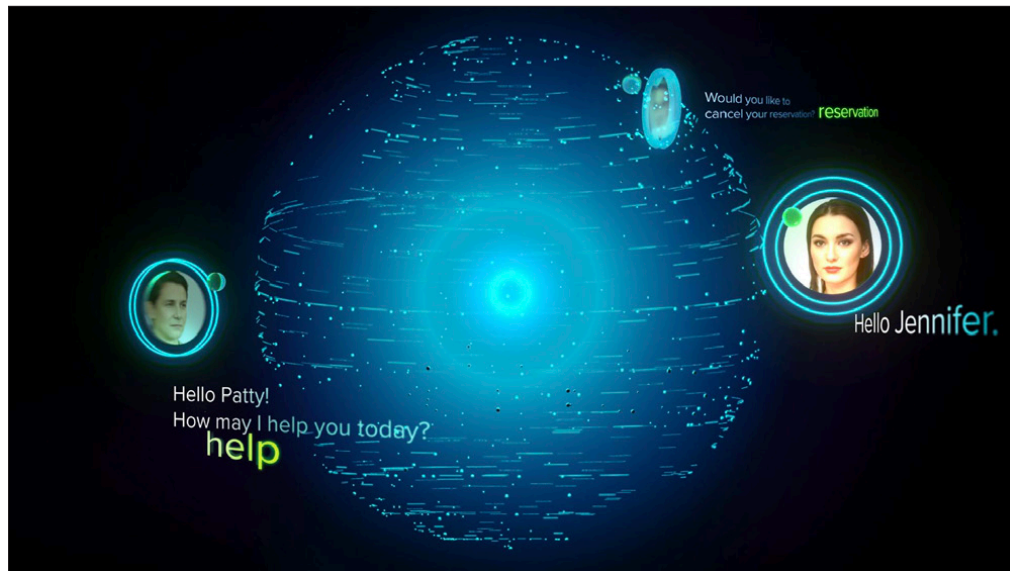
Action:
The dots come forward and show customers who are interacting with the virtual assistant.

VO: ...no matter what the channel...



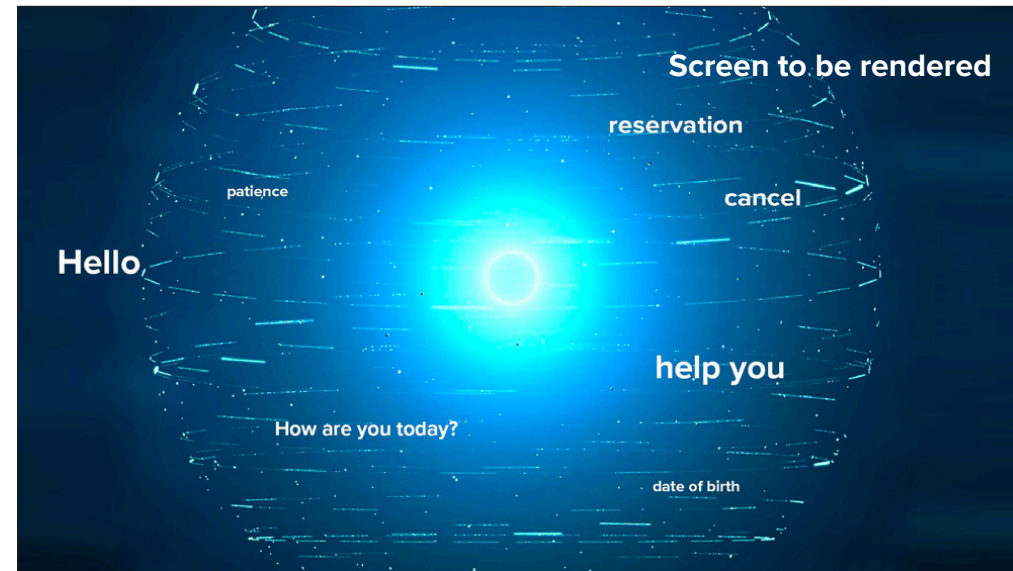
Action:
We see the words being spoken by the assistant changing to better conform to the agent script.

VO: ...with the right information presented in real time...



Action:
More and more customers appear and interact with the assistant.

VO: ...ensuring brand consistency is preserved.



Action:
The customer faces go back into the energy sphere but the words remain revolving around the sphere.

VO: LiveVox's SpeechIQ® is a powerful analytics tool...



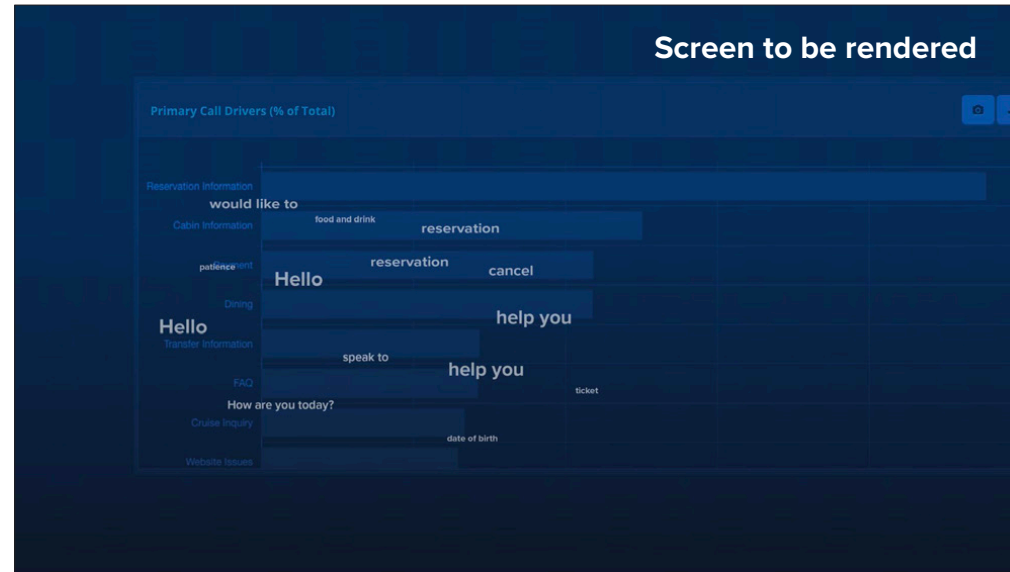
Action:
The words fade into key words as the energy sphere dissipates.

VO: ...that helps you improve from the inside out...

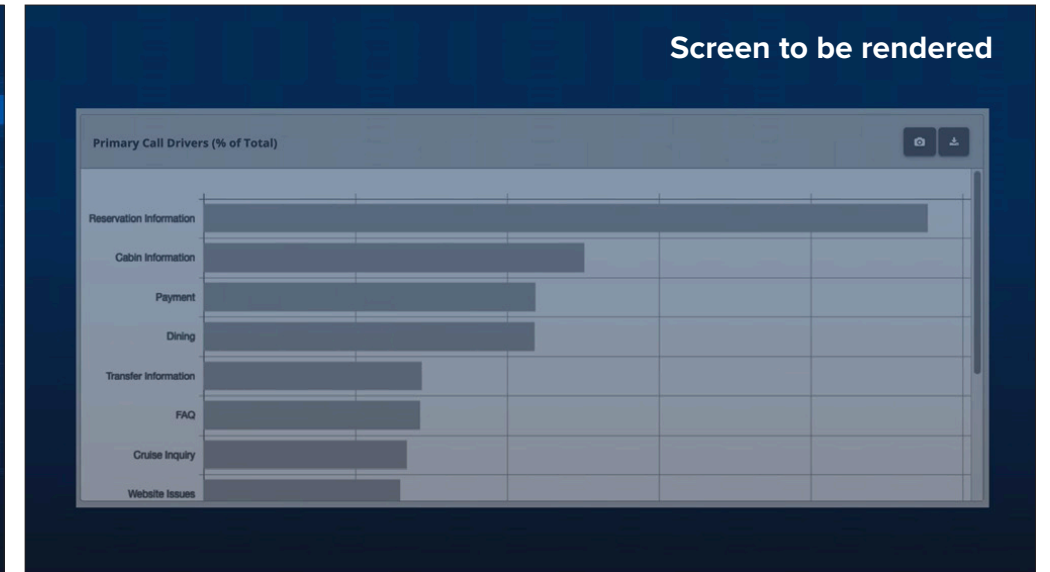


Action:
The words in the word cloud start to order themselves as the SpeechIQ interface forms beneath them.

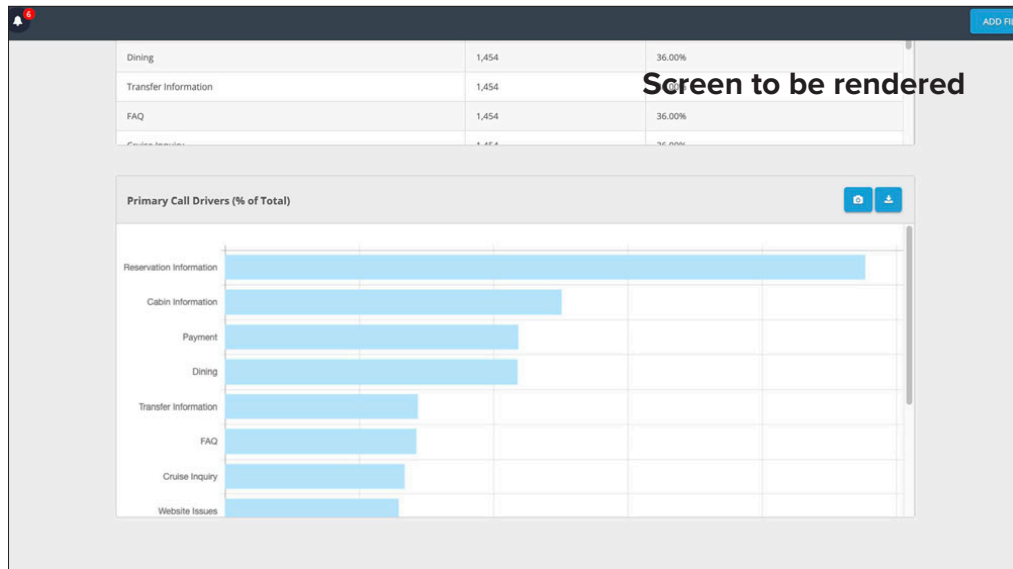
VO: ...by tuning conversations...



Action:
The words order themselves over the call driver graph.

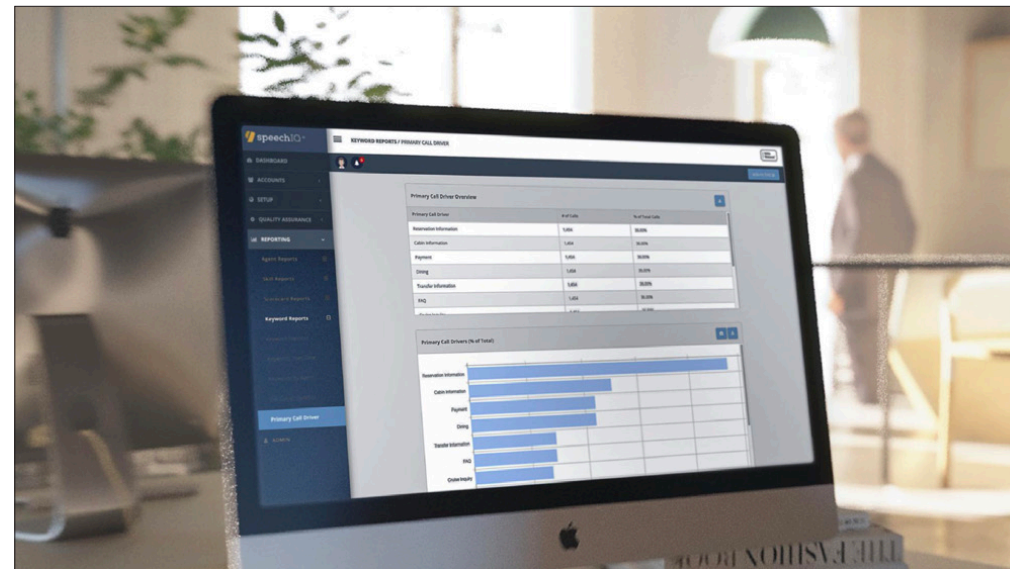


Action:
The call driver graph forms into the actual interface.



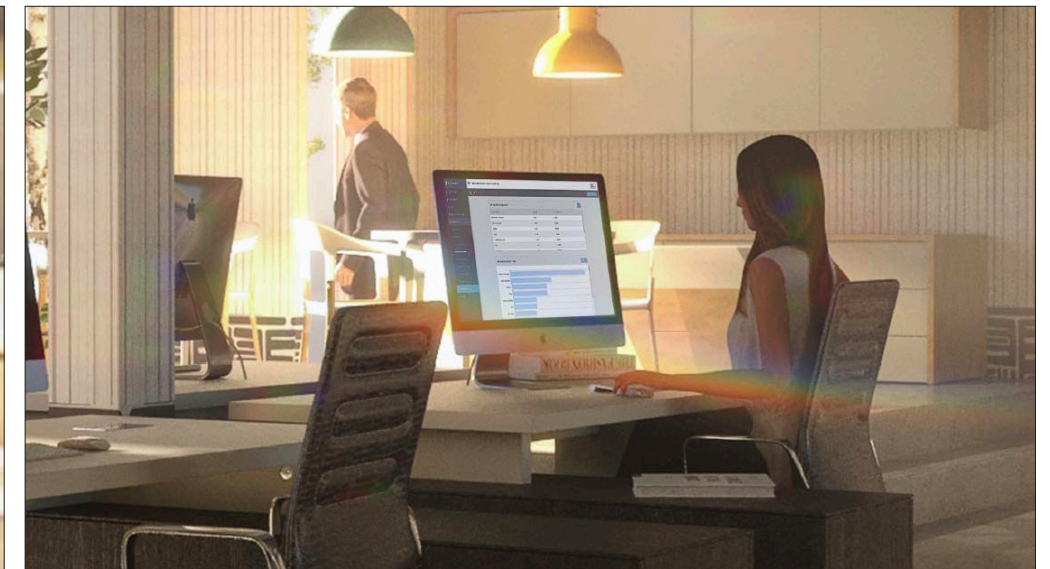
Action:
The SpeechIQ interface takes over the screen.

VO: ...and digging deeper into the issues...



Action:
We pull out to reveal that we are dealing with an ACTUAL interface as it appears on the screen - not some pie-in-the-sky mamba jamba.

VO: ...confronting your business.



Action:
We quickly pull out to the final scene.

Scene 5.0

Finale

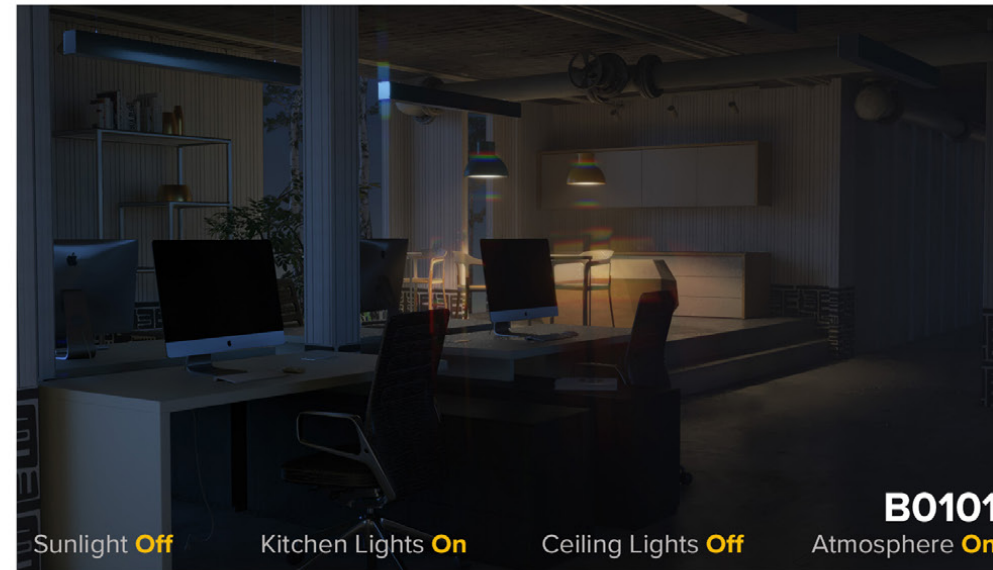
We will complete the video with a dynamic animation that continues the pull-out from the SpeechIQ interface, past the office buildings, to reveal a city skyline that glows with the data points we established in the first scene and watch as the culminate and form once again into the LiveVox circle.

Virtual Set Design
Office Interior



Virtual Set Design Lighting Options

High Dynamic Range Lighting
Physically-Based Rendering



Virtual Set Design Floor Plan

Camera
Position C



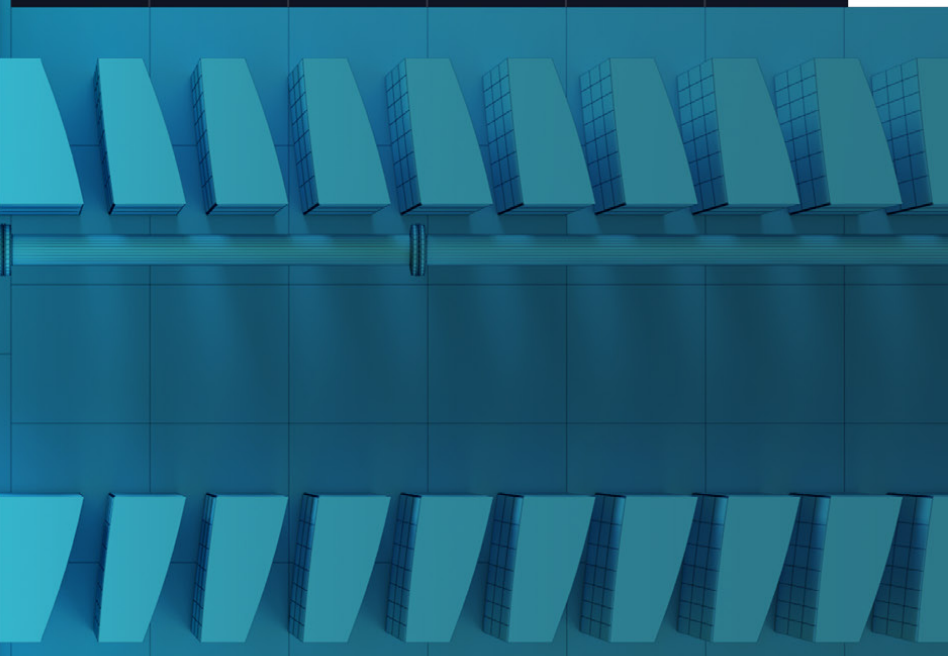
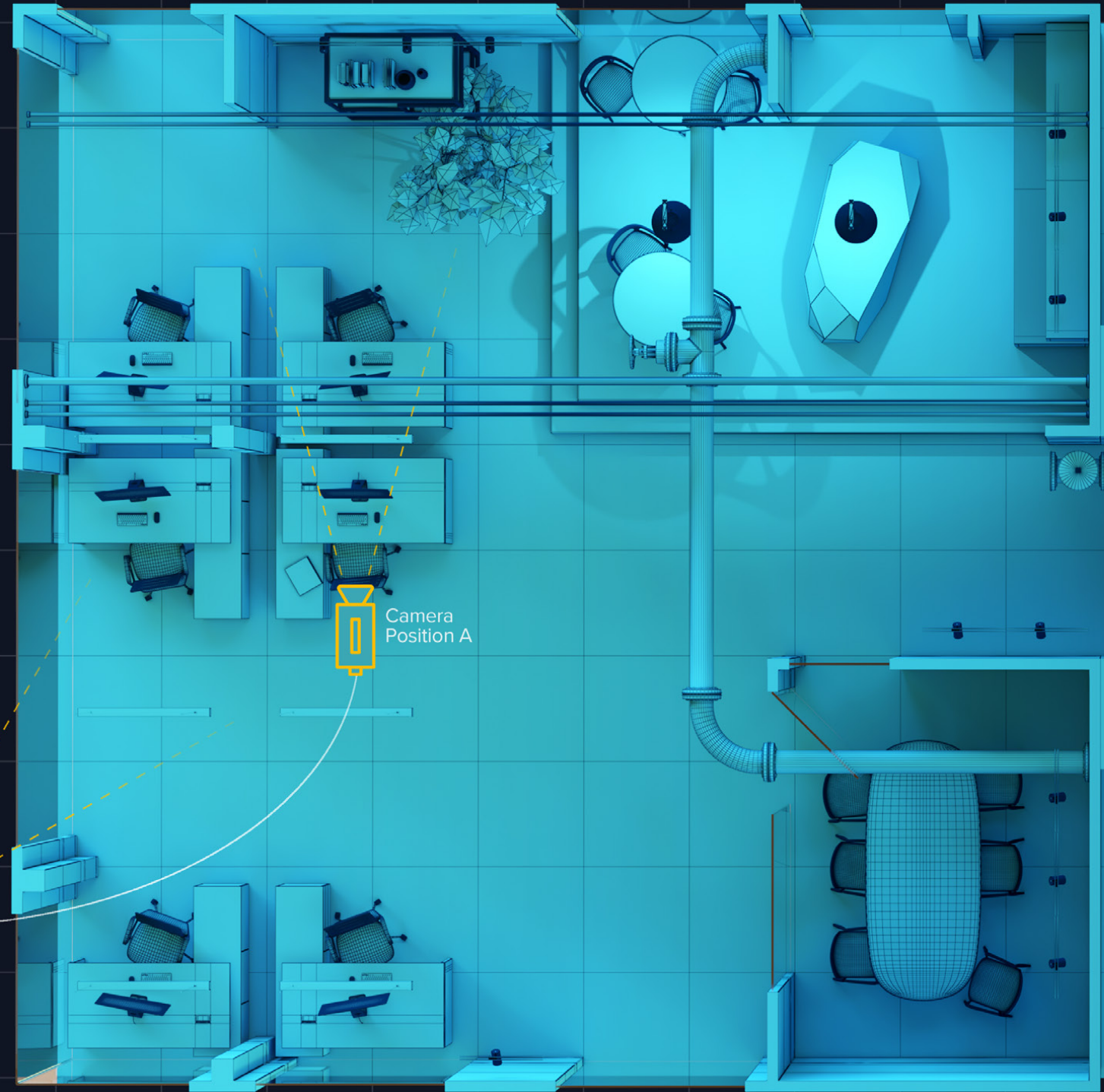
Camera
Position A



Camera
Position B



1x1 meter





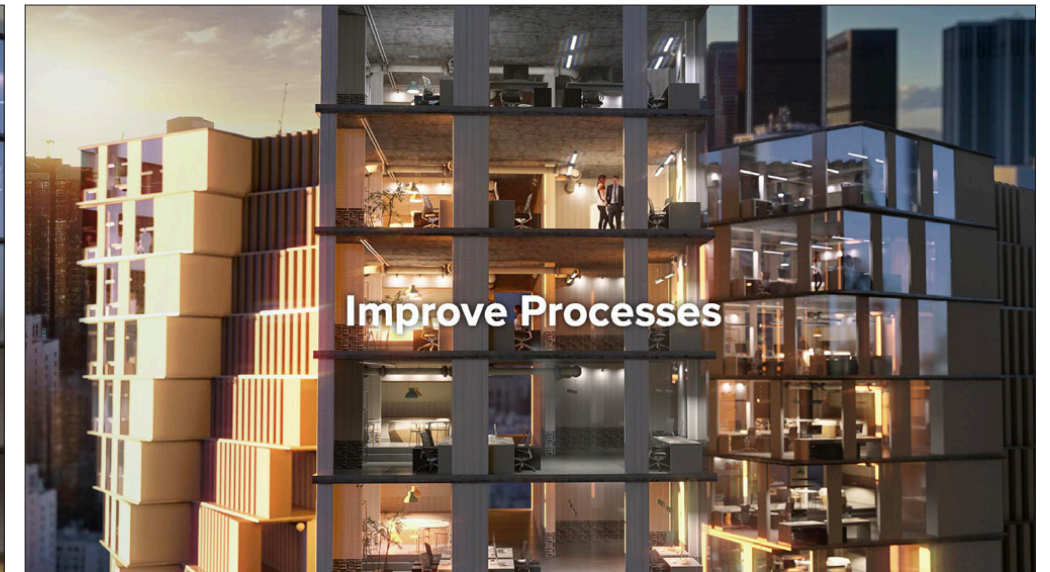
Action:
We pull out of the office building as the sun sets on the city.

VO: Position virtual agents and enhance them over time.



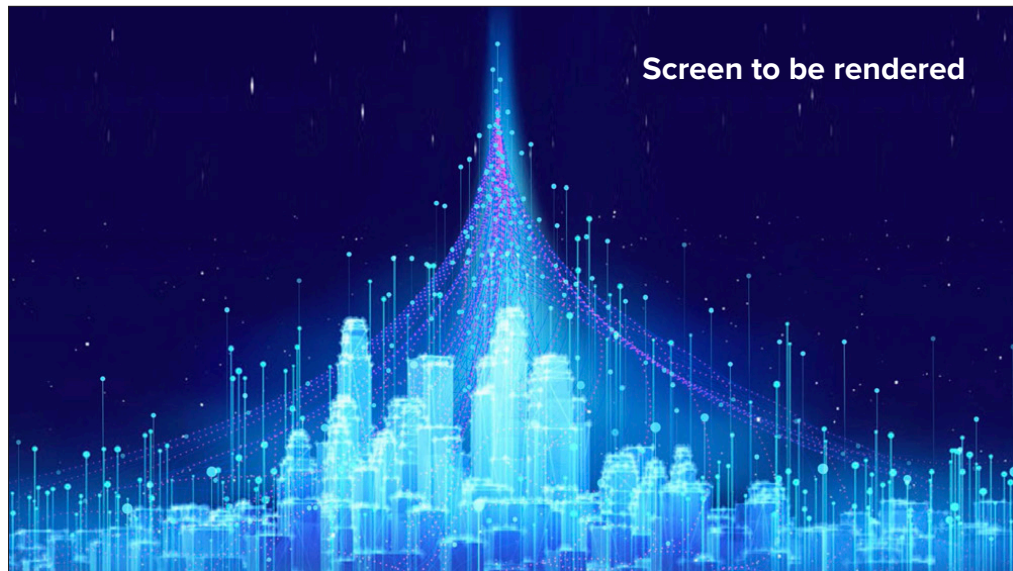
Action:
Super graphics appear along with the VO.

VO: Make existing agents more productive.



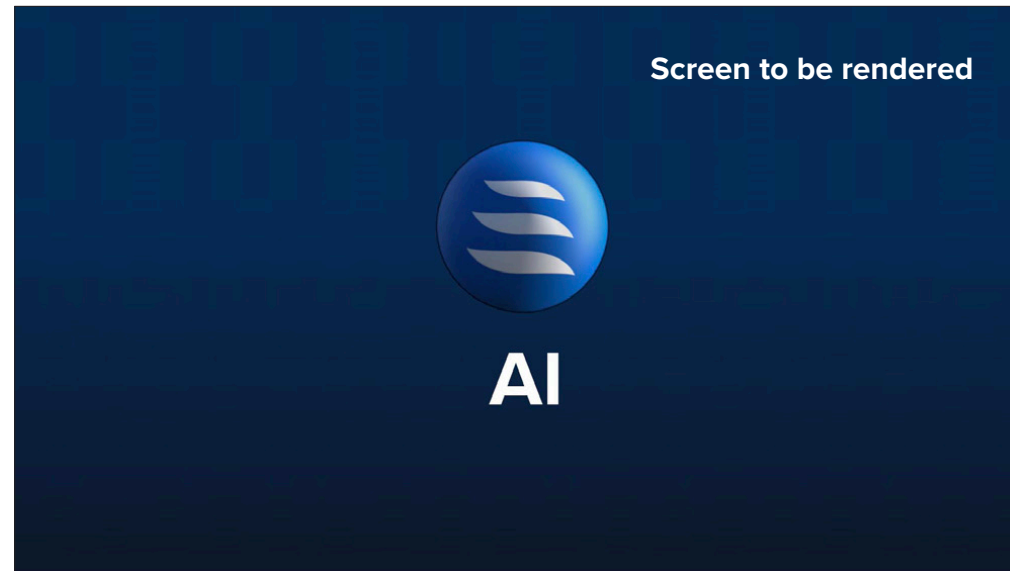
Action:
The sky begins to darken.

VO: Improve processes.



Action:
The city lights up in a field of data that flows upward...

VO: You provide your customer with channels of choice. We provide you with the experience of choice.



Action:
...into the LiveVox logo. Beneath the mark are the letters "AI."

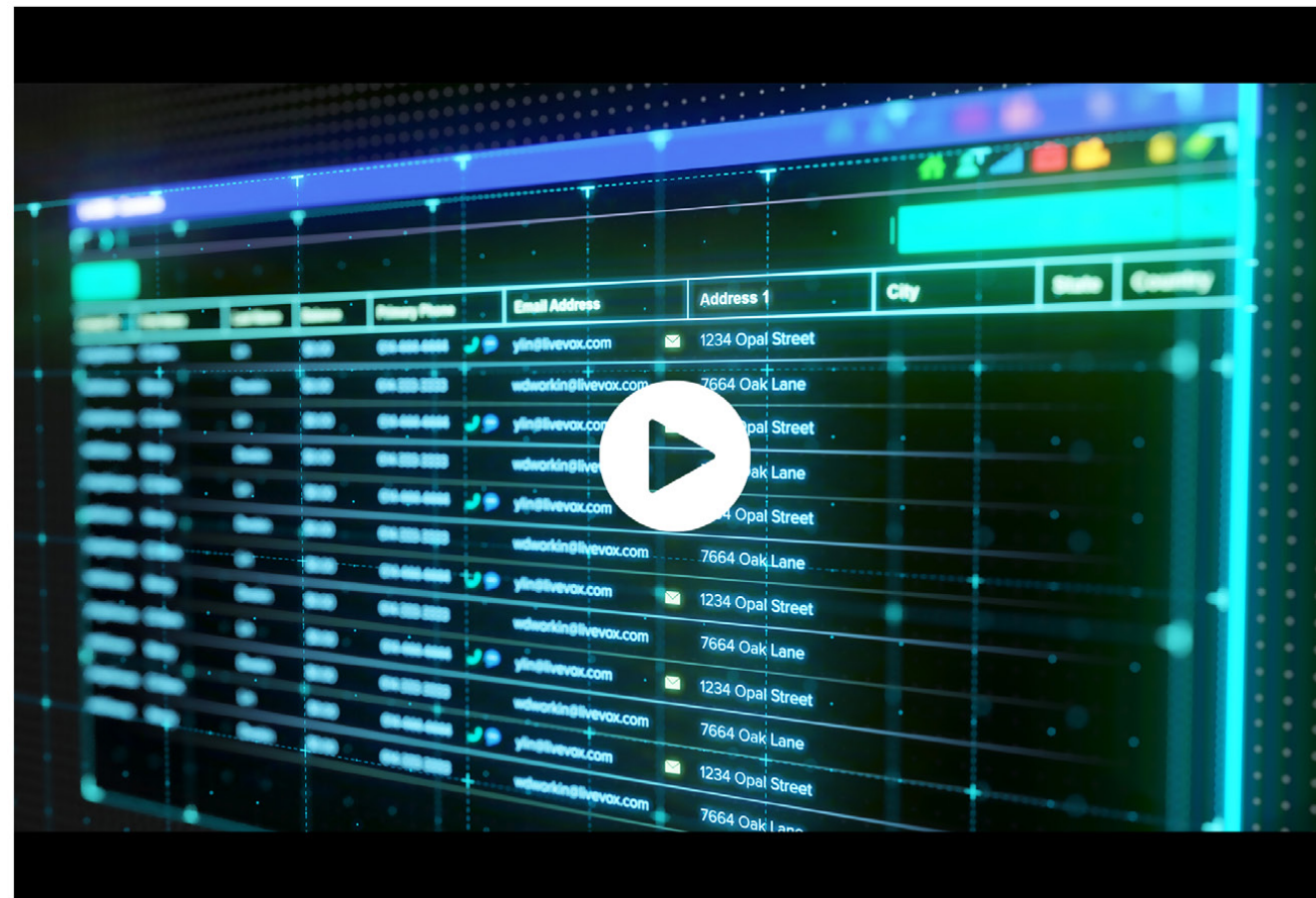
VO: Take the first step toward the intelligent contact center with LiveVox's practical AI platform.



Action:
The letters transition elegantly into the LiveVox logo.

VO: Speak with an expert today.

Final :140s
LiveVox AI



Play <https://vimeo.com/563015189>
Password **order**





Order

order-disruption.com

