

INTRODUCTION TO GYRE+REEF

GYRE+REEF® enables enterprises to build next-generation conversational AI: a space where your users and customers can authentically communicate with you.

Through our curious technology model built on psychology and communications, we place your users at the heart of the conversation - exploring undeclared needs and motivations while building deeper rapport with them.

Our technology provides enriched omnichannel conversation spaces and dynamic learning systems, embedded in a secure conversational AI platform.

We give enterprises the power to analyse the enormous amounts of real-time conversational data including ground-breaking psychology-based prospective analytics.

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THE IMPORTANCE OF CONVERSATIONAL AI

At one point, projections that 85% of customer relationships would take place without a human interaction* seemed fanciful.

What has actually happened has been an *acceleration* in deployment due to COVID-19 where the use of the digital channel has grown rapidly.

However, it's important to see the difference between the scripted and rigid chatbots that can be rapidly deployed but lack capability, and the more sophisticated conversation agents.

CONVERSATIONAL AI PLATFORM

At the foundational level our technical architecture is geared to the security and efficiency of our AI and how it connects with corporate systems.

This Platform-as-a-Service (PaaS) is the REEF and it underpins everything that we do for you. This includes building your corporate memory based on implicit as well as explicit memories that helps to imbue your AI Colleagues with a sense of values and culture.

In addition to this, the REEF runs our universal chatbot technology (SCUBA), data spines to provide a straight-through link from your data sources to the user, and APIs.

DYNAMIC LEARNING SYSTEMS

We work closely with you as we build complex systems (GYRES) that evolve based on internal and external dynamics. Drawing information from so many sources (data, microservices, conversations, psychologies, etc.) creates a dynamic network of data and interactions (social networks, links & relationships, and social simulation).

OMNIDIRECTIONAL, BIDIRECTIONAL, HUMAN

Our Gyrals are conversational agents accessible through any channel, ranging from text within messenger services through to voice access in smart assistants and smart speakers.

Trained in distinct conversation threads (morphologies), the Gyrals use psychology and linguistics within its generative conversations to create a safe space for people to talk.



Security, Privacy, Ethics

- We create a safe and secure space for people to feel comfortable in engaging with your AI
- As part of this psychological contract, your users will reveal vast amounts of information in conversations, with individual preferences, views, opinions, feelings, inclinations and more
- All conversations are transcribed and be attached to a user record
- Conversations are attached to your organisational memory as well as referred to by our AI in future conversations
- We use such information as sentiment, emotions, and inference to help improve the functionality of the technology
- We use the metadata (and not the content) of conversations to help improve engagement
- All of our Business Intelligence is designed to give you actionable insights and we never refer to a specific individual as their conversation is secure and private
- In the cleaning of your data sources, we will update the relevant data fields only
- We ensure that the right to be forgotten is honoured

* Gartner Predicts, 2011

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CORPORATE COLLABORATION TECHNOLOGY

Our client-oriented messenger platform, OGMA, is a corporate collaboration suite with secure messaging, group chat capabilities, file-sharing, and the ability to collaborate securely with external parties (e.g. clients and suppliers).

It provides default end-to-end encryption of messages, videos and files that can only be viewed by sender and receiver.

OGMA wholly-integrates with our suite of products and runs on the REEF: enable every stakeholder to engage with every human and AI Colleague in your enterprise.

INSIGHTS + ANALYTICS

Data analytics can reveal trends and metrics that would otherwise be lost in the mass of information. This information can then be used to optimise processes and systems to increase overall efficiency and efficacy.

We're in a time where more people and organisations are interacting through the digital channel: conversation is the new User Interface.

The sheer volume of conversations with users and customers through messengers, smart assistants, smart speakers and the Internet of Things is staggering and the data overwhelming.

Conversational analytics is a primary need for organisations who want to get to know their audience and provide a better user experience.

Our Business Intelligence (BI) Dashboards can give you retrospective views of your data (Descriptive & Diagnostic Analytics) as well as trends and actions (Predictive and Prescriptive Analytics).

As psychology and communications are so closely intertwined, we are able to not only looking at communications data but also psychology data.

This means that our BI Dashboards include *Propsective Analytics*: integrating data information for each user and customer with psychological insights.

WORKING WITH GYRE+REEF

GYRE+REEF can work with you to build solutions ranging from a standalone conversation agent through to a Communications Mesh comprising your own corporate messenger system, Gyrat Spaces, Gyres and microservices.

The first step in this journey is our Pathfinder including Proof Of Concept, Prototype Build and AI Training.



Glossary

- Litha Group is a conversational AI development company, author of Bunty®, Wallace®, Human Orienters, SCUBA and OGMA
- Litha Labs® is the R&D Team within Litha Group
- GYRE+REEF is the commercial application of Litha's architecture
- PaaS allows customers to develop, run, and manage applications without the complexity of building and maintaining the infrastructure
- Implicit memory is a type of long-term memory related to the impact that activities and experiences can have on your behavior.
- Dynamic Learning Systems are complex software that dynamically reorganise and develop as they not only collect information but learn from it
- Generative Conversation is an unstructured 'living' dialogue between parties on a journey of exploring any particular subject

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