

# Beca.ai

engagement

## Transform your engagement

**Artificial Intelligence (AI) has the potential to revolutionise how you connect, consult and engage with your stakeholders, customers and communities – in a meaningful, scalable and personalised way.**

Combining our experience in engagement and consultation with our expertise in AI, we've developed a range of tools, to enhance consultation and engagement across a variety of situations, languages and interfaces. This includes a range of options to showcase your information, using virtual environments and digital twins.

Underpinned by natural language processing, our AI tools support natural and engaging conversations, to help meet the needs of different clients, businesses, communities, customers, stakeholders and projects.

Feedback, views and sentiment is gathered and analysed by the AI, with insight, including key trends and demographics, presented in an easy-to-read dashboard in real-time.

## What is Natural Language Processing (NLP)?

Natural language processing (NLP) is an area of artificial intelligence which allows systems to understand human language, and communicate and collect information.

For 100s of years we've analysed things using numbers, now we can analyse and understand information and views contained in text and documents.

## How does it work?

Whether you just require a conversational AI chatbot, a virtual consultation room, or an integrated and interactive digital asset model - or a mix, or just a few - the features and tools we offer are designed to make your everyday better.

- 1 Firstly, we'll work with you to understand your specific needs and what outcomes you want to achieve.
- 2 We will design a real-time easy-to-read dashboard, that will display the views and sentiment of the community, and enable you to see and assess trends as they happen.
- 3 We'll develop and tailor the tool so that you can engage with people using natural conversation, and present information across a variety of interfaces and possible languages.
- 4 You will have the ability to better understand and respond to your customers, communities and stakeholders, in a tool that is available anytime, anywhere.

*Beca.ai engagement* tools are able to be used as a standalone engagement solution or in complement to existing tools and methods - what we offer can be customised to meet the unique needs of your project and specific audience.

## What is 'Conversational AI'?

Conversational AI systems make use of artificial intelligence software to engage with people in natural conversations.

The technology has developed to the point where this can be via voice or text, in multiple languages and through a range of channels.

## Making everyday better with *Beca.ai* engagement

- Connect your projects with people and help your communities be heard on the issues that matter most to them.
- Engage via voice or text, in multiple languages and through a range of channels – available 24/7.
- Use AI to read and digest feedback from a wide variety of sources, such as emails, letters, customer surveys and forms.
- Provide a consistent experience and enhance understanding of your projects through videos, pictures, and project information.
- Easily escalate the conversation to a real person discussion with a consultation specialist.
- Enable business continuity for the engagement process when traditional approaches are not possible.

For more information visit [beca.ai](https://beca.ai) or contact [ai@beca.com](mailto:ai@beca.com)

