

## Web-Dialogue for Superior Consumer Interaction

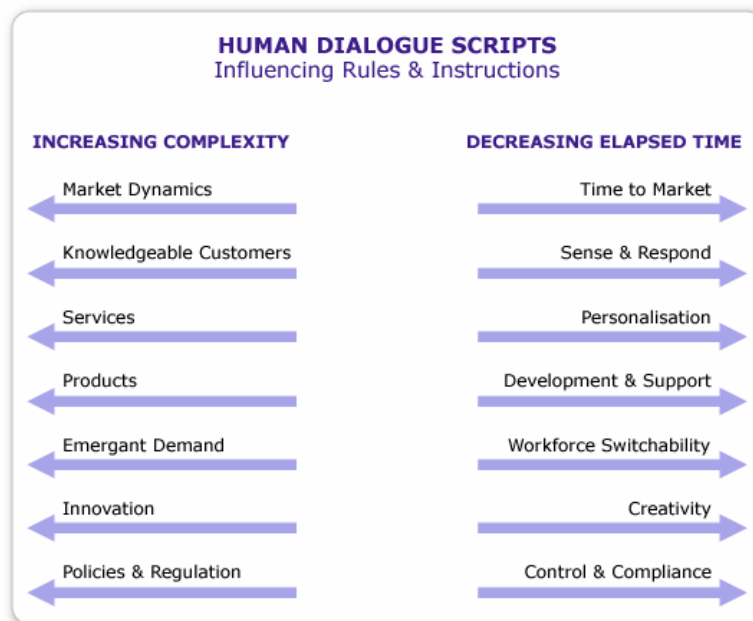
### What is the economic justification for web-dialogue?

Web-dialogue is a person-to-computer interaction designed to enable a consumer to reach the best-of-fit dialogue-outcome in context of their need. Decisionality's products allow the creation and deployment of web-dialogue to be streamlined and simplified in a consistent, transparent and adaptive way across any web-enabled device. Web-dialogue strengthens brand and delivers significant value with costs that are 6 to 12 times lower than conventional human-dialogue, whilst being able to unlock latent value from existing products and increase innovation through demand-sensing at scale.

### What are the issues with consumer interaction at scale?

It is becoming clear that many major analysts believe the next paradigm shift towards creating a truly demand-driven economy will see the focus moving away from the content itself towards consumer interaction. Such a shift cannot be achieved with present methods of using content as the primary means for interaction, even though this approach underpins most web-sites today.

The problem is further compounded by the software tools for developing consumer interaction. These scripting languages for human-dialogue need expensive software developers. In addition, they cannot cope with increasing levels of interactional complexity whilst delivering software within decreasing periods of time consistency across multiple channels.

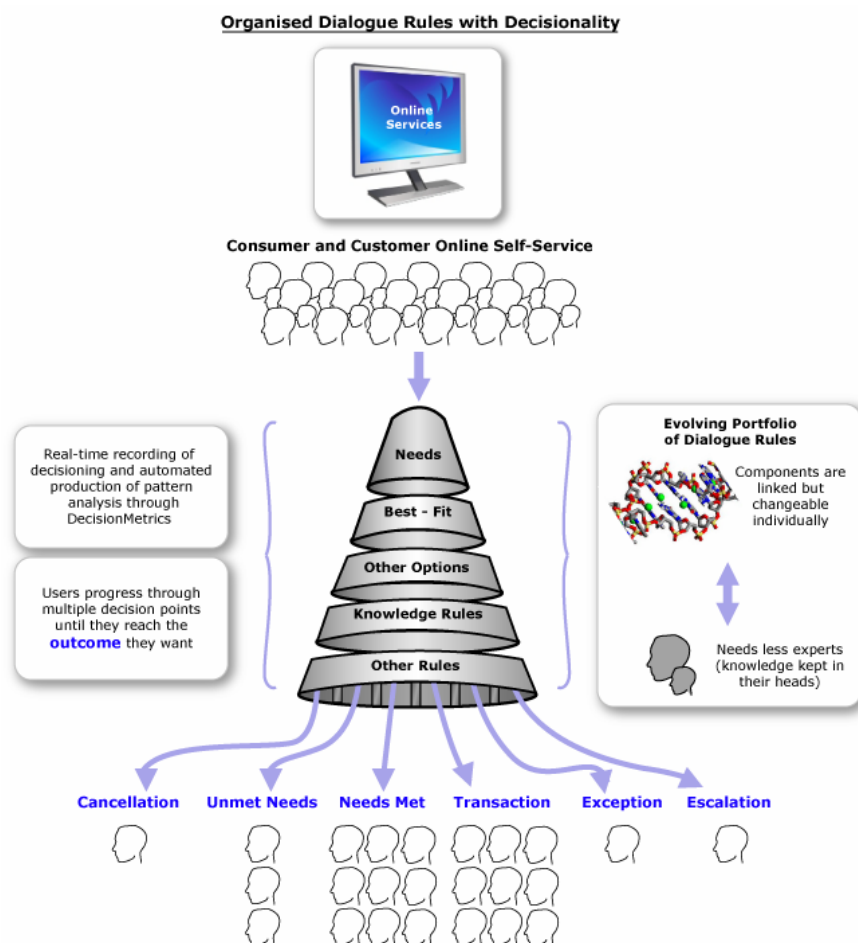


## What does Decisionality do?

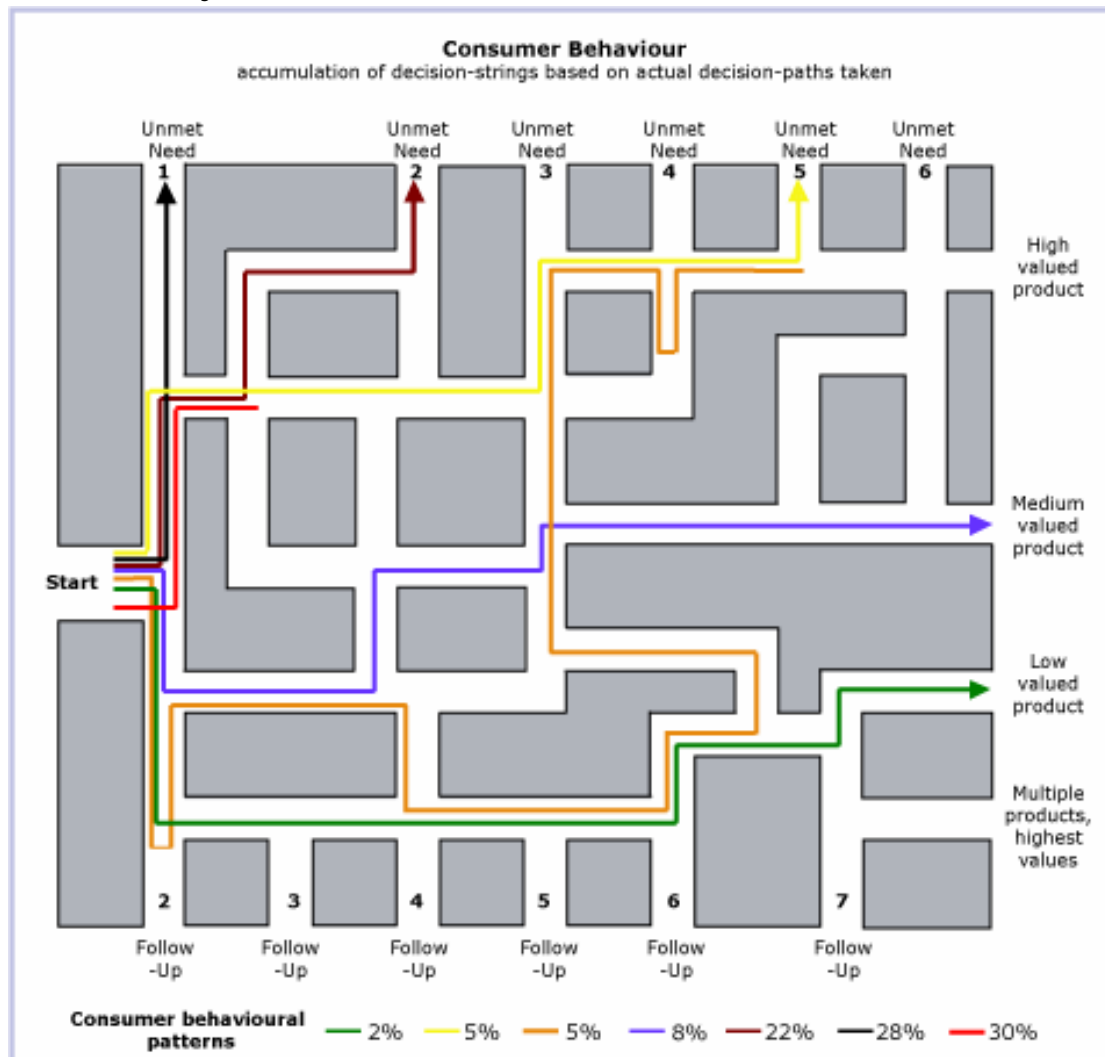
Decisionality empowers organisations to rapidly convert human-dialogue scripts into a web-dialogue format for enabling consumer interaction on any web-enabled device, therefore providing the following immediate benefits:

- Organisations only have to build web-dialogue components once. They can then be accessed from multiple points
- There will be smarter and faster consumer dialogues
- Organisations will capture a real-time record of every dialogue
- There will be automated reporting of behavioural metrics, flows and blockages
- Organisations are able to change at the speed of articulation
- Organisations will be matching the granularity of online advertising with best-fit dialogue

Web-dialogue enables an organisation to be adaptive and agile, whilst delivering consistency, continuity and transparency of consumer interactions.



The real-time recording of every consumer interaction by our product DecisionMetrics™ enables the automated reporting of dialogue and behavioural patterns. In a hypercompetitive world, branding exists in every single interaction that we have with the consumer. Web-dialogue will increasingly become more powerful as aggregated patterns of interaction (refer to next diagram) provide a precise focus for making changes to influence consumer behaviour, guiding them more efficiently towards best-of-fit outcomes.



This real-time recording of dialogue data (delivered automatically), shows the actual pathways taken by consumers within the web-dialogue including the choke-points, drop-off points, trade-offs and behavioural tendencies towards transactional and interactional outcomes. Fast responsiveness to improve the dialogue flows is achieved using Decisionality's flagship product DecisionFlows™, which enables codified dialogue scripts to be produced, changed and ready for deployment at the speed of articulation.

DecisionFlows™ has been thoroughly tested and interrogated by leading technology companies around the World and has passed all examinations set. Today our products are being used in many sectors that must deal with increasing rates of complexity, velocity and volatility involving their customers, employees and partners. These sectors include all areas of:

- Financial Services
- Pharmaceuticals
- Telecommunications
- Consultancy
- Technology
- Health
- Research and Development
- Media and Advertising
- Systems Integrators
- Recruitment

### **Why has Decisionality developed these products?**

Decisionality has developed products to help organisations respond to increased pressure from:

- A better informed and more demanding consumer
- Increasing rates of complexity, velocity and volatility
- The growth of consumer touch-points: multiple-channels, multiple-devices, and multiple-applications
- Products coming to market in shorter and shorter time frames
- The increasing volume of products which need to be supported over longer time periods
- The provision of personalised services
- The volume of regulatory change and evidence of compliance
- The dilution of organisational knowledge over time

Whilst:

- Increasing revenues
- Lowering operational costs and risks
- Improving quality of service
- Increasing stakeholder value
- Being complimentary to business process and workflows
- Leveraging open-systems technology such as the Service Orientated Architecture (SOA) and Web-Services (XML, SOAP and WSDL)

***There is a fear in many organisations about the length of time and costs involved with adopting new technology before benefits are realised. This does not apply to Decisionality's products as their ease of use enables fast, low cost scalable conversion of an organisation's human-dialogue scripts into tangible assets with additional value being created from day one.***

## What are the benefits from using Decisionality?

Web-dialogue delivers “material” value such as:

- Costs being 6 to 12 times cheaper than human-dialogue
- Developing dialogue software becomes 12 to 24+ times faster
- Unlocking latent value from existing products
- Faster stimulation of growth and innovation
- Strengthening brand through better consumer interaction
- Influencing behaviour towards best-of-fit outcomes
- Faster stimulation of growth and innovation
- Collapsing dramatically the time to market
- Being able to change dialogue instructions at the speed of articulation
- Dynamically sensing and responding to emergent behavioral patterns
- Having full visibility and traceability

## Why are the Decisionality products unique?

- DecisionFlows™ uses decision-trees for codifying dialogue instructions by automatically generating web-services executable software at zero costs whilst 100% matching the specification. Additionally, it copes with any granularity of complexity by dynamically linking components.
- DecisionConsole™ provides a universal PC front-end to any consumer interaction generated by DecisionFlows including behavioural influences.
- DecisionMetrics™ provides automated reporting of productivity metrics and patterns underpinned with real-time recording of every dialogue step.

## About Decisionality

Following many years of investment and development Decisionality and its software product's DecisionFlows and DecisionControl were launched in 2003, enabled by the changes in approach to technology and the standardisation of Web-Services. Decisionality was founded by Freddie McMahon and Richard Goodyear who based their development on their experience and market research in the complex area of Knowledge Capital.

Freddie is today recognised as a thought-leader in the area of Knowledge Capital. He was previously Head of Innovation at NatWest Bank and the Norwich Union Group; he has also pioneered leading e-business initiatives. Richard is a leading expert in the area of Software Engineering and has used Decision-Tree Science to develop the complex and unique use of Algorithms as the basis for the development of the Decisionality suite of products.

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