

Cognitive Communication

Cognitive communication delivers a smarter, more personalized approach to productivity and collaboration with a new, human-centric experience.

What is cognitive communication?

Cognitive communications are taking organizations into the “human-centric” era where collaboration and communication systems adapt to different behaviors, expectations and preferences. In this new workplace, employees can use voice commands to interact with natural language bots to get help with daily needs and issues. Guided by artificial intelligence, smart bots can also anticipate user needs, based on context. These smart bots can streamline workflows by providing immediate answers to questions and problems.



Discover how you could transform your customer experience with AI and bots in our free White paper.

» Learn how integrating bots improves collaboration

Smart bots are changing the user experience

Smart bots can be accessed on many different interfaces, including both fixed and mobile phones, as well as PCs and tablets. They can also transmit information over a variety of media, including text, instant messaging, voice, and bot-to-bot communication.

But what exactly are bots? Bots are software applications that run automated tasks over a network. The tasks are usually simple and structurally repetitive, so bots can perform them faster and more accurately than a human.

Bots can provide information on virtually any topic by searching, finding and returning the information that the user has requested. They can also leverage Artificial Intelligence (AI) to learn from user behavior and preferences. Over time, they become better at using data to anticipate a users' needs and expectations - for example, suggesting a sandwich bar near the location of your morning meetings as a notification on your smartphone, or suggesting phrases to auto-complete your email messages.

In the current enterprise landscape, most bots are designed for a single purpose (one action per bot). As users grow more accustomed to bots and have greater confidence in their ability, bots will likely become multifunctional, with more responsibilities.

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It's not just millennials; every generation, including baby-boomers, are driving enterprises to shift to collaboration tools from the cloud.

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An evolving communications landscape requires evolving solutions. Alcatel-Lucent Rainbow™ takes enterprise communications into the future.

by [Xavier Martin](#)

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Artificial Intelligence and Machine Learning in the real world

What do artificial intelligence (AI) and machine learning (ML) have to do with enterprises? Well, with stiff competition and slim margins, having the edge can mean the difference between your business thriving and dying.

To stay a step ahead, enterprises need to find ways to optimize an ever-increasing number of business processes. Artificial Intelligence lets technology perform tasks that have the characteristics of human intelligence, while machine learning enables technology to learn without being explicitly programmed. This means that machine learning can provide machines with AI capabilities.

Streamlined processes and improved efficiencies let enterprises do more with less, respond quicker, and stand out against the competition.



Understand more about Artificial Intelligence in the enterprise in our exclusive White paper.

» Learn what AI and ML can mean for your business

The power of partnerships



ALE and IBM teaming on Cognitive communications

Cognitive communication enhances your customers' digital engagement

While these bot functionalities are available today in the Alcatel-Lucent Rainbow™ solution, a recently announced partnership with IBM will leverage the IBM Cloud and IBM Watson to integrate the Rainbow API Hub platform with AI to deliver cognitive communication capabilities in the area of smart bots, advanced natural language interaction, and facial/video pattern recognition.

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We are excited about partnering with IBM. Between the two companies we have great technologies and platforms to offer businesses, which are fully dedicated to providing excellent quality cloud-based services that deliver maximum benefit for customers. We are confident that integrating Rainbow, our leading Team Messaging cloud-based offering, with IBM's cognitive engine, will increase user satisfaction by removing frustrations created by poor quality Customer Service.

Matthieu Destot, Executive Vice President, Global Sales & Marketing, ALE

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This partnership with IBM is just the beginning of bot and AI integration into ALE communication solutions and technology. Industries such as healthcare, education, hospitality and government clearly stand to benefit from the

opportunities and efficiencies these technology advances have to offer. Other areas to be explored include new services for bots and AI in sensitive contexts such as citizen security in smart city solutions, and emergency response management in complex environments.

A future with AI, smart bots and natural language

Cognitive communication helps businesses make sense of the numerous information flows competing for their attention. Smart bots, advanced natural language interactions, AI and other technologies are revolutionizing how workers interface with Unified Communications and Collaboration solutions. ALE is leading the way in cognitive communications by developing new user experiences based on these technologies.

Successfully implementing cognitive communications requires removing barriers to adoption, and ensuring that everyone in the company is involved, motivated and trained. Natural language interaction helps ensure workers are quickly understood by new tools.

Cognitive communications: a real-world example

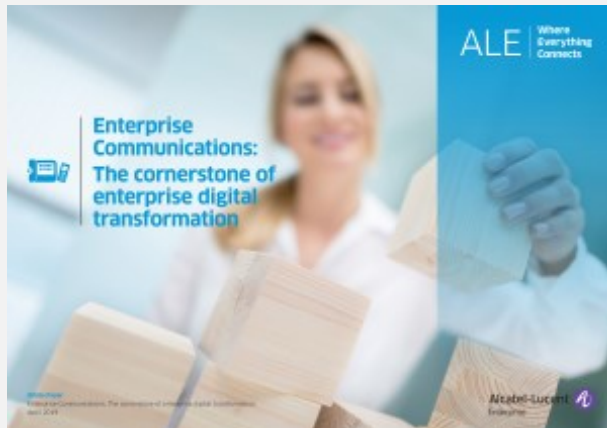
Smart bots and AI set the stage for digital twinning. However, the question is, “What real world services and efficiencies can a Digital Twin (DT) provide?” Here's an example:

- A DT monitoring a phone can answer and tell the caller that the recipient is not available because they are in a meeting
- The DT can ask the caller to identify the purpose of the call, and because the bot also has calendar access, it can offer the caller another time to talk
- After the caller selects a time slot, the DT sends an SMS invitation which can be accepted or declined

- The DT adds the appointment to the calendar with the caller's name and purpose of the call

Discover more in these related documents

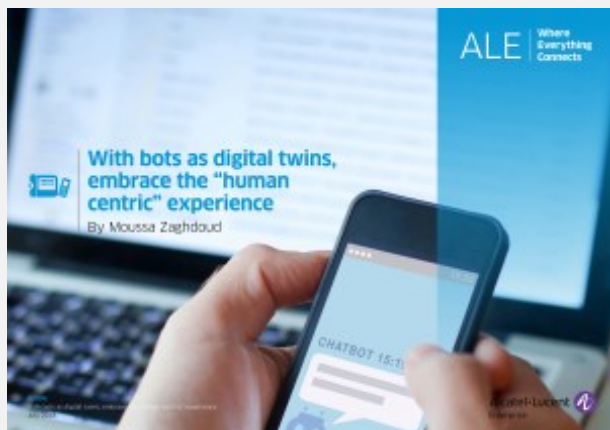
White paper



Communications as the Cornerstone of Digital Transformation

The combination of social networks, mobile internet, data lakes and information warehouses - all made accessible as a Service from the cloud

White paper



With bots, embrace the “human centric” experience

Thought leadership article on the future of bots, authored by Moussa Zaghdoud

Infographic



Alcatel-Lucent Enterprise Survey 2017

ALE surveyed IT decision makers in the Education, Healthcare, Hospitality & Cruise, and Transportation sectors. Read the findings

cruise, and transportation sectors. Read the findings.

White paper



Artificial intelligence applied to enterprise communications

This white paper explores Artificial Intelligence and Machine Learning as well as discusses different types of information.

White paper



Vertical Markets and the Digital Revolution

Today, employees, partners and customers are able to collaborate wherever they wish due to social networks and the ability to communicate.

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