FifthElement.ai is a groundbreaking platform that leverages Generative AI technology to revolutionize customer interactions by enabling personalized, context-aware user experiences and seamlessly integrating with enterprise systems. This product brief provides an overview of the platform, highlighting its products, key features, the significant business benefits it brings, and the unique value proposition that Alepo offers to telecommunications service providers.

> With the introduction of Lüm Bot, we are taking a big leap forward in our digital journey, employing generative AI and LLM technology to enable a holistic, end-to-end digital customer service experience.
>
> **Charlene Gavel**
> SaskTel CEO

Applications

AI Virtual Agent

Branded virtual assistants that provide human-like customer service, engage with customers in natural conversations, understand contexts and intent, and deliver relevant and tailored responses. Its core functionalities include:

- Issue resolution and troubleshooting
- Account management (balance checks, top-ups)
- Upselling opportunities
- Customer sentiment monitoring

Human-Like Interactions

The application employs advanced Generative AI technology to facilitate human-like, conversational customer interactions, greatly enhancing the overall customer experience.

Automate Customer Service

Completes customer service-related tasks through automated BSS/OSS integrations, allowing human agents to focus on complex tasks and providing specialized support.

Omnichannel Support

Provides support across various channels, including mobile app, website, dial-in, SMS, and WhatsApp.

Multilingual Capabilities

Supports 100+languages, allowing virtual assistants to interact with customers in their local language.

Adaptive Personas

Intelligently adapts personas based on the session context in real-time to suit the customer profile, ensuring a customized, context-based interaction with a prospect or an existing customer.

Seamless Support Transition

Intelligent handoff to live agents for complex issues, ensuring uninterrupted support and optimal customer experience when AI assistance reaches its limits, preserving a high customer satisfaction.

AI Agent Assist

Bots that assist human agents in real-time by providing instant, context-based responses that are accurate, relevant, and precisely tailored to the specific customer's queries or issues. Its core functionalities include:

- Co-pilot tools for agents
- Leveraging existing knowledge bases
- Rapid issue diagnosis and resolution
- Real-time assistance during customer interactions

Improve Time to Resolution (TTR)

Empowers agents to provide immediate, accurate responses by integrating the operator's custom knowledge base, which includes service guides, promotions, policies, FAQs, and troubleshooting.

Identify Revenue Opportunities

Integrates with IT applications such as contact center systems, CRM, and billing to extract customer data, preferences, and interests, helping identify new revenue opportunities during customer interactions.

Faster Employee Onboarding

Like custom GPTs, these advanced bots are specifically designed to meet organizational needs, with a strong emphasis on ensuring the security and privacy of enterprise data and safeguarding user interactions within the organization.

Higher Operational Efficiency

Automates routine tasks and provides real-time assistance, boosting agent productivity by 30-40%. Ensures faster issue resolution, reduces call handling times, and improves first-call resolution rates, ultimately driving operational excellence.

Advanced Guardrails for AI Implementation

Built-in DLP, Automatic Data Encryption, and Data Sanitization

Prevent leakage, secure PII, and ensure GDPR compliance before and during LLM processing.

Retrieval-Augmented Generation (RAG) and Advanced NLP for Accuracy

Enhance AI accuracy and reliability with RAG and continuous improvement through advanced NLP algorithms.

LLM Agnostic Architecture

Support multiple LLMs to enhance flexibility and reduce dependency risks.

Comprehensive Scenario Testing

Ensure ai reliability and performance through extensive testing and updates.

Knowledge Base Boundary Enforcement

Maintain the integrity of conversations and data within defined boundaries.

Robust Prompt Engineering and Jailbreak Prevention

Resist manipulation, prevent jailbreaks, and adhere to ethical guidelines.

Monitoring Tools for Human Oversight

Ensure continuous quality control, ethical compliance, and human oversight.

Context-Aware Response Generation

Improve first-contact resolution rates with contextually relevant responses.

Partnering Options

Co-Create

Influence roadmap and building partnership

Fully Managed

Platform managed by Alepo

Self-Managed

Platform managed by the client

![alepo | FifthElement.ai]

Platform Features

Comprehensive Platform
Complete AI Applications and Integration Toolkit

FifthElement.ai offers a comprehensive conversational AI toolkit featuring NLP, voice, and context management for humanized bot interactions. It facilitates external systems integration via webhooks, APIs, and handoffs, optimizing workflows and support.

Reporting and Analytics
Comprehensive and Robust Report Generation

Provides essential insights into user engagement and bot efficiency by meticulously monitoring metrics such as customer interactions, feedback, and sentiments, which are crucial for continuously enhancing performance and elevating CX.

LLM Agnostic
Choice of LLMs

FifthElement.ai supports a variety of Large Language Models (LLMs), including OpenAI, Anthropic, Google, Meta, and more, providing flexibility and choice in AI model selection.

Adaptive Learning
Continuous Improvement

The platform evolves with each interaction, leveraging insights to fine-tune responses and enrich the knowledge base, thereby enhancing proficiency in conversations and task execution.

Bot Creation Framework
Pre-Configured Bot Templates

Provides a range of bot templates optimized for diverse telecom use cases. These built-in chatbots can be effortlessly cloned and customized, significantly saving resources, time, and effort.

Safe and Accurate
Hallucination-Free Interaction

Offers a separate moderation classification model to prevent abuse. Alepo's proprietary "vertical tuning" reduces AI hallucinations and error rates below human agents, ensuring safe bot interactions.

Deployment Models

| SaaS | Virtual Private Cloud | On-Premise | Hybrid |

Business Impact

Whether transforming outdated menu-based systems or introducing virtual support, FifthElement.ai represents a transformative upgrade. Leveraging Alepo's AI-powered chatbots can substantially improve key performance indicators (KPIs).

First Contact Resolution
Likely increase
monitored by first-interaction resolutions

Customer Retention
Expected improvement
gauged via regular customer assessments

Operational Costs
Anticipated reduction
compared pre- and post-AI Virtual Agent deployment

Customer Satisfaction
Potential enhancement
measured via post-interaction surveys

Average Handling Time
Projected decrease
observed by inquiry resolution time

Sales Conversion
Possible growth
evaluated by sales-to-leads ratio

Net Promoter Score
Potential increase
assessed through standardized surveys

Why Alepo

Telco-Specific Intelligence

Alepo leverages 20+ years of experience in mobile and fixed broadband, BSS, and OSS technologies to seamlessly integrate FifthElement.ai into the service provider's IT, security, and infrastructure environment.

Advanced Prompt Engineering

Alepo's expertise in developing, refining, and consistently enhancing AI-generated text prompts ensures exceptional accuracy, engagement, and relevance, fine-tuning AI applications for peak performance.

In-House AI and ML Experts

Alepo provides dedicated, experienced in-house AI and ML experts proficient at customizing the platform's advanced capabilities to meet the unique, diverse requirements of telecommunications operators.

Add Report Save Layout Generate Summary

Dashboard
Last 30 days

348	4700	771	6
Active Users	Messages	Conversations	Average Messages

User Messages
Last 30 days

600
400
200
0

Jan 08 2024 05:30

Messages

Source
Last 30 days
Selfcare
Lum Website
N/A

Response Analyzer
Last 30 days
Answered Unanswered

Sentiment Report
This month

Neutral   Positive   Negative

...Analysis
Like

Tools Usage
Last 30 days
Lum-Context-Tool-Prod
Service-Purchase-Flow-Prod
Retrieve-user-membership-details-Prod
Retrieve-user-account-balance-Prod

Token Usage
Last 30 days
6,000,000
4,000,000
2,000,000

Luem-mobile-care-prod-13122023
Prompt Tokens
Completion Tokens

150
100
50

Jan 08 2024 05:30   Jan 15 2024 05:30   Jan 22 2024 05:30   Jan 29 2024 05:30   Feb 05 2024 05:30
Active Users

	MESSAGES
...bleshooting and FAQ for getting help. Ask user what kind of help he wants?	103
Show my current tickets	64
Show my current membership details	28

Conversations

Back

Filter by Date

Neutral Answered Positive
Unanswered Negative Like
Dislike

2/4/2024 at 2:06:05 PM
2/4/2024 at 2:05:13 PM
2/4/2024 at 9:03:21 AM
2/4/2024 at 9:01:02 AM
2/4/2024 at 7:50:02 AM
2/4/2024 at 3:42:47 AM
2/4/2024 at 3:29:22 AM
2/4/2024 at 2:45:07 AM
2/4/2024 at 2:01:23 AM

Name: Conversation   User Id: 227d36c5a56278ccde8c72f971bdc9c6

Lüm Bot
Hi , I'm your Lüm Mobile AI Assistant. How may I assist you today?

User
So I got this number setup for my daughter to use in her galaxy s23 (unlocked and fully compatible with the network). I made the mistake of opening the email and adding the esim to my phone which was okay at first because I wanted to make sure everything was good to go. We'll that's where I screwed up. I can't just transfer it. Is there any way you can deactivate the one currently active in this account and reissue one for me to load in her phone as intended ? Thanks in advance
Answered / Positive

Lüm Bot
I understand your situation and I'm here to help. Based on the information from the Lüm Mobile Service Guide, you can indeed deactivate the eSIM currently active on your account and reissue a new one for your daughter's phone. Here's how you can do it:
1. Log into your MyLüm account by visiting https://mylum.lum.ca/ on your web browser or by downloading the Lüm Mobile app from the Apple App Store or Google Play Store.
2. Once you're logged in, you can deactivate the current eSIM and request a new one.
Please note that once the new eSIM is issued, you'll need to load it onto your daughter's Galaxy S23. If her phone is eSIM capable, you can activate and get started right away. If you need a physical SIM card, it will take 1 business day to ship. After it's shipped, it will take 1-3 business days for your SIM card to arrive through Canada Post.
If you encounter any issues during this process, please let me know. I'm here to assist you.
Answered / Positive

User
...er galaxy s23 (unlocked and fully compatible w...
...ed up. I can't just transfer it.

Based on the information from the Lüm Mobile...
...unt.

...because I wanted to make sure

...our daughter's phone. However,

SmartTel Agent Assist   + Logout

You
Help me respond query from one of my customers, John, he is a school teacher, looking for mobile connection, he want to spend no more than $35 per month.

AgentAssist
Dear John,

Thank you for considering SmartTel Mobile for your mobile connection needs! We understand that as a school teacher, you're looking for a reliable and cost-effective solution.

At SmartTel, we offer a unique way of doing things that could fit your budget perfectly. With our service, you only pay for what you use, and there are no unexpected or pricey overages.

Here's how it works:
1. **Buy a SmartTel membership:** We offer a 3-month membership for $50. This might be slightly over your budget initially, but it averages out to about $16.67 per month.
2. **Buy data as you need it:** You can buy 2GB of data for $15. This data never expires as long as your membership is active, so you can use it at your own pace.

This combination would cost you $65 for three months, or approximately $21.67 per month, which is well within your budget of $35 per month.

Remember, with SmartTel, there are no charges for minutes or messages. They come

Type your message here...

SmartTel Social Media Assist   + Logout

Insta Post

SociaAsst
Sure, here's a suggestion for an Instagram post:

Caption: Hey SmartTel family! 📱 💚 Did you know small actions can lead to big changes? We're all about making our homes and lives more eco-friendly, and we want to share some tips with you! But we also want to hear from you. What are some ways you're going green? Share your tips in the comments below! 👇

Image Content: A collage of eco-friendly actions such as turning off lights when not in use, recycling old devices, using energy-efficient appliances, etc.

Post Text: Swipe left to discover some easy green home tips that not only benefit the environment but also your wallet! 💡 ♻️ Remember, every little bit helps. Let's make a difference together!

Call to Action: Don't forget to follow us for more tips and updates. And if you have any questions or need support, our SmartTelbot is available 24/7 to assist you. Just log into your mySmartTel account.

Remember, we're a digital-only service, so let's save some trees together! 🌳 💚

This post encourages interaction from the community, provides useful information, and

Type your message here...