

Conversational AI Agents

The future communicates digitally.

Explore Syntphony Conversational AI Agents empowered by GenAI.

At NTT DATA, we understand the challenges businesses face in delivering exceptional customer experiences while optimizing operational efficiency. That's why we introduce Syntphony Conversational AI Agents, a cutting-edge solution seamlessly integrated into the Syntphony ecosystem. Our platform revolutionizes customer interactions, offering AI-driven virtual agents that enhance engagement across multiple channels. By leveraging advanced natural language processing and generative AI, businesses can deliver hyper-personalized responses and contextualized support, driving higher conversion rates and improved customer satisfaction. Whether it's retail, banking, or healthcare, Syntphony Conversational AI Agents empowers organizations to unlock new levels of efficiency and customer-centricity, ensuring they stay ahead in today's dynamic market landscape.



Insurance



Telco, Media & Technology



Energy & Utilities



Retail



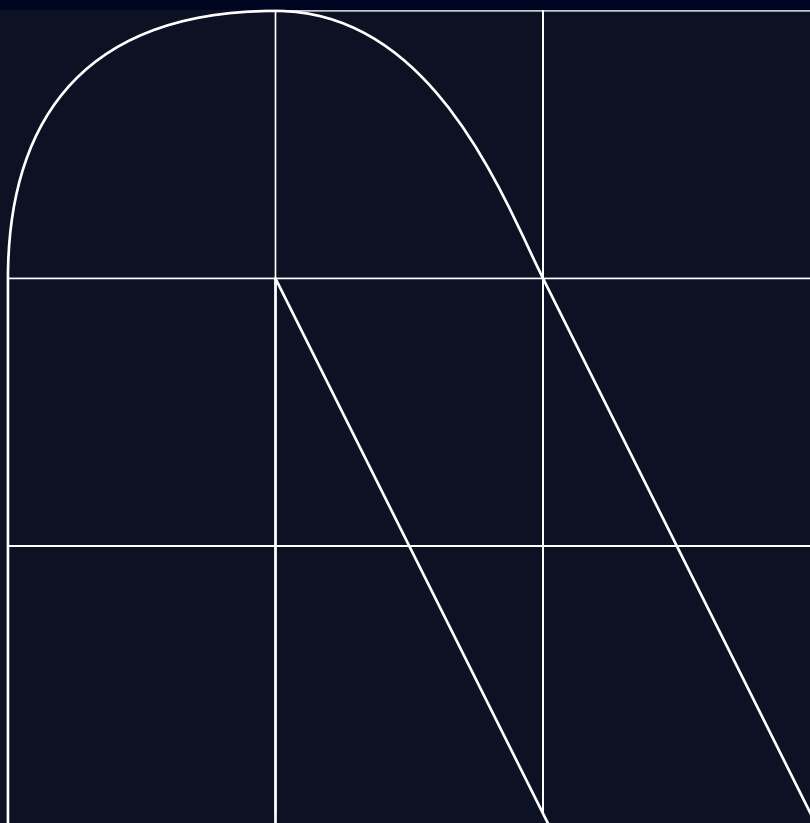
Manufacturing &
Consumer Packaging Goods



Automotive



Healthcare, Life Sciences & Pharma



Why syntphony ?

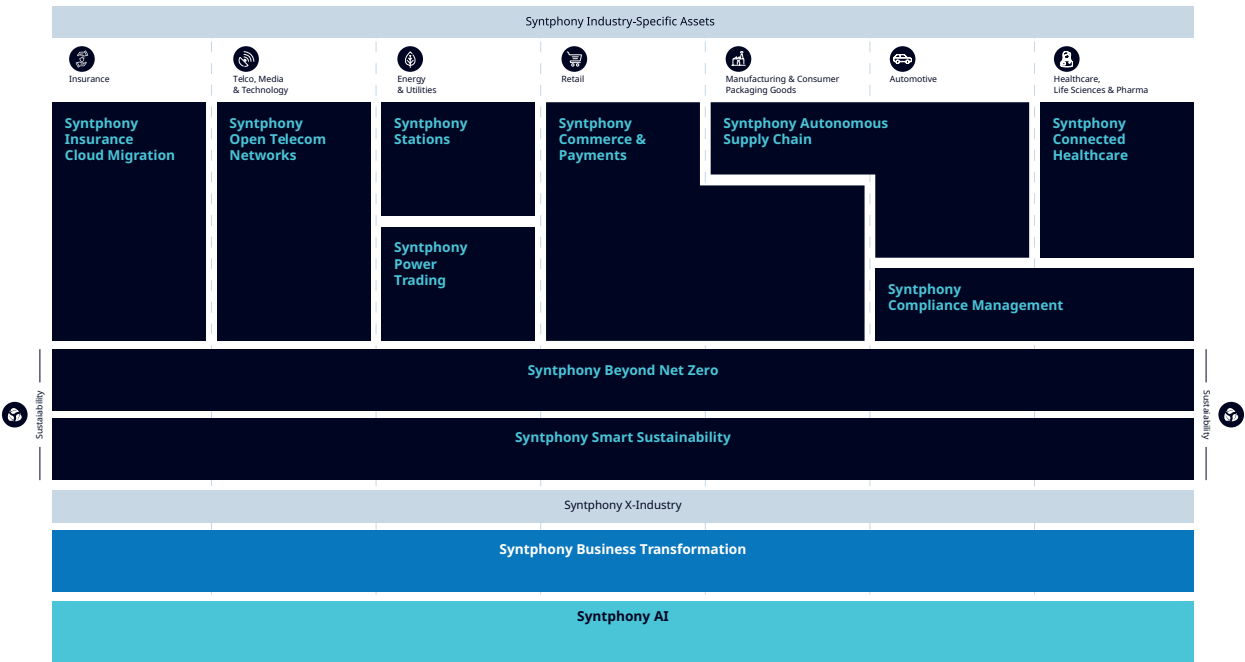
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organizations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the most valuable Product Composable Platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



Syntphony AI

Syntphony AI provides you with a common data layer and data management capabilities to build the foundation of your Data & AI platform, including technical capabilities, Gen AI features and packaged modules like Conversational AI Agents or intelligent search to just mix & match and deploy services into production to accelerate the most common vertical use cases.

Syntphony AI helps you unlock efficiency, drive innovation, and stay ahead of the competition by transforming your data into actionable insights, which will fuel your business growth and allow you to deliver personalized experiences.

Conversational AI Agents

We build enterprise AI Agents using NLP, machine learning and LLM orchestration—integrated across systems to deliver scalable, real-time, multilingual and hyper-personalized automation.

Knowledge Search

We provide intelligent, semantic search across structured/unstructured data, improving collaboration, accelerating access to relevant knowledge and integrating seamlessly with tools like Microsoft 365, SharePoint and SAP.

Data Management

We unify customer data into a single Golden Record using real-time validation, enrichment and deduplication—ensuring accuracy, GDPR compliance and insight-driven decisions across B2B and B2C contexts.

AI Factory

We operationalize Generative AI with prebuilt use cases, private LLMs and modular architecture—accelerating deployment, reducing complexity and ensuring secure, enterprise-grade scalability and governance by design.

Why Current Models Are No Longer Enough

In an era of technological evolution and the growth of multiple digital channels, the way companies connect with their customers, partners, and suppliers has undergone a radical transformation. We live in a constantly moving world, which makes agility in response **times, efficiency in automating operational tasks**, and the enhancement of the user experience indispensable.

Organizations are actively seeking to improve customer service and create **an exceptional experience for their users** while simultaneously automating processes to swiftly address transactional issues and reduce costs.

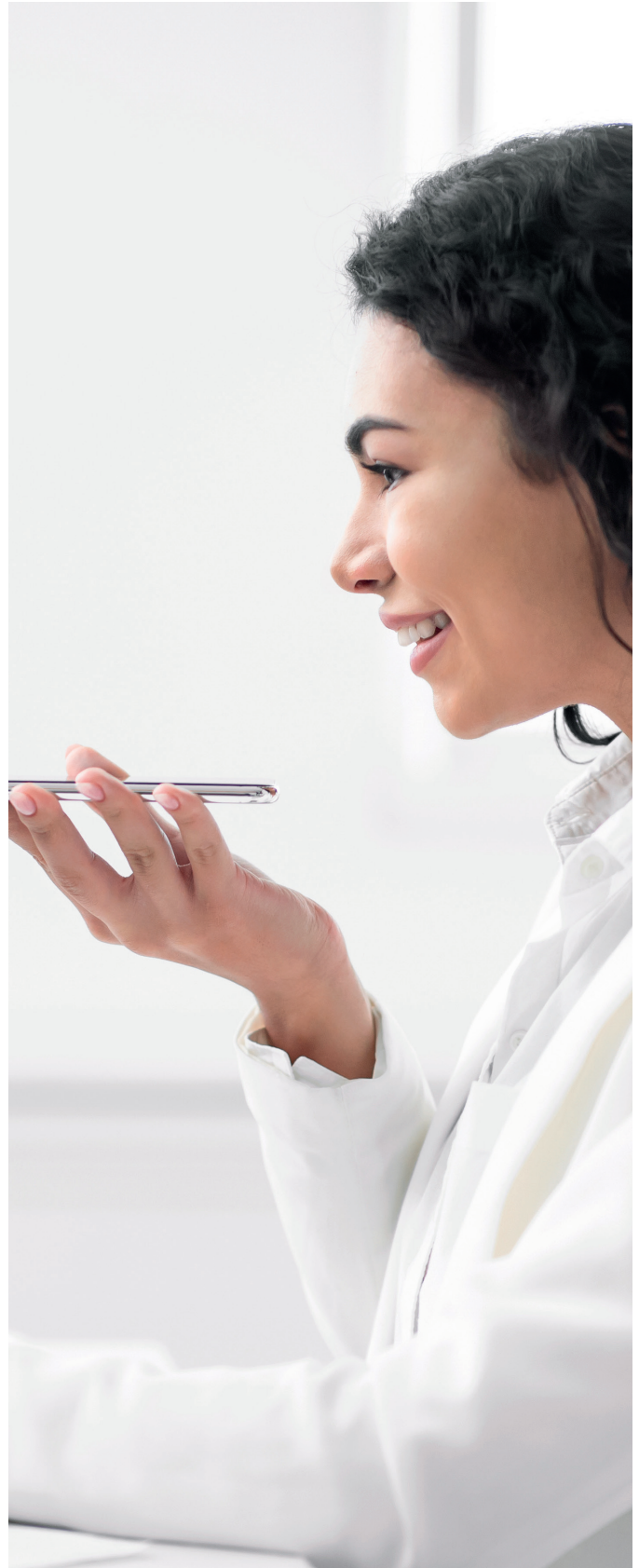
With technological advancements and the evolution of various platforms, virtual agents have undergone a significant shift.

Mechanical and non-assertive responses, as well as a lack of empathy, are no longer viable options. In the contemporary digital landscape, customers often feel frustrated by prolonged waiting times and the need to be transferred from one agent to another.

Traditional contact centers, known for these shortcomings, have left a lasting negative impression on consumers. Despite efforts to encourage customer engagement through digital channels such as email, online chat, and social media, these alternatives still largely depend on human agents, posing similar challenges.

Companies require a scalable omnichannel solution capable of effectively and cost-efficiently responding to routine inquiries with minimal or no human intervention:

Syntphony Conversational AI Agents.



Beyond Chatbots

Syntphony Conversational AI Agents combines Conversational AI agents, Proactive Messages and Human Console into a single, enterprise-grade platform that automates 24/7 customer interactions across voice and text.

The all-in-one platform delivers unique customer experiences through omnichannel support and AI-driven insights, enhancing service quality while reducing costs.

Its secure, API-first architecture enables automated workflows, smooth integrations, and centralized messaging — powered by a unified system for simplified management.

Intelligent, proactive experiences that adapt, collaborate, and evolve, redefining digital interaction.



Hyper-Personalization and Accuracy at Scale

Flexible Customer Experience

Let your customers choose between human or AI interaction at any given time.

Low code tool

Combines no-code for business with low-code extensions for complex cases. It allows non-technical teams to create complete conversational flows.

Omnichannel Communication

Reach, engage and integrate using no-code features to source and route multiple communication channels

Intelligent AI Agents

Agents combine action-based capabilities and RAG-driven responses with prompt-based specialization. They autonomously perform tasks, orchestrate complex behaviors, and integrate with external systems.

Message Broadcast

Send massive messages across channels to engage audiences at scale. Personalize campaigns, boost interaction, and strengthen customer relationships with efficient, targeted communication.

Enterprise integration

Enterprise integration refers to connecting conversational AI platforms with the broader ecosystem of business systems — such as CRM, ERP, marketing automation, HR, and support tools.



Agility, Efficiency, and Personalization

Improved Customer Experience

Syntphony Conversational AI Agents is designed to meet the demanding needs of businesses, enhancing the customer experience by providing **24/7 support across a wide range of channels**. Whether through the call center, mobile app, website, WhatsApp, smart assistants, or social media, this platform ensures seamless interactions tailored to evolving customer preferences.

Unprecedented Scalability

This solution embodies scalability, effortlessly handling thousands of users and millions of contacts each month for leading companies. **It adapts and grows in tandem with your business**, ensuring it can meet the demands of a constantly evolving digital landscape.

Continuous Improvement Through

Cognitive Learning Syntphony Conversational AI Agents employs Generative AI to create more dynamic and empathetic dialogues through the power of cognitive learning. Additionally, it can systematically analyze interactions to enhance the user experience, ensuring the platform remains at the forefront of delivering precise and effective responses.

Personalized Brand Engagement

One of its stand out features is the **ability to create an interactive channel** that seamlessly aligns with your brand's culture and voice. It ensures that interactions with customers are not only efficient but also in perfect harmony with your brand's identity.

Reduced Operational Costs

Syntphony Conversational AI Agents **helps companies can reduce customer service operational costs**, making it an economically choice for businesses seeking efficiency and effectiveness.



Cloud-Ready SaaS for Faster Deployments

Messaging

Rich messaging features

Interactive elements, media sharing, and two-way conversation capabilities.

Actionable Analytics

Comprehensive analytics dashboards tracking delivery, open rates, responses, and conversions.

Unified Messaging Integration

Automation task to integrate messaging capabilities with CRM, marketing, and support platforms

Agents AI

24/7 Availability

AI agents never pause, offering around-the-clock customer support.

Specialized AI Agents

Designed for specific tasks and industries, these AI agents bring deep expertise to customer interactions.

Enable Meaningful, Context-Aware Interactions

They recognize customer intent and respond naturally, like a human would.

Reduce Human Intervention

By automating routine tasks, AI agents free human teams for complex cases.

Human Console

Real-Time Support Console

Manage agents, queues & performance.

Unified Service Dashboard

Dashboard to see all for traceability of conversations and for performance evaluation

Agent & Supervisor Console

Monitor, manage & evaluate support

Smart Support Dashboard

Oversight, tracking & performance

Voice AI

Deploy easily

A powerful no-code platform enabling the creation that handle customer and deployment of Smart AI Agents calls as humans.

Provide humanlike voice experience

Smart AI Agents listen in real time, handle interruptions smoothly, and maintain context to deliver personalized responses.

Universal Understanding Across All Accents

Process diverse speech patterns, accents, and dialects with high accuracy

Call recordings for analysis

Capture every customer interaction with clear audio quality, providing secure and compliant documentation of all conversations.

Customer Support

Omnichannel Assistance: Combine AI agents and human experts to deliver text and voice support across platforms.

Intelligent Interaction: Track conversations, capture insights, and leverage data-rich interactions for better service quality.

Predictive Insights: Generate product-based analytic predictions (non-ML) to anticipate user needs.

Knowledge-Based Training: Use RAG (Retrieval-Augmented Generation) for document consultation, FAQs, and interactive training scenarios.

Employee Engagement

Smart Learning: Deliver adaptive, role-based training programs through conversational agents.

Task Automation: Support employees with instant access to information and automated task handling.

Data Analytics on Demand: Query product KPIs, generate simple business reports, and retrieve operational insights through natural dialogue.

Marketing & Process Automation

Conversational Campaigns: Automate outbound messaging for promotions and information sharing.

Lead Management: Streamline workflows for lead nurturing and conversion.

Conversational Commerce: Enable product interactions, orders, and inquiries through natural-language interfaces.

Operational Automation: Use agents to create campaigns, process orders, and manage product-related tasks automatically.





About NTTDATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.